

Bachelor Thesis

Final version

“How does the presence or absence of textual argumentation affect the persuasiveness of an advertisement in durable goods?”

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Abstract

Accounts and reasons form an important part of spoken communication. In the field of advertising, arguments is a more common term. This study investigates the effect of textual arguments in durable good advertisements on the persuasiveness of that ad. Persuasiveness consisted of three dimensions: attitude towards the advertisement, attitude towards the product and purchase intention. The three advertisements that have been created for this study advertise a laptop, car and washing machine. The choice for these durable products has been based on a research gap since durable products have been researched before, but not yet in the context of arguments in advertising. Prior research suggested that buying durable products requires more elaborate thinking, which is why an argument was expected to be effective. An experiment with a between-subjects design has been conducted among Dutch respondents ($N = 175$) who were randomly assigned to one of the two conditions. The first condition contained three durable good advertisements without an utilitarian argument, the second condition contained those same three durable good advertisements with an utilitarian argument. An One-way ANOVA showed that the overall persuasiveness was higher for the advertisements that contained an argument. After further analysing the three dimensions of persuasiveness on an individual level, it has been concluded that an argument in an advertisement is mostly useful to increase the attractiveness of that ad, rather than that of the product on its own. This leads to an increase in purchase intention, which is the main goal of advertising. However, it should be noticed that most respondents were not living independently and therefore are not likely to buy a car nor a washing machine, which is why future research could focus on respondents who live independently and therefore have a higher durable product involvement. Nonetheless, the advice for advertisers is to create utilitarian arguments for durable product advertisements to increase their sales.

Introduction

Accounts and reasons play a significant role in spoken communication. Messengers tend to explain themselves by providing a spontaneous reason, but it could also be the case that more context is needed by the recipient (Baranova & Dingemans, 2016). On the other hand, withholding a reason could also benefit the messenger's hierarchical position. Knowledge can be seen as power, which means that withholding information can result in a higher power position (Zhang, Winterich and Mittal, 2010).

Generally, in spoken discourse, accounts are usually given to refer to the “why” question (Antaki, 1994). However, the current study does not focus on spoken interaction, but rather on communication in advertisements. In the field of marketing and advertising, the term argument appears to be more common than reason or account, which is why the term argument will be used in this study. Generally, arguments have a similar function as accounts and reasons, but arguments tend to focus on agreement rather than understanding. They are “used to justify or refute a standpoint, with the aim of securing agreement in views” (van Eemeren, Jackson and Jacobs, 2015). For the purpose of this study, the term argument will be slightly adapted, by keeping in mind the definition of accounts as well. Therefore, for this study, an argument is an answer to the potential “why” question about a product in order to persuade the consumer.

The goal of a marketing department is to persuade consumers to buy their product, by telling or showing them why the product at hand should be purchased. Consumer behaviour plays an important role when it comes to the creation of advertising strategies (Howard, 1994).

Marketing departments base their persuasion strategies on the knowledge that they have on consumer behaviour to make the advertisements as successful as possible. However, consumers in turn have become more aware of marketing strategies over the years, which can make them recognise those persuasion attempts as well. This could negatively affect the persuasion attempt (Friestad and Wright, 1994).

Surprisingly, only little research has been done on the effect of these “why”-arguments in advertising. Is it in fact effective to explain why a consumer should buy a product? Or does it rather negatively impact the consumer's thoughts about the product or the advertisement, and therefore does not persuade the consumer to buy the product? These are relevant questions for marketing departments, yet they have not been specifically addressed in earlier research.

Before further elaborating on the prior questions, some definitions need to be clarified. O’Keefe (2002) defines persuasion as “a successful intentional effort at influencing another’s mental state through communication in a circumstance in which the persuadee has some measure of freedom.” Therefore, persuasion should not be confused with convincing, since persuasion implies that the mental state of the receiver has indeed been changed, whereas convincing someone does not mean that the goal to persuade someone has been met. Moreover, it should be noted that persuasion is an intentional effort, which indicates that the communication messenger actively aims to change someone’s mental state. This is the case for commercial advertising, where the goal is to persuade the audience to buy a product by changing their attitudes. Therefore, in order to measure the successfulness of a persuasion attempt, the consumer’s attitudes play an important role.

