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The Influence of Ad Appeal and Language on Ad Effectiveness: An Eye-Tracking Experiment

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Abstract

Consumers are exposed to a multitude of advertisements daily across various media platforms. Advertisers face the challenge of standing out and capturing the interest of their target audience. To address this, advertisers need to develop strategies that effectively engage consumers. However, to create impactful advertising campaigns, it is crucial to understand how consumers process and respond to ads. Therefore, this study examines the effects of advertisement appeal and language on processing fluency and ad effectiveness in females. Emotional and rational ad appeals were presented in both participants' native language (Dutch) and their second language (English). The study utilized a mixed methods approach, combining eye tracking and a questionnaire as means of data collection. Emotional ads in Dutch consistently demonstrated lower fixation and dwell time percentages compared to emotional English ads and rational ads in both English and Dutch, indicating that emotional appeals in Dutch require less cognitive effort. Rational ads in English consistently exhibited higher fixation and dwell time percentages, suggesting that they require more cognitive processing. Emotional appeals in the participants' native language (Dutch) generated more positive attitudes towards the ad and greater purchase intention compared to the other conditions. However, no significant differences were found in attitudes towards the product. The findings suggest that emotional appeals in the native language are more effective and elicit favorable responses from viewers. Processing times play a role in shaping consumers' intentions to make a purchase, particularly when emotional appeals and the Dutch language are employed. Thus, advertisers can leverage emotional appeals in their native language to create more persuasive advertisements. The findings contribute to the understanding of effective advertising strategies and can guide future practices in the evolving advertising landscape.

Keywords: advertising, ad appeal, language, processing fluency, ad effectiveness, eye tracking

Introduction

In today's fast-paced society, consumers are constantly exposed to a high volume of advertisements across various media channels. This makes it difficult for advertisers to capture the attention of their target audience. To overcome this challenge, advertisers are coming up with different strategies to stand out and get noticed. However, to be effective advertisers must understand how those strategies can be adapted to different audiences. This is especially important in today's globalized economy, where businesses are seeking to expand internationally.

One such strategy is the use of advertisement appeals. Through advertising appeals, advertisers attempt to influence consumers' purchasing decisions by conveying persuasive messages (Zhang et al., 2011). The types of appeals that are most commonly used are emotional and rational appeals (Kotler & Armstrong, 2014). Additionally, language is an essential aspect of advertising. Advertisers are increasingly using foreign languages to attract consumers' attention. Studies have shown that a significant proportion of advertisements in Dutch (Gerritsen et al., 2000), and German tv (Piller, 2000) contain English, with some commercials even being bilingual. However, amidst these advertising strategies, the impact of the audience's cognitive experiences during the processing of these advertisements is often overlooked. Previous research has shown that apart from the message content itself, the way in which the audience processes the information also affects their decision-making process (Schwarz et al., 1991).

Traditionally, it has been assumed that longer and more elaborate processing of advertising messages leads to better outcomes. This assumption is based on the idea that when consumers engage in deeper processing of information, it leads to stronger and longer-lasting attitudes and memories about the advertised brand. This, in turn, makes the effects of the advertisement more effective and efficient in influencing people's thoughts and behaviors towards the brand. Research has also shown that higher levels of processing result in attitudes towards the brand that are enduring, stable, and easily accessible (MacInnis et al., 1991; Goodstein, 1993). However, it is important to address this assumption and consider the role of processing fluency. Processing fluency refers to the level of ease or difficulty experienced when processing information (Alter & Oppenheimer 2009; Reber et al., 2004). It emphasizes the importance of faster processing and have significant influence on evaluations. In the context of the overwhelming number of ads that consumers encounter daily, the ability to process information quickly and fluently becomes crucial for ad effectiveness.

Given the the use of advertising appeals and foreign languages to capture consumers' attention, it is important to consider the role of processing fluency in the effectiveness of these strategies. Despite considerable research on the impact of advertisement appeals and language on ad effectiveness, there has been limited research exploring the moderating effect of processing fluency in the relationship between ad appeal, language, and ad effectiveness, particularly among female Dutch consumers. Moreover, few studies have utilized eye tracking as a measure of processing fluency in the context of advertising, especially concerning ad appeal and language. Therefore, this study investigated the influence of the type of ad appeal and language on ad effectiveness and how processing fluency, measured through eye-tracking technology, moderated this relationship. This information is crucial in developing effective advertising campaigns that can adapt to different audiences in the globalized economy.

Theoretical Background

Processing fluency

The concept of processing fluency refers to how easily new information can be understood and processed by an individual (Alter & Oppenheimer 2009; Reber et al., 2004). It is a subjective experience that relates to the ease with which someone processes external stimuli. When information is processed with ease, individuals tend to make quick and spontaneous judgments. On the other hand, when the processing is difficult, individuals tend to engage in systematic processing and elaboration (Alter & Oppenheimer, 2009). Studies have shown that processing fluency is directly related to processing speed and mental effort (Winkielman et al., 2003). Lower levels of processing fluency are linked to a thinking style characterized by deliberation, time-consuming analysis, and a focus on details. While higher levels of processing fluency are associated with an intuitive, automatic, and holistic thinking style (Schwarz, 2004).

Previous research has confirmed that processing fluency has a favorable effect on the likability of a stimulus and positively influences subsequent evaluations (Schwarz, 2004). For example, people tend to evaluate options that are perceptually easier to process more positively compared to options that are more difficult to process (Labroo et al., 2008). A potential explanation for the connection between high processing fluency and positive evaluations is based on affective processes (Reber et al., 2004). When something is processed smoothly, it can create a sense of achievement or success. This feeling of accomplishment generates positive emotions or affect. People then use these positive feelings as a cue or information to assess the object being evaluated (Reber et al., 2004). The type of object could be a product, a service, a brand, an idea, a person, or anything else that can be perceived or experienced.

This connection between processing fluency and positive evaluations can be further understood through Epstein's Cognitive Experiential Self Theory. According to Epstein (1985, 1994), individuals have two independent systems for reasoning, judgment, and decision-making: the experiential system and the rational system. The experiential system is intuitive, holistic, associative, and affective, while the rational system is rule-based, logical, and analytical. The processing styles of these systems differ considerably, with the experiential system engaging in automatic, rapid effortless data processing and the rational system employing controlled, effortful cognitive operations (Epstein, 1994).

There can be several factors that can influence whether individuals tend to rely on experiential or rational processing, such as the appeal of advertisements and the language used. The language used in advertisements has an impact on processing fluency, which should be distinguished here from language proficiency fluency. Processing a foreign language can require more mental effort, leading consumers to spend extra time on the foreign language components to understand them better (Domzal et al., 1995; Piller, 2001). In addition to language, different ad appeals can also influence the processing fluency of consumers (Brakus et al., 2014). The following sections will delve into the influence of ad appeal and language on processing fluency and overall evaluations.

Ad Appeal

In order to effectively communicate a message to an intended audience, advertisers must include some form of persuasive power in their message. One example of this is advertising appeal. Each advertising appeal is designed to capture the attention of consumers and stimulate their desires (Kotler, 1997). Schiffman and Kanuk (2007) suggest that advertising appeals are closely tied to consumer behavior and decision-making. They argue that consumers are more likely to respond positively to advertising messages that appeal to their needs, wants, and desires. When it comes to marketing appeals in advertising, advertisers often use either rational or emotional appeals in an attempt to influence consumer behavior. Every advertising appeal represents an attraction, which arouses consumers' wants, needs, and desires. For instance, Kotler and Armstrong (2014) state that emotional appeals target social and psychological needs, while rational appeals address practical needs by providing logical information. In the context of Epstein's (1994) Cognitive Experiential Self Theory, the rational appeal and emotional appeal in advertising can be connected to different processing systems individuals employ when making judgments and decisions.

A rational appeal is a type of advertising message that uses objective and non-emotional messages. Advertisers who take a rational appeal to messaging emphasize the concrete benefits that their products offer. They provide factual information about the product's characteristics and stress its positive qualities, such as value, efficiency, performance, and quality (Kotler & Armstrong, 2014). In the picture below a smartphone brand promotes the camera quality of its product, highlighting the features and technology that enable users to take high-quality photos and videos.

