BEYOND GAINS AND LOSSES TO COMPLIANCE AND NON-COMPLIANCE:

Effects of framing, need for cognition, and mood on consumers' responses to organic food advertising

INTRODUCTION

Gain and loss framing and prevention and promotion framing are two common framing techniques in advertising research

Compliance framing = gain + non-loss

Non-compliance framing = non-gain + loss

How do mood, compliance/non-compliance framing, and need for cognition influence consumers' responses to organic food advertising?

HYPOTHESES

H: Need for cognition (NFC) will moderate the interaction between mood and compliance and non-compliance framing on people's responses to organic food advertising

Previous literature suggested two competing hypotheses:

H1: Low NFC individuals are more susceptible to the hypothesized interaction.

H2: High NFC individuals are more susceptible to the hypothesized interaction.

STUDY DESIGN

A 2 (Mood: Positive vs. Negative) x 4 (Message framing: Gain, Non-gain, Loss, Non-loss) between subjects experiment was conducted (N = 301)

Gender (Female = 88.4%), Age (M = 20.31, SD = 1.25), Race (Whites = 81.4%)

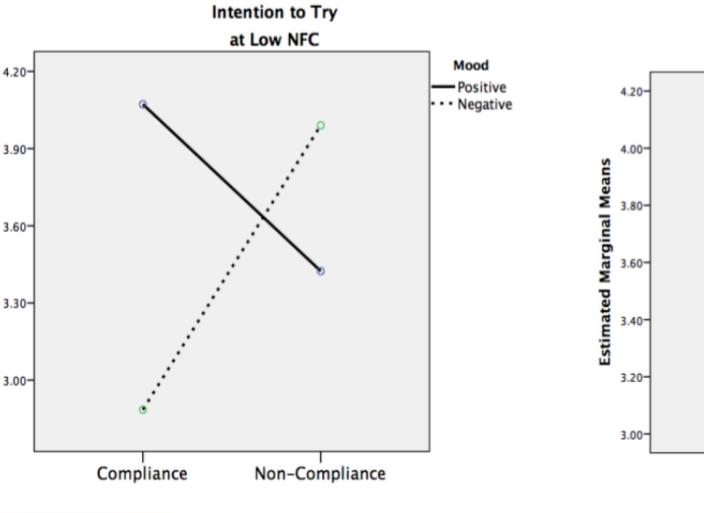
Attitude toward the product (M = 3.86, SD = 1.03) Product tryout intention (M = 3.59, SD = 1.82) Product purchase intention (M = 3.34, SD = 1.81) Need for cognition (M = 5.58, SD = 1.31)

