

# The Power of Affect: Predicting Intention

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This robust structural modeling study, with over 23,000 responses to 240 advertising messages, found that affect when measured by a visual measure of emotional response dominates over cognition for predicting conative attitude and action.

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FOR DECADES marketing and advertising professionals and researchers have been struggling with two important questions: What is more predictive of consumer intent—thoughts or feelings? And, in the tripartite of cognitive, affective, conative attitudes does cognitive attitude dominate and does it mediate the relationship between affect and intent?

Affect is clearly one component of attitude and a force in persuasion. Petty and Cacioppo (1981) have defined attitude as, “a general and enduring positive or negative feeling about some person, object or issue.” Although this definition obviously assigns an affective component to attitude, persuasion research has been dominated by the message learning approach, assigning the affective processes a relatively minor role. This is surprising given the extensive use of emotional appeals in advertising. Thus the questions remain: Would better prediction of behavior be achieved if more emphasis were placed on the nonrational and emotional determinants of behavior? Would attitude research improve if affect were shown to be a major component of conative attitude?

One possible reason for this enigma might be the measurement tools. Attitude measures rely almost entirely on cognitive scales, requiring advanced verbal skills and a cerebral analysis by respondents of surveys. These methods rely on the assumption that respondents are capable of accessing the individual components of attitudes, judge their feelings, and translate them into responses on typical Likert scales. Although verbal measures can represent many distinct aspects of emotion, they do not produce a true dichotomy between affect and cognition, because they too

require cognitive processing. Thus, one clear solution to these issues would be the development and use of a nonverbal measure of affect. A nonverbal measure would offer the potential for representing attitudinal properties without cognitive processing.

## **AFFECTIVE AND COGNITIVE-BASED ATTITUDE**

For many years, there was a tendency of focusing on cognitive-based attitude, suggesting that, with advertising involvement, cognition predominates over affective processing and that affective reactions are always mediated by cognition (Greenwald and Leavitt, 1984; Tsal, 1985). In fact, the derivation and strength of the attitude toward the ad (Aad) process is based on the relationship between attitude toward the ad and attitude toward the brand (Abd), and the determination that Abd predicts purchase intention (Mitchell and Olson, 1981; Lutz, MacKenzie, and Belch, 1983; MacKenzie and Lutz, 1986). Fishbein (Fishbein and Middlestadt, 1995) also heralded the notion of cognitive-based attitude by suggesting that a consumer’s attitude is a function of (cognitive) beliefs and those beliefs predict intentions of behavior.

Studies examining the role and relationship of emotion as the mediator of responses to advertising (Edell and Burke, 1987; Holbrook and Batra, 1987), however, have found that cognition can drive affect. In fact, some researchers (Brown and Stayman, 1992; Cohen and Areni, 1991; Petty et al., 1991) have argued that affect can directly influence attitude and that cognitive-based models fail to properly measure feelings associated with the sources of information (Edell and Burke, 1987; Schwarz, 1997). Failing to understand the role of

emotions by focusing on cognitive process only impedes the ability for understanding various consumer behaviors (Allen, Machleit, and Kleine, 1992).

The introduction of emotional response adds a more robust paradigm for analyzing advertisements (Batra and Ray, 1986). The Advertising Research Foundation copy-testing project (Brown and Stayman, 1992; Haley and Baldinger, 1991) found that liking of an advertisement is a good predictor of effectiveness. The directness of the liking questions is clear, but more insightful attitudinal information toward the advertisement can be learned by expanding the measurement beyond the simple valance score (Allen, Machleit, and Kleine, 1992; Holbrook and Hirschman, 1982). In fact, the ARF project found that "emotions can have a direct influence on behavior that is not captured or summed up by attitude judgments" (Allen, Machleit, and Kleine, 1992). In addition, reviews of the role of affect in marketing suggest that affect is not dependent on cognitive variables (Machleit and Wilson, 1983).

Further support for the influence of affect has been found in studies of mood (Petty, Schumann, Richman, and Strathman, 1993), judgment (Pham, Cohen, Prancejus, and Hughes, 2001), susceptibility (Fabrigar and Petty, 1999), and studies linking affect and behavioral prediction (Smith, Haugtvedt, and Petty, 1994). These call for additional research to determine the role of affect and to find methods for eliminating the measurement bias associated with affect measures that rely on cognitive techniques to assess emotions (Erevelles, 1998).

