

# Exploring the differential effects of consumer brand attitude persuasion for printed advertisements in luxury and nonluxury brands

Consumer  
brand attitude

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## Abstract

**Purpose** – This study examined the differential effects of printed advertisements with luxury and nonluxury brands on consumer brand attitude persuasion using a qualitative experimental approach.

**Design/methodology/approach** – The authors adopted a qualitative experimental approach and the authors conducted two experiments over six months. In the first experiment, participants were asked to view five print advertisements related to five different luxury brands. In the second experiment, the same participants were asked to view another five print advertisements on non-luxury brands. The qualitative thematic differences for each brand were analyzed using NVivo software, employing the theoretical assumptions of Petty and Cacioppo's (1981) elaboration likelihood model (ELM).

**Findings** – In experiments 1 and 2, it was identified that brand experience, personalized brand experience, product quality, product quantity, personal image-conscious, nonpersonal image-conscious, affordability and unaffordability as the main thematic findings leading to consumer attitude persuasion.

**Practical implications** – The two main contributions are as follows: theoretically, applying a social psychology theory to the advertising industry offers an understanding of the social cognition stages of a human mindset. As a practical implication, this study's findings guide advertising agencies, marketers and salespeople regarding how to design effective print advertisements in a way that persuades consumer attitudes.

**Originality/value** – Through the theoretical assumptions of Petty and Cacioppo's (1981) ELM, this paper can be considered one of the first studies to combine social psychology and advertising to investigate the differential effects on consumer brand attitude persuasion for luxury and nonluxury brands.

**Keywords** Consumer brand attitude persuasion, Luxury brands, Nonluxury brands,  
Elaboration likelihood model, Qualitative experimental approach

**Paper type** Research paper

## 1. Introduction

The concept of persuasion is important in marketing when designing advertisements and launching new products as it allows marketers to convince customers to buy the product frequently (Jayawardena *et al.*, 2023a). A proper description of the product and brand characteristics is necessary to convince customers to purchase luxury brands frequently. Conversely, for frequent buyers of nonluxury brands, a congruent attitude change is



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required, leading to increased brand loyalty. Accordingly, many researchers have recognized the need to develop effective advertising strategies that persuade customers and increase brand loyalty for both luxury and non-luxury products (Shimul *et al.*, 2019; Jayawardena *et al.*, 2023b).

Recent marketing studies on luxury and non-luxury brands have demonstrated that advertising strategies can improve the purchasing decision process with more emphasis on consumer attitude persuasion (Jayawardena, 2022; Oh *et al.*, 2004). For example, the main managerial implication of this study is to guide advertising agencies, marketers, and salespeople on how to design print advertisements that effectively persuade consumer attitudes. Several studies highlight the commonalities between the notions of luxury or nonluxury brands and attitude changes associated with quality, sustainability and scarcity. Conversely, branding is historically linked to advertising, as advertising can increase brand awareness while branding shapes the style and direction of advertising campaigns (Jayawardena *et al.*, 2023a).

While previous studies have focused on femvertising advertising practices (Michaelidou *et al.*, 2022; Park *et al.*, 2023), imaginary persuasiveness (An *et al.*, 2020), message effectiveness (Huang *et al.*, 2018; Kim and Bae, 2023) and sustainability practices (Kim and Bae, 2023), the role of print advertisements in luxury and nonluxury branding is still underresearched. A few studies have been conducted in both psychological and marketing contexts to determine how well print advertisements can be incorporated to predict consumer behavior (e.g. Shimul *et al.*, 2019; Shimul and Phau, 2022). Moreover, many previous studies have looked at luxury branding as a means of showcasing a service or product rather than promoting it (Chung *et al.*, 2020; Shimul *et al.*, 2019; An *et al.*, 2020). As a novelty, this study is the first to combine social psychology with advertising to investigate the differential effects of luxury and nonluxury brands on consumer brand attitudes persuasion based on Petty and Cacioppo's (1981) elaboration likelihood model (ELM).

Accordingly, this study focused on how to change consumer attitudes in both luxury and nonluxury brands, which represents a popular persuasive marketing strategy (Chung *et al.*, 2020). Therefore, using a qualitative experimental approach, the authors investigated the differential effects of consumer brand attitude persuasion towards luxury products and nonluxury brands using five print advertisements featuring luxury brands and five print advertisements featuring nonluxury brands. This leads to the formation of the research question of:

*RQ.* What are the differential effects of consumer brand attitude persuasion for printed advertisements with luxury and nonluxury brands?

The application of a social psychology theory to the advertising business provides a more comprehensive comprehension of the sequential processes involved in social cognition within the human mind. This study's findings guide advertising agencies, marketers and salespeople on how to design effective print advertisements that influence consumer behavior. According to Chan *et al.* (2018), paper-based marketing activates significant parts of the brain more than its digital counterpart. Literature has focused primarily on femvertising practices, imaginary persuasiveness, message effectiveness and sustainability practices (Michaelidou *et al.*, 2022; Park *et al.*, 2023). However, brand associations and recollection can be enhanced by the tactile stimulation of printed media (Chan *et al.*, 2018). Similar studies conducted by Jayawardena *et al.* (2022) and Michaelidou *et al.* (2022) highlighted the importance of considering imaginary persuasiveness and message effectiveness when designing effective advertisements.

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### 1.1 Importance of print advertisements in a digital era

While digital media offers a wide reach and instant access to a great deal of information, print advertising has many advantages. Studying print advertising in the digital age is important for two main reasons. First, print advertising methods can activate significant parts of the brain more effectively than their digital counterparts. For example, several researchers found that print advertising is more impactful than digital advertising due to its ability to activate customers' long-term memory (Chan *et al.*, 2018; Michaelidou *et al.*, 2022; Jayawardena *et al.*, 2023a). Previous literature on advertising indicates that the arousal triggered by an advertisement strongly influences consumers' purchase intentions for the advertised products (Jayawardena, 2022) and the associated responses to the text (Michaelidou *et al.*, 2022). The primary benefit of print media is in its capacity to foster a more profound emotional bond with prospective clients, resulting in heightened retention. The second reason for the importance of print advertising is its ability to build trust. Online advertising and misleading marketing campaigns have contributed to widespread skepticism and distrust among consumers (Jayawardena, 2022). The questionable reputation of digital advertising has prompted many people to turn to print advertisements for reliable marketing information.

### 1.2 The role of consumer attitude persuasion in print advertising research

The use of storytelling in print advertisements increases consumer engagement as consumers often relate to the stories associated with the advertisements (Kim *et al.*, 2016). Print advertisements that incorporate storytelling go beyond traditional nonnarrative advertisements that only convey factual information about the product or service by reinforcing the purpose and significance of the product or service (Kim *et al.*, 2016). Brands with a strong connection to a backstory are more likely to appeal to consumers than those with a weak connection. Conversely, consumers feel lost or confused when they see an advertisement that is loosely connected to its backstory. The inclusion of a narrative that aligns with the central topic of the product serves to reinforce and establish a cohesive connection between the provided product information and its intended purpose. The accompanying story should align with the product's theme, such as focusing on cleanliness if the print advertisement is about soap (Kim *et al.*, 2016).