Attitudes are “general evaluations people hold in regard to themselves, other people, objects, and issues” (Petty & Cacioppo, 1986). Attitudes in turn can influence behaviour and the way the receiver processes information. Petty and Cacioppo created the Elaboration Likelihood Model (ELM), which is a model that presents two cognitive routes that can lead to persuasion: the peripheral and central route. In the ELM, they found that generally, everyone wants to have the right attitude. This would mean that a person aims to fully stand behind their attitude and will not regret their taken position. In order to adopt this “right attitude”, all provided arguments should be deeply considered. This process is called persuasion via the central route, for which it is of high importance that the provided arguments are understood well. In this study, the central route will be used to explain the road from processing arguments towards a change of attitudes – and therefore persuasion.

However, there are different types of attitudes that can be influenced to reach persuasion: goal attitudes and behavioural attitudes. The difference between the two becomes clear when taking a look at an object, or - more specifically for this study - by looking at a commercial product. For goal attitudes, the main concern of the attitude would be the product itself. For behavioural attitudes, the attitude would be focused on the action towards the product (Ajzen & Fishbein, 1980). For the purpose of this study, the focus is being placed on influencing behavioural attitudes. This means that the behavioural action towards the product is actually buying the product. Therefore, when a given argument about a product is being supported by the consumer, the intention to buy that product is likely to increase (Howard, 1994). However, there are two ways to get to the decision to buy the product. Where implicit attitudes are created through automatic associations, explicit attitudes are formed through rather rational

thought processes (Rudman, 2004). Apparently, explicit attitudes require more elaborate thinking, which can be linked to the earlier mentioned findings of Petty and Cacioppo (1986) in which was concluded that people tend to want to have the right attitude and therefore want to make a conscious decision.

To further dive into that, Blair (2012) argues that argumentation itself cannot directly be linked to the aforementioned rational, elaborate thought processes, but that the type of argument does play a role here. Only when an argument is based on adequate grounds, persuasiveness through a rational thought process can be successfully met. This type of argument can also be called a pragmatic argument (Schellens & De Jong, 2004). Since explicit attitudes require elaborate thinking, pragmatic arguments can be expected to be most suitable. To translate that into the current study – which uses arguments to persuade consumers to buy a product – the content of the pragmatic arguments will be based on product utilities to make the arguments as rationally processed as possible.

Nonetheless, not all products require such thorough rational thinking before buying (Zhang, Winterich and Mittal, 2010), which is why it is important to find a fitting type of product for this rational persuasion strategy. Vice products, for example, are more likely to be purchased spontaneously than virtue products, which means that virtue products require more elaborate thinking before actually making a purchase. The difference between the two is that vice products give a short term pleasure and virtue product purchases pay off in the long term (Zhang et al., 2010). Therefore, a fitting type of product to investigate in this study is durable goods, which are products that are expensive and infrequently purchased, since they have a longer duration (Smith and Bristor, 1994). More specifically, the durable goods that will be investigated are a car, a laptop and a washing machine. The choice for these specific products is explained below.

A car has been considered as a durable good in the article of Punj and Staelin (1983), which found that car advertisements need to focus on providing specific product information that distinguishes that particular car, which is in line with the choice for utilitarian arguments that will be used in this study. This article addressed the need of consumers to search for product information but did not tackle the effect of arguments on persuasion. A laptop has also been studied as a durable good before, in one of the experiments of Choi et al. (2019). This experiment investigated the difference between textual and visual advertisements for durable goods. Yet again, the effect of textual arguments on persuasion has not been covered. Finally, Sathya and Indirajith (2018) describe durable goods as “various devices used to make

household activities speedy, tidy and enjoyable.”. Therefore, a washing machine can be considered a durable good as well. The study covered purchase behaviour in India concerning durable goods, but also did not study the effect of arguments in durable goods advertisements.