### THE PRESENT STUDY

With this in mind, we set out to examine the relationships among the key variables that surround communications and consumer activity, namely: attitude, inten-

tion, and their antecedents: cognitive, affective, conative measures (Hilgard, 1980; McGuire, 1989), in which previous studies have produced conflicting results and conclusions about their relationships.

So we set out to determine which of the previously reviewed variables hold the answer to intention and which are diagnostic as well as predictive. We had a relatively natural setting at our disposal: a series of monatic copytests conducted within a pool of balanced clutter television commercials. Most of the tests, described in detail in the next section, included samples from between 230 to 280 respondents each, from various demographic backgrounds. AdSAM<sup>®</sup>, a nonverbal emotional response modeling attitude toward the ad (like)— $A_{adv}$ , cognitive, and conative measures were used in the analysis.

### Benefits of using a nonverbal measure: AdSAM<sup>®</sup>

AdSAM<sup>®</sup> is based on the Self-Assessment Manikin [SAM] (Lang, 1980) and was developed to measure emotional response to marketing communications stimuli. AdSAM<sup>®</sup> is a research tool that employs a database of 232 emotional adjectives, scored with SAM, to gain insight and diagnose the relationships among attitude, cognition, brand interest, and purchase intention. In this study, AdSAM<sup>®</sup>, or nonverbal affective scores from advertising copytests were compared to the cognitive scores (Morris, 1995). Purchase intention and brand interest comprised the conative measures and served as the dependent variables. A structural equation model was used to examine the relationships between cognitive and affective attitude and conative attitude.

SAM is a graphic character that follows the PAD theory of affective response. This theory adequately describes the full spectrum of human emotions in three inde-

pendent, bipolar dimensions (Pleasure, Arousal, or Dominance) first proposed by Osgood, Suci, and Tannenbaum (1957) (evaluation, activity, and potency) and later refined by Mehrabian and Russell (1974) (pleasure, arousal, and dominance). In this process, all emotional responses are combinations, in varying degrees, of these three basic emotions (Russell and Mehrabian, 1977). Evidence shows that three independent, bipolar dimensions reliably and sufficiently define all emotional states (Mehrabian and Russell, 1974).

Pleasure/displeasure ranges from extreme happiness to extreme unhappiness. Arousal/nonarousal constitutes a physiological continuum connoting a level of physical activity, mental alertness, or frenzied excitement at one extreme, with inactivity, mental unalertness, or sleep at the other end. Dominance/submissiveness refers to a feeling of power, control, or influence versus the inability to influence a situation or a feeling of lack of control. Subjects use the PAD scales to report how they feel (Mehrabian and de Wetter, 1987).

Because the three dimensional PAD approach is capable of characterizing diverse emotional responses in consumption situations (Holbrook and Batra, 1988; Mehrabian and Russell, 1974), it was used in the present study. Verbal emotional response measures, however, are difficult to employ in advertising research. When adjective checklists or semantic differential scales are used to assess emotional response, the precise meaning of the emotional words may vary from person to person. For example, joy or anger may mean one emotion to one person but something slightly different to someone else. This may vary the outcome of the subject's real emotional response. Also problematic are the use of open-ended questions that request respondents describe their emotional responses to the ad-

vertisements (Stout and Rust, 1986; Stout and Leckenby, 1986). Both approaches require a significant amount of cognitive processing. In contrast, the nonverbal measure, SAM, eliminates the cognitive processing associated with verbal measures (Edell and Burke, 1987) and is quick and simple to use (Morris and Waine, 1994; Lang, 1980). Correlations of .937 for pleasure, .938 for arousal, and .660 for dominance were found between ratings generated by SAM and by the semantic differential scales used by Mehrabian and Russell (Morris, Bradley, Sutherland, and Wei, 1993; Morris, Bradley, Lang, and Waine, 1992; Morris and Waine, 1994). SAM uses a nine-point scale for each of the dimensions. On each of the three scales, respondents were required to mark the dot below the manikin or between the manikins that best represented their feelings after seeing the advertisement. (See Figure 1.)