It is possible to further support the findings of this study by referring to the recent study by Azemi *et al.* (2022). Several studies have examined consumer perceptions of mobile marketing, particularly the advantages of utilizing multiple channels. However, there is a dearth of research assessing customer perceptions of luxury brands across various marketing channels using the ELM (Azemi *et al.*, 2022). There are two ways in which the ELM contributes to luxury and nonluxury brand marketing. As key thematic findings (or factors) leading to consumer attitude persuasion, this study confirms the importance of brand experience, personalized brand experience, product quality, product quantity, personal image consciousness, nonpersonal image consciousness, affordability and unaffordability.

As an example, images of destinations play a vital role in the tourism industry, more so than for other products: the often-idealized pictures presented in tourism advertisements are sufficiently autonomous to inform potential tourists of what pictures to take with their cameras due to their semiotic autonomy (Kim *et al.*, 2016; Zeng *et al.*, 2022). According to Kim and Ko (2012), most people want to be engaged and pay attention to the product and its story. Social network users highly value the authenticity of the message, according to a recent study on viral marketing using social networks (Chung *et al.*, 2020). Thus, in this study, persuasion is considered the main factor in designing advertisements, considering arranging images, objects and color codes.

### *1.3 Luxury vs. nonluxury brand print advertising*

Print advertising informs consumers about product characteristics or conveys a particular lifestyle (Jayawardena, 2022). Luxury brand print advertisements can either differentiate themselves by providing specific product-level information or by associating themselves with a specific, desirable lifestyle to appeal to consumers (Jayawardena, 2022; Zhang, 2019). Rhetorical, narrative and symbolic elements are commonly incorporated in most luxury brand print advertisements to differentiate them from nonluxury or mass brands (Zhang, 2019). Some luxury brands also touch on the heritage, background and brand meaning in their print advertisements (Zhang, 2019). The success of luxury brand print advertisements often depends on their ability to transport consumers to these backstories (An et al., 2020; Kim et al., 2016). Interestingly, the impact of luxury brand print advertisements depends not only on the content but also on the high-quality nature of the paper on which they are printed or the sophisticated printing technologies (An et al., 2020; Kim et al., 2016).

Print advertising for luxury brands relies on images rather than text to allow customers to assign meaning to the message and thus fulfill their desire to dream (Jayawardena, 2022). An analysis of 26 print advertisements of luxury brands published in fashion magazines using a database provided by Visual Box, an Italian market research company, found that visual signs and texts are more effective and cost-effective than text messages (Stäbler, 2021). Traditional advertising methods such as newspapers, magazines and printed brochures can convey perishability, variability or separability by using tangible cues and images that emphasize these attributes (Stäbler, 2021). Additionally, printed media can convey attributes such as tangibility, reliability, responsiveness, assurance and empathy (Jayawardena et al., 2023a). In a similar study, Jayawardena (2022) found evidence that people are less likely to notice online advertisements compared to print advertisements. While print advertising still appeals to consumers emotionally and attempts to create an atmosphere within the confines of the printed page, it is increasingly supplemented by more direct communication that highlights the product's benefits and emphasizes its features (Jayawardena, 2022; Stäbler, 2021).

### *1.4 Print advertising research and repeated viewing*

The findings by Nysveen and Breivik (2005) suggest that consumer perception of print advertising and online advertising is enhanced compared to radio advertising. Further experimental investigations (Pereira et al., 2022) have demonstrated that print and Internet advertising have the same effects on recall and attitude when viewed repeatedly, with no difference found in consumer perception. Several researchers have found that the effectiveness of repeated print advertisements can decline over time due to wear-out of attention and acceptance. Recent research has emphasized learning and acceptance wear-out, with a focus on repeated viewing exposure and the cognitive effects of the advertisement (Wedel and Pieters, 2017; Zhang, 2019). Therefore, considering the applicability of the human social cognition process, the theory of ELM was selected. This theory focuses on how attitudes are persuaded during the advertisement viewing process and is directly related to human social cognition processes such as comprehension, memory, decision-making and buyer behavior (Jayawardena et al., 2022).

## **2. Theoretical framework**

The ELM describes the dual process of attitude creation and change that leads to persuasion (Cacioppo et al., 1986). An individual's attitude changes depending on the type of information they receive and the amount of cognitive energy they expend in processing that information (Cyr et al., 2018). This concept was introduced to the academic literature by Petty and

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Cacioppo (1984). The ELM offers a framework for structuring persuasion that can be applied to sources, messages, recipients and contexts (Petty and Cacioppo, 1986). Persuasion refers to human communication aimed at influencing the ideas and free will of others (Cyr *et al.*, 2018). Accordingly, the ELM proposes two paths: the central route and the peripheral route.

### 2.1 Central route persuasion

Individuals are more likely to adopt the central path to persuasion when they are motivated and can pay close attention to a message (e.g. when there are minimal distractions and strong personal relevance) (Petty and Cacioppo, 1986). People use the central route to study the message's components to decide whether the suggestion makes sense and will be useful to them in some way (Petty and Cacioppo, 1986). This approach relies on logical strategies, employing facts and evidence to convince listeners of the validity of an argument. For instance, a car manufacturer may emphasize the safety features and fuel economy of their vehicles to convince customers to purchase one of their models and this direct method of persuasion places focus on the accuracy of the material (Allison *et al.*, 2017; Petty and Cacioppo, 1986).