Due to the relatively high price of these durable goods, they require more thoughtful consideration before it can lead to behavioural action: making a purchase (Lanzetta & Driscoll, 1968). Therefore, hypothetically, the presence of arguments based on the product utilities of durable goods could have a positive effect on the consumer’s behavioural and explicit attitudes, and therefore on the persuasiveness of the advertisement.

However, as mentioned before, this has not yet been confirmed by research. Moreover, it could also be the case that consumers are aware of the persuasion attempt through an argument, as mentioned earlier, which could negatively influence their attitudes. In order to either prove or reject the persuasion effectiveness of arguments in durable goods advertisements, the following research question has been formulated.

RQ: “How does the presence or absence of textual argumentation affect the persuasiveness of an advertisement in durable goods?”

For the purpose of this study, persuasion can be divided into three dimensions: attitude towards the advertisement (evaluations about the advertisement), attitude towards the product (evaluations about the product) and purchase intention (willingness to buy the advertised product). These three dimensions combined are expected to determine the successfulness of the persuasion attempt. In order to analyse these dimensions of persuasiveness on an individual level as well, the following sub-questions have been formulated.

SQ1: “How does the presence or absence of textual argumentation affect the attitude towards the advertisement?”

SQ2: “How does the presence or absence of textual argumentation affect the attitude towards the product?”

SQ3: “How does the presence or absence of textual argumentation affect the purchase intention?”

There is a clear research gap in the field of advertising when it comes to the effect of the use of arguments on persuasion. Additionally, durable goods have not yet been linked to this type of research about arguments. Whereas in spoken conversation it can be favourable to withhold

a reason, in the field of advertising giving a pragmatic argument could theoretically persuade a consumer to buy a durable product. The question is whether this theory can be proven, or whether the consumers' attitudes will rather be negatively affected by noticing that the arguments are persuasion attempts. The results of this study can be analysed by marketing departments that advertise durable goods in order to increase their sales.

Method

In the process of finding an answer to the research question, an experiment has been conducted.

Materials

The independent variable of this experiment was arguments, which had two levels: present and absent. For this study, three advertisements for three different durable goods had been created. In the first condition, the participants were presented with the advertisements that did not contain an argument (figures 1, 3, 5), while in the second condition participants were presented with those same advertisements complemented by arguments (figures 2, 4, 6). The arguments were of a pragmatic, utilitarian type, that argued why the consumer should buy the product based on its utilities. The advertisements are displayed below, with on the left condition one and on the right condition two. The advertisements can also be found in the appendix.

Figure 1

Condition 1, advertisement 1: “The car of the future”



Figure 2

Condition 2, advertisement 1: “The car of the future because this car possesses the newest autopilot functions!”



Figure 3

Condition 1, advertisement 2: “The laptop of this year”



Figure 4

Condition 2, advertisement 2: “The laptop of this year because this laptop has a battery life of as much as 36 hours!”



Figure 5

Condition 1, advertisement 3: “Buy the newest washing machine”



Figure 6

Condition 2, advertisement 3: “Buy the newest washing machine because this washing machine has the greenest energy class A.”



The reason for not making use of existing advertisements was the possibility that the respondents already had a pre-existing attitude towards the advertised product or brand, which could have influenced the results of this study. Another way to prevent that a strong preference for certain products influenced the results of this study, was through making sure that the advertised durable goods were as gender-neutral as possible. Therefore, the advertised products were products that are usually consumed by both men and women.

