

# ADSAM Emotional Response and Behavior©

## Two Studies showing the relationship of Emotional Response to Purchase Intent/ Brand Interest

- I. Independent Factor/ Regression Analysis of a 5 Commercial Campaign
- II. ADSAM© Factor/ Regression Analysis of 240 Commercial Copytests


### I Emotional Response and Purchase Intent©

- This independent research shows a robust link between buying intentions and ADSAM©dimensions of emotional response.
- The study conducted by Advanis Marketing Research showed that emotional response to television advertisements accounted for 71% of predictability toward purchase intent.

**Emotional response was measured by the ADSAM© scale:**

- A sample of 548 US respondents
  - randomly assigned into 8 treatment cells
  - exposed to four advertising story boards for a soft drink.
  - following first exposure, respondents were asked if their likelihood of buying the product had decreased, stayed the same or increased as measured on a [- 4,+ 4] ordinal scale.


**The measures in the study included: AdSAM© , psychological and functional scales:**

 Survey Item	Emotional		Psychological		Functional
	Pleasure Arousal	Dominance	Enthusiasm For Life	Sharing	Product Quality
Percent of the explained variance accounted for:	57.01%	13.57%	*Not significant at the .05 level	3.79%	14.88%

### II AdSAM© Relationship to Purchase Intention and Brand Interest© in multiple product advertising tests

- Copytest Analysis . . . 23,168 responses, 240 advertisements, 14 product categories.
- Respondents rated purchase intent and brand interest. Those responses were compared to:
  - ADSAM©
  - Uniqueness of the Message
  - Difficult to Believe
  - Enjoy Presentation

## Advertising Media Used

	Percent
TV	82.90%
Radio	0.42%
Print	16.67%
Total	100.00%

## Product Category


	Percent
Fast Food	2.68%
Snack Food	1.60%
Alcoholic Beverages	3.94%
Automobiles	53.60%
Amusement Parks	1.14%
Apparel	2.67%
Oil Companies	1.11%
Pharmaceutical	5.09%
Auto Accessories	0.88%
Restaurant	0.88%
Food	3.50%
Pet Food	0.14%
Retail Stores	1.16%
Hotels	0.87%
Banks	0.30%
Other Financial	1.16%
Telephone Companies	2.53%
Utilities	0.90%
Computers/ Computer Peripherals	4.38%
Tobacco	9.18%
Entertainment/Travel	2.29%

## AdSAM® Relationship to Purchase Intent and Brand Interest©

- Emotional response to advertisements, as measured by the AdSAM® scale, accounted for
  - 58% of the predictability toward Purchase Intention.
  - 53% of the predictability toward Brand Interest

### Purchase Intent

**How much of the explained variance does AdSAM Account for?**

 Category	<div style="display: flex; justify-content: space-around;"> <span>58.37%</span> <span>20.39%</span> <span>11.98%</span> <span>9.26%</span> </div>				
	R <sup>2</sup>	Pleasure Arousal Dominance	Different Unique Message	Hard to Believe	Enjoys Presentation
Alcoholic Beverages-Purchase Intent	0.271	11.36%	10.80%	3.40%	1.55%
Apparel-Purchase Intent	0.207	14.64%	4.15%	0.82%	1.09%
Autos-Visitation	0.261	15.61%	8.62%	1.20%	0.66%
Banks-Visitation	0.265	20.73%	1.24%	1.10%	3.44%
Computers-Purchase Intent	0.136	2.76%	6.23%	2.13%	2.47%
Fast Food-Purchase Intent	0.158	7.94%	4.46%	1.76%	1.66%
Food-Purchase Intent	0.195	17.18%	0.00%	0.36%	1.96%
Oil Companies-Purchase Intent	0.129	9.45%	0.00%	0.28%	3.16%
Other Financial Institutions-Visitation	0.339	10.34%	0.55%	21.53%	0.40%
Pharmaceutical-Purchase Intent	0.386	16.40%	19.59%	1.08%	1.53%
Restaurant-Purchase Intent	0.196	19.18%	0.00%	0.42%	0.00%
Retail-Purchase Intent	0.288	17.94%	8.25%	0.20%	2.41%
Snack Food-Purchase Intent	0.091	1.30%	2.94%	3.91%	0.96%
Telephone-Purchase Intent	0.367	26.53%	0.00%	1.09%	9.08%

## Brand Interest

How much of the explained variance does  
ADSAM Account for?



		52.87%	29.40%	11.38%	6.35%
Category	R <sup>2</sup>	Pleasure Arousal Dominance	Different Unique Message	Hard to Believe	Enjoys Presentation
Autos- Brand Interest	0.305	18.95%	9.02%	1.95%	0.58%
Computers- Brand Interest	0.334	16.70%	14.33%	1.08%	1.29%
Entertainment Travel- Brand Interest	0.156	15.60%	0.00%	0.00%	0.00%
Other Financial Institutions- Brand Interest	0.331	14.82%	0.78%	16.42%	0.54%
Pharmaceutical- Brand Interest	0.374	19.20%	15.71%	0.55%	1.93%
Retail- Brand Interest	0.322	20.08%	6.08%	0.78%	5.25%
Snack Food- Brand Interest	0.321	7.66%	16.90%	3.55%	3.98%