### 2.2 Peripheral route persuasion

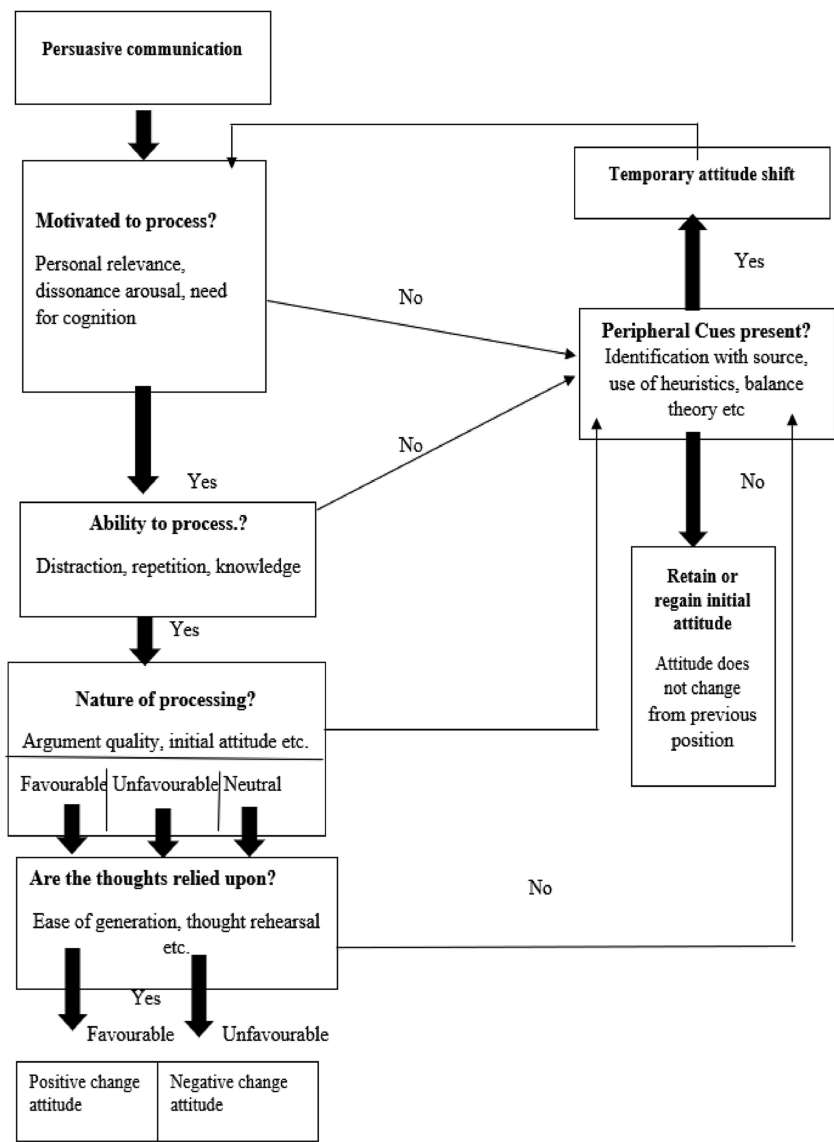
The peripheral route is a covert strategy for getting peripheral cues to link the message with positive attributes (Petty and Cacioppo, 1986). Rather than focusing on facts and product quality, the periphery path depends on linkages with favorable traits such as happy sensations and celebrity endorsements (Allison *et al.*, 2017). For instance, having a well-known athlete endorse athletic shoes is a typical tactic to entice young adults to buy them (Allison *et al.*, 2017). This approach to mindset modification requires minimal effort or information processing. This type of persuasion typically results in a transient shift in attitude or behavior, though it may generate positive emotions about the message or product (Feng and Xie, 2018; Huang *et al.*, 2018). The audience does not have to be analytical or data-oriented to understand the message (Alsheikh *et al.*, 2021).

Peripheral cues include elements such as source credibility, production aesthetics and entertaining extras incorporated into its design, such as music or a vibrant logo. Since people often lack the desire or capacity to attentively monitor each persuasive communication in the manner typified by the core route (Petty and Cacioppo, 1986), attitude or even behavior change can result from persuasion processes that require minimal consideration of the arguments within a message (Petty and Cacioppo, 1986). Such processes are categorized in ELM as part of the peripheral route to persuasion, and they entail systems where message recipients employ basic signals or mental shortcuts to understand the information provided in a message (Alsheikh *et al.*, 2021). The ELM is shown schematically in Figure 1 (refer to Appendices) as a series of formal prepositions (Petty and Cacioppo, 1986).

## 3. Research design and data collection procedures

The authors developed an attitude persuasion model using the ELM “central route” and “peripheral routes” (Petty and Cacioppo, 1986) and used five printed advertisements featuring luxury brands and five printed advertisements featuring nonluxury brands to investigate the differential effects of consumer brand attitude persuasion towards luxury and nonluxury brands in the postpandemic period using a qualitative experimental approach in 2021. The authors conducted two six-month tests (Feng and Xie, 2018; Jayawardena, 2022).

Two experiments were designed using ELM theory. The experiment asked central and peripheral route persuasion questions in the first and second parts, respectively. The first



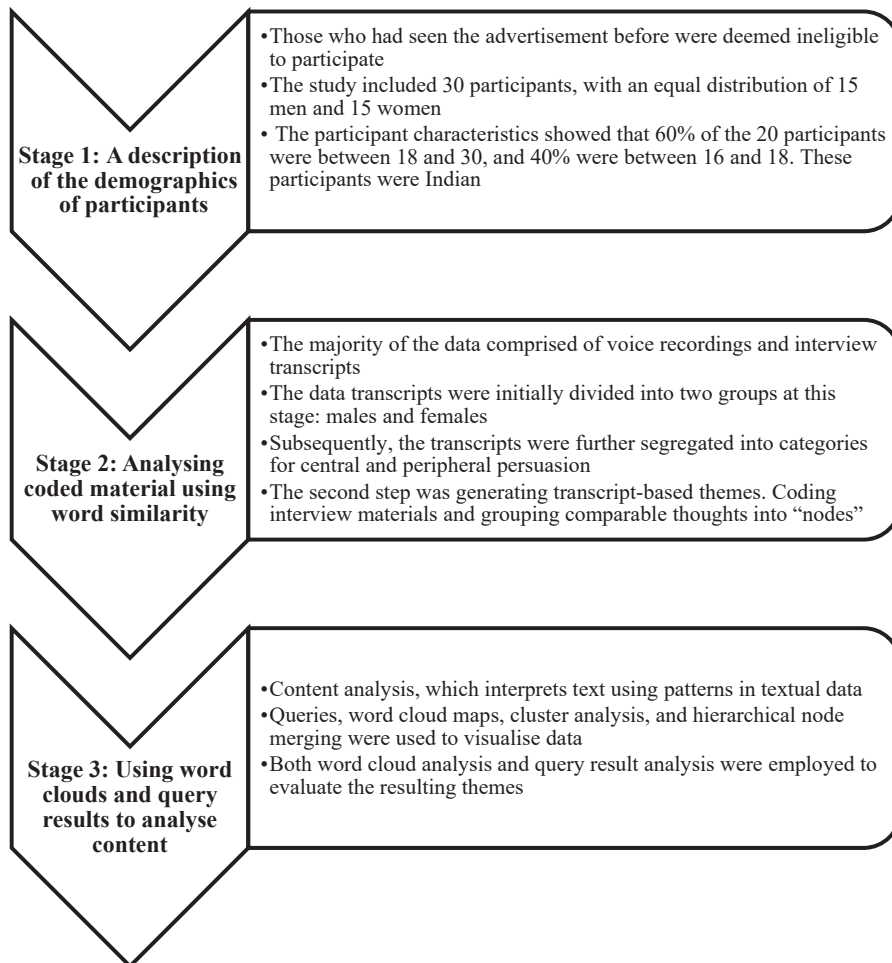
**Figure 1.**  
Elaboration Likelihood  
model schematic  
representation

**Source(s):** Developed by authors based on the source of Petty and Cacioppo (1983)

experiment asked participants to characterize the brand attitude persuasion process for five luxury brand printed ads (Feng and Xie, 2018; Jayawardena, 2022). The same participants described the brand attitude persuasion process for five nonluxury printed ads in the second trial (Feng and Xie, 2018; Jayawardena, 2022). The same group participated in the second hour-long trial one week following the first (Feng and Xie, 2018; Jayawardena, 2022). Five luxury and nonluxury print advertisements with the most viewers were chosen. GUCCI, BMW, Chanel, Rolex, Dolce & Gabbana, Flipkart, Alto, Seiko, Costco and IKEA were

featured in these print advertisements (Feng *et al.*, 2019). Semi-structured interviews and open-ended surveys acquired data from 30 Indian participants (Feng and Xie, 2018; Jayawardena, 2022). Precedent studies have suggested 20–30 interviews for experimental research. A total of 30 people participated, with 15 females and 15 males. When considering the details of the participants, 60% of the 20 participants were between the ages of 18 and 30; 40% of the population was also between the ages of 16 and 18.