Subjects

A total of 262 respondents started the questionnaire. The subjects had to be at the age of 18 or older and they had to be fluent in Dutch to be able to understand and process the material, which was measured by a seven-point Likert scale (1: not fluent – 7: fluent). The respondents could only proceed with the questionnaire if they responded to be 18+ years old and have a fluency in Dutch of 5+. As a result, 33 participants could not proceed with the questionnaire after they had filled out to not be fluent in Dutch. Another participant filled out to be under the age of 18. There was an additional amount of 53 participants that did not complete the survey, which means that there was a total of 175 valid respondents left: 91 for the first condition (without argument) and 84 for the second condition (argument). The incomplete questionnaires were removed from the dataset to analyse the results.

The 175 respondents were within an age range of 18 to 77 years old ($M = 27.68$, $SD = 13.456$). An one-way analysis of variance did not show a significant effect of condition on age ($F(1, 173) = .889$, $p < .347$). The respondents were within a Dutch fluency range of 5 to 7 on the Likert scale ($M = 6.81$, $SD = .425$). A Chi-square test did not show a significant relation between condition and fluency in Dutch ($\chi^2(2) = 1.101$, $p = .577$).

Other demographics that were measured were sex, education and living situation. There was a total of 120 female participants (68.6%) and 55 male participants (31.4%). A Chi-square test did not show a significant relation between condition and sex ($\chi^2 (1) = 1.377, p = .241$).

The Dutch education level WO occurred most frequently with a total of 71 times (40.6%) and MBO occurred the least frequent, namely 20 times (11.4%). A Chi-square test also did not show a significant relation between condition and education ($\chi^2 (4) = 1.716, p = .788$).

In terms of living situation, it is interesting to notice that 131 respondents were living with their parents (40%) or at a student house (34.9%). The other 44 respondents (25.1%) were living by themselves (with their partner and/or with their children). A Chi-square test neither showed a significant relation between condition and living situation ($\chi^2 (5) = 2.596, p = .762$).

Design

This experiment was a between-subjects design. 91 respondents were assigned to the first condition and the other 84 to the second condition. This assignment was executed in a random manner by Qualtrics. The choice for a between-subjects design had been made because of the possible influence that a within-subjects design might have on the results. If the participants noticed that some advertisements contain an argument and others did not, they would have been aware of the condition that was being manipulated, which could have led to unreliable results, as explained in the introduction section.

Instruments

The dependent variable of this study was the persuasiveness of the ad. In the current study, persuasiveness consists of three dimensions: attitude towards the ad, attitude towards the product and purchase intention. A questionnaire had been created to measure these three dimensions of persuasiveness, after which the sum of the means of those categories divided by three displayed the overall mean of persuasiveness. The three dimensions of persuasiveness have been measured by using the method of Jeong (2008).

1. Attitude towards the advertisement:

- I think this advertisement is... bad (1) – good (7)
- I think this advertisement is... unfavourable (1) – favourable (7)
- I think this advertisement is... unpleasant (1) – pleasant (7)
- I think this advertisement is... unappealing (1) – appealing (7)

The reliability of ‘attitude towards the advertisement’ comprising four items was good: $\alpha = .895$. Consequently, the mean of all four items was used to calculate the compound variable ‘attitude towards the advertisement’, which was used in the further analyses.

2. Attitude towards the product (completely disagree (1) – completely agree (7))

- I think this product is... bad (1) – good (7)
- I think this product is... unfavourable (1) – favourable (7)
- I think this product is... unpleasant (1) – pleasant (7)
- I think this product is... unappealing (1) – appealing (7)

The reliability of ‘attitude towards the product’ comprising four items was good: $\alpha = .898$. Consequently, the mean of all four items was used to calculate the compound variable ‘attitude towards the product’, which was used in the further analyses.

3. Purchase intention:

- The chance that I will purchase this product is... unlikely (1) – likely (7)

Since the purchase intention was measured with only one question, a reliability analysis was not needed nor possible.