New Arrival

XII Series



Cutting-Edge camera technology that captures High-Definition photos and videos with exceptional clarity and vivid colors.

- 20MP sensor
- Precise autofocus
- Optical image stabilization
- Enhanced low-light performance



By presenting logical arguments and emphasizing the product's benefits, advertisers aim to stimulate systematic processing and deliberation in consumers (Holbrook, 1978). This aligns with the rational system's characteristics described by Epstein's (1985, 1994) theory, indicating that the rational appeal activates the rational system of processing.

Drawing from Epstein's (1985, 1994) theory, emotional appeals in advertising correspond to the experiential system of processing. An emotional appeal seeks to convince the receiver by triggering either positive or negative feelings and thereby appealing to the products subjective and intangible qualities (Holbrook, 1978). By triggering these emotions, advertisers tap into the experiential system described in Epstein's (1985, 1994) theory, which relies on rapid and effortless processing of emotional information. For example, in a study by Brakus et al., (2014), it was revealed that consumers use different cognitive processes when evaluating experiential attributes (such as sensory elements like look, shape, color, and

design, as well as affective like moods, emotions, and feelings) versus functional attributes (such as performance characteristics of the product, specifications, and functions) in advertising. They found that consumers process experiential attributes more fluently than functional attributes, which led to more favorable evaluations of the product. The study also revealed that consumers spontaneously processed experiential attributes fluently, without needing to put in much effort. In contrast, processing functional attributes required more time and effort for consumers to understand their value. These findings emphasize the significance of the experiential system (emotional appeal) in processing fluency and its influence on evaluations.

Fennis and Stroebe (2010) explain that the aim of an emotional appeal is to generate a connection between the ad and the consumer by eliciting a wide range of emotions such as joy, excitement, sadness, and fear. For example, fear can be used in advertisements to confront consumers with a threat, such as a campaign to raise awareness against negative environmental consequences (Shin et al., 2017). Another emotion to appeal to is happiness, as can be seen in the picture below. Coca-Cola is one brand that uses happiness in their advertisements to tap into the feelings of joy and happy memories.



By tapping into people's feelings, emotional appeals can generate a strong response that resonates with the audience and could influence their attitudes and behaviors. According to Panda et al. (2013) incorporating emotional appeals in advertising can create positive attitudes and emotions towards the brand being advertised. The positive attitude towards the brand then positively influences the purchase intention. Additionally, Holbrook and Batra (1987) found that emotional appeals can lead to increased recall of advertisements. They found that advertisements that evoked emotions were more likely to be remembered by the audience than advertisements that relied on rational appeals.

However, it is important to note that gender plays a significant role in the effectiveness of emotional appeals in advertising. Emotional appeals may be more effective in advertising campaigns targeted at women (Wang, 2008; Jovanović et al., 2017).

Gender Differences in Processing Ads

Research has shown that gender differences in the perception of advertising exist, this emphasizes the importance for marketers to take into account gender differences and customize their advertising strategies to specific target groups. Wang (2008) conducted a study to examine how men and women respond differently to cause related advertisements featuring products such as toilet paper and ice cream, that use emotional versus rational appeals. The emotional appeal in this study targeted feelings of sadness. While other emotions may also be effective in advertisements, the study focused specifically on the impact of sadness as an emotional trigger. Results showed that women respond better to emotional appeals that elicit feelings of sadness compared to rational appeals, leading to a more positive attitude toward helping. Conversely, men showed no significant difference in their attitude towards helping in either type of appeal. However, while emotional appeals may be more effective for women than men, the effectiveness of emotional appeals can vary depending on the specific emotions targeted in the advertisement.

Jovanović et al. (2017) were also able to show the influence of different emotional appeals, including attraction, humor, and fear, in toothpaste advertisements on consumers' purchase intention. Their study aimed to determine the influence of rational and emotional appeals in advertising on consumers' purchase intention. Results showed that different advertising appeals had different impacts on consumers' purchase intentions, depending on the gender of the consumer. Emotional appeals had a stronger impact on women, while rational appeals had a stronger impact on men. However, appealing to fear in advertising was found to cause strong negative emotions among women, leading to a negative attitude toward the

advertised product. These findings suggest that the impact of emotional appeals can vary depending on the specific type of appeal used and that advertisers should be cautious in using certain emotional appeals to avoid negative effects on purchase intention.

Given the impact of emotional and rational appeals in advertising and their varying effectiveness based on gender, it is essential for advertisers to also consider how men and women respond to objective versus subjective advertising claims. Considerable evidence suggests that men and women process information differently (Darley & Smith, 1995). For instance, emotional appeal can be linked to subjective advertising claims as it appeals to the emotional side of consumers by focusing on intangible aspects and subjective impressions of a product (Darley & Smith, 1995; Holbrook, 1978), and may be more effective in persuading females, who tend to consider non-observable factors (Putrevu, 2004). Rational appeal can be linked to objective advertising claims as it appeals to the rational side of consumer by proving factual details that can be objectively evaluated (Darley & Smith, 1995; Holbrook, 1978), and may be more effective in persuading males who prefer objective evidence (Putrevu, 2004).

The difference between objective versus subjective cues can be explained by the Selectivity Model by Meyers-Levy (1989). According to Meyers-Levy (1989), males tend to focus on more obvious and tangible cues, which makes males appear more logical. Females, on the other hand, tend to consider a wider range of information, including seemingly minor and subtle cues, along with more obvious ones. This may make females appear to be more subjective. Meyers-Levy (1989) also found that females are more likely to consider non-observable or subjective factors that may provide a more thorough understanding of the situation. In contrast, males tend to focus more on objective and easily observable attributes, especially those that are prominent. This means that males are more likely to accept claims that are based on objective evidence rather than subjective factors. Putrevu's (2004) study built upon this concept by examining how men and women respond differently to advertising message cues. The study revealed that women tend to have a stronger emotional response and a greater inclination to purchase products that are advertised using verbal, harmonious, complex, and category-oriented language. These language characteristics tap into women's inclination to consider a wider range of information, including non-observable factors, and create an emotional connection with the product or brand. In contrast, men were found to respond more favorably to advertisements that used comparative, simple, and attribute-oriented language, leading to a higher likelihood of making a purchase.

Overall, research suggests that females tend to exhibit greater sensitivity to external emotional stimuli, leading to stronger emotional responses than males (Davis, 1983). This

idea has been supported in the psychology literature, which has found that women generally experience and express their emotions more strongly than men (Fujita et al., 1991; Kring & Gordon, 1998). Therefore, advertisements with an emotional appeal that uses emotional language, imagery, or storylines may resonate more strongly with women and be more likely to influence their purchasing behavior.

In addition to understanding the influence of gender differences on emotional responses in advertising, it is important to consider other factors that can further shape and enhance these responses. One such factor is the role of language. The emotional impact of language can differ depending on whether it is a person's first language (L1) or second language (L2).

Native Language (L1) vs Foreign Language (L2)

Advertisements in foreign languages, particularly English, are frequently used in various countries for television and print advertising (Piller, 2000). Advertisers use L2 in advertisements for multiple reasons. Firstly, it helps express a sense of foreignness associated with the product, evoking ethnocultural associations to the country of origin (Hornikx & van Meurs, 2019b). Secondly, English, in particular, is often linked to globalness, projecting an image of international orientation, success, and modernity (Hornikx & van Meurs, 2019). Organizations must decide whether to create advertising content in the target audience's L1 or L2 due to the growing number of bilingual speakers (Caldwell-Harris & Aycicegi-Dinn, 2016). The emotional aspect of language plays a role in this decision. Studies suggest that individuals perceive messages as having a stronger emotional impact when communicated in their L1 rather than their L2 (Caldwell-Harris & Aycicegi-Dinn, 2016; Puntoni et al., 2009). Thus, advertisers need to consider the emotional and linguistic differences between native and non-native speakers, which can influence the effectiveness of their advertisements.

