Journal of Business and Economics, ISSN 2155-7950, USA
August 2014, Volume 5, No. 8, pp. 1306-1319
DOI: 10.15341/jbe(2155-7950)/08.05.2014/011

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Do Happy Consumers Think the Extrinsic Attributes Are More Important?

Kang-Ning Xia[1], Yu-Tse Lin[2]

(1. Department of Business Administration, Yuan Ze University, Chung-Li, Taiwan;

2. Department of Business Administration, Fu-Jen Catholic University, Hsinchuang, New Taipei City, Taiwan)

Abstract: We designed two experiments to examine the effects of consumer mood on product attribute evaluation and attitude. In the first, we asked a group of 122 university undergraduates who were manipulated to experience positive or negative moods to report their reactions to advertising copy containing text describing intrinsic or extrinsic product attributes. Results indicate that the respondents in good moods were more likely to focus on extrinsic attributes, and those in bad moods on intrinsic attributes. No differences between intrinsic and extrinsic attributes were noted among students in the neutral mood group. In a second experiment with 239 participants, we explored the interaction effect of mood and attribute types on the product attributes. Results indicate that efforts to match consumer mood with product attributes result in more positive attitude toward a product.

Key words: mood; advertising; product attributes; information process

JEL code: M

The list of researchers examining the effects of mood on consumer processing of advertising information includes Aylesworth and MacKenzie (1998), Batra and Stayman (1990), Ellen and Bone (1998), LaTour and LaTour (2009), Schwarz (1990) and Schwarz et al. (1991). Studies have consistently shown that positive mood facilitates the use of existing schemas and heuristic cues (Isen & Simmonds, 1978)—that is, individuals experiencing positive moods tend to think creatively, form associations, make associations using activated memories, and create broader categories (Bless et al., 1990; Schwarz & Clore, 1983). In contrast, individuals experiencing negative moods tend to engage in more analytical thinking, focus on situational details, and rely less on general knowledge structures (Batra & Stayman, 1990; Gardner & Hill, 1988; Mackie & Worth, 1989, 1991; Sinclair & Mark, 1992; Worth & Mackie, 1987). Combined, the evidence suggests that individuals in negative moods are better information processors and more likely to enact greater elaboration. Other researchers have found evidence indicating that positive mood increases an individual's ability to solve problems (Isen, Daubman, & Nowicki, 1987), make decisions (Estrada, Isen, & Young, 1997), and establish flexible categories (Isen & Daubman, 1984)—three examples of cognitive elaboration.

Kang-Ning Xia, Assistant Professor, Yuan Ze Universit; research areas/interests: emotion and mood, consumer psychology, persuasion. E-mail: irene@saturn.yzu.edu.tw.

Corresponding author: Yu-Tse Lin, Assistant Professor, Fu-Jen Catholic University; research areas/interests: consumer behavior, marketing. E-mail: 076658@mail.fju.edu.tw.

The cognitive resources required for categorizing tasks either match or exceed those required for item-specific processing (Arndt & Reder, 2003). In other words, consumers in good moods may prefer heuristic messages and those in bad moods systematic messages, but direct links to degree of cognitive elaboration do not change with message type. We therefore tried to decouple information process type and cognitive elaboration when examining the interactive effects of consumer mood and advertising appeal. Since affective reactions are known to influence individual preference for information style (Batra & Stayman, 1990; Bless et al., 1990; Gardner & Hill, 1988; Mackie & Worth, 1989, 1991; Sinclair & Mark, 1992; Worth & Mackie, 1987), they likely influence how individuals weigh advertising appeals, yet few researchers have tried to determine the influences of mood. Advertiser use of different attributes to increase product appeal (e.g., durability versus brand image) may result in mismatches with consumer information processing strategies as determined by mood, thereby affecting attitude toward a product. One of our motivations for this study is to clarify the effects of mood on how consumers weigh product attributes, with our findings supporting the practice of carefully selecting appropriate advertising appeals.

The mechanism that is the focus of this paper represents an explicit progression through which mood influences cognitive processes and consumer attitudes. However, mood also has implicit effects—for instance, consumers may unconsciously transfer their positive or negative moods to ads or brands (LaTour & LaTour, 2009). The implicit effect of mood is similar to priming, which promotes consumer attitude conformation to mood valence. We attempted to determine whether these two mechanisms can coexist when consumers consider product attributes, whether they influence consumer perceptions of ad appeals, and if so, how.

We conducted two experiments to clarify these issues: one designed to investigate whether mood influences information processing style so that consumers pay more attention to certain types of advertising appeals, and one designed to determine whether a consumer in a certain mood has a better attitude toward a product whose advertised attributes match that mood. Another goal of the second experiment is to address the implicit effects of mood transfer on attitude.