Procedure

The participants were mostly recruited through social media, as well as through the family and social connections of the experimenters. Through this way, a broad audience could be reached. The questionnaire was an online Qualtrics questionnaire and had an average duration of around four minutes ($M = 4.37$, $SD = 4.86$). This questionnaire was in Dutch since the target group of this experiment is Dutch as well. The aim of the study had not been provided before having taken part in the experiment. The reason for this is provided by Benoit (1998), who showed that if participants knew that they are supposed to be influenced, they would be showing resistance and therefore be less influenced as a result. The only thing that the respondents were allowed to know beforehand is that the questionnaire was about their opinion about the presented advertisements. Participants were randomly assigned to one of the two conditions. Firstly, informed consent was secured, followed by several demographic questions. After the demographic questions, the respondents were presented with the three ads. For each ad, they had to answer the questions about their attitude towards the ad, towards the product and their purchase intention. At the end of filling out the questionnaire, the participants were thanked for their participation. Although there was room for asking

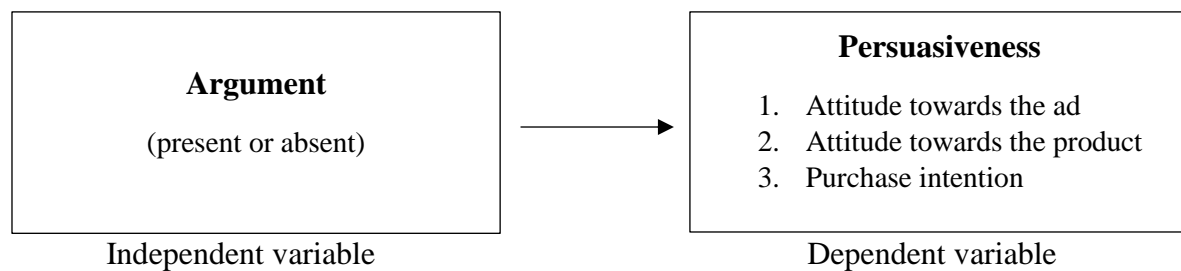
questions or making a complaint through email, no emails were being sent by the respondents. However, some respondents gave feedback about the online questionnaire through spoken conversations with the experimenters in a casual setting. According to their feedback about the questionnaire, the meaning of “ongunstig – gunstig” (unfavourable – favourable) was not clear in the case of the Likert scales for attitude towards the ad and attitude towards the product. Other than that, there were no difficulties during the procedure.

Statistical treatment

An One-way ANOVA has been used to test the difference between the two conditions (argument and without argument) concerning persuasiveness, which can be analysed to answer the main research question. In order to find an answer to the sub-questions as well, three separate One-way ANOVAs have been conducted for attitude towards the advertisement, attitude towards the product and purchase intention.

Figure 7

Display of variables



Results

Table 1

One-way ANOVA for the effect of an argument on persuasiveness

Variable	N	Mean	Standard Deviation
Without argument	91	11.3516	2.20874
Argument	84	12.3938	2.77791
Total	175	11.8519	2.54500

An one-way analysis of variance showed a significant effect of the presence of an argument on persuasiveness ($F(1, 173) = 7.603, p = .006$). The persuasiveness was higher when the argument was present ($M = 12.39, SD = 2.78$) than when there was no argument shown in the advertisements ($M = 11.35, SD = 2.21$).

The abovementioned results have taken into account the three dimensions of persuasiveness combined, as meant with the main research question. In order to find an answer to the sub-questions, the three dimensions have been analysed individually as well. The tables are displayed below.

Table 2

One-way ANOVA for the effect of an argument on attitude towards the ad

Variable	N	Mean	Standard Deviation
Without argument	91	3.5769	.90329
Argument	84	3.9831	1.05495
Total	175	3.7719	.99716

An one-way analysis of variance showed a significant effect of the presence of an argument on attitude towards the advertisement ($F(1, 173) = 7.520, p = .007$). The attitude towards the advertisement was higher when the argument was present ($M = 3.98, SD = 1.05$) than when there was no argument shown in the advertisements ($M = 3.58, SD = .903$).