#### Benefits of nonstudent sampling

Though there have been several controversial issues regarding methodological problems in attitude research (e.g., Fishbein and Middlestadt, 1995; Schwarz, 1997), two overriding factors that may affect the outcome of most attitude/intention studies are the quality and quantity of the sample. Many studies have

been criticized for attempting to generalize student samples to general populations (Brown and Stayman, 1992), and indeed we found, in earlier studies, that student and nonstudent samples produce different results in cross-cultural analyses of emotional response (Morris, Bradley, Sutherland, and Wei, 1993). In addition, the size of the sample for most attitude/behavior studies has also been criticized (Brown and Stayman, 1992). In fact, nearly every study that we reviewed for this analysis has had samples of less than 120.

#### SAMPLE AND PROCEDURE

The purpose of this study is to report on the analysis of the relationship among measures of cognitive, affective, and conative attitude in response to various television, radio, and print advertisements. The sample was comprised of 23,168 respondent evaluations of 240 advertisements in 13 product categories. Respondents in each test scored questions of purchase intent or intent to visit the dealer, change in brand interest, as well as cognitive and affective attitude. Affective attitude was measured by AdSAM®.

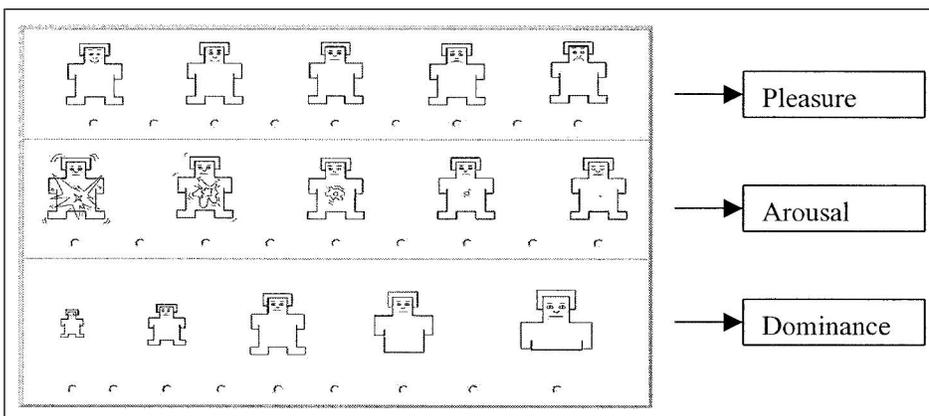
During the course of a multiyear contract, a major U. S. copy-testing firm collected AdSAM® emotional response data, cognitive, and conative data across a number of product categories (the product

categories, advertising media, and number of advertisements tested are listed in Table 1). The majority of these surveys were mall intercept studies, and target qualified respondents were randomly assigned to treatment cells. Although, the samples might be deemed less representative, since they were chosen using mall intercepts, a form of non-probability sampling, this method of gathering data has been shown to be efficient (Bush and Hair, 1985) and representative when compared ( $\chi^2$  Goodness-of-fit tests) to randomly selected sample data (Vincent, Thompson, and Pagan, 2001). In this study, the sample sizes were of such magnitude and so geographically varied that the chance of sampling error has been greatly reduced.

#### DEPENDENT VARIABLE AND MEASURES

Following the exposure to the advertisements, subjects responded to multiple-item scales assessing cognitive, affective, and conative attitude and to demographic questions (see Table 2). Of interest to this analysis were studies in which, following exposure to the advertisements, respondents were either asked about their likelihood of buying, or, depending on the product, visiting the stores. In many cases, a question about the change in brand interest also was asked. The "intent" and the brand interest questions were measured on five-point ordinal scales.

For the cognitive attitude measures, items developed by the copy-testing firm were employed to gauge believability and knowledge. AdSAM® was utilized as an affective attitude measure. In addition, a five-point, Aad measure was employed to measure liking of the advertisement. Accordingly, the raw scores of the cognitive, affective, and conative attitude scale items were used as indicators of those constructs in the analysis described in the following sections.



**Figure 1** SAM (Self-Assessment Manikin)

**TABLE 1**  
Independent Variable and Number of Responses

Independent Variables	Product Category	Ad Media	Copy-Testing Format
	Alcoholic Beverage	TV	Finished Film
	Apparel	Radio	Rough Finished Film
	Autos	Print	Animatic
	Banks		Full Page
	Computers		1.5 Page
	Fast Food		Double-Page Spread
	Food		
	Oil Companies		
	Other Financial Institutions		
	Pharmaceutical		
	Restaurant		
	Retail Stores		
	Telephone Companies		
Total	13 Product Categories	3 Media	6 Formats
	83 Brands	240 Advertisements	
	28,720 Responses	34,602	32,911

**VALIDITY CHECK**

The responses to the eight items in the cognitive, affective, and conative scales were first factor analyzed. Due to the tripartite character of attitude (Hilgard, 1980), it is important that evidence for the three individual dimensions be found. Initially, a principal component extraction

followed by varimax rotation revealed only two inter-correlated factors with eigenvalues greater than 1.0. The Aad measure loaded equally on the affect and the conative measure, intent. The variable was considered confounded and eliminated.