1. Mood and Information Processing

According to mood-as-information theory, positive mood indicates a serene and safe environment (Bless & Fiedler, 1995; Fiedler, 2001). An individual in a good mood interprets present circumstances as ordinary, safe, and lacking any need for special attention (Bless & Fiedler, 1995). Such individuals tend to use general and readily available rather than detailed information for making decisions (Fiedler, 2001), and to prefer categorization or heuristics as information processing styles (Clore et al., 2001; Schwarz & Clore, 1983). In contrast, individuals in a bad mood—indicating problems in their environment that require attention (Bless & Fiedler, 1995; Martin et al., 1993)—tend to use a systematic thinking style. Unhappy individuals are likely to pay greater attention to detail, to adopt more serious attitudes toward filtering, and to give greater consideration to environmental information; they are less likely to use intuition, general rules, or conventions as a basis for making judgments (Clore et al., 2001; Fiedler, 2001). Individuals in neutral moods (no special signal indicating safety or danger) feel no need to be careful when processing information, but are not excessively optimistic about relying on their intuition. Hence, these individuals show no strong preference for heuristic or systematic information processing when encountering messages.

2. Mood and Product Attributes

If these findings are extended to consumer behavior, it may be assumed that cheerfully disposed individuals prefer concepts and attributes that are more abstract and that emphasize relational associations (e.g., brands and images) generally considered extrinsic (Olson, 1977; Olson & Jacoby, 1972). Extrinsic attributes emphasize instant images captured by consumer-centered, word-of-mouth, and intuitive associations with a brand (Olson & Jacoby, 1972); these also serve as examples of heuristic cues. When consumers in bad moods encounter product information, they tend to think in a more item-specific manner, paying attention to inherent product characteristics such as content, capacity, and durability—in other words, intrinsic attributes that emphasize a product's physical characteristics and functions (Olson, 1977; Olson & Jacoby, 1972). Based on this background, the first four hypotheses are expressed as

H1: Mood may influence consumer focus on extrinsic or intrinsic product attributes during evaluation.

H1a: Consumers in good moods tend to focus on extrinsic rather than intrinsic product attributes.

H1b: Consumers in bad moods tend to focus on intrinsic rather than extrinsic product attributes.

H1c: Consumers in neutral moods do not focus on either intrinsic or extrinsic product attributes.

3. Pretests

Due to the subtle nature of moods, we designed our experiments to control potentially confounding factors. Two pretests were conducted to select two types of experimental materials: (a) tools to trigger good, bad, or neutral moods in the study participants, with the assurance that moods were sustained to the end of each experiment; and (b) the product for the main experiment.

3.1 Pretest 1

Past techniques for manipulating participant moods include creating and enacting a special incident (Clark & Waddell, 1983; Isen, Horn, & Rosenhan, 1973); encouraging participants to think of past happy or sad experiences to arouse and recreate similar moods (Baumann, Cialdini, & Kenrick, 1981; Fry, 1975; Moore, Underwood, & Rosenhan, 1973); using music, films, or literary articles to establish positive or negative moods (Bartlett & Santrock, 1979; Cunningham, 1988; Gardner & Hill, 1988); and manipulating perceived weather conditions (Schwarz & Clore, 1983). For our first pretest we adopted video clips as our mood stimulus tool. Although a significant number of past researchers have encouraged study participants to record relative mood experiences on paper, writing involves cognitive processing that has the potential to influence information processing—the primary concern of the present study. Hence, we did not employ this method in our study design.

3.2 Participants and Stimulus Material

Forty-five college students (19 male, 26 female) were randomly assigned to good, neutral, and bad mood groups and shown one-minute film clips two times each to arouse a pre-chosen mood. The good mood clip was a tea advertisement showing a caterpillar fighting tea farmers for a tea tree bud. The bad mood clip, an advertisement against the use of fur, contained images of animals being butchered to obtain their hides. The neutral mood clip was a straightforward description of scientific discoveries. Watson's (1988) abbreviated 12-item version of Watson, Clark, and Tellegen (1988) Positive and Negative Affect Schedule (PANAS) was used to measure post-treatment participant moods.

3.3 Results

The three film clips produced different degrees of positive ($n = 45$, $F(2, 42) = 27.70$, $p < 0.00$) and negative mood scores ($n = 45$, $F(2, 42) = 87.26$, $p < 0.00$). All paired comparisons achieved a statistically significant level ($p < 0.05$) for positive ($M_{good\ clip} = 5.21$, $M_{neutral\ clip} = 4.12$, $M_{bad\ clip} = 3.13$) and negative mood ($M_{good\ clip} = 1.65$, $M_{neutral\ clip} = 2.80$, $M_{bad\ clip} = 4.39$).