Following snowball sampling, authors recruited participants through “friends of friends” (Feng and Xie, 2018; Pieters *et al.*, 2010). The theoretical assumptions of Petty and Cacioppo’s (1981) ELM were used to analyze the qualitative thematic differences for each brand using NVivo QSR software. NVivo software has been used in various ways for data analysis. For this research, Behl *et al.*’s (2023) toolkit proved to be useful. The data analysis procedure has 3 steps. The first stage evaluates participant demographics. The second step is coded material word similarity analysis. The content analysis concludes stage three. Figure 2 (Refer to Appendices) illustrates the step-by-step guide used in the data analysis with NVivo QSR.



Source(s): Developed by authors

**Figure 2.**  
The step-by-step guide  
used in the data  
analysis



#### 4. Findings from experiment 1

The NVivo thematic analysis of attitude persuasion elements for luxury product advertisements for participants with a single viewing time is presented in the next section. Themes were presented individually depending on the gender of the participant.

##### *4.1 Attitudes toward persuasion for luxury goods among female participants: a thematic analysis*

The node cluster diagram served as a starting point for developing initial themes. [Figure 3](#) (refer [Appendices](#)) uses the word similarity approach to illustrate the node cluster diagram ([Hutchison et al., 2010](#); [Behl et al., 2023](#)). The coding relationship between the concepts of personalized brand experience, product quality and personal image consciousness was identified using the node cluster diagram shown above. According to the search findings, female participants in the luxury product viewing category were persuaded by printed advertisements based on product quality, their sense of self-image and their own unique brand experiences. [Table 1](#) (refer to [Appendices](#)) illustrates the thematic grouping based on node cluster analysis and tree map analysis. [Table 2](#) (refer to [Appendices](#)) illustrates the NVivo results list based on these themes.

##### *4.2 Attitudes toward persuasion for luxury goods among male participants: a thematic analysis*

The node cluster diagram served as a starting point for developing initial themes, and [Figure 4](#) (refer [Appendices](#)) depicts the node cluster diagram using the word similarity approach ([Hutchison et al., 2010](#); [Behl et al., 2023](#)). The coding relationship between the ideas of personalized brand experience and product quality was found using the node cluster diagram shown above. The density of each concept was analyzed through tree map analysis to determine the appropriate categorization for each topic. The search results revealed that male participants in the luxury product viewing category were persuaded by printed advertisements based on the quality of the products and their unique brand experiences. [Table 3](#) (refer to [Appendices](#)) illustrates the thematic grouping based on node cluster analysis and tree map analysis. [Table 4](#) (refer to [Appendices](#)) illustrates the NVivo results list based on these themes.

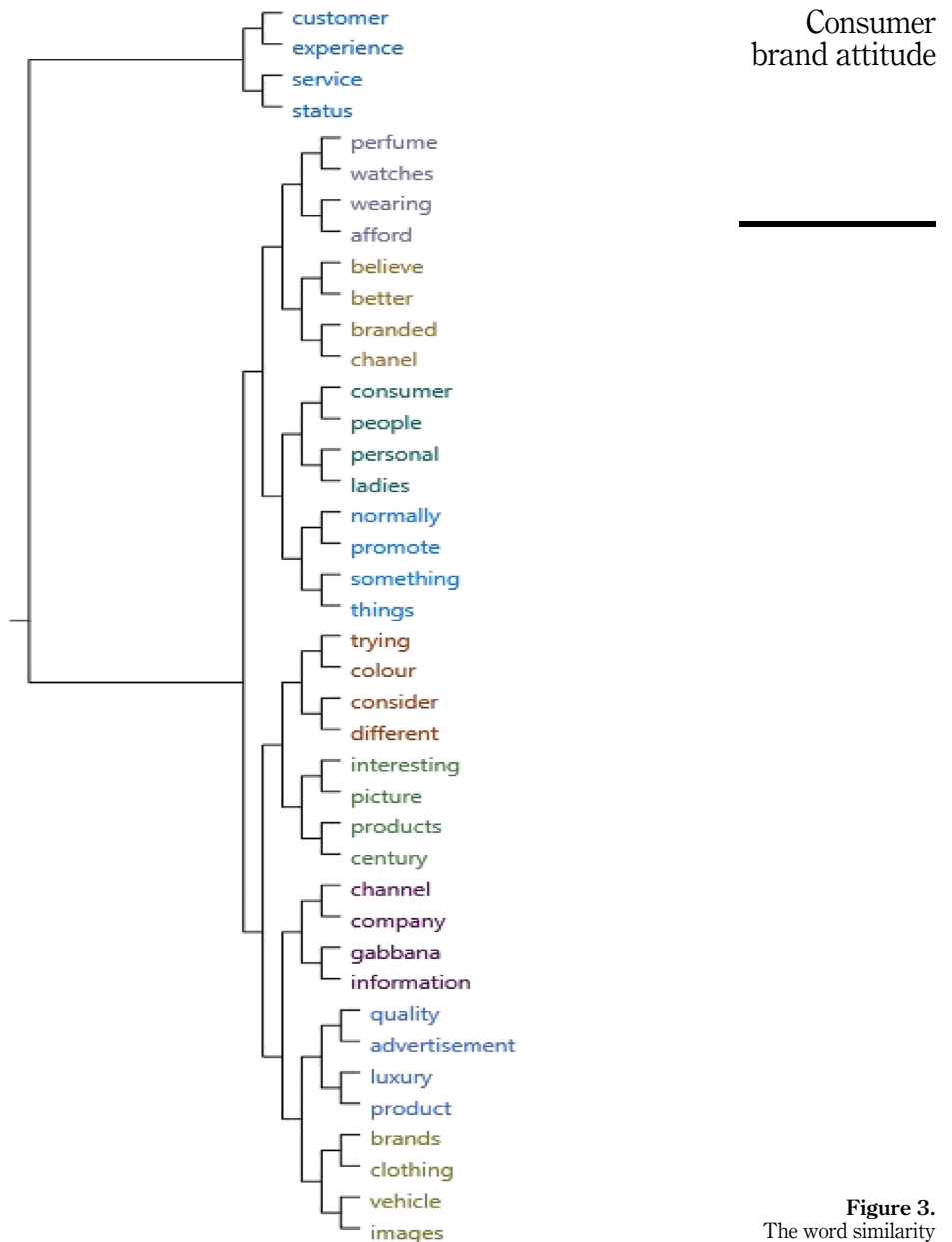
#### 5. Findings from experiment 2

The design of experiment 2 in this study was the same as experiment 1. The same group of participants was invited to view the nonluxury printed ad a second time.