The three AdSAM® scales loaded together, albeit the AdSAM® dominance

**TABLE 2**  
Descriptive Statistics of Measurement Item

Measures	Item	Mean	S.D.	N
Cognitive Attitude	Knowledge (Q1)	.85	.36	23,160
	Belief (Q2)	.86	.35	23,160
Affective Attitude	Pleasure (Q3)	6.76	1.86	23,160
	Arousal (Q4)	4.95	2.29	23,160
	Dominance (Q5)	6.06	2.23	23,160
Conative Attitude	Brand Interest Change (Q6)	3.73	1.09	23,160
	Purchase Intention (Q7)	3.57	1.11	23,160

item had low communality with omnipresent loading. Since dominance often proves helpful as a diagnostic tool, and experience has shown its value is related to the vicariousness of the experience, dominance was included in the analysis. A scree plot inspection and a forced three-factor extraction with varimax rotation were performed based on the trichotomy theory of attitude structure.

In summary, the seven items were strongly loaded on the “correct” factors (two cognition items loaded strongly on cognitive attitude, the three affect items loaded on affective attitude, and two conative items loaded on conative attitude). Thus, there is tentative evidence for the convergent and discriminate validity of the seven items used in the study. Given that there might be a concern that using identical items to measure specific attitude might introduce unwanted measurement error (Heath and Gaeth, 1994), the demonstration of convergent and discriminate validity is important. The final three factors solution account for 64.20 percent of the original variance.

**RESULTS**

**Descriptive statistics and assumption check**

The descriptive results provide a summary of variables that are important in subsequent analyses. The primary independent variable in this study is affective attitude. Across the three measurement items, mean score for affective measures varied from a low of 4.95 to a high of 6.76 on a nine-unit bipolar scale ranging from 1 to 9. Table 2 and Table 3 display descriptive statistics and the correlation matrix used as input data for LISREL. As shown in Table 3, the total seven scale items were inter-correlated. These results showed that items measuring the same construct, e.g., conative attitude, were more highly

**TABLE 3**  
Correlation Matrix of Measurement Items

	Q1	Q2	Q3	Q4	Q5	Q6	Q7
Q1	1.00						
Q2	.23*	1.00					
Q3	.15*	.10*	1.00				
Q4	.11*	.08*	.38*	1.00			
Q5	.02*	.00	.15*	.03*	1.00		
Q6	.21*	.16*	.41*	.30*	.08*	1.00	
Q7	.18*	.14*	.37*	.27*	.07*	.70*	1.00

\*p < .05

correlated with each other than they were with any of the other items.

**Assumption check**

Prior to the main analysis, several underlying assumptions for structural equation modeling were checked. The underlying assumptions for the SEM analysis were similar to the factor analysis: an adequate variable-to-sample ratio, normality, linearity, no extreme multicollinearity, and sampling adequacy (Hair, Anderson, Tatham, and Black, 1998). The variable-to-

sample ratio was 1 to 5,849 and satisfied the criteria suggested by Nunnally (1978). Kaiser-Meyer-Olkin's measure of sampling adequacy was .69, and Bartlett's test of sphericity index also showed significant *p*-value at the .05 significance level. Thus, there was substantial evidence for the planned factoring of the seven items used in the study (Kaiser, 1974).

