

Silent Persuaders

Can Promotional Merchandise Incidentally Affect Reactions to a Brand?

Background

- Repeated exposure to message (Kendrick, 1998), but attention mostly low
- Incidental exposure without attention potentially powerful (Heath, 2000; Watanabe, Náñez & Sasaki, 2001; Ferguson & Zayas, 2009)
 - Familiar brand:
 - unlikely to change existing attitudes (Crano & Prislin, 2006)
 - additional exposure consolidates existing knowledge (Heath, 2000)
 - Unfamiliar brand:
 - below-conscious exposure might form attitudes (Crano & Prislin, 2006)
 - repeated exposure needed to raise awareness
- Exposure through usage/touch → affects attitudes positively (Brasel & Gips, 2014; Peck & Shu, 2009; Wolf, Arkes, & Muhanna, 2008)

Design

Exposure to stimuli
brand
promotional pen
billboard

DVs
brand recognition
spontaneous choice
brand attitude
purchase intention

EVA MARCKHGOTT & BERNADETTE KAMLEITNER



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Results

| | | IVs / manipulated factors | | | |
|-----|--------------------|---------------------------|-----------|------------------|-----------|
| | | Familiar Brand | | Unfamiliar Brand | |
| | | Promotional Pen | Billboard | Promotional Pen | Billboard |
| DVs | Brand Recognition | + ¹ | n.s. | n.s. | n.s. |
| | Spontaneous Choice | + ² | n.s. | n.s. | n.s. |
| | Brand Attitude | n.s. | n.s. | + ³ | n.s. |
| | Purchase Intention | n.s. | n.s. | + ⁴ | n.s. |

¹ Model $\chi^2(1)=3.32, p=.069$ ² Model $\chi^2(1)=6.50, p=.011$ ³ $F(1,141)=9.62, p=.002, \eta^2=.06$ ⁴ $F(1,141)=6.04, p=.015, \eta^2=.04$

Conclusion

- Single incidental encounters with promotional merchandise can affect reaction to brands
- Familiarity is the key
 - Additional exposure increases already existing awareness
 - „Unconscious“ attitude formation more likely than attitude change

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