In a study by Puntoni et al. (2009), researchers wanted to investigate if people interpret emotional messages in advertisements differently in their native language (L1) versus a foreign language (L2). Half of the participants were native Dutch speakers who learned French, while the other half were native French speakers who learned Dutch. They were shown various advertisement slogans in either French or Dutch and asked to rate their emotional impact. The study found that participants were more sensitive to emotional information in their native language than in the foreign language, regardless of whether their L1 was Dutch or French. This suggests that even individuals who are highly proficient in a foreign language, and therefore understand a message in both languages, still perceive their

native language (L1) as having a greater emotional impact. Similarly, Opitz and Degner (2012) conducted a study to examine the effect of emotional words on French-German bilinguals. During a lexical monitoring task (LMT), words with positive, negative, and neutral meanings were shown randomly. At the same time, the electrical activity in the brain was measured and recorded. Despite having high proficiency levels in both languages, people who learned an L2 later in life than their L1 tend to feel that their L1 has a stronger emotional impact than their L2. The reduced emotional impact of non-native language advertisements could be attributed to the fact that words in a foreign language require more cognitive processing and are not instantly linked to emotional context.

The differences in emotionality can be explained by Pavlenko's theory of language embodiment (2012). When acquiring an L1, individuals are immersed in a sensory-rich and emotionally engaging environment that offers many opportunities to establish links between words and phrases and their corresponding emotional experiences and sensory contexts. In contrast, learning an L2 in a decontextualized environment, such as a classroom, can lead to words feeling disconnected from emotional experiences, reducing the emotional impact of the L2.

As previously discussed, research has suggested that the emotional impact is generally higher in one's native language (Caldwell-Harris & Aycicegi-Dinn, 2016; Puntoni et al., 2009; Opitz & Degner, 2012) and women tend to respond better to emotional appeals compared to men (Wang, 2008; Jovanović et al. 2017). Therefore, it is plausible that emotional advertising messages in a woman's native language may be more emotionally impactful for women than for men. Additionally, the choice of language in advertising can impact the effectiveness of the ad by influencing the ease of processing. Luna and Peracchio (1999, 2001) conducted studies examining bilingual individuals and found that advertising in a bilingual person's first/native language is preferable not due to social or cultural factors, but because second-language words are more challenging to process for bilingual individuals. When advertising messages are presented in a person's second language, it is harder for them to establish meaningful connections between the words used and their associated concepts compared to their first language. As a result, the person is likely to recall less of the message when it is communicated in their second language. Thus, using L2 in advertising could potentially impair processing fluency and reduce the effectiveness of the advertisement. This leads to the next section, which examines how eye-tracking methodologies can shed light on the relationship between processing fluency and ad effectiveness.

Eye-tracking

One way to measure processing fluency is with the eye-tracking methodology, which has been used to examine the effectiveness of advertising (Chang & Chen, 2017; Heath et al., 2009; Qin et al., 2011; Bettman, 1979).

Eye tracking techniques are used to determine the exact location where a person is looking at a specific point in time and the order in which the eyes are moving across the screen (Poole & Ball, 2006). One way to measure eye movement is through fixation duration. Fixations occur when the viewer focuses on one point for an extended period of time. As a result, when a viewer focuses on a specific area, it can be assumed that the viewer is processing the information (Poole & Ball, 2006). Fixation duration is viewed as a reliable measure of how complex the information is and how difficult the task is (Hooge & Erkelens 1998; Rayner, 1998). Thus, the number of fixations is an accurate indicator of the level of cognitive activity taking place.

Chang and Chen (2017) investigated the effects of cause-focused and product-oriented ads on consumers' information processing fluency in the context of cause-related marketing. Eye-tracking data was used to measure fixation duration. Cause-focused ads used emotional appeal and product-focused ad used rational appeal. The results showed that cause-focused ads were easier to process than product-oriented ads, and were perceived as more emotive, enhancing speed during bottom-up processing. Gender differences were also identified, with females processing ads faster than males, particularly when emotional appeals (cause-focused) were used, and when the ad addressed the beneficiaries'/victims' needs. Furthermore, research suggests that easily processed information may improve communication and encourage consumers to be more receptive. This mechanism of information processing fluency can be explained by the strength of emotional content, as demonstrated in studies by Heath et al. (2009) and Qin et al. (2011). According to Heath et al. (2009), rational ads received more frequent fixations than emotional ads when aired on television. This finding aligns with the research conducted by Qin et al. (2011) which discovered that ads with higher levels of emotional content resulted in a significant decrease in the mean fixation duration, thus a higher processing fluency. Together, these findings suggest that emotional content can enhance information processing fluency and may be a key factor in effectively communicating with consumers.

In addition to investigating the effects of different ad appeals, studies on processing fluency have also explored the role of language in advertisements. In this regard, Bettman (1979) suggests that when advertisements contain foreign language elements, the fixation

duration tends to be longer as it requires more cognitive effort to process the information. This means that readers would need more time to read a foreign expression, as it is more complex to understand than an expression in their native language. The foreign expression should not demand too much effort from the recipient since this can lead to frustration or worse (Domzal et al., 1995).

Overall, the eye-tracking methodology has been shown to be an effective tool for measuring information processing fluency, as it provides insights into the specific areas that capture the viewer's attention and the duration of fixations. It is crucial to consider that individuals usually do not take much time to actively process advertisements. Research suggests that faster processing of ad information is generally preferred, as viewers tend to make quick and spontaneous judgments (Alter & Oppenheimer, 2009). This is because ads are often encountered in a fast-paced environment where individuals may be exposed to numerous stimuli simultaneously. Therefore, advertisers aim to capture attention and deliver their message efficiently within a limited timeframe. The assumption is that faster processing reflects the ease of understanding and allows the advertisement to effectively communicate its intended message.

Current Study

As advertising continues to play a crucial role in today's society, it is important to understand the most effective strategies for reaching diverse audiences. This study investigated the influence of ad appeal and language on processing fluency in females and determined the impact of processing fluency on ad attitude, product attitude, and purchase intention. The study will focus on emotional and rational ad appeals and will examine their effectiveness in both the participant's L1 (Dutch) and L2 (English). Eye-tracking technology will be used to measure processing fluency through fixation duration. Shorter fixation durations are indicative of higher processing fluency. According to Winkielman et al. (2003), increasing processing fluency has been linked to eliciting more positive affective responses.

The study was conducted to contribute to the understanding of the effects of ad appeal and language on females' information processing of advertising. Additionally, the study explored the theoretical implications of the findings for advertising, gender studies, and language studies. Practically, the study findings can be applied to marketing and advertising strategies. Advertisers can use the findings to create targeted ads that are more effective for their intended audience. Additionally, companies that operate in multilingual environments

can use the findings to make informed decisions about the language to use in their advertisements to ensure maximum effectiveness.

For this reason, the following research questions were proposed for further investigation:

1. How do ad appeal and language choice affect processing fluency?
2. How do ad appeal and language choice affect ad effectiveness in terms of attitude and processing fluency?
3. How does processing fluency influence the effects of ad appeal and language on the effectiveness of advertisements?

Method

This section provides a detailed description of the design, materials, subject characteristics, instruments used, and the overall procedure employed in the study, which aims to investigate the influence of ad appeal and language on processing fluency and ad effectiveness among female participants.

Design

The study used a 2x2 within-subject design. Participants were exposed to both Dutch and English versions of the ads. Additionally, participants were exposed to both emotional and rational ad appeals.

Material

To operationalize the two independent variables *ad appeal* and *language*, a total of 16 ads was created for four different cosmetic products. The products featured in the ads were: body lotion, deodorant, makeup foundation, and menstrual pads. The use of four different products serves to prevent potential biases from participants disliking a specific product and allows for a more accurate examination of the effects of ad appeal and language. For each cosmetic product, two of the ads used an emotional appeal and two used a rational appeal, but the language used in the text differed between Dutch and English versions. The text was checked by a native English speaker and then translated into Dutch by native speakers of Dutch. Each advertisement contained a slogan, a text, and a picture. The pictures used in the ads were selected to be similar across all conditions, ensuring that they did not convey any emotional or rational content. Some ads featured a single picture, while others incorporated two pictures.