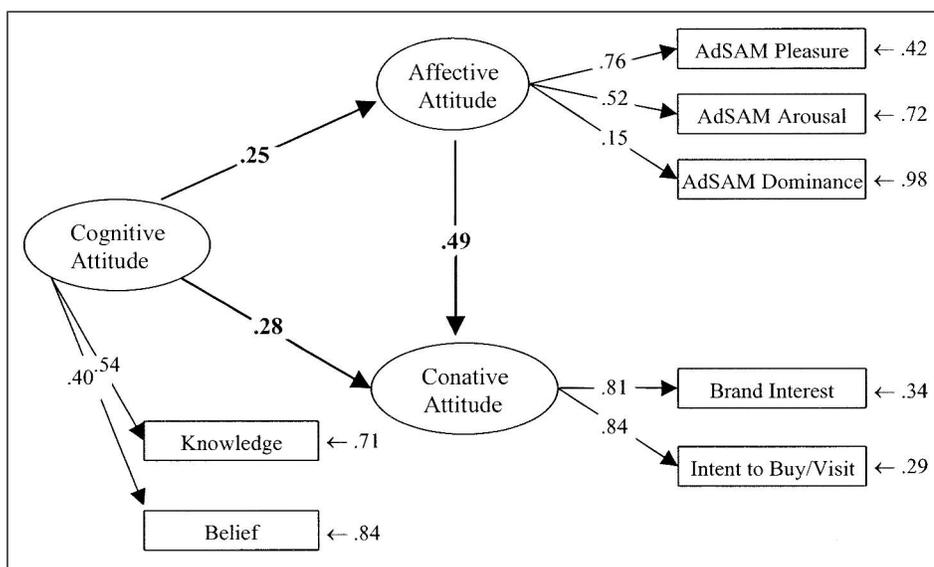
Extracted communalities were .41 to .97 across all measurement items, demonstrating that there were no extreme multicollinearity or strong linear combina-

tions among the seven measurement items. Nonredundant residuals with absolute values over .05 were 47 percent. The model demonstrates a good model fit between observed correlation and assumed correlation since the nonredundant residuals with absolute values over .05 is below 50 percent.

**Structural equation modeling**

Before a comparison of the coefficients of the cognitive-affective-conative (trichotomy) attitude path, the psychometric properties (e.g., dimensionality and reliability) of the measures were examined again. The three factors derived via the principal components analysis dominated the solution and reflected the structure of the responses. An exploratory procedure, LISREL 8.30 (Jöreskog and Sörbom, 1993) was used as a confirmatory factor test of the trichotomy solution of the seven attitude measurement items. The dimensionality of the trichotomy model was assessed through an examination of the associated fit indices. The LISREL indices [i.e., RMSEA (Root Mean Square Error of Approximation), NFI (Normed Fit Index), NNFI (Non-Normed Fit Index), GFI (Goodness of Fit Index), and AGFI (Adjusted Goodness of Fit Index)] all provided evidence of acceptable levels of fit for the cognitive-affective-conative attitude model. Overall goodness-of-fit indices (RMSEA = .03, NFI = .99, NNFI = .98, GFI = 1.00, AGFI = .99) were satisfactory (Bagozzi and Yi, 1988), demonstrating that the model is statistically plausible and can reasonably reproduce the correlation matrix. In this stable environment, three direct and one indirect path coefficients were created. (See Figure 2.)

LISREL 8.30 was also used for a simultaneous estimation of the measurement and structural model. All indicators loaded (exclusively) on the appropriate latent constructs, and all *t*-values associated



**Figure 2** SEM Path Diagram of Cognitive-Affective-Conative Attitude

with those loadings were statistically significant ( $p < .05$ ). The LISREL results in Figure 2 show that, as hypothesized, general evaluation of conative attitude is positively predicted by cognitive and affective attitude. The direct path coefficients from cognitive attitude to affective attitude (.25), cognitive to conative attitude (.28), and affective to conative attitude (.49) were significant. In addition, the indirect path coefficient from cognitive attitude to conative attitude via mediation of affective attitude ( $.25 \times .49 = .12$ ) was significant. Among the three path coefficients,

the direct affective-conative attitude path coefficient was the highest and exceeded the total (direct + indirect) path coefficient of cognitive-conative attitude spectrum. These causal sequences of attitudes leading to purchase intention and brand interest are important measures of advertising effectiveness (Deogun and Beatty, 1998).

**Additional regression analyses**

Since the SEM demonstrates a stronger link between affect and conative attitude than between cognition and conative atti-

tude, several regression analyses were conducted, by product category and media, to determine sources of these differences. The cognition scales were used as the independent variables for one model and the affective scales for the other model. The estimates were made for each conative attitude: purchase intent and brand interest. This allowed us to compare the  $R^2$ s of the two factors across product category/advertising medium/advertisement copy-testing format conditions. The results of stepwise regressions used to estimate the total variances associated with the variable groups are reported in Tables 4 and 5.