Table 3*One-way ANOVA for the effect of an argument on attitude towards the product*

Variable	N	Mean	Standard Deviation
Without argument	91	4.6868	.94944
Argument	84	4.7837	.96570
Total	175	4.7333	.95576

An one-way analysis of variance did not show a significant effect of the presence of an argument on attitude towards the product ($F(1, 173) < 1$).

Table 4*One-way ANOVA for the effect of an argument on purchase intention*

Variable	N	Mean	Standard Deviation
Without argument	91	3.0879	1.04212
Argument	84	3.6270	1.18152
Total	175	3.3467	1.14043

An one-way analysis of variance showed a significant effect of the presence of an argument on attitude towards the advertisement ($F(1, 173) = 10.280, p = .002$). The purchase intention was higher when the argument was present ($M = 3.62, SD = 1.18$) than when there was no argument shown in the advertisements ($M = 3.09, SD = 1.04$).

Conclusion and discussion

This study researched the effect of utilitarian arguments in durable good advertisements on persuasiveness. The main research question was: “How does the presence or absence of textual argumentation affect the persuasiveness of an advertisement in durable goods?”. It can be concluded that the presence of an utilitarian argument positively affects the persuasiveness of an advertisement in durable goods. In general, the persuasiveness is higher when durable product advertisements are supported by an utilitarian argument.

The abovementioned conclusion is based on the analysis of the three dimensions of persuasiveness combined (table 1). In order to answer the sub-questions, the three dimensions of persuasiveness are analysed below on an individual level as well.

SQ1: “How does the presence or absence of textual argumentation affect the attitude towards the advertisement?”

SQ2: “How does the presence or absence of textual argumentation affect the attitude towards the product?”

SQ3: “How does the presence or absence of textual argumentation affect the purchase intention?”

It can be concluded that the presence of an utilitarian argument positively affects the attitude towards the advertisement (table 2), attitude towards the product (table 3) and purchase intention (table 4). The respondents’ attitude towards the advertisement, their attitude towards the product and their purchase intention were all higher when there was an utilitarian argument present in the advertisement (condition two), which is in line with the overall conclusion.

Nonetheless, it should be noted that the attitude towards the ad and the purchase intention were significantly higher for condition two than for condition one, while the difference between these two conditions for the attitude towards the product was not significant. This means that the attitude towards the product was not significantly higher for condition two than for condition one. This finding is in contrast with the earlier mentioned findings of Blair (2012), who said that pragmatic arguments require more elaborate thinking, which would indicate that the respondents of condition two – who were exposed to more information about the product through the argument – would have a stronger opinion about it.

However, the respondents of condition two might not have taken the information of the argument into account while evaluating the product on its own. This can be explained by the fact that the respondents were supposed to solely review the product (rather than the whole advertisement including the utilitarian argument) when they were filling out the Likert scale for attitude towards the product. Therefore, it can be assumed that the respondents of condition two were able to differentiate between the “attitude towards the advertisement” and “attitude towards the product” questions and solely took the utilitarian argument into account for the “attitude towards the advertisement” Likert scales.

The significant results of attitude towards the advertisement (table 2) and purchase intention (table 4) can be explained in the following way. It seems that the presence of the utilitarian argument does not necessarily influence the consumer’s thoughts about the product itself, like discussed in the prior paragraph, but rather affects the consumer’s opinion about the advertisement. It can be concluded that consumers of durable goods find advertisements that contain an argument more attractive and trustworthy than advertisements in which no argument is being shown. This finding is in line with the model of Petty and Cacioppo (1986), which states that the central route leads to persuasion in case a consumer would like to thoroughly consider all the information that is being provided, which in turn can be applied to the process of buying durable goods (Lanzetta & Driscoll, 1968). Therefore, this has a positive effect on the purchase intention, since the consumers’ willingness to buy the durable good is significantly higher when there is an argument being displayed in the advertisement.