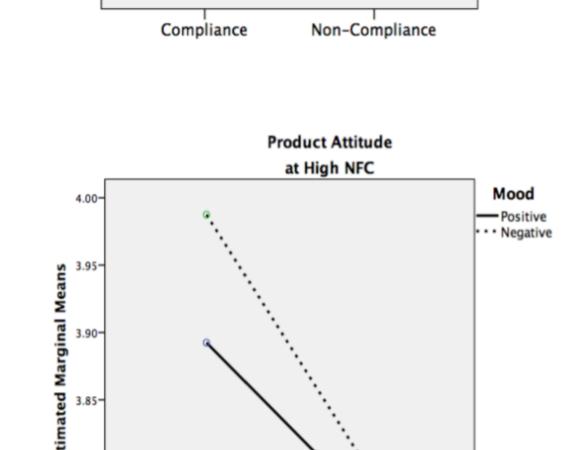
MESSAGE DESIGN

	Gain	Non-Gain
	Ą	В
Promotion		
	By using Organic Farms' Organic Fuel protein shake you	By not using Organic Farms' Organic Fuel you say "no" to a
	can significantly increase your overall health and fitness.	significant increase in your overall health and fitness.
	Every day, millions of college students like you drink protein	Every day, millions of college students like you drink protein
	shakes to supplement their diet, stay fit, improve their	shakes to supplement their diet, stay fit, improve their physic
	physical performance or simply as meal replacements.	performance or simply as meal replacements.
	Occasio Fuel is a 1000 control accorde control obelo with	Oi- Fralis - 1000iihala with (
	Organic Fuel is a 100% natural, organic protein-shake with	Organic Fuel is a 100% natural, organic protein-shake with
	26 grams of protein and none of the chemical additives found	grams of protein and none of the chemical additives found in
	in similar products. It is absorbed faster than non-organic	similar products. It is absorbed faster than non-organic shake
	shakes and is better for your health.	and is better for your health.
	Tasta show that if you switch to Organia Forms' Organia	Tests show that if you don't switch to Organic Farms' Orga
	Tests show that if you switch to Organic Farms' Organic	Fuel and consume a non-organic protein shake instead, you
	Fuel protein shake, you will improve your performance and	won't improve your performance and fitness by 50%, and w
	fitness by 50%, and will experience significant gains in	not experience significant gains in overall health and
	overall health and appearance, compared to non-organic	appearance
	protein shakes.	Try one today!
	Try one today!	Try one today!
	Try one today:	
	Loss	Non-Loss
Prevention	c	P
	By using a non-organic protein shake instead of Organio	By using Organic Farms' Organic Fuel instead of a non-orga
	Farms' Organic Fuel, your overall health & fitness could	protein shake, you avoid a significant drop in your overall
	drop significantly.	health and fitness.
	Every day, millions of college students like you drink	Every day, millions of college students like you drink protein
	protein shakes to supplement their diet, stay fit, improve	shakes to supplement their diet, stay fit, improve their physic
	their physical performance or simply as meal replacements.	performance or simply as meal replacements.
	/	Organic Fuel is a 100% natural, organic protein-shake with
	Organic Fuel is a 100% natural, organic protein-shake with	grams of protein and none of the chemical additives found in
	26 grams of protein and none of the chemical additives found	similar products. It is absorbed faster than non-organic shake
	in similar products. It is absorbed faster than non-organic	and is better for your health.
	shakes and is better for your health.	Tests show that if you switch to Organic Forms' Organic
	Tests show that if you consume a non-organic protein shake	Tests show that if you switch to Organic Farms' Organic FuelTM instead of a non-organic protein shake, your
	instead of Organic Farms' Organic Fuel, your performance	performance and fitness won't drop by 50%. In addition, you
	misicad of Organic Paritis Organic Puer, your performance	
	and fitness can drop by 50%. In addition, you will	Won't experience significant losses in overall health and
	and fitness can drop by 50%. In addition, you will experience significant losses in overall health and	won't experience significant losses in overall health and appearance.
	experience significant losses in overall health and	appearance.
	/	appearance.
	experience significant losses in overall health and	

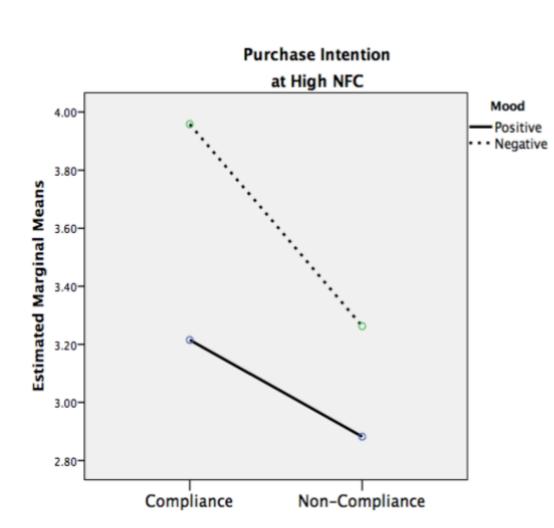


RESULTS









DISCUSSION

Framing the ads in terms of compliance or noncompliance is a better strategy for maximizing the advertising effectiveness depending on the mood condition.

Low NFC individuals are more susceptible to the hypothesized interaction.