In the emotional appeal version of the cosmetic product advertisement, the focus was on the sensory experience and positive emotions that the product can evoke in the user. The text emphasized how the product can make the user feel confident, beautiful, and radiant by using emotive language and sensory descriptors. The rational appeal version, on the other hand, focused more on the product's features and benefits. The text used straightforward language, such as "clinically proven" and "dermatologist tested," and highlighted the science behind the product characteristics. For example, one of the ads using emotional appeal in English stated: *"Try our lotion to feel confident and beautiful in your own skin. With every application, you'll feel a sense of pure bliss."* And one of the rational English texts stated the following: *Bliss body lotion is clinically proven to improve skin texture and appearance. It*

has extra Vitamin C and antioxidants to protect the skin.” For further details, please refer to Appendix A for the advertisements.

Before conducting the main study, a pre-test was conducted to ensure the rationality and emotionality of the ads. The pre-test was conducted with a sample of 16 participants, all of whom were exposed to the entire set of 16 ads. To assess the level of emotionality and rationality, participants were requested to rate each advertisement on a 5-point semantic differentials scale, adapted from Qin et al. (2011). A rating of 1 indicated the ad was very rational, while a rating of 5 meant the ad was very emotional. In addition, there was an open-ended question where participants could provide suggestions regarding the naturalness of the ad. A repeated measures analysis for ad emotionality as within-subject factor showed a significant main effect of ad emotionality ($F(1, 15) = 9.90, p = .007, \eta^2 = .40$). Pairwise comparison shows that emotional ads were perceived as more emotional ($M = 3.77, SD = 0.64$) and rational ads as more rational ($M = 2.59, SD = 1.05$). To gain a deeper understanding of each individual ad, Table 1 provides the means and standard deviations for each ad. Based on the mean ratings of each ad and the suggestions provided by the participants, slight adjustments were made to ensure that the emotional ads were truly perceived as emotional, the rational ads were as rational as possible, and all the ads appeared as natural as possible.

Table 1. Means and standard deviations for the emotionality and rationality of all the ads (1= very rational, 5 = very emotional)

<i>M (SD)</i> n = 16			<i>M (SD)</i> n = 16		
Emotional			Rational		
Ad 1	4.13 (0.62)	Menstrual pad	Ad 10	3.06 (1.34)	Body lotion
Ad 2	4.13 (1.03)	Deodorant	Ad 13	2.75 (1.29)	Makeup
Ad 3	3.94 (1.06)	Body lotion	Ad 12	2.69 (1.20)	Makeup
Ad 4	3.75 (0.86)	Makeup	Ad 14	2.62 (1.20)	Body lotion
Ad 5	3.63 (0.62)	Makeup	Ad 15	2.56 (1.03)	Deodorant
Ad 6	3.63 (0.72)	Menstrual pad	Ad 16	2.56 (1.41)	Menstrual pad
Ad 7	3.50 (1.21)	Body lotion	Ad 9	2.25 (1.24)	Menstrual pad
Ad 8	3.50 (1.32)	Deodorant	Ad 11	2.19 (0.98)	Deodorant

Subject

A total of 26 female participants took part in this study. Three participants were excluded from the data set due to unsuccessful calibration during the eye-tracking session. This was primarily because they were either wearing contacts or glasses, making it challenging to accurately identify their pupils during the experiment. Therefore, the analysis in this study was conducted based on the data of the remaining 23 participants. All the participants were native speakers of Dutch. 20 participants studied or graduated from an academic university (WO), 2 participants studied or graduated from an applied university (HBO), and 1 participant studied or graduated from secondary vocational education (MBO). The mean age of participants was 22.96 years ($SD = 3.44$; range: 18 – 30).

Instrument

The dependent variables in this present study were processing fluency and ad effectiveness.

To measure processing fluency, eye-tracking equipment was used. Eye tracking is a valuable tool for measuring various cognitive, psychological, and emotional processes for advertisements, including attention, memory, and behavior (Wedel & Pieters, 2008). To measure processing fluency, in particular, the mean duration of fixation, number of fixations, as well as mean fixation duration overall were used. Fixation duration is considered a reliable indicator of information complexity and task difficulty (Hooge & Erkelens 1998; Rayner, 1998), as it reflects the time to encode visual information and the time to operate on the encoded data (Just & Carpenter, 1976). It is expected that a longer fixation duration will be associated with rational conscious thinking, while a shorter fixation duration will be associated with affective responses induced by emotional ads (Kim et al., 1998). Eye movements are also influenced by textual and typographical variables, and as the text becomes more difficult, fixation duration increases (Rayner, 1998). Thus it can be implied that non-native language readers will have longer fixation durations compared to native language readers, indicating greater cognitive processing demands. Therefore, eye tracking can provide real-time insight into how someone is interpreting a sentence or advertisement, as well as how their brain is processing information. Each advertisement in the present study contained four Interest Areas (IAs): slogan, text, picture 1, and picture 2. It is worth noting that the slogan and text IAs were considered particularly important, as they revealed the

language and appeal used in the advertisements, while the pictures did not convey any language or appeal content.

Ad effectiveness was measured with the attitude towards the ad, attitude towards the product, and purchase intentions. To measure the attitude towards the ad, participants were asked to rate the advertisement on a 7-point semantic differentials scale (based on Hornikx & Hof, 2008). The scale consisted of 5 items: '*niet leuk – leuk*', '*boeiend – saai*' (reverse coded), '*niet origineel – origineel*', '*aantrekkelijk - niet aantrekkelijk*' (reverse coded), and '*interessant - niet interessant*' (reverse coded). All Cronbach's alpha of attitude towards the ad comprising 5 items, was good among all the conditions (Emotional/L1 $\alpha = 0.94$, Emotional/L2 $\alpha = 0.91$, Rational/L1 $\alpha = 0.87$, Rational/L2 $\alpha = 0.88$).

To measure attitude towards the product, respondents were asked to rate the product on a 7-point semantic differentials scale (based on Brakus et al., 2014). The scale consisted of 6 items: '*leuk - niet leuk*' (reverse coded), '*waardevol - waardeloos*' (reverse coded), '*interessant - saai*' (reverse coded), '*slecht - goed*', 'Ik heb een *positive – negative* (reverse coded) mening over dit product', and 'Ik zou *tevereden – ontevereden* (reverse coded) zijn met dit product'. All Cronbach's alpha of attitude towards the product comprising 6 items, was good among all the conditions (Emotional/L1 $\alpha = 0.93$, Emotional/L2 $\alpha = 0.90$, Rational/L1 $\alpha = 0.92$, Rational/L2 $\alpha = 0.88$).

To measure purchase intention was measured with a 7-point semantic differentials scale (based on Hornikx & Hof, 2008) following the statement '*Dit product*': '*Wil ik zeker kopen – wil ik nooit kopen*', '*Raad ik mijn vrienden niet aan – raad ik mijn vrienden aan*', and '*Is echt iets voor mij – is echt niets voor mij*'. All Cronbach's alpha of purchase intention comprising 3 items, was good among all the conditions (Emotional/L1 $\alpha = 0.88$, Emotional/L2 $\alpha = 0.85$, Rational/L1 $\alpha = 0.87$), except for the condition rational/L2 $\alpha = 0.53$ ¹.

To assess whether processing took place, a recognition task was conducted. For each cosmetic product, participants were presented with eight pictures, four of which appeared in the ads. They were instructed to select all the options they remembered seeing in the advertisements during the eye-tracking experiment part. The question posed was: *Van de volgende 8 [cosmetic product], welke heb je in de advertenties gezien? Selecteer alle opties die van toepassing zijn.*

¹ Although a low Cronbach alpha is not allowed for, it was beyond the scope of this thesis to analysis the items separately, thus composite mean for purchase intention Rational English was still calculated.

Additionally, participants' age and educational levels were asked. The instrument was presented in Dutch. The decision is based on a study by De Langhe et al. (2011), which found the anchor contraction effect. This effect suggests that people tend to give more intense responses when a questionnaire is in their non-native language compared to their L1. The questionnaire can be found in Appendix B.

Procedure

Participants were recruited through convenience sampling, primarily on campus. Recruitment was done by walking around campus and approaching Dutch females and also through SONA a research participation system. Those who choose to participate were asked to visit the eye tracking lab on campus, where the experiment took place. The eye-tracking equipment used for the study was the EyeLink 100 SR Research and the programming was conducted with Experiment Builder by SR Research.