In conclusion, utilitarian arguments are not necessarily needed to improve the consumer’s opinion about the durable good itself, but it is rather a method to make the advertisement look more appealing and reliable for central route processors, which in turn leads to an increase in sales. The answer to the research question – “How does the presence or absence of textual argumentation affect the persuasiveness of an advertisement in durable goods?” – is that the presence of a textual argument significantly increases the persuasiveness of an advertisement in durable goods, which is due to a more positive attitude towards the advertisement and purchase intention. This main finding could be interesting for marketing departments that create advertisements for durable products because the success of their campaign is likely to increase when an argument is present in the advertisement. Therefore, the advice for advertisers is to include utilitarian arguments in their durable good advertisements.

However, there are possible limitations of this research that need to be taken into account. Even though the Likert scales were reliable and the respondents were equally distributed in terms of their demographics, other factors may have influenced the results of this study.

First of all, as for every online experiment, external factors such as distractions and the fact that the experiment's procedure was not explained in person could have played a role.

Secondly, it should be noticed that most respondents were either living with their parents or with fellow students. This could have influenced the scores of the purchase intention, since these particular respondents would probably not be in the situation to buy a car nor a washing machine, due to either financial reasons or the fact that other people in their household would buy it. Therefore, they may have a lower product involvement when it comes to the car and the washing machine. However, this possible limitation did not necessarily influence the between-group results since the number of respondents who live with their parents or fellow students was fairly equally divided among the two conditions, which makes the results reliable. For future research, it could be interesting to specify the target group to adults who live independently to obtain a more relevant fit between these specific durable products and the respondents' consumption needs and product involvement.

Additionally, the conversational feedback from some respondents provided insight into their perspective and findings. The most common feedback came from respondents who participated in the first condition (without argument), who said that the advertised product was not very clear. This could be due to the fact that they did not obtain information about the product through the argument, unlike the participants of condition two. The choice to not display any other product information was based on the possibility that it might influence the respondents' attitudes towards the product since one person might be particularly interested in the laptop's storage, while someone else might be more concerned about the size of the laptop. However, it could be more realistic to provide such product information in the advertisements of future research, with the condition that the provided product information is based on a preliminary questionnaire. This would also prevent the uncertainty in the conclusion of the attitude towards the product (table 3) – whether the respondents of condition two were taking the utilitarian argument into account while evaluating the product – because both conditions would then have had that same product information.

Another interesting perspective for future research could be to focus on one specific argument topic. In this case, the arguments were all based on product utilities, but the three products

that were advertised all had different features, which could be a limitation due to the respondents' different interests. It may be interesting to focus on one specific type of product utility (e.g. sustainability) to particularly obtain insight into consumers' needs for an argument when the advertisement is specifically promoting sustainable features of durable products.

Overall, this study can form a great base for durable goods advertisers. Generally, creating utilitarian arguments for their advertisements can be an effective way to sell more products.

By taking the possible limitations of this study into account, it is recommendable for advertisers to implement preliminary research to find out what product utility is most popular among their consumers. In that way, the advertiser can decide on what would be the most effective content of the argument for their durable product.

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Appendix

Advertisements



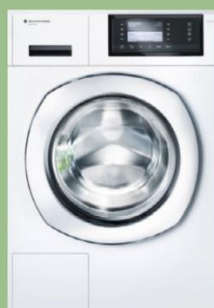


Dé laptop van dit jaar

*want deze laptop heeft een batterijduur
van maar liefst 36 uur!*

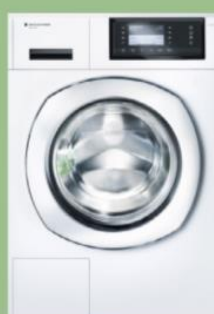


**KOOP DE
NIEUWSTE
WASMACHINE!**



**KOOP DE
NIEUWSTE
WASMACHINE!**

*Want deze wasmachine
heeft de groenste
A-energieklasse*



Questionnaire

Radboud University



Beste deelnemer,

Bedankt dat u wil deelnemen aan ons onderzoek. Wij zijn vijf studenten van de Radboud Universiteit Nijmegen. Momenteel zitten wij in de laatste fase van onze Bachelor International Business Communication. Door het invullen van deze enquête helpt u ons bij het afronden van de laatste fase van onze studie. Wij doen onderzoek naar advertenties van producten.