3.4 Pretest 2

Forty undergraduates (19 male, 21 female) were recruited for this pretest, in which four products commonly used by college students (watches, mobile phones, digital cameras, and backpacks) and their relevant product attributes were investigated. The major criterion for product selection for this study was indifferent extrinsic and intrinsic attributes (based on Olson and Jacoby's (1972) definition) considered by consumers making purchase decisions. Respondents were asked to evaluate the importance of each attribute on a seven-point scale as if they were considering purchasing the four products. Note that while price is considered an extrinsic attribute (Olson & Jacoby, 1972), its influence is intricate and complex, therefore we did not consider it in this study. Accordingly, respondents were specifically asked, "Without considering price, please evaluate the importance of the following attributes as if you were making a purchase decision."

3.5 Results

Our results indicate that the participants valued intrinsic and extrinsic attributes equally (paired $t = -0.82$, $p = 0.42$) for the digital camera, but not for any of the other three products. We selected the digital camera as the product of focus due to the small mean difference (mean = 0.33, std = 0.41) in importance between attribute types.

4. Experiment 1

4.1 Method

Since the focus of Experiment 1 was the effect of mood on weights given to different product attributes, we employed a one-way, three-level (good/bad/neutral mood) between-subject design. A total of 122 college students (58 male, 64 female) between the ages of 18 and 24 were randomly assigned to one of the three mood groups. After viewing their assigned film clip twice, respondents were asked to complete a questionnaire about their impressions; the instrument was carefully written to prevent participants from guessing the research objective. Participants were also asked to complete two questionnaires described as "unrelated", one addressing the decision to purchase a digital camera, the other a mood manipulation measure described as a physical and mental health response scale for college students. Respondents evaluated the importance of digital camera product attributes on a seven-point scale (1, "not important at all" to 7, "very important") before completing the 12-item PANAS.

4.2 Results

4.2.1 Manipulation Check

Average scores for the six positive and six negative mood items on the PANAS confirmed that the three clips elicited different degrees of positive ($n = 122$, $F(2, 119) = 70.75$, $p < 0.00$) and negative moods ($n = 122$, $F(2, 119) = 109.75$, $p < 0.00$), with all comparisons being statistically significant for positive mood ($p < 0.05$) ($M_{good\ clip} = 5.22$, $M_{neutral\ clip} = 3.43$, $M_{bad\ clip} = 2.42$; $p < 0.05$). Participants in the bad mood group had significantly higher scores compared to the other two ($p < 0.05$) ($M_{good\ clip} = 1.83$, $M_{neutral\ clip} = 2.69$, $M_{bad\ clip} = 4.92$), and participants in the neutral mood group had only slightly higher (non-significant) average scores compared to the positive mood group.

4.2.2 Effects of Mood on Product Attribute Importance

In terms of importance, the good mood group gave extrinsic attributes an average score of 6.00 and intrinsic attributes an average score of 5.26 ($n = 40$, $t = 6.14$, $p < 0.00$), thus supporting hypothesis 1a. Average scores for bad mood group respondents were 6.01 for intrinsic attributes and 5.24 for extrinsic attributes ($n = 40$, $t = -9.41$, $p < 0.00$), thus supporting hypothesis 1b. For the neutral group, average scores were 5.19 for extrinsic attributes and 5.16 for intrinsic attributes—a statistically insignificant difference ($n = 42$, $t = 0.43$, $p = 0.67$). All data are shown in Figure 1. Power test results (0.99) verified H0 (weight of extrinsic attributes ≠ weight of intrinsic attributes) and hypothesis 1 (weight of extrinsic attributes = weight of intrinsic attributes), thus supporting hypothesis 1c.