When participants arrived at the lab, they were informed that the purpose of the study was to examine the effectiveness of the advertisement design. They were then requested to sign a consent form. The instructions were displayed on the computer screen, providing clear guidance for the experiment. Before the experiment began, participants were given a chance to ask any questions they had.

Once the participants were ready to begin, the eye tracker camera was positioned correctly. The eye tracker was then calibrated and validated to be accurate before proceeding. It is worth noting that only the right eye was calibrated for tracking purposes. To help the participants feel at ease and understand the process better, filler ads were shown. After the practice trial, the participants had the chance to ask the researcher additional questions. Before the actual experiment began, the eye tracker was calibrated and validated again, and it was also checked once more in the middle of the experiment to ensure accurate tracking. Each ad was shown for 10 seconds to recreate a realistic viewing scenario. This approach acknowledges the fact that people often come across advertisements in fast-paced environments where they are exposed to multiple stimuli simultaneously and do not typically view ads intentionally.

After the eye-tracking part of the experiment was completed, the participants were given a sudoku game to complete. This served as a distraction task before they proceeded to fill out the questionnaire on Qualtrics. In the questionnaire, participants were first asked to perform a recognition task to assess if they were paying attention and processing the information. Following the recognition task, they continued by answering questions about the

effectiveness of the ads. At the end of the experiment, participants had the chance to enter a raffle for a 25-euro voucher.

Statistical treatment

To answer the research questions, several repeated measure ANOVAs and Regression analyses were conducted.

Results

This section provides the results of this study, which aimed to examine how different types of ad appeals and languages influence processing fluency, as well as the impact of these factors on the effectiveness of advertisements. Additionally, this study aimed to explore how processing fluency, measured through eye-tracking technology, moderated the relationship between the type of ad appeal and language on ad effectiveness.

Recognition Task

First, to check whether any processing took place for the stimuli presented in the advertisement and to establish possible differences between the different conditions, a descriptive analysis and a one-way ANOVA were conducted.

The total percentage of correctly recognized ads was analyzed using descriptive statistics. The mean percentage correct was 71.74% ($SD = 13.57$), thus participants recognized the majority of the stimuli that were presented in the ads during the eye tracking part. Furthermore, a one-way ANOVA showed a significant effect of condition on percentage correct ($F(3,88) = 3.58, p < .017$). The percentage correct for the condition rational Dutch ($M = 59.78, SD = 24.70$) was lower than for rational English ($p = .023$, Bonferroni-correction; $M = 79.35, SD = 20.85$). There was no significant difference between the percentage correct of emotional English condition and emotional Dutch ($p = 1.00$, Bonferroni correction), rational English ($p = 1.00$, Bonferroni correction), and rational Dutch ($p = .058$, Bonferroni correction) conditions. Additionally, there was no significant difference between the percentage correct of emotional Dutch condition and rational English ($p = 1.00$, Bonferroni correction), and rational Dutch ($p = .610$, Bonferroni correction) conditions. Means and standard deviations for each condition can be found in Table 2.

Table 2. Means and standard deviations for percentage correct of each condition.

	Percentage correct n= 23 <i>M (SD)</i>
Rational Dutch	59.78 (24.70)
Rational English	79.35 (20.85)
Emotional Dutch	70.65 (23.42)
Emotional English	77.17 (19.82)

Processing Fluency

Processing fluency was measured in the present study through fixation percentage and dwell time percentage. Fixation percentage is the percentage of all fixations spent in a particular interest area, and dwell time percentage is the percentage of total viewing time of an ad spent on a particular interest area. There were in total 4 interest areas, namely: slogan, text, picture 1, and picture 2. Separate repeated measure ANOVAs were conducted for fixation percentage and dwell time percentage within each interest area.

Fixation Percentage

Slogan. A repeated measures analysis for fixation percentage of slogan with fixation percentage as within-subject factor showed no significant main effect of fixation percentage ($F(3, 273) < 1$). Means and standard deviations for each condition can be found in Table 3.

Text. A repeated measures analysis for fixation percentage of text with fixation percentage as within-subject factor showed a significant main effect of fixation percentage ($F(2.82, 256.21) = 7.05, p < .001, \eta^2 = .07$), since the assumption of sphericity was violated the F-value has been calculated with Huynh-Feldt. A pairwise comparison showed that the fixation percentage for the emotional Dutch condition ($M = 0.51, SD = 0.14$) was lower than the rational English ($M = 0.57, SD = 0.12$) and rational Dutch ($M = 0.55, SD = 0.11$) conditions. Furthermore, the emotional English condition ($M = 0.52, SD = 0.12$) was lower than the rational English condition, but it did not significantly differ from emotional Dutch ($p = 1.00$, Bonferroni correction) and rational Dutch conditions ($p = .429$, Bonferroni correction). The rational English and rational Dutch conditions ($p = .774$, Bonferroni correction) did not significantly differ from each other. Means and standard deviations for each condition can be found in Table 3.

Picture 1. A repeated measures analysis for fixation percentage of picture 1 with fixation as within-subject factor showed a significant main effect of fixation percentage ($F(2.69, 185.67) = 7.18, p < .001, \eta^2 = .09$), since the assumption of sphericity was violated the F-value has been calculated with Huynh-Feldt. A pairwise comparison showed that the fixation percentage for the emotional Dutch condition ($M = 0.11, SD = 0.08$) was lower than the rational English ($M = 0.15, SD = 0.09$) and rational Dutch ($M = 0.18, SD = 0.12$) conditions. The emotional English condition did not differ significantly from emotional Dutch ($p = .062$, Bonferroni correction) rational English ($p = 1.00$, Bonferroni correction), and

rational Dutch ($p = .191$, Bonferroni correction) conditions. Similarly, rational English did not differ significantly from rational Dutch ($p = .500$, Bonferroni correction). Means and standard deviations for each condition can be found in Table 3.

Picture 2. A repeated measures analysis for fixation percentage of picture 2 with fixation percentage as within-subject factor showed a significant main effect of fixation percentage ($F(2.13, 44.76) = 22.61, p < .001, \eta^2 = .52$), since the assumption of sphericity was violated the F-value has been calculated with Greenhouse-Geisser. A pairwise comparison showed that the fixation percentage for the emotional Dutch condition ($M = 0.03, SD = 0.03$) was lower than the rational English condition ($M = 0.08, SD = 0.05$), which in turn was lower than the rational Dutch condition ($M = 0.16, SD = 0.09$). Furthermore, the emotional English condition ($M = 0.05, SD = 0.05$), was lower than the rational Dutch condition ($M = 0.16, SD = 0.09$). The emotional English condition did not differ significantly from emotional Dutch ($p = .395$, Bonferroni correction), and rational English conditions ($p = .383$, Bonferroni correction). Means and standard deviations for each condition can be found in Table 3.

Table 3. Means and standard deviations of fixation percentage for each condition across the four interest areas.

	Emotional Dutch <i>M (SD)</i>	Emotional English <i>M (SD)</i>	Rational Dutch <i>M (SD)</i>	Rational English <i>M (SD)</i>
Picture 1	0.11 (0.08)	0.15 (0.09)	0.18 (0.12)	0.15 (0.09)
Picture 2	0.03 (0.03)	0.05 (0.05)	0.16 (0.09)	0.08 (0.05)
Slogan	0.24 (0.08)	0.25 (0.08)	0.23 (0.09)	0.24 (0.10)
Text	0.51 (0.14)	0.52 (0.12)	0.55 (0.11)	0.57 (0.12)

Dwell Time Percentage

Slogan. A repeated measures analysis for dwell time percentage of slogan with dwell time percentage as within-subject factor showed no significant main effect of dwell time percentage ($F(3, 273) = 1.33, p = .264, \eta^2 = .01$). Means and standard deviations for each condition can be found in Table 4.