##### *5.1 Attitudes toward persuasion for non-luxury goods among female participants: a thematic analysis*

The node cluster diagram served as a starting point for developing initial themes, and [Figure 5](#) (refer [Appendices](#)) depicts the node cluster diagram using the word similarity approach ([Hutchison et al., 2010](#); [Behl et al., 2023](#)). The node cluster diagram displayed above was used to identify the link between the concepts of brand experience, affordability and nonpersonal image consciousness. The search findings indicated that female participants in the nonluxury product viewing category were persuaded to adopt a particular attitude toward printed advertisements based on factors such as brand familiarity, accessibility and impersonal image consciousness. [Table 5](#) (refer to [Appendices](#)) illustrates the thematic grouping based on node cluster analysis and tree map analysis. [Table 6](#) (refer to [Appendices](#)) illustrates the NVivo results list based on these themes.





Source(s): Developed by authors

**Figure 3.**  
The word similarity  
node cluster diagram

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5.2 Attitudes toward persuasion for nonluxury goods among male participants: a thematic analysis

The node cluster diagram served as a starting point for developing initial themes, and Figure 6 (refer Appendices) illustrates the node cluster diagram using the word similarity approach (Hutchison *et al.*, 2010; Behl *et al.*, 2023). The connection between the concepts of brand experience, affordability and nonpersonal image consciousness was identified through the node cluster diagram depicted above. The density of each concept was examined using tree map analysis to determine the appropriate categorization for each topic. According to the search results, male participants in the nonluxury product viewing category were persuaded by printed advertisements based on their perceptions of the brand, affordability and their awareness of their nonpersonal image. Table 7 (refer to Appendices) illustrates the thematic grouping based on node cluster analysis and tree map analysis. Table 8 (refer to Appendices) illustrates the NVivo results list based on these themes.

6. Discussion of the findings

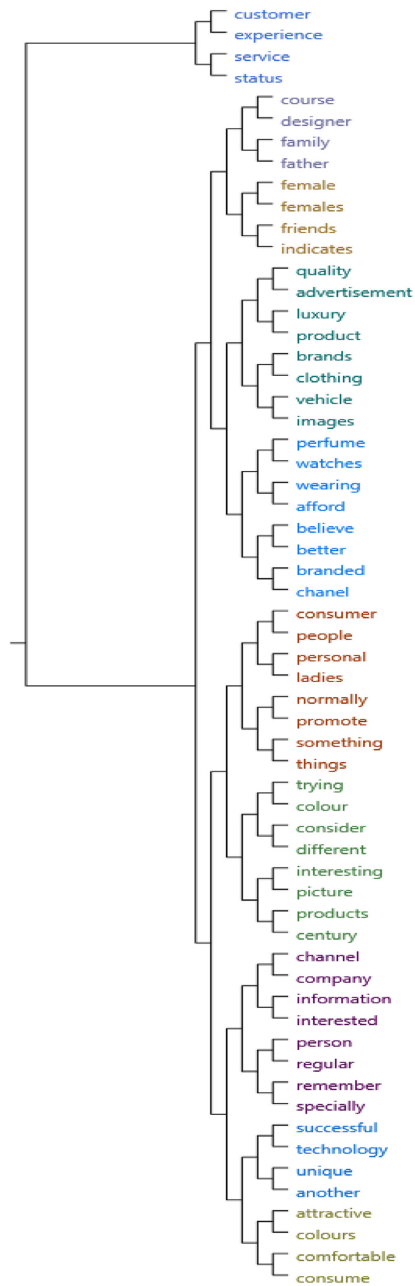
Both experiments revealed that personalized brand experience, product quality, product quantity, personal image consciousness, nonpersonal image consciousness, affordability and unaffordability as the key factors (main thematic findings) influencing consumer

Table 1.  
Thematic grouping based on node cluster analysis and tree map analysis

Themes	Concepts derived from the node cluster diagram	Concepts derived from tree map analysis
Product quality	Interesting, service	Nice, service
Personalized brand experience	Experience, different, personal, better, believe, Gabbana	Brand, customer, service, Chanel, clothing
Personal image consciousness	Status, branded, luxury, image	Logo, design, reputation
Source(s): Developed by authors		

Table 2.  
Results from a NVivo query analysis

Theme	Codes	NVivo QSR query results
Product quality	Interesting	* Yes, I normally consume luxury brands such as [Brands Name], [Brand Name], and [Brand Name] and I enjoy these products as it is interesting ... (P11)
	Service	* You can find better quality for less money and better customer service elsewhere ... (P12)
Personalized brand experience	Experience	* Advertising designer needs to consider facts such as personal experience and brand image .... (P15)
	Different	*I think we need to know the technology of the company as it is the main thing which makes it different from other vehicle companies ... (P16)
	Personal	* My personal experience is only once as I only ridden a [Brand Name] once in my life which was my friend's vehicle (P20)
Personal image consciousness	Status	* So, It shows your image, especially as a woman who should have some status when you are working in highly recognized organizations (P14)
	Reputation	*I would say that [Brand Name] has a long history and reputation for producing unique, high-quality fragrances (P18)
Source(s): Developed by authors		



Source(s): Developed by authors

Consumer  
brand attitude

**Figure 4.**  
The word similarity  
node cluster diagram

attitude persuasion. When considering the central route persuasion of the ELM, female participants demonstrated a higher level of attitude persuasion for the personal image consciousness aspect when consuming luxury brands, while male participants showed a stronger inclination towards customized brand experience (Jayawardena, 2022; Feng and Xie, 2018; Pieters *et al.*, 2010). Overall, both male and female participants displayed a strong inclination toward brand experience, product quality, product quantity, nonpersonal image consciousness, affordability and unaffordability for both luxury and nonluxury products during both first and second viewings (Jayawardena, 2022; Feng and Xie, 2018).

6.1 Brand experience vs. the personalized brand experience

When considering the theoretical contribution of the ELM, brand experience and customized brand experience emerged as the most important elements perceived in visual advertising (Jayawardena, 2022). Our study revealed that male participants noticed the customized features more, reflecting gender-based differences. According to the ELM, the presence of a credible source and a persuasive argument are two significant factors that contribute to customer engagement with brand microblogs, which in turn encourages customer participation in print advertisements (Feng and Xie, 2018; Pieters *et al.*, 2010).