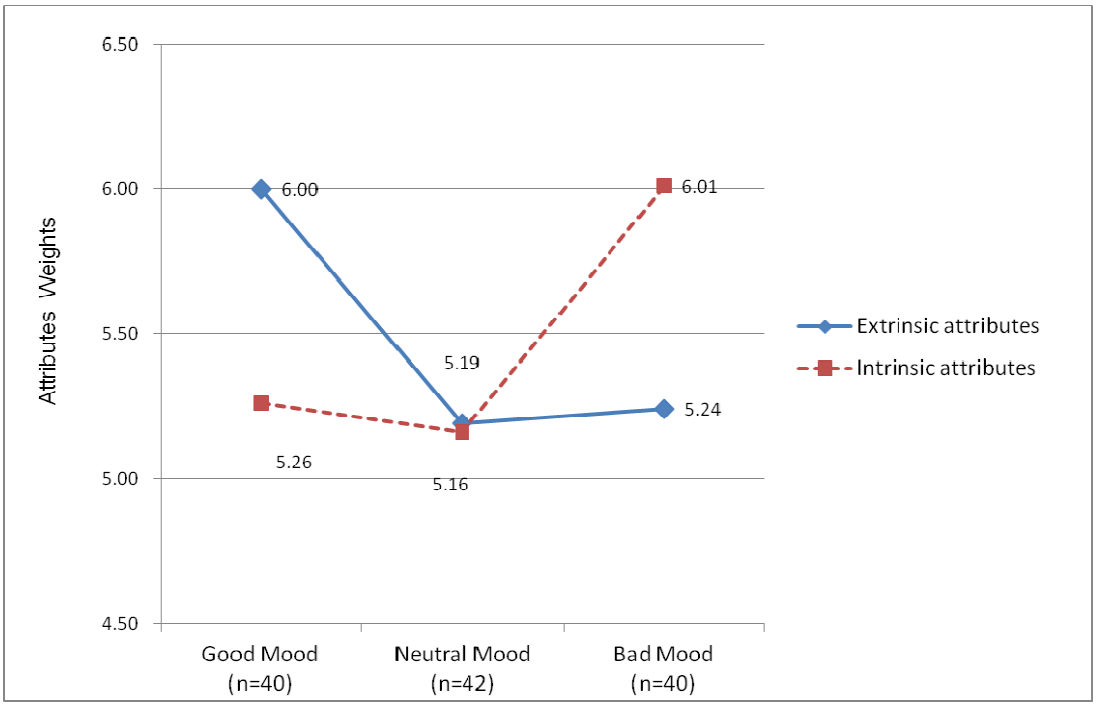

Figure 1 Moods and the Weights on Product Attributes

4.3 Discussion

According to the Experiment 1 results, study participants in good moods paid more attention to extrinsic product attributes and less attention to intrinsic attributes that were closely linked to the product. Participants in bad moods cared more about intrinsic than extrinsic attributes, and neutral mood respondents gave the same weight to both attribute types. Experiment 2 was designed to determine the presence of either explicit or implicit mood effects on attitude toward product attribute type in advertising appeals.

5. Moods, Advertising Appeals, and Attitudes

A mutual fit between information and individual information processing style can facilitate information acceptance (Petty & Cacioppo, 1986; Cacioppo et al., 1986). Cacioppo et al. (1986) found that voters who prefer a central route processing style have a strong need for specific facts and information on issues, and politicians who want to reach them must clearly state what they intend to do and how they intend to do it. In contrast, voters who prefer a peripheral route ignore content arguments, therefore candidates are more likely to benefit if they can

express boldness or adherence to the core ideals of the party they represent. In a similar manner, if an advertisement can match product appeal with the attribute type preferred by consumers experiencing a specific mood, it may result in better message transmission and greater persuasion. Another way that Cacioppo et al. (1986) express this idea is increasing the congruency between a message and attention focus. Conversely, consumers may ignore information in advertising appeals that reflect attributes with which they are not concerned.

Results from the first experiment indicate that consumers in good moods pay more attention to extrinsic product attributes, suggesting that advertisements that emphasize brand, image, and word-of-mouth qualities are more likely to capture their attention. For the same product to attract consumers in bad moods, the findings suggest that advertisements should emphasize intrinsic attributes. Since consumers in a neutral mood do not have any particular preference for attribute type, their attitudes and wants will be constant regardless of an emphasis on extrinsic or intrinsic product attributes. Based on this discussion, the next hypotheses were written as:

H2: Consumers will have better attitudes toward a product when there is a mutual fit between their mood and advertising appeal.

H2a: Consumers in a good mood prefer products whose advertisements emphasize their extrinsic over intrinsic attributes.

H2b: Consumers in a bad mood prefer products whose advertisements emphasize their intrinsic over extrinsic attributes.

H2c: The preferences of consumers in neutral moods are similar whether advertisements emphasize intrinsic or extrinsic product attributes.

6. Mood Transfer Effect

In addition to cognitive and information processing, mood can also influence attitude via mood valence (Forgas, 2001; Goldberg & Gorn, 1987). Early researchers who used classical conditioning to study the effects of mood transfer described mood as an unconditioned stimulus and attitude transfer as a conditioned response. Later researchers rejected this approach, arguing that conditioning entails a conscious link between unconditioned stimulus and conditioned response, while mood transfer represents a subconscious link between mood and attitude toward an object (Olson & Fazio, 2001; 2002). Some researchers have proposed that *evaluative associations* frequently formed by individuals in response to two stimuli appearing together serve as a mechanism linking mood and attitude without the involvement of rewards or conditions (Baeyens et al., 1992; Davey, 1994). Further, when two stimuli appear one after another rather than simultaneously, and when mood influences attitude (a situation known as *affect priming*), the mood-congruent judgment effect may be a primary mechanism for mood transfer (Forgas, 2001). Based on this discussion, the next hypothesis is written as:

H3: Consumer attitudes toward a product or advertising message are affected by positive or negative mood transfer.