Text. A repeated measures analysis for dwell time percentage of text with dwell time percentage as within-subject factor showed a significant main effect of dwell time percentage ($F(2.83, 257.28) = 10.06, p < .001, \eta^2 = .10$), since the assumption of sphericity was violated the F-value has been calculated with Huynh-Feldt. A pairwise comparison showed that the dwell time percentage for the emotional Dutch condition ($M = 0.46, SD = 0.14$) was lower than the rational English ($M = 0.55, SD = 0.15$) and rational Dutch conditions ($M = 0.53, SD = 0.14$). Furthermore, the dwell time percentage for the emotional English condition ($M = 0.49, SD = 0.15$) was lower than for the rational English condition ($M = 0.55, SD = 0.15$). The emotional English condition did not differ significantly from emotional Dutch ($p = .333$, Bonferroni correction) and rational Dutch conditions ($p = .483$, Bonferroni correction). Similarly, rational English did not differ significantly from the rational Dutch condition ($p = 1.00$, Bonferroni correction). Means and standard deviations for each condition can be found in Table 4.

Picture 1. A repeated measures analysis for dwell time percentage of picture 1 with dwell time percentage as within-subject factor showed a significant main effect of dwell time percentage ($F(3, 207) = 4.33, p = .006, \eta^2 = .06$). A pairwise comparison showed that the dwell time percentage for the emotional Dutch condition ($M = 0.15, SD = 0.12$) was lower than the rational Dutch condition ($M = 0.22, SD = 0.15$). The emotional English condition did not differ significantly from emotional Dutch ($p = .853$, Bonferroni correction) rational English ($p = 1.00$, Bonferroni correction), and rational Dutch ($p = .140$, Bonferroni correction) conditions. Similarly, the rational English condition did not differ significantly from emotional Dutch ($p = .263$, Bonferroni correction) and rational Dutch conditions ($p = .931$, Bonferroni correction). Means and standard deviations for each condition can be found in Table 4.

Picture 2. A repeated measures analysis for dwell time percentage of picture 2 with dwell time percentage as within-subject factor showed a significant main effect of dwell time percentage ($F(1.98, 41.56) = 30.11, p < .001, \eta^2 = .59$), since the assumption of sphericity was violated the F-value has been calculated with Greenhouse-Geisser. A pairwise comparison showed that the dwell time percentage for the emotional Dutch condition ($M = 0.03, SD = 0.04$) was lower than the rational English condition ($M = 0.10, SD = 0.06$), which in turn was lower than the rational Dutch condition ($M = 0.21, SD = 0.12$). Furthermore, the dwell time percentage for the emotional English condition ($M = 0.06, SD = 0.05$) was lower

than for the rational Dutch condition ($M = 0.21$, $SD = 0.12$). The emotional English condition did not differ significantly from emotional Dutch ($p = .204$, Bonferroni correction) and rational English conditions ($p = .197$, Bonferroni correction). Means and standard deviations for each condition can be found in Table 4.

Table 4. Means and standard deviations of dwell time percentage for each condition across the four interest areas.

	Emotional Dutch <i>M (SD)</i>	Emotional English <i>M (SD)</i>	Rational Dutch <i>M (SD)</i>	Rational English <i>M (SD)</i>
Picture 1	0.15 (0.12)	0.18 (0.12)	0.22 (0.15)	0.19 (0.13)
Picture 2	0.03 (0.04)	0.06 (0.05)	0.21 (0.12)	0.10 (0.06)
Slogan	0.22 (0.08)	0.24 (0.08)	0.21 (0.09)	0.22 (0.10)
Text	0.46 (0.14)	0.49 (0.15)	0.53 (0.14)	0.55 (0.15)

Ad Effectiveness

Ad effectiveness was measured with three variables, namely: Attitudes toward the ad, attitudes toward the products, and purchase intention. Separate repeated measure ANOVAs were conducted.

Attitude Toward the Ad

A repeated measures analysis for ad effectiveness with attitude towards the ad as within-subject factor showed a significant main effect of attitude towards the ad ($F(2.57, 56.61) = 7.19$, $p < .001$, $\eta^2 = .25$), since the assumption of sphericity was violated the F-value has been calculated with Huynh-Feldt.

A pairwise comparison showed that the attitude towards the ad for the emotional Dutch condition ($M = 4.78$, $SD = 1.04$) was higher than the emotional English ($M = 4.15$, $SD = 0.95$) and rational English ($M = 4.03$, $SD = 0.60$), rational Dutch conditions ($M = 4.03$, $SD = 0.80$). The emotional English, rational English, rational Dutch conditions did not differ significantly from each other (all $p = 1.00$, Bonferroni correction). Means and standard deviations for each condition can be found in Table 5.

Attitude Toward the Product

A repeated measures analysis for ad effectiveness with attitude towards the product as within-subject factor showed a significant main effect of attitude towards the product (F

(2.36, 51.98) = 3.29, $p = .038$, $\eta^2 = .13$), since the assumption of sphericity was violated the F-value has been calculated with Huynh-Feldt. However, no significant differences were found between conditions in the pairwise comparisons. Means and standard deviations for each condition can be found in Table 5.

Purchase Intention

A repeated measures analysis for ad effectiveness with purchase intention as within-subject factor showed a significant main effect of purchase intention ($F(2.48, 54.44) = 3.18$, $p = .040$, $\eta^2 = .13$), since the assumption of sphericity was violated the F-value has been calculated with Huynh-Feldt. A pairwise comparison showed that the purchase intention for the emotional Dutch condition ($M = 4.35$, $SD = 1.06$) was higher than for the emotional English condition ($M = 3.82$, $SD = 0.93$). The Rational English condition did not differ significantly from emotional English ($p = 1.00$, Bonferroni correction), emotional Dutch ($p = .432$, Bonferroni correction), and Rational Dutch conditions ($p = .779$, Bonferroni correction). Similarly, the rational Dutch condition did not differ significantly from the emotional English condition ($p = .527$, Bonferroni correction) and the emotional Dutch condition ($p = 1.00$, Bonferroni correction). Means and standard deviations for each condition can be found in Table 5.

Table 5. Means and standard deviations of ad effectiveness for each condition (scale of 1 to 7).

	Emotional Dutch <i>M (SD)</i>	Emotional English <i>M (SD)</i>	Rational Dutch <i>M (SD)</i>	Rational English <i>M (SD)</i>
Attitude towards the ad	4.76 (1.04)	4.15 (0.95)	4.03 (0.79)	4.03 (0.60)
Attitude towards the product	4.86 (0.81)	4.46 (0.73)	4.63 (0.81)	4.46 (0.72)
Purchase intention	4.35 (1.06)	3.82 (0.93)	4.16 (1.00)	3.93 (0.62)

Processing Fluency and its Impact on Ad Effectiveness

In this section, the role of processing fluency on the relationship between the different conditions and ad effectiveness was examined. To investigate this, separate simple regression analyses were conducted², focusing on attitude toward the ad and purchase intention as outcome variables. Notably, attitude toward the product was excluded from the analysis as the pairwise comparison in the earlier repeated measures analysis did not reveal any significant differences. Processing fluency was measured using dwell time percentage as the predictor.

Attitude Toward the Ad

Emotional Dutch. A simple regression showed that attitude towards the ad for the emotional Dutch condition cannot be explained by dwell time percentage ($F(1, 344) = 2.03, p = .155$).

Emotional English. A simple regression showed that attitude towards the ad for the emotional English condition cannot be explained by dwell time percentage ($F(1, 321) < 1$).

Rational Dutch. A simple regression showed that attitude towards the ad for the rational Dutch condition cannot be explained by dwell time percentage ($F(1, 298) = 1.70, p = .194$).

Rational English. A simple regression showed that attitude towards the ad for the rational English condition cannot be explained by dwell time percentage ($F(1, 298) < 1$).

Purchase Intention

Emotional Dutch. A simple regression analysis showed that dwell time percentage explained 2% of the variance in purchase intention for the emotional Dutch condition ($F(1, 344) = 5.16, p = .024$). Dwell time percentage was shown to be a significant predictor of purchase intention ($b = 1.05, p = .024$). Purchase intention in the emotional Dutch condition increases with 1.05 on the scale for each increase of 1 in dwell time percentage on the scale used. Regression analysis result can be found in Table 6.

Emotional English. A simple regression showed that purchase intention for the emotional English condition cannot be explained by dwell time percentage ($F(1, 321) < 1$).