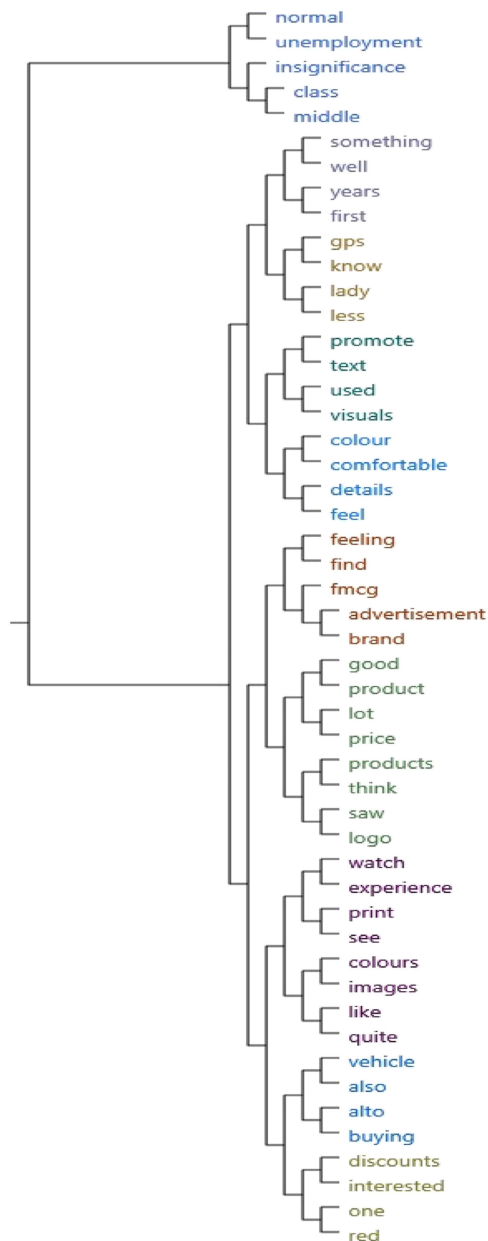
For example, personalized print advertising stands out from generic advertising by directly addressing the customers' interests and needs, thereby capturing their attention and encouraging them to act. Furthermore, in print advertising literature, personalized print advertising involves tailoring advertisements based on individual customers' preferences and interests. This approach is considered cost-effective as it allows messages to be customized according to each customer's specific needs (Allison *et al.*, 2017; Feng and Xie, 2018). Fashion, handbags and jewelry brands strive to create exclusive, sophisticated and premium brand experiences, which are enhanced with personalized services for their

**Table 3.**  
Thematic grouping  
based on node cluster  
analysis and tree map  
analysis

Themes	Concepts derived from the node cluster diagram	Concepts derived from tree map analysis
Product quality	Service, image, know, branded	Looks, watches, Rolex, well, attractive
Personalized brand experience	Brand, experience, product, think, wearing, better	Brand, personal, interesting
<b>Source(s):</b> Developed by authors		

**Table 4.**  
Results from a NVivo  
query analysis

Theme	Codes	NVivo QSR query results
Product quality	Service	* You can find better quality for less money and better customer service elsewhere . . . . .(10) But the aftersales services are awful especially for [Brand Name] watches . . . . .(P2)
	Image	*I think this advertisement looks attractive as the text and images both are there . . . . .(P3)
Personalized brand experience	Wearing	*I notice a lot such as a Lady in front of the picture wearing a gold color outfit . . . . .(P6)
	Better	*I would say that to promote better at least add some celebrities . . . . .(P8)
<b>Source(s):</b> Developed by authors		



Consumer  
brand attitude

Source(s): Developed by authors

**Figure 5.**  
The word similarity  
node cluster diagram

discerning clients (Yoo and Lee, 2012; Au *et al.*, 2007). As compared to luxury brands, nonluxury brands, such as motor vehicles and clothing, place a high priority on accessibility, practicality and affordability, and also use personalization to build connections and drive customer loyalty (Yoo and Lee, 2012; Au *et al.*, 2007).

6.2 Product quality vs. product quantity

During both single and repeated viewings, participants were able to identify product details by recognizing logos, packaging or labels. However, product quality and product quantity in the case of nonluxury brands appeared to be important for both male and female participants in both viewing conditions. Print advertisements can increase customers' curiosity about the product's quality by adding different text and images (Feng and Xie, 2018). Additionally, a brand's logo can be used to highlight the quality levels of luxury and nonluxury brands in conjunction with product packaging information (Feng and Xie, 2018). By simplifying the complexity of metaphors related to product quality, print advertisements can be more persuasive than literal statements (Allison *et al.*, 2017; Feng and Xie, 2018).

The findings of this study highlight the importance of differentiating between various rhetorical tropes when determining the persuasiveness of advertisements and that conventional metaphors can be used as persuasive tools in print advertising (Allison *et al.*, 2017; Feng and Xie, 2018). In both luxury and nonluxury product categories, including clothing and jewelry, researchers have identified that luxury brands tend to place a greater emphasis on product quality, as well as intentionally limit product quantities to maintain exclusivity and prestige (Pieters *et al.*, 2010; Yoo and Lee, 2012). Additionally, nonluxury brands place a high priority on cost-effectiveness and efficiency in the production process (Jayawardena, 2022).