De antwoorden zijn volledig anoniem en u heeft het recht om de vragenlijst op elk moment te stoppen zonder daarvoor een reden te geven. De enquête zal ongeveer vijf minuten duren. Er zijn geen goede of foute antwoorden.

Mocht u vragen hebben wat betreft ons onderzoek, neem dan contact op met onze docent Dr. Baranova (e-mail: j.baranova@psych.ru.nl). Als u klachten heeft betreffende het onderzoek, dan kunt u ook bij haar terecht.

Met vriendelijke groet,

Nathan Miango
Sanne Theunissen
Lisa van der Burgt
Fleur Kok
Imke Janssen

Ik heb bovenstaande informatie gelezen en geef toestemming om door te gaan naar de enquête.

Nee, ik wil niet meedoen

Ja, ik wil meedoen

Ik ben 18 jaar of ouder

Nee

Ja

Jammer genoeg voldoet u niet aan de voorwaarde van ons onderzoek.



Bedankt voor uw tijd om aan deze enquête deel te nemen.
Uw antwoord is geregistreerd.

Hoe oud bent u?

Wat is uw geslacht?

Man

Vrouw

Anders, namelijk

Hoe is uw Nederlands taalniveau?

	Heel erg mee oneens	Mee oneens	Een beetje mee oneens	Neutraal	Een beetje mee eens	Mee eens	Heel erg mee eens	
Ik ben vloeiend in Nederlands...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	-

Wat is uw woonsituatie?

Ik woon alleen

Ik woon met een partner

Ik woon met een partner en met inwonende kinderen

Ik woon zonder partner en met inwonende kinderen

Ik woon in een studentenhuis

Ik woon thuis bij mijn ouders

Anders,

Wat is uw hoogst genoten opleiding?

Basis onderwijs

Voortgezet onderwijs

MBO

HBO

WO

Zeg ik liever niet

Hieronder ziet u drie advertenties die producten afbeelden. Kijk hier goed naar en beantwoord daarna de vragen die bij deze advertentie horen.



Hieronder ziet u drie advertenties die producten afbeelden. Kijk hier goed naar en beantwoord daarna de vragen die bij deze advertentie horen.



Ik vind de **advertentie...**

	1	2	3	4	5	6	7	
Slecht	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Goed
Ongunstig	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Gunstig
Onaangenaam	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Aangenaam
Onaantrekkelijk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Aantrekkelijk

Ik vind het **product**

	1	2	3	4	5	6	7	
Slecht	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Goed
Ongunstig	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Gunstig
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Onaantrekkelijk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Aantrekkelijk

Stelt u zich voor dat u op zoek bent naar een auto en u komt dan deze advertentie tegen.
Hoe groot is de kans dan dat u dit product zou kopen?

	1	2	3	4	5	6	7	
Zeer onwaarschijnlijk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Zeer waarschijnlijk



Ik vind de **advertentie...**

	1	2	3	4	5	6	7	
Slecht	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Goed
Ongunstig	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Gunstig
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Onaantrekkelijk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Aantrekkelijk

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Onaangenaam	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Aangenaam
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Dit is het einde van de vragenlijst. Als u er zeker van bent dat u deze vragenlijst wilt inleveren kunt u dit doen door op het pijltje te klikken.



Bedankt voor uw tijd om aan deze enquête deel te nemen.
Uw antwoord is geregistreerd.