

Would Incongruence Grab your Attention? xixx

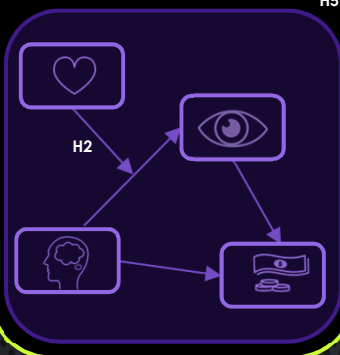
The Blind Spot: Janice Butler

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.

Graphical Depiction of Research Model



Research Question

- ❖ **RQ:** 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 attracting individual purchase intentions through visual attention? 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.

Results



Sample

In the H5 the dummy variable congruence / incongruence was regressed to predict purchase intention and the likeability of ads. As viewed in the table below the results were insignificant.

For H2 a regression model was constructed with visual attention (net dwell time in ms) as DV. The IVs were:

- ❖ the congruence/incongruence dummy variable
- ❖ the pre-existing likeability
- ❖ And the moderating interaction effect of the dummy variable and the pre-existing likeability.

The regression model is not significant $F(3, 42) = .391, p > .05$. The model is therefore not able to predict visual attention ($R^2 = .03$). Dummy variable congruence/incongruence, $b^* = .19, t = .37, p > .05$, 95% CI [-1980.91, 2873.54], pre-existing likeability, $b^* = -.02, t = -.11, p > .05$, 95% CI [-395.68, 356.67], interaction pre-existing likeability and dummy variable, $b^* = -.04, t = -.07, p > .05$, 95% CI [-544.56, 507.67].

DVs	Constant	R ²	B*	t	p	95% CI
	4.35	.06	-.25	-1.733	.090	[-1.79, .14]
	4.13	.02	-.14	-.930	.356	[-1.24, .45]

Heatmaps



Tool and Procedure

- ❖ There are extant studies that discovered the correlation between increased attention and positive evaluation of advertising through an eye-tracking approach (e.g., Maughan, Gutnikov, & Stevens, 2007).
- ❖ Given the speciality of the eye-tracking technology, the researchers employed the tool to discover consumers' attention and behaviours in market research.
- ❖ Since the pre-existing likeability of the brands displayed (Adidas and Nike) is taken as a moderator, the accompanying survey was split into pre- and post-surveys.
- ❖ In the pre-survey, demographical information (age, sex, disposable income, education) were collected.
- ❖ After the pre-survey participants the eye-tracking survey was conducted with exposure to the stimulus material for a set time of 10 seconds.
- ❖ Where possible glass-wearers were asked to remove their spectacles.
- ❖ Afterwards the participants completed the questionnaire, answering questions about their purchase intention and the likeability of the ads.



Method

Sample

2 groups: The 1st half of the participants

- ❖ Nike incongruence
- ❖ Adidas congruence adverts

2nd group:

- ❖ Nike congruence
- ❖ Adidas incongruence adverts.

11 BA students, & 12 MA students.

Due to time and financial constraints, a nonprobability sampling method (i.e. convenience sampling) was used.

N = 23



Discussion



Relevance

- ❖ Both regression models answering H2 and H5 were not significant. → Brand incongruity was not able to predict an increase in purchase intention and likeability of ads
- ❖ Pre-existing likeability measured in the pre-survey did not influence the visual attention of the participants.
- ❖ Though, the sample is very small (only N = 23 participants) of which all were University students.
- ❖ Under these conditions, it is hard to define an underlying factor influencing people's behaviour and individual differences will be overemphasized.

Limitations

- ❖ Inaccuracy for participants using glasses → refraction of the light (eye-tracker uses pupil corneal reflection technique)
- ❖ Systematic error present due to head movements by the participants.
- ❖ Contact lenses which were not able to be taken out during the experiment → greater discomfort
- ❖ Setting of the experiment was in a very clinical environment, Remote rather than head-mounted or tower eye tracker → improve comfort

Future Studies

- ❖ Wider variety of participants
- ❖ Influence of the 2 brands employed regarding purchase intention and likeability of the ads and brands.
- ❖ Constructed brand by the researchers (including background information for participants) → Reduce interference of the brands, focussing on the in-/congruence of the adverts.

Measures



Visual Attention:
Dwell Time in milliseconds on the AOI (Area of Interest)



Likeability of the brand:

pre-existing affinity to the brand assuming a moderating relationship between the stimulus and the visual attention in H2. Likeability is described in 4 dimensions, according to Nguyen. The original 17 items of the 4 dimensions were reduced to:

- ❖ positive association: "The brand is associated with a positive motive"
- ❖ interaction interest: "I feel attached to the brand"
- ❖ personified quality: "This brand is very attractive"
- ❖ brand contentment: "Overall, I approve of this brand"



Purchase intention:

One of the main DVs in the 5th Hypothesis, the other being likeability of the ads. The theory of planned behaviour by Ajzen (1991) was used culminating in the question "How likely are you to purchase products from the sports brands that you saw on the picture?".



Likeability of the ads:

In the post-survey the question was asked on a 7-point Likert scale "Please indicate your likeability of the advertising pictures of the sports brands." This variable was then used as a DV in the 5th Hypothesis.



Congruence Incongruence dummy:

Two sports brands Nike and Adidas were chosen, as they are well known brands and two brands are able to provide a better generalizability and external validity is higher. The participant was simultaneously exposed to the congruent and the incongruent picture.

References:

- Maughan, L., Gutnikov, S. & Stevens, R. (2007). Like more, look more. Look more, like more: The evidence from eye-tracking. *Journal of Brand Management*, 14, 335–342. doi: 10.1057/palgrave.bm.2550074
- Nguyen, B., Ekinic, 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