

# 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%)

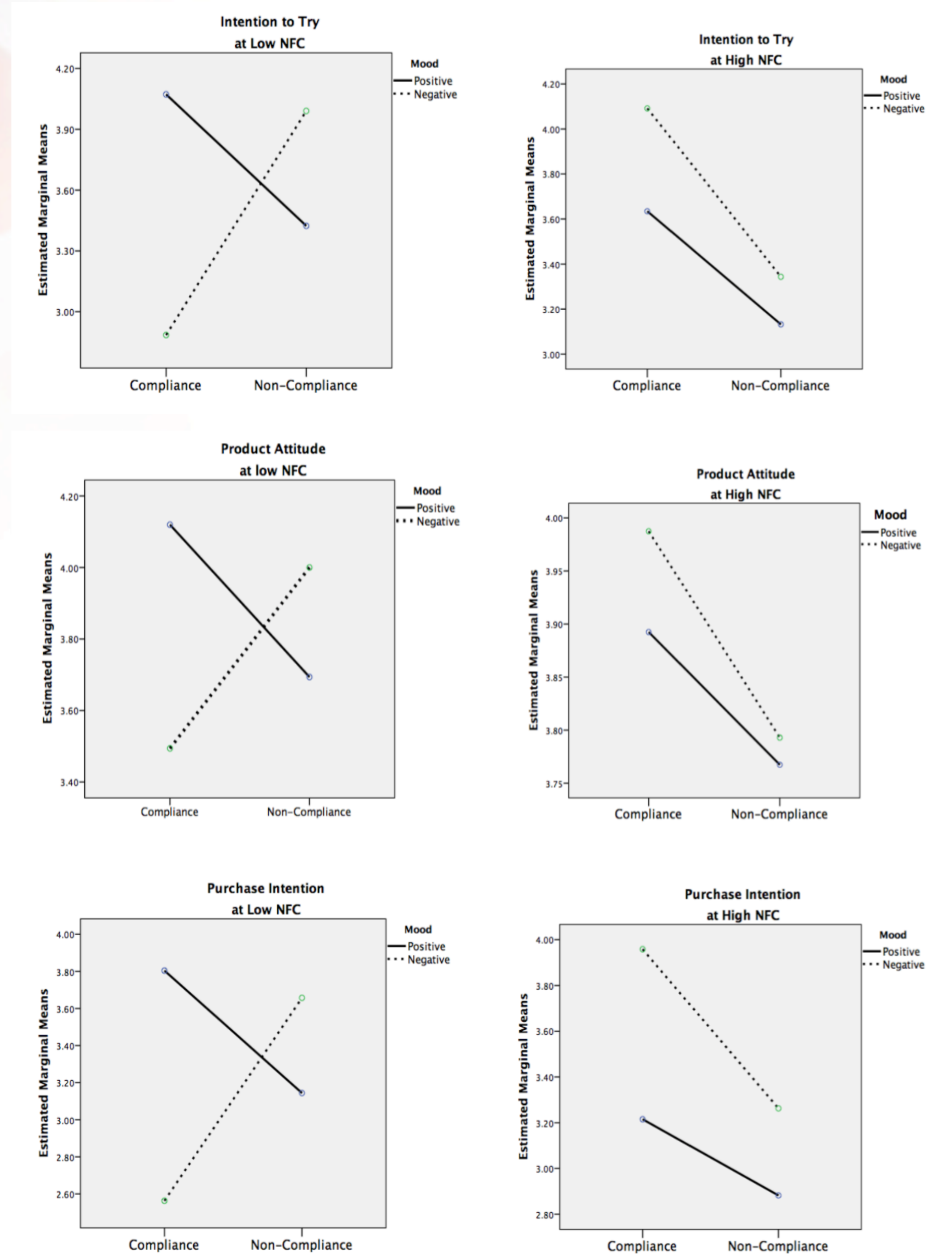
Attitude toward the product ( $M = 3.86$ ,  $SD = 1.03$ )  
Product tryout intention ( $M = 3.59$ ,  $SD = 1.82$ )  
Product purchase intention ( $M = 3.34$ ,  $SD = 1.81$ )  
Need for cognition ( $M = 5.58$ ,  $SD = 1.31$ )

### MESSAGE DESIGN

	Gain	Non-Gain
Promotion	<p><b>A</b></p> <p>By using Organic Farms' Organic Fuel protein shake you can significantly increase your overall health and fitness.</p> <p>Every day, millions of college students like you drink protein shakes to supplement their diet, stay fit, improve their physical performance or simply as meal replacements.</p> <p>Organic Fuel is a 100% natural, organic protein-shake with 26 grams of protein and none of the chemical additives found in similar products. It is absorbed faster than non-organic shakes and is better for your health.</p> <p>Tests show that if you switch to Organic Farms' Organic Fuel protein shake, you will improve your performance and fitness by 50%, and will experience significant gains in overall health and appearance, compared to non-organic protein shakes.</p> <p>Try one today!</p>	<p><b>B</b></p> <p>By not using Organic Farms' Organic Fuel you say "no" to a significant increase in your overall health and fitness.</p> <p>Every day, millions of college students like you drink protein shakes to supplement their diet, stay fit, improve their physical performance or simply as meal replacements.</p> <p>Organic Fuel is a 100% natural, organic protein-shake with 26 grams of protein and none of the chemical additives found in similar products. It is absorbed faster than non-organic shakes and is better for your health.</p> <p>Tests show that if you don't switch to Organic Farms' Organic Fuel and consume a non-organic protein shake instead, you won't improve your performance and fitness by 50%, and will not experience significant gains in overall health and appearance.</p> <p>Try one today!</p>
Prevention	<p><b>C</b></p> <p>By using a non-organic protein shake instead of Organic Farms' Organic Fuel, your overall health &amp; fitness could drop significantly.</p> <p>Every day, millions of college students like you drink protein shakes to supplement their diet, stay fit, improve their physical performance or simply as meal replacements.</p> <p>Organic Fuel is a 100% natural, organic protein-shake with 26 grams of protein and none of the chemical additives found in similar products. It is absorbed faster than non-organic shakes and is better for your health.</p> <p>Tests show that if you consume a non-organic protein shake instead of Organic Farms' Organic Fuel, your performance and fitness could drop by 50%. In addition, you will experience significant losses in overall health and appearance.</p> <p>Try one today!</p>	<p><b>D</b></p> <p>By using Organic Farms' Organic Fuel instead of a non-organic protein shake, you avoid a significant drop in your overall health and fitness.</p> <p>Every day, millions of college students like you drink protein shakes to supplement their diet, stay fit, improve their physical performance or simply as meal replacements.</p> <p>Organic Fuel is a 100% natural, organic protein-shake with 26 grams of protein and none of the chemical additives found in similar products. It is absorbed faster than non-organic shakes and is better for your health.</p> <p>Tests show that if you switch to Organic Farms' Organic Fuel instead of a non-organic protein shake, your performance and fitness won't drop by 50%. In addition, you won't experience significant losses in overall health and appearance.</p> <p>Try one today!</p>



### 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.