

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

