

Would Incongruence Grab your Attention?



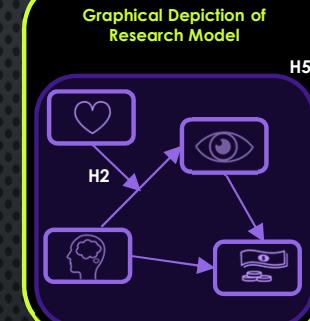
The Blind Spot: Janice Butler



- Research Questions**
- RQ1: How do brand messages, that are incongruent with the established social image of the brand, differ from brand messages that are congruent with the brand image in terms of affecting individual purchase intentions through visual attention?
 - RQ2: How does pre-existing likeability towards the brand influence the brand-incongruity effect on purchase intention?
- Hypotheses**
- H2: Higher, pre-existing likeability towards the brand will result in higher visual attention on the visuals
 - H5: Compared to brand-congruity, brand-incongruity will overall lead to an increase in purchase intention and likeability of the brands.

References:

- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211. doi: 10.1016/0749-5978(91)90020-T
 Nguyen, B., Ekinci, Y., Simkin, L., & Melewar, T. C. (2015). The Brand Likeability Scale: An Exploratory Study of Likeability in Firm-Level Brands. *International Journal of Market Research*, 57(5), 777–800. doi: 10.2501/IJMR-2015-063



Introduction

When consumers receive messages about certain brands, they attempt to match the new information to their pre-existing cognition of the brand, in line with messages they previously received. In consequence, they are more likely to appreciate a meaningful – while congruent – new brand message. Incongruence is the obvious difference or mismatch between new brand information and pre-existing perception of the brand, but which can also attract attention.