Table 4 shows the effect of cognitive and affective attitude on conative attitude for each product category. Column 3 of Table 4 reports the  $R^2$ s of affective attitude regressed on conative attitude by product category. Column 4 reports  $R^2$ s for cognitive attitude regressed on conative attitude by product category. All regressions and betas are significant at  $p < .05$ . Affective attitude explains 3 to 30 percent of the variance in conative attitude to advertisements in the various product categories. Cognitive attitude explains 2 to 13 percent of conative attitude for the same product categories. Overall, cognitive and affective attitude is positively related to conative attitude and the two dimensions explain different amounts of variance toward the dependent variable. The pictorial, affective measure AdSAM<sup>®</sup> had more explanatory power than the verbal cognitive measures across 12 of the 13 product categories.

The relationship between the advertising medium and attitude variables was also assessed (see Table 5). All  $R^2$ s of the regression equation in Columns 3 and 4 were significant ( $p < .05$ ). For two of the three media, affective attitude was more predictive of conative attitude. Affective attitude explains 15 to 22 percent

**TABLE 4**  
Variations of Cognitive-Affective to Conative Attitude by Product Category

Product Category	Conative Attitude	Affective Attitude	Cognitive
		-Pictorial AdSAM Measures' $R^2$ *	Attitude-Verbal Measures' $R^2$ *
Alcohol Beverage	Brand Interest	30.10**	6.60
	Purchase Intent	12.60	7.20
Apparel	Purchase Intent	14.40	4.70
Autos	Brand Interest	20.30	6.80
	Purchase Intent	16.40	5.20
Banks	Purchase Intent	19.70	3.30
Computers	Brand Interest	12.60	5.30
	Purchase Intent	3.30	6.10
Fast Food	Purchase Intent	10.90	2.80
Food	Purchase Intent	17.30	6.50
Oil Companies	Purchase Intent	8.60	2.30
Financial Institutions	Brand Interest	17.00	4.90
	Purchase Intent	11.20	9.20
Pharmaceutical	Brand Interest	18.90	5.80
	Purchase Intent	15.40	7.90
Restaurant	Purchase Intent	19.30	7.20
Retail Stores	Brand Interest	20.40	13.00
	Purchase Intent	18.40	8.60
Telephone Companies	Purchase Intent	16.20	2.60

\*Adjusted  $R^2$  of Multiple Regression with dummy variable

\*\*All  $R^2$ s were from the significant F test.

**TABLE 5**  
Variations of Cognitive-Affective to Conative Attitude in Ad Medium

Ad Medium	Conative Attitude	Affective Attitude –Pictorial AdSAM Measures' $R^2$	Cognitive Attitude–Verbal Measures' $R^{2*}$
TV	Brand Interest	19.70**	6.60
	Purchase Intent	15.10	4.80
Radio	Purchase Intent	22.20	25.50
Print	Brand Interest	20.90	0.30
	Purchase Intent	18.50	10.80

\*Adjusted  $R^2$  of Multiple Regression with dummy variable

\*\*All  $R^2$ s were from the significant F test.

of the variance in conative attitude to advertisements across media. Cognitive attitude explains 0 to 26 percent of conative attitude for the three media categories. This is mostly driven by the radio cat-

egory, which contained less than 1 percent of the responses. In addition, cognitive attitude explained only 0.3 percent of the variance toward conative attitude in the print media.

**TABLE 6**  
Variations of Cognitive-Affective to Conative Attitude in Ad Copy Testing Format

Ad Copy Testing Format	Conative Attitude	Affective Attitude –Pictorial ADSAM® Measures' $R^2$	Cognitive Attitude–Verbal Measures' $R^{2*}$
Finished Film	Brand Interest	17.40**	6.10
	Purchase Intent	13.60	4.70
Rough Finished Film	Brand Interest	22.20	8.60
	Purchase Intent	17.20	6.00
Animatic	Brand Interest	30.90	7.30
	Purchase Intent	27.20	6.20
Full-page	Brand Interest	36.90	0.30
	Purchase Intent	30.20	13.30
1.5-Page	Brand Interest	7.60	3.90
	Purchase Intent	4.80	4.40
Double-Page Spread	Brand Interest	9.20	6.00
	Purchase Intent	7.60	4.70

\*Adjusted  $R^2$  of Multiple Regression with dummy variable

\*\*All  $R^2$ s were from the significant F test.