7. Experiment 2

As an extension and revision of our first experiment, the second experiment addressed the effects of mood on product attribute evaluation, and attempted to measure overall attitude toward a product. It was specifically designed to determine whether messages appealing to different types of product attributes were more attractive to participants experiencing different moods.

7.1 Method

For this experiment we used a 3×2 between-subject design consisting of mood (good/bad/neutral) versus advertising appeal (extrinsic or intrinsic attributes).

7.2 Participants and Stimulus Material

Printed advertisements were used to present appeals exclusively emphasizing extrinsic or intrinsic product attributes. Study participants (239 college undergraduates between the ages of 18 and 25, 118 male and 121 female) were randomly assigned to one of the six conditions. Participant moods were manipulated in the same manner as in Experiment 1. Two digital camera advertisements were designed to emphasize intrinsic or extrinsic product attributes; information and diagram quantities were identical. Extrinsic attributes included style, word-of-mouth, and brand image, and intrinsic attributes included pixels, functions, and lens quality.

7.3 Measures

Dependent variables were attitude toward the product and product attribute weighting. Attitude toward the product was measured by responses to the questionnaire item, "Evaluate and select how much you like this digital camera, where 1 represents 'strongly dislike' and 7 'strongly like.'" The scale for evaluating product attributes was the same as that used in Experiment 1.

The 12-item abbreviated PANAS questionnaire described in an earlier section was used to check mood manipulation. For Experiment 2 we added a statement to ensure that the participants had paid sufficient attention to the advertisement appeals: "Please recall the product characteristics in the advertisement that made the strongest impression; write down two-three items." Three items with seven-point responses were used to examine the cognitive equivalence of the two sets of digital camera advertisements in order to confirm no significant differences in information quantity, description clarity, or tastefulness between the two advertisements.

7.4 Procedure

After viewing their assigned video clips twice, participants were asked to complete a questionnaire describing their impressions and evaluations of the presentation, and then to assist with "another advertisement layout investigation"; all agreed to help. They were randomly assigned to extrinsic or intrinsic attribute advertisement evaluation groups, and told that they could view their assigned advertisement for as long as they wished. When ready, they were asked to turn over their advertisement and to answer a set of questions on attitude toward the digital camera, likelihood of purchase, evaluation of information quantity, advertisement design, importance of product attributes, and a manipulation check for advertising appeal. Respondents were also requested to complete a PANAS questionnaire as a manipulation check for mood.

7.5 Results

In addition to re-examining the effects of mood on the perceived importance of product attributes, we conducted a two-way ANOVA to test the interaction effects of mood and advertising appeal on participant attitude toward the product. To examine Hypotheses 2a-c, we compared respondents in the three mood groups in terms of advertising appeal.

7.5.1 Manipulation and Confounding Checks

Our results indicate that the three video clips produced different degrees of positive (n = 239, F (2, 236) = 253.45, $p < 0.00$) and negative mood scores (n = 239, F (2, 236) = 161.91, $p < 0.00$), with all comparisons being statistically significant for positive mood ($p < 0.05$) ($M_{\text{good clip}} = 4.84$, $M_{\text{neutral clip}} = 3.80$, $M_{\text{bad clip}} = 2.55$). For negative mood, significant differences were found between the bad mood group score and scores for the other two groups ($p < 0.05$) ($M_{\text{good clip}} = 1.88$, $M_{\text{neutral clip}} = 2.15$, $M_{\text{bad clip}} = 4.57$). The difference between the neutral and good

mood group was statistically insignificant (slightly higher for the neutral group).

Responses to open-ended questions regarding product attributes were coded as follows: if all product attributes mentioned by a participant corresponded with attributes appearing in the advertisement, the answer was recorded as correct; if one or more attributes did not correspond with the advertised attributes, it was recorded as incorrect. According to our data, the success rate for advertising appeal manipulation was 100%.

Results from a t-test of information equivalence between the two advertisements indicate no significant difference in information quantity (n = 239, t = 0.03, p = 0.97), clarity of description (n = 239, t = -0.47, p = 0.64) or tastefulness (n = 239, t = -1.54, p = 0.12). In other words, the only difference between the two advertisements as noted by the participants was in product attributes.