Rational Dutch. A simple regression showed that purchase intention for the rational Dutch condition cannot be explained by dwell time percentage ($F(1, 298) = 1.60, p = .207$).

² In an ideal scenario, a moderation analysis would be preferable. However, due to the nature of the available data and the limited tests at my disposal, the analysis is constrained to regression analysis. The purpose of this analysis is to determine whether processing fluency serves as a predictor of ad effectiveness.

Rational English. A simple regression showed that purchase intention for the rational English condition cannot be explained by dwell time percentage ($F(1, 298) < 1$).

Table 6. Regression analysis for dwell time percentage as predictor of purchase intention in the emotional Dutch condition.

Variable	<i>B</i>	<i>SE B</i>	β
Intercept	4.07	0.14	
Dwell time percentage	1.05	0.46	0.12**
R^2	0.02		
F	5.16**		

** $p = 0.024$

Conclusion and Discussion

The aim of this study was to investigate the effects of ad appeal and language on processing fluency and the effectiveness of advertisements in females. Additionally, the study explored how processing fluency moderated the relationship between ad appeal, language, and ad effectiveness. The study focused on emotional and rational ad appeals in both the participant's native language (Dutch) and second language (English). The study utilized both eye tracking and a questionnaire as means of data collection.

The first research question addressed the impact of ad appeal and language on processing fluency. Processing fluency was measured using fixation percentage and dwell time percentage as indicators. Fixation percentage refers to the percentage of fixations spent in a particular interest area, while dwell time percentage represents the percentage of total viewing time spent on a specific interest area. The interest areas in this study were Slogan, Text, Picture 1, and Picture 2. Consistent with previous research, the present study found that ad appeal type and language influence processing fluency. When considering the fixation and dwell time percentages for these interest areas, similar patterns emerged. Firstly, emotional ads in Dutch consistently demonstrated lower fixation and dwell time percentages compared to rational ads in English and Dutch. This finding suggests that emotional appeals may require less cognitive effort leading to shorter fixations and less time spent processing the ad. This aligns with previous research by Winkielman et al. (2003) that suggests that emotional appeals may elicit faster processing of visual and textual information, potentially due to the affective nature of the content. However, in this study, only the textual information (the slogan and text) carried the ad appeal and language choice, as the picture did not convey any manipulation. The emotional content may capture attention and facilitate the rapid assessment and understanding of the ad elements, leading to reduced fixation duration. On the other hand, rational ads in English consistently exhibited higher fixation and dwell time percentages compared to all the other conditions. This finding supports the idea that rational appeals, characterized by logical and factual information, may require more cognitive processing. It is likely that viewers spend more time fixating on and processing the content of rational ads, potentially due to the need for cognitive elaboration and information processing (Alter & Oppenheimer, 2009). This study's findings are in line with research by Heath et al. (2009) and Qin et al. (2011). Who both found that emotional ads led to shorter fixation duration indicating higher processing fluency compared to rational ads. Together, these findings suggest that emotional content can enhance information processing fluency and may be a key factor in effectively communicating with consumers, in situations where ads are typically

viewed briefly rather than extensively analyzed. Furthermore, the appeals in Dutch consistently had lower fixation and dwell time percentages compared to the appeals in English, indicating that the language used in the appeals may influence the ease and extent of processing. As previously suggested by Bettman (1979), ads containing foreign language, may require more cognitive processing and result in longer fixation durations. This finding is consistent with previous research highlighting that processing information in a foreign language demands additional mental effort (Domzal et al., 1995).

The second research question addressed the impact of ad appeal and language on ad effectiveness. Ad effectiveness was operationalized with three variables: Attitude toward the ad, attitude toward the product, and purchase intention. Regarding attitudes toward the ad, emotional appeals in the participants' native language (Dutch) were found to generate more positive attitudes compared to emotional appeals in English and rational appeals in both languages. This finding suggests that emotional appeals in one's native language are more effective in capturing attention and eliciting favorable responses from viewers. Furthermore, emotional appeals in the native language (Dutch) also had a greater purchase intention compared to the other conditions. These findings emphasize the importance of using emotional appeals, particularly in the audience's native language, to enhance the likelihood of translating positive attitudes into actual purchase behavior. In terms of attitudes toward the product, although a significant main effect of attitude toward the product was observed, no significant differences were found between conditions in the pairwise comparisons. This suggests that the type of ad appeal and language did not significantly influence participants' attitudes toward the product. One potential explanation for the lack of significant differences could be the relatively small number of participants involved in the study. The results of this study align with previous research that has emphasized the effectiveness of emotional appeals in advertising. Emotional appeals have been found to create positive attitudes, evoke emotions, and improve brand recall (Panda et al., 2013; Holbrook & Batra, 1987). Furthermore, since the emotional impact is generally higher in one's native language (Caldwell-Harris & Aycicegi-Dinn, 2016; Puntoni et al., 2009; Opitz & Degner, 2012) it may have also influenced the effectiveness of ads using emotional appeals. Thus, the present study further adds to the body of literature by demonstrating the influence of language and appeals on ad effectiveness.

The third research question examined the influence of processing fluency on the effects of ad appeal and language on the effectiveness of advertisements, specifically focusing on attitude toward the ad and purchase intention. The findings of this study provide partial

support for the influence of processing fluency on the effectiveness of advertisements. While processing fluency did not significantly predict attitude toward the ad across all conditions, it did show a significant effect on purchase intention in the emotional Dutch condition. Thus, this implies that processing fluency may play a role in shaping consumers' intentions to make a purchase, particularly when emotional appeals and the Dutch language are employed in advertisements. The analysis conducted was limited to regression analysis due to the nature of the available data and constraints in available tests. Ideally, a moderation analysis would have been preferred to explore the interactive effects of processing fluency, ad appeal, and language.

To evaluate the extent of processing, a recognition task was carried out. Participants were shown eight images for each cosmetic product, four of which were previously presented in the ads. They were instructed to choose all the options they recalled seeing in the advertisements during the eye-tracking experiment phase. The results show that participants recognized the majority of the product that were presented in the ads. Interestingly, the recognition rates for emotional and rational appeals in English ads were higher compared to their Dutch counterparts. The difference in recognition rates can be attributed to factors such as visual design elements like colors and layout. These elements likely made the English ads more visually striking and memorable, leading to higher recognition by participants.

Limitations and Directions for Future Research

It is important to interpret these findings with caution, as several limitations should be considered. Firstly, the study only included female participants, which limits the generalizability of the findings to a broader population. Future research should aim to include a more diverse sample to ensure the findings can be applied to both genders. Secondly, the small sample size of only 23 participants may have limited the statistical power and generalizability of the results. It is important to replicate the study with a larger sample to strengthen the validity of the findings. Thirdly, due to the within-design used in the study, it is difficult to determine whether the observed differences in processing fluency and ad effectiveness were caused by the ad appeal, language, or a combination of both factors. Future studies should consider employing a between-design to isolate the effects of ad appeal and language on processing fluency and ad effectiveness.

Additionally, the experimental setting may not have fully captured the natural viewing behaviors of ads in real-life contexts, potentially affecting the ecological validity of the findings. Future research could consider conducting the study in more naturalistic settings to

enhance the external validity of the results. Lastly, the study focused exclusively on cosmetic products, and it is possible that different types of products may yield different results. Future research could investigate the effects of ad appeal and language across a wider range of product categories to gain a more comprehensive understanding of their influence on ad effectiveness. Lastly, the study's limitation to only English and Dutch languages restrict its generalizability to other language contexts. It is important to consider that languages vary in terms of their linguistic structures, vocabulary, and cultural nuances. English and Dutch, as the languages examined in this study, have specific linguistic features and cultural contexts that may influence participants' perception and processing of advertisements. Future research should include a broader range of languages to enhance understanding of the impact of language on ad effectiveness across diverse populations.

In conclusion, this study contributes to the theory by providing empirical evidence of the effects of ad appeal and language on processing fluency and ad effectiveness. The findings highlight the importance of emotional appeals in the native language and the role of processing fluency in shaping consumer responses. By considering these factors, advertisers can create more effective and persuasive advertisements. As the advertising landscape continues to evolve, further research in this area will advance our understanding and guide future advertising practices.