**Table 5.**  
Thematic grouping  
based on node cluster  
analysis and tree map  
analysis

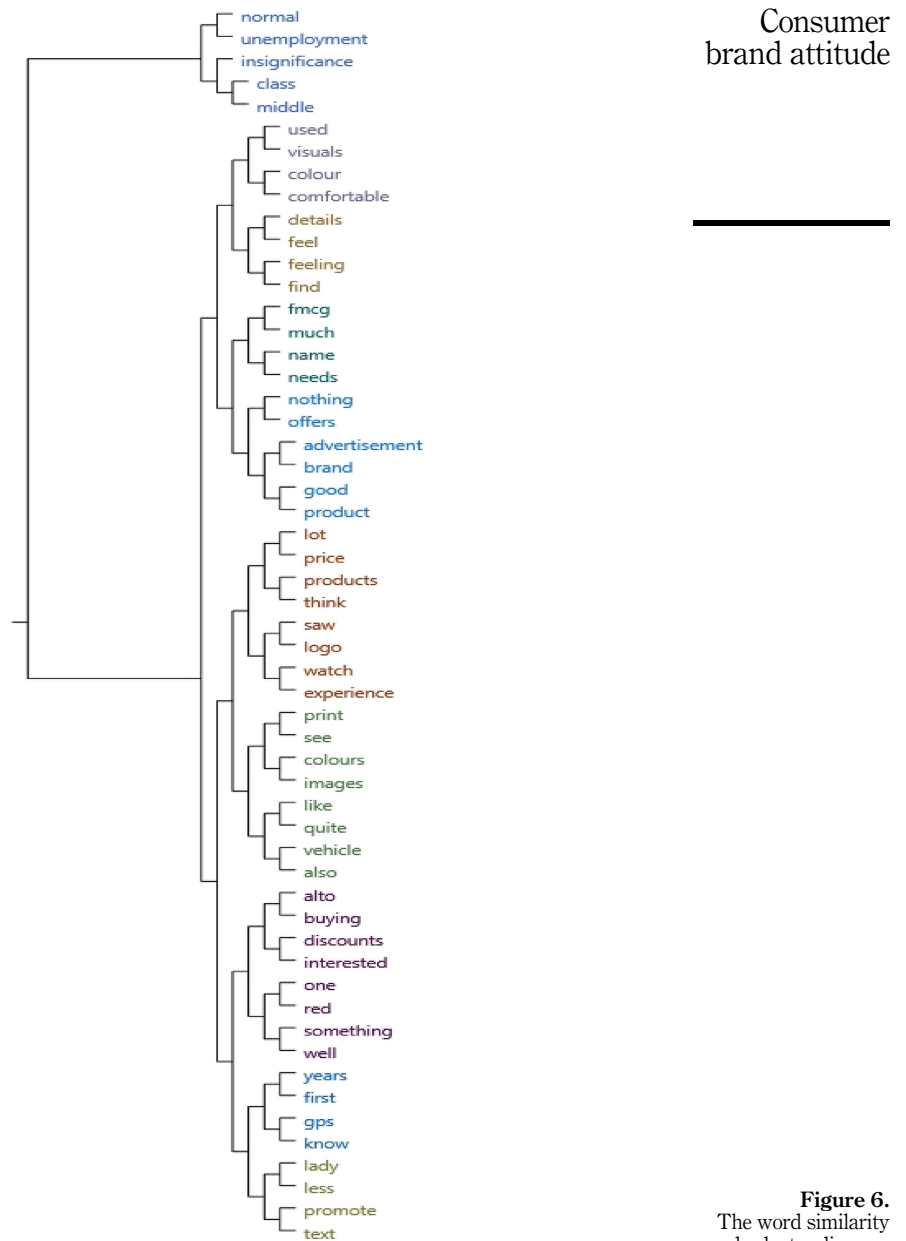
Themes	Concepts derived from the node cluster diagram	Concepts derived from tree map analysis
Affordability	Class, middle, unemployment, discounts	Class, middle, unemployment, price
Brand experience	Comfortable, interested	Good, think
Non-personal image consciousness	Insignificance, feeling	Something, use

**Source(s):** Developed by authors

**Table 6.**  
Results from a NVivo  
query analysis

Theme	Codes	NVivo QSR query results
Affordability	Middle-class	*I have [Brand Name] and my family is from a middle-class family. So, this is a vehicle which suits us. . . . .(P16)
	Unemployment	*I am still an unemployed student, so I prefer affordable FMCG products . . .(P18)
	Discounts	*I think putting discounts and price deductions can straight away attract customers. . .(P13)
Brand experience	Comfortable	* It should at least be comfortable for the driver (P16) * Energetic qualities through comfortable couch (P11)
	Interested	*I am interested in buying this product after viewing this advertisement. . . . (P14)
	Good	* The colors are good, and whiteness is good as it indicates the text. . .(P15)
	Feeling	* The visuals should give an oriental feeling or health-related feeling a vibe of relaxation when you see at once. . .(P17)

**Source(s):** Developed by authors



### 6.3 Personal image conscious vs. nonpersonal image conscious

In the context of luxury consumption, reference groups have a notable influence on individuals' perceptions (Hien *et al.*, 2022). Owners must establish their identity within their



reference group by wearing high-quality luxury garments and footwear that are eye-catching and distinctive (Hien *et al.*, 2022). Similar studies that compared luxury and nonluxury fashion brands revealed no gender difference in the participants' recognition of personal image maintenance-related visuals in advertising (Jayawardena, 2022). Moreover, personal image consciousness is significantly higher among consumers who consume luxury brands compared to those who consume nonluxury brands. The main thematic findings indicated that factors such as superior status, superior quality and getting noticed among a crowd as the key factors driving the attitude persuasion for luxury consumption. These findings are supported by previous studies that applied the ELM, for print advertisements with findings indicating image appeal, navigation design and social presence as influencing factors for purchasing behavior (Walters *et al.*, 2007). For several product categories in the fashion and motor vehicle sector, the desire to convey a specific image or status drives consumers who are image-conscious, regardless of whether they purchase luxury or nonluxury brands. It is often the case that luxury brands cater to those seeking high status and prestige, while nonluxury brands may cater to those interested in presenting style and trendiness on a budget.

6.4 Affordability vs. unaffordability

The affordability theme emerged consistently in both the first and second experiments (Hien *et al.*, 2022). It is not uncommon for consumers to be mindful of the price they are paying for the value they receive when shopping for luxury brands (Jayawardena, 2022; Volo and D'Acunto, 2021). Most fashion brands tend to be affordable when consumers have a limited

**Table 7.**  
Thematic grouping  
based on node cluster  
analysis and tree map  
analysis

Themes	Concepts derived from the node cluster diagram	Concepts derived from tree map analysis
Affordability	Class, middle, unemployment, price	Class, middle, unemployment, price
Brand experience	Comfortable, interested, logo	Good, think, watch, vehicle
Non-personal image consciousness	Insignificance, feeling, image	Something, use, image
<b>Source(s):</b> Developed by authors		

**Table 8.**  
Results from a NVivo  
query analysis

Theme	Codes	NVivo QSR query results
Affordability	Middle-Class	*I think there are a lot of other middle-class vehicle brands for lower prices... (P6)
	Price	*I think putting discounts and price deductions can straight away attract customers ... (P3) This watch is valuable to the price that we pay ... (P7)
	Comfortable	*I am a consumer of this vehicle, and it is comfortable for me. (P5)
Brand experience	Interested	*I would say that I will be interested after seeing the discounts (P1)
	Logo	* And we can at least see the logo very barely as it is too tiny... ... (P2)
Non-personal image consciousness	Feeling	* firstly, to make the consumers feel the comforts by generating a feeling of being inside the living room and a comfortable couch ... (P5)
<b>Source(s):</b> Developed by authors		

budget (Hien *et al.*, 2022; Jayawardena, 2022). The consumers' perceptions of luxury, the products they consider opulent, their relationships with luxury and their overall perception of luxury have a substantial influence on their purchasing decisions, brand loyalty and brand satisfaction (Volo and D'Acunto, 2021). Therefore, when developing brand design, identity, communication, marketing and sales strategies, it is critical to consider consumers' perceptions and attitudes toward luxury fashion brands (Volo and D'Acunto, 2021). Notably, there was a significant interaction effect between the image and text variables, suggesting that concrete images combined with instructions to imagine are the most effective strategies (Walters *et al.*, 2007).

## 7. Theoretical and managerial implications

The consumer attitude persuasion was examined in both luxury and nonluxury brands (Feng *et al.*, 2019; Zeng *et al.*, 2022). The recent study by Azemi *et al.* (2022) can be used to further support the findings of this study. While several studies have looked at consumer perceptions of mobile marketing, particularly the benefits of using multiple channels, there is still a lack of research applying the ELM to examine consumer perceptions of luxury brands across various marketing channels (Azemi *et al.*, 2022). This study confirms the significance of brand experience, personalized brand experience, product quality, product quantity, personal image consciousness, nonpersonal image consciousness, affordability and unaffordability as key thematic findings (or factors) that contribute to consumer attitude persuasion. Luxury and nonluxury service sectors can differentiate their offerings by shaping and modifying beliefs (Hien *et al.*, 2022).