7.5.2 Hypothesis 1 Re-test

The Experiment 2 data used to re-test hypothesis 1 confirmed our original outcomes. In that experiment, good mood participants clearly indicated that extrinsic attributes were more important to them than intrinsic attributes (M = 5.81, SD = 0.57 versus M = 5.02, SD = 0.45; n = 80, t = 14.21, p < 0.00); further, bad mood participants clearly valued intrinsic over extrinsic attributes (M = 5.54, SD = 0.78 versus M = 4.95, SD = 0.76; n = 80, t = -6.89, p < 0.00). In both cases hypothesis 1a and hypothesis 1b were supported. For hypothesis 1c, no significant differences were noted in the neutral mood group in terms of preference for one of the two attribute types (extrinsic M = 5.09, SD = 0.60 versus intrinsic M = 5.05, SD = 0.54; n = 79, t = 0.36, p = 0.72).

7.5.3 Interaction between Mood and Ad Appeal

A two-way ANOVA was used to examine the interaction effect of mood and advertising appeal on product attitude. The full model reached statistical significance with an adjusted r-square of 0.21 (n = 239, F (5,233) = 13.43, p < 0.00). Note that interactions between mood and both advertising appeal (F = 27.50, p < 0.00) and the main effect of mood (F = 5.72, p = 0.01) were statistically significant, but the main effect of advertising appeal was not (F = 0.72, p = 0.40) (Figure 2).

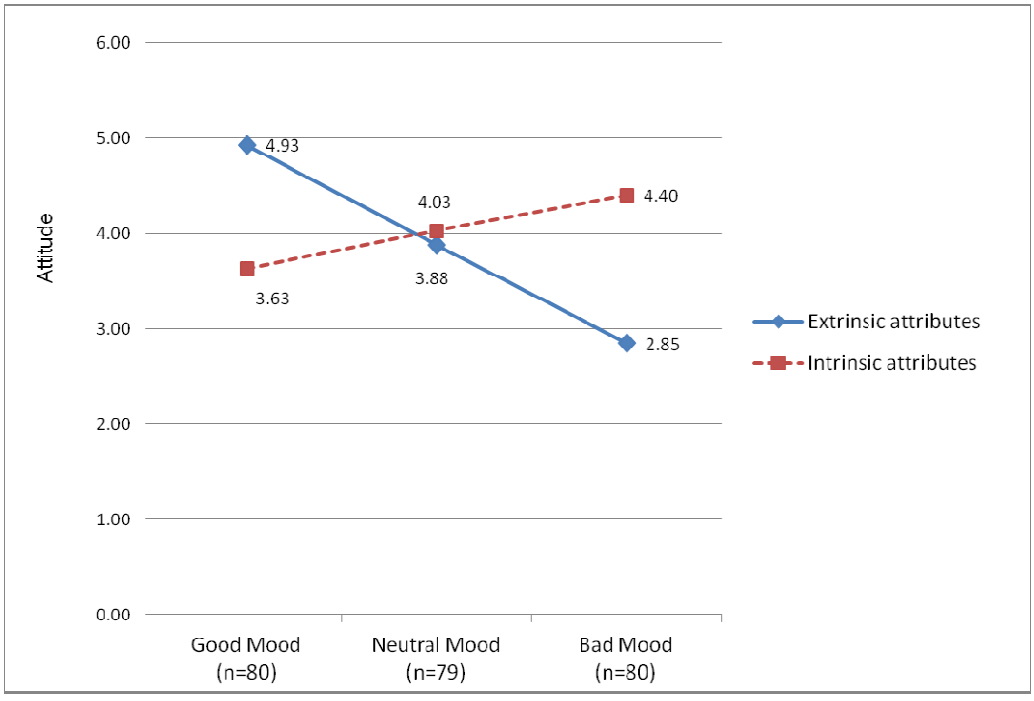

Figure 2 The Interaction Effect of Mood and Advertising Appeal on Attitude

7.5.4 Hypotheses Tests

To test Hypotheses 2a-c and to determine differences between good and bad mood participants in terms of preference for extrinsic versus intrinsic attributes in product information, additional paired comparisons were performed after significant interaction effects were confirmed. Good mood group members expressed a preference for the advertisement that emphasized extrinsic attributes (n = 80, t = 5.13, p < 0.00), while bad mood group members preferred the ad emphasizing intrinsic attributes (n = 80, t = -6.23, p < 0.00), thus supporting Hypotheses 2a and 2b (Figure 2). No significant differences were noted between intrinsic and extrinsic attribute appeals for neutral mood participants (n = 79, t = -0.48, p = 0.63). Power test results were 0.99 for both H0 (extrinsic attribute advertisement appeal ≠ intrinsic attribute advertisement appeal) and hypothesis 1 (extrinsic attribute advertisement appeal = intrinsic attribute advertisement appeal), indicating support for hypothesis 2c (see Figure 2).