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Emotional Dutch advertisement

Laat je stralen



Met Fusion Foundation krijg je een stralende en glanzende huid waardoor je je van binnen en van buiten mooi voelt!

Omarm je natuurlijke uitstraling met Luxe bodylotion



Probeer onze lotion en voel je zelfverzekerd en mooi in je eigen huid. Geniet van puur zachtheid na elke applicatie.



Vertrouwen dat de hele dag duurt.

Met Comfort Care maandverband voel je je zelfverzekerd om elke uitdaging aan te gaan, elke dag van de maand.



FRISHEID DIE INSPIREERT

Essential Bliss deodorant zorgt ervoor dat je de hele dag lekker ruikt en geeft je het zelfvertrouwen om jezelf te zijn. Voel je fris, voel je fantastisch!

Shine like a star



With Creation foundation, you'll achieve a radiant and glowing complexion that will make you feel beautiful inside and out!

Embrace your natural radiance with SilkSkin Bodylotion



Try our lotion to feel confident and beautiful in your own skin. With every application, you'll feel a sense of pure bliss.



Confidence That Lasts All Day



Discreet menstrual pads make you feel confident to take on any challenge, any day of the month.



FRESHNESS THAT INSPIRES



Essential Bliss deodorant not only keeps you smelling great all day, but it also gives you the confidence to be your best self. Feel fresh, feel amazing!




Olievrij en vederlichte foundation

Bloom Foundation is getest door dermatologen en is geconcentreerd met hyaluronzuur en vitamine E. Zorgt voor een vlekkeloze en matte finish.



Innovative formule voor langdurige hydratatie

Klinisch bewezen verbetering van de textuur en uitstraling van je huid door Elixir bodylotion. Het bevat extra vitamine C en antioxidanten om de huid te beschermen.



Langdurige bescherming

Padiva maandverband biedt drievoudige bescherming tegen doorlekken door de anti-lekranden, de optimale pasvorm, en de snel absorberende kern.



48 UUR ZWEET- EN GEURBESCHERMING

Sense Deodorant bevat anti-transpirant formule die beschermt tegen vochtige oksels. Het is 100% parfumvrij en getest op allergieën.



Oil-Free and Lightweight foundation



SkinTonic Foundation is dermatologist-tested enriched with hyaluronic acid and vitamin E. It provides a flawless and matte finish.

Advanced formula for maximum hydration



Bliss Bodylotion is clinically proven to improve skin texture and appearance. It has extra Vitamin C and antioxidants to protect the skin.

Long-lasting protection



Flowfit menstrual pads provide triple-layered protection against leakage due to the anti-leak edges, perfect-fit design, and quick fluid absorption.

48-HOUR SWEAT AND ODOR PROTECTION

Vitality Deodorant contains an anti-perspirant formula designed to provide long-lasting dryness. It is 100% fragrance-free and allergy tested.



Appendix B Questionnaire

Recognition Task

Aan het begin van het experiment heb je verschillende producten gezien in de advertenties. Om te zien of je aandacht hebt besteed aan deze advertenties, willen we nu een herkenningstaak uitvoeren.



Van de volgende 8 bodylotions, welke heb je in de advertenties gezien? Selecteer alle opties die van toepassing zijn.

A B C D E F G H



Van de volgende 8 deodorants, welke heb je in de advertenties gezien? Selecteer alle opties die van toepassing zijn.

A

B

C

D

E

F

G

H



Van de volgende 8 make-up foundations, welke heb je in de advertenties gezien?
Selecteer alle opties die van toepassing zijn.

- A B C D E F G H



Van de volgende 8 menstruatieproducten, welke heb je in de advertenties gezien?
 Selecteer alle opties die van toepassing zijn.

A B C D E F G H

Introduction

Nu krijg je de 16 advertenties nog eens te zien. In deze vragenlijst zal jouw oordeel over de advertentie gevraagd worden aan de hand van dit soort schalen:

Goed O O O O O O Slecht
 Leuk O O O O O O Niet leuk

Je kunt je keuze aangeven door het bolletje aan te kruisen dat het beste jouw persoonlijke mening weergeeft.

Je antwoorden op de vragen zijn persoonlijk. Je kunt geen goede of foute antwoorden geven. Natuurlijk zullen de gegevens anoniem worden verwerkt.

Embrace your natural radiance with SilkSkin Bodylotion



Try our lotion to feel confident and beautiful in your own skin. With every application, you'll feel a sense of pure bliss.



Ik vind deze advertentie:

Niet leuk	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Leuk
Boeiend	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Saai
Origineel	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Niet origineel
Aantrekkelijk	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Niet aantrekkelijk
Niet interessant	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Interessant

Ik vind dit product:

Leuk	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Niet leuk
Waardevol	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Waardeloos
interessant	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Saai
Slecht	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Goed

Ik heb een mening over dit product

Positieve Negatieve

Ik zou zijn met dit product

Ontevreden Tevreden

Dit product:

Wil ik zeker kopen Wil ik nooit kopen

Raad ik mijn vrienden niet aan Raad ik mijn vrienden aan

Is echt iets voor mij is echt niets voor mij



Advanced formula for maximum hydration

Bliss Bodylotion is clinically proven to improve skin texture and appearance. It has extra Vitamin C and antioxidants to protect the skin.

Ik vind deze advertentie:

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Origineel	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Niet origineel
Aantrekkelijk	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Niet aantrekkelijk
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Slecht	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Goed

Ik heb een mening over dit product

Positieve Negatieve

Ik zou zijn met dit product

Ontevreden Tevreden

Dit product:

Wil ik zeker kopen Wil ik nooit kopen

Raad ik mijn vrienden niet aan Raad ik mijn vrienden aan

Is echt iets voor mij is echt niets voor mij

Long-lasting protection

Flowfit menstrual pads provide triple-layered protection against leakage due to the anti-leak edges, perfect-fit design, and quick fluid absorption.

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Boeiend	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Saai
Origineel	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Niet origineel
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Niet interessant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Interessant

Ik vind dit product:

Leuk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Niet leuk
Waardevol	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Waardeloos
interessant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Saai
Slecht	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Goed

Ik heb een mening over dit product

Positieve Negatieve

Ik zou zijn met dit product

Ontevreden Tevreden

Dit product:

Wil ik zeker kopen Wil ik nooit kopen

Raad ik mijn vrienden niet aan Raad ik mijn vrienden aan

Is echt iets voor mij is echt niets voor mij

Langdurige bescherming

Padiva maandverband biedt drievoudige bescherming tegen doorlekken door de anti-lekranden, de optimale pasvorm, en de snel absorberende kern.



Ik vind deze advertentie:

Niet leuk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Leuk
Boeiend	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Saai
Origineel	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Niet origineel
Aantrekkelijk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Niet aantrekkelijk
Niet interessant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Interessant

Ik vind dit product:

Leuk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Niet leuk
Waardevol	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Waardeloos
interessant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Saai
Slecht	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Goed

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48 UUR ZWEET- EN GEURBESCHERMING

Sense Deodorant bevat anti-transpirant formule die beschermt tegen vochtige oksels. Het is 100% parfumvrij en getest op allergieën.



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Omarm je natuurlijke uitstraling met Luxe bodylotion

Probeer onze lotion en voel je zelfverzekerder en mooier in je eigen huid. Geniet van puur zachtheid na elke applicatie.



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CC

Met Comfort Care maandverband voel je je zelfverzekerd om elke uitdaging aan te gaan, elke dag van de maand.

Vertrouwen dat de hele dag duurt.

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Niet leuk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Leuk
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48-HOUR SWEAT AND ODOR PROTECTION

Vitality Deodorant contains an anti-perspirant formula designed to provide long-lasting dryness. It is 100% fragrance-free and allergy tested.



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Oil-Free and Lightweight foundation



SkinTonic Foundation is dermatologist-tested enriched with hyaluronic acid and vitamin E. It provides a flawless and matte finish.

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Confidence That Lasts All Day



Discreet menstrual pads make you feel confident to take on any challenge, any day of the month.



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Participant Characteristics

Wat is je leeftijd?

Wat is je huidige of hoogst behaalde opleidingsniveau?

Middelbare School

MBO

HBO

WO

Participant Number