Among luxury consumers, Hermes' Birkin bags are renowned for their exclusivity and waiting lists, which makes them highly desirable (Lewis and Haas, 2014). Celebrity endorsements may be used by luxury brands to persuade consumers. As an example, Chanel has often used famous actresses and models in its advertising campaigns (Heine and Berghaus, 2014). Nonluxury brands often strive to convince consumers that they are getting good value for their money. They emphasize the quality and affordability of their products (Volo and D'Acunto, 2021). The brand Uniqlo, for example, is renowned for its reasonably priced, high-quality basics (Kianindra, 2022).

When considering the managerial implications of luxury clothing and jewelry brands, it was identified that brand managers should develop advertisements based on consumer psychology to minimize resource waste by avoiding ineffective or inappropriate content in advertisements (Jayawardena *et al.*, 2023b; Feng *et al.*, 2019; Zeng *et al.*, 2022). It was identified that most of the consumers of these brands are females and according to the search findings, female participants in the luxury product viewing category were persuaded by printed advertisements based on product quality, their sense of self-image and their own unique brand experiences. When creating persuasive advertising campaigns for luxury brands representing motor vehicles need to have a special focus on the graphic design, whereas informative campaigns should focus on textual design as the search results revealed that male participants in the luxury product viewing category were persuaded by printed advertisements based on the quality of the products and their unique brand experiences (Jayawardena *et al.*, 2023b; Jayawardena, 2022). Furthermore, policymakers should conduct appropriate research to evaluate advertising effectiveness and allocate resources more efficiently, as identifying opportunities to improve communications can lead to significant revenue and profit growth increases for companies.

In terms of marketing and promotional strategies, there is a connection between printed ads, online advertising and virtual reality (VR) (Feng *et al.*, 2019; Jayawardena, 2022; Zeng *et al.*, 2022). A compelling and immersive customer journey can be created by combining these three mediums harmoniously (Jayawardena, 2022; Zeng *et al.*, 2022). Flyers or

brochures that incorporate QR codes or web addresses can provide businesses with a seamless advertising experience (Li *et al.*, 2022). Scannable codes or websites are connected to online promotional content, effectively bridging the physical and digital worlds. Furthermore, digital ads, particularly those featured on social media and websites, can integrate VR elements (Kim *et al.*, 2016; Zeng *et al.*, 2022). For example, the VR shopping experience could be integrated into an online ad for an e-commerce company (Jayawardena *et al.*, 2023b). Users have the opportunity to interact with the ad, don their VR headset and explore a virtual store (Shimul *et al.*, 2019; Jayawardena *et al.*, 2023b). For marketers, visuals for advertisements should reflect key thematic findings that influence consumer attitude persuasion, including brand experience, personalized brand experience, product quality, quantity, personal image consciousness, nonpersonal image consciousness, affordability and unaffordability (Feng *et al.*, 2019; Jayawardena, 2022; Zeng *et al.*, 2022).

## 8. Conclusion, limitations and future research agenda

This study contributes to the comprehension of consumer brand attitude persuasion as one of the few studies to examine consumer brand attitude persuasion for luxury and nonluxury print advertisements. However, there are two limitations in this study. First, the scope is limited to two stages, namely peripheral route, and central route persuasion, due to the incorporation of ELM. Second, the experimental design chosen (conjoint task) did not allow for the examination of interaction effects between the central and peripheral route persuasion variables. Future researchers could explore these interactions using more advanced experimental approaches, as they would be valuable areas for investigation. Further research can employ mixed method approaches to strengthen the qualitative findings of this study by adding additional items to measure each variable or using other dependent variables including image comprehension or memory encoding time.

Multiple research studies have demonstrated the efficacy of print advertisements in comparison to advertising on websites and radio platforms (Nysveen and Breivik, 2005). Additional empirical studies have provided more evidence of the comparable effects of print and online advertising on recall and attitude, specifically concerning repeated exposure, without any notable disparities in consumer perception. Hence, it is recommended that forthcoming scholars undertake a comparative analysis of conventional and contemporary advertising strategies, with a particular emphasis on the impact of repeated exposure and cognitive responses to advertisements (Wedel and Pieters, 2017).

This study's findings indicated brand experience, personalized brand experience, product quality, product quantity, personal image-conscious, nonpersonal image-conscious, affordability and unaffordability as the main thematic findings leading to consumer attitude persuasion. When designing print advertisements, this study guides advertising agencies, marketers and salespeople on how to design effective print advertisements that persuade consumer attitudes through utilizing images on personalized brand experience by dividing the target market into smaller segments based on demographics, behaviors, interests and purchasing history (Jayawardena *et al.*, 2023a). For example, a fictional fitness apparel brand named "FitFusion" provided customers with a proper personalized brand experience through print advertisements (Jayawardena *et al.*, 2023b).

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### Further reading

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## Appendices

### Interview questions

#### Section One- Personal details

Please indicate your:

Age:

Gender:

You will watch a print advertisement on a luxury brand once and then will be asked to respond to some questions.

Q1: Are you a consumer engaged with luxury products? Or non-luxury products?

Q2: Do you know the brand? What do you think about it?

Q3: Have you seen this print advertisement before (please see the below image)?

#### Part 1- Central Route persuasion

##### *Argument quality*

Q1: List all the visuals you think add some quality to the advertisement

Q2: Are there any strong message arguments that make individuals generate predominantly favorable thoughts in response to the message?

Q3: Does the message contain any "weak" arguments or unnecessary arguments?

Q4: What are the elements that you are focusing on in this message?

Q5: Do you have or remember any experience when you saw this brand?

*Demographic differences*

Q6: Does this message of the advertisement make you feel proud, or do you think this brand has some status-maintaining element?

Q7: What are the features which will target the quality levels of the products? Are there any clues in the advertisement?

Q8: What is the content that you get attracted to a lot of conscious of?

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*Technology context*

Q9: What do you think about the image quality?

**Part 2- Peripheral route persuasion**

*Source credibility*

Q10: Is there any consistency in the message?

Q11: Does this brand promote a reliable and credible product?

*Social presence*

Q12: Was the advertisement designer successful in maintaining the audience's attention or getting the attention of the audience?

*Message content*

Q13: Are there any rhetorical patterns in the message? Explain your opinion on it.

Q14: List the most important aspects of this product, that applies to you.

Q15: Do you think the images presented in this advertisement are interesting?

Q16: To what extent the images presented in this advertisement will influence your buying decision?

Q17: What do you feel after viewing these visuals?

Q18: Please elaborate on the applicable visuals with the advertisement purpose of promoting a luxury or a non-luxury brand. (Link the visuals you just saw with the advertisement purpose)

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