Hypothesis 3 addressed the question of whether mood affects attitude toward a product being advertised. Results from a post-hoc test associated with the above-described two-way ANOVA indicate that positive mood participants felt more favorably than the negative mood participants toward the digital camera (M = 4.28, SD = 1.30 versus M = 3.63, SD = 1.38; p < 0.00). The results also indicate that the attitudes of the neutral mood participants (M = 3.95, SD = 1.35) were not significantly different from those held by the positive and negative mood participants. However, the means for all three groups still indicate a trend toward positive feelings in step with the level of positive mood. Accordingly, hypothesis 3 is supported (see Figure 3).

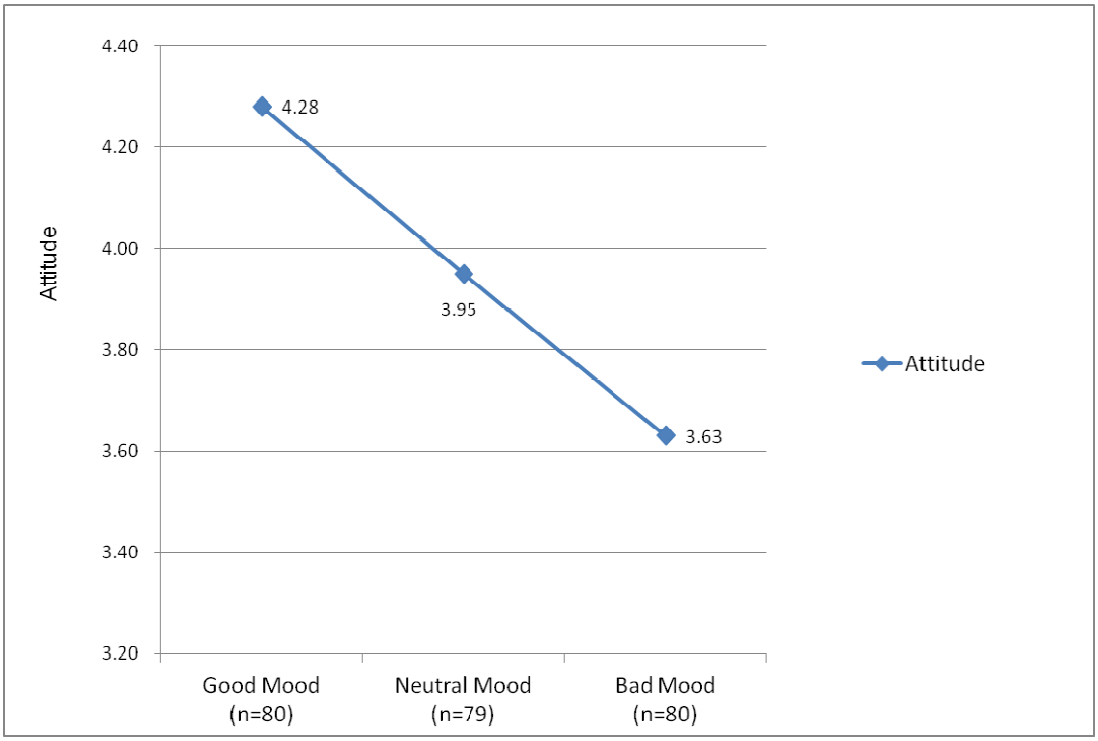

Figure 3 The Implicit Effect of Mood on Attitude

7.6 Discussion

In addition to confirming the outcome of Experiment 1, the Experiment 2 results strongly suggest that mood influenced how the participants reacted to advertising appeal type, with good mood participants reacting more favorably to extrinsic attribute-leaning advertisements, and bad mood participants reacting more favorably to

intrinsic-leaning advertisements. In addition to an indirect effect of mood on product attitude via cognition, the Experiment 2 results also suggest a direct effect of mood on attitude toward the digital camera and the two types of advertisements. Regarding hypothesis 3, the Experiment 2 results indicate a dual effect of mood on attitude and information processing. However, no significant differences in attitude were found between the neutral mood group and either the positive or negative mood groups. A possible explanation may be the lack of significant differences between the levels of mood manipulation among the three mood groups—in other words, the results may have been influenced by mood intensity.

The Experiment 2 results fit well with Bornstein's (1992) and Bornstein and D'Agostino's (1994) suggestion that when cognitive fluency is high, individuals tend to mistakenly attribute fluency to attitude preference. When there was a strong fit between advertising appeal and study participant mood, there was greater fluency between thinking style and cognitive process. Participants may have interpreted that fluency as product preference. Conversely, a weaker fit between advertisement appeal and mood may have influenced some study participants to expend considerable energy recognizing and understanding the information being presented. Cognitive process fluency would be lower in such cases, and some participants may have mistakenly interpreted lower fluency as indicating lack of product preference.