Table 6 shows the effects of cognitive and affective attitude on conative attitude in each of the six advertisement copy-testing formats. It summarizes 24 multiple regressions, 2 for each conative attitude domain. All 24 regressions are significant at  $p < .05$ . Affective attitudes explain 5 to 37 percent of the variance in conative attitude by advertisement copy-testing format. Cognitive attitudes explain 0 to 13 percent of the conative attitude.

As conceptualized by the SEM analysis, the additional regression analyses indicate that cognitive and affective attitude are associated with conative attitude, but that affective attitude has more explanatory power toward conative attitude in all but one product category, in all advertising media except radio and in all copy-testing formats.

## DISCUSSION

The tripartite of human experience of cognitive, affective, conative attitude or thought, feeling, and planned action, although not logically compelling, is prevalent in Indo-European thought (being found in Hellenic, Zoroastrian, and Hindu philosophy) to suggest that it corresponds to something basic in our way of conceptualization (McGuire, 1989; pp. 40–41). Perhaps the greatest enigma is the relationship of these attitudes. Heretofore, many researchers, using the variable “liking of an advertisement” (Aad) to measure affect, have insisted that a direct link exists between affect and cognition, that cognition predominates over affective processing, and that affective reactions are always mediated by cognition (Greenwald and Leavitt, 1984; Tsal, 1985). Even more curious is the insistence that cognition and affect are separate and distinct elements to persuasion (Petty and Cacioppo, 1981; Mitchell, 1986; Petty, Schumann, Richman, and Strathman, 1993). We

**Emotional response is a powerful predictor of intention and brand attitude, and . . . is a valuable tool for strategic planning, message testing, and brand tracking.**

view these arguments as extreme and our research clearly found that cognition and affect are interdependent and that an emotional response measure allows for affective elaboration.

In this robust study of over 23,000 responses to 240 advertising messages, we found that affect dominates over cognition for predicting conative attitude and action. Moreover, we learned that liking (Aad) may be a confounded variable, that affect is not mediated by cognition, and that brand attitude (interest) is not necessarily a precursor to intention (intent to buy). Affect as measured by emotional response was shown to be the dominant dimension, accounting for more of the variance toward conative attitude than cognition. Emotional response, as measured by SAM pleasure, arousal, and dominance, had a stronger relationship to affective attitude than the information-seeking variables knowledge and belief toward conative attitude. Contrary to some previous assertions that cognition is the dominant variable for predicting intention, when compared to affect, our results show that affect accounts for almost twice the variance toward conative attitude. Emotional response is a powerful predictor of intention and brand attitude, and given the diagnostic capabilities that are missing in other measures of affect (Aad), it is a valuable tool for strategic planning, message testing, and brand tracking.

Unlike attitude toward the ad (Aad), emotional response offers a direct method of analyzing the complex feelings that comprise human reactions to advertising. In fact, the responses gathered with SAM,

the Self-Assessment Manikin, are direct emotional reactions since the measure is nonverbal. Emotions (i.e., thankful, victorious, unexcited, or embarrassed) as determined with AdSAM®, are both descriptive and directive. This information is missing with any Likert scale of “like the ad.” Moreover, this study has shown that these emotional reactions are strongly predictive of behavioral intention.

The tripartite model, cognitive, affective, and conative attitude, has been used pervasively in psychology (Hilgard, 1980), nowhere more than in attitude research (McGuire, 1989), but, in this study, the relationship of these dimensions to one another has been shown to be different than previously thought. Affective attitude as measured by emotional response offers an alternate view of this paradigm. Emotional response offers a composite measure for predicting conative attitude (brand interest and purchase) as well as separate indices of affect for diagnostic purposes.

Researchers should become more confident that measuring emotions would help to determine consumer intentions. Marketers, who are skeptical about the importance of affect in the marketing communications mix, should have those feelings allayed.

Beyond cognitive-affective-conative attitude research, there is a need to explore the broader information-processing implications of this study including the contextual effects (Norris and Colman, 1992; Page, Thorson, and Heido, 1990) and consumer involvement. The tripartite model is but one of multiple constructs that may

mediate consumer attitude or the ability to process advertising messages, but clearly this model has helped to show the importance of affective attitude. **JAR**

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