8. General Discussion

Our goal was to clarify the mechanisms by which mood influences consumer attitudes, and to determine the weights that consumers attach to different advertising appeals. Experiment 1 provided evidence indicating that mood affected participant reactions to product attributes by influencing information processing style: those in good moods tended to focus on extrinsic attributes due to their preference for a heuristic and relational processing strategy and those in bad moods tended to focus on intrinsic attributes due to their preference for a systematic and item-specific processing strategy. Experiment 2 results indicated a better fit between advertising appeal and participant mood regarding positive feelings toward a product, with the cognitive fluency emerging from the better match between message and processing style accounting for our findings.

This study makes several contributions to the literature on the relationship between mood and advertising content. Several research teams have considered the effects of mood on consumer attitudes toward advertising and products, but few have focused on the interactive effects of advertising appeal and consumer mood from an information processing perspective. When consumers encounter new products or browse advertising information, their mood determines which product attributes they find attractive. Previous studies have focused on how marketing environment and product category influence consumer focus—for example, how new and mature products elicit different attribute preferences (see, for example, Espejel, Fandos, & Flavián, 2007). Environmental factors such as social, cultural, and economic trends can also influence a consumer's reaction to messages emphasizing extrinsic or intrinsic attributes (Bernués, Olaizola, & Corcoran, 2003). However, few efforts have been made to determine the influences of dispositional factors such as mood. We designed our study to integrate this factor into product attribute theory.

We also addressed the explicit and implicit effects of mood on attitude. Experiment 1 results revealed an explicit effect of mood on product attitude via cognition. Experiment 2 addressed a mixed implicit-explicit effect; our results indicate that while a strong match between mood and advertising appeal can increase positive feelings toward a product, positive or negative moods can also be projected onto it (Aaker, Stayman, & Hagerty, 1986;

Edell & Burke, 1987; Goldberg & Gorn, 1987; Holbrook & Batra, 1987). In other words, happy consumers have a strong preference for product appeals emphasizing extrinsic attributes, and consumers in bad moods for appeals that emphasize intrinsic attributes. However, there is evidence suggesting that beyond cognitive processes, mood valence may be unconsciously transferred to an individual's attitude toward a product. According to LaTour and LaTour (2009), these two types of mood effects can coexist.

Regarding practical implications for advertisers, the findings confirm the benefits of carefully selecting an advertising appeal based on emotional tone. For example, in beer commercials it is better to emphasize extrinsic product attributes (i.e., brand, overall image) with a cheerful and energetic background. The study results also confirm the benefits of evaluating message suitability in terms of the mood or tone of the program preceding and/or following an advertisement (Shapiro, Maclnnis, & Park, 2002)—for instance, placing ads that emphasize extrinsic product attributes during comedy programs, and placing ads that emphasize intrinsic product attributes during news programs.

Apart from passively matching consumer mood or the content of the medium in which an advertisement is being presented, advertisers can also attempt to arouse certain moods that correspond with product attributes. As Schwarz and Clore (1983) have observed, consumer moods are easily affected by contextual factors such as advertising medium, the attitude of salespeople, and interior room design, therefore certain moods can be induced by music, scent, or atmosphere. In a mature lifecycle stage it is difficult to distinguish among various products in terms of intrinsic attributes, therefore advertisers are more likely to emphasize extrinsic attributes in their appeals. In contrast, products that have strong intrinsic attributes are more suitable for messages with professional, solemn, or postmodern content.

We offer three suggestions for future research:

First, investigate dyad relationships based on Mood Consistency Theory (Adaval, 2001; DeSteno et al., 2004; Wyer, Clore, & Isbell, 1999)—that is, exploring the effects between consumer moods and marketing atmosphere on consumer attitudes.

Second, investigate the influences of different negative moods. Similar to past studies, we focused on unhappy and uncomfortable moods (Gardner, 1985). Some researchers have observed that negative moods are multi-faceted—an angry mood may exert distinctly different effects on attitude and cognition compared to other types of negative moods (Bodenhausen, Sheppard, & Kramer, 1994; Brief & Weiss, 2002).

Third, identify situations that have explicit or implicit effects on mood. Our findings indicate that the explicit and implicit effects of mood can coexist in terms of influencing consumer attitude, but we acknowledge that they can exert their influences individually. In some cases, positive or negative moods do not directly lead to better or worse attitudes. Instead, the moods of consumers may only affect their focus in terms of product attributes, thereby influencing their attitudes toward both advertisements and products (Keller, Lipkus, & Rimer, 2002; Meloy, 2000). At other times moods only transfer to attitudes—that is, consumer attitudes toward a product or advertisement improve during good moods, and worsen during bad (Aaker, Stayman, & Hagerty, 1986; Edell & Burke, 1987; Goldberg & Gorn, 1987; Holbrook & Batra, 1987). To date, few researchers have addressed the mechanisms behind mood effects, either alone or in combination.

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