

**Mood**

**1**

**The Impact of Program Induced Mood  
on the Effectiveness of  
Television Advertisements**

**by**

**Luanne McMullen Phillips  
Salisbury State University**

**1993**

**Submitted to the graduate faculty in the School  
of Psychology in partial fulfillment of the  
requirements for the degree of Masters of Arts.**



*Salisbury*  
STATE UNIVERSITY

COMPLETION OF THESIS

MEMO TO DIRECTOR OF GRADUATE STUDIES:

This is to certify that on 6/22/93  
(date)

Luanne McHellen Phillips successfully completed the  
(name of student)

oral defense of his/her Thesis entitled The Impact of Program  
Induced Mood on the Effectiveness of Television  
Advertisements

presented in partial fulfillment of the requirements for the Master of  
Arts degree in Psychology.

George Whitehead

Thesis Committee Chairman

Susan Scott

Thesis Committee Member

Dynne Carroll

Thesis Committee Member

### Abstract

The research investigated how moods influence reactions and evaluations to two different types of television commercials. Subjects viewed a television program segment designed to induce either a positive, neutral or negative mood, then watched a 30-second television commercial using either a soft-sell appeal or a hard-sell appeal. As in previous research, it was found that subjects in a positive mood rated the commercials as more effective and were more likely to purchase the advertised product than subjects in the neutral or negative mood. In contrast to previous findings, this study did not confirm that moods affect the amount of message recall or attitude toward the advertised product.

### Acknowledgements

There are a great number of people who I wish to thank for their help in this project.

A very special thanks goes to Tom Elliot, friend, associate and Creative Director extraordinaire; without his help this project would never have gotten off the ground. To Tom, my sincere and heartfelt thanks for his enthusiasm and motivation during the most difficult part of this project--the birth of "the product" and the production of the television commercials.

I would also like to express my sincere appreciation to Dr. George Whitehead, Chairman of my Thesis Committee, for his support and direction throughout this process and for his patience even when he found out I had forgotten everything he taught me about Statistics.

Thanks to Dr. Lynne Carroll and Dr. Bob Graff for serving on my Thesis Committee;

Ginny Cleary, my "boss" and friend, for her support, her creative input on the commercials, and for allowing me time off from work every day for the last several weeks;

My sincere appreciation goes to -

- Cindy Cornish and the staff at the SSU Production Studio for their expertise in producing the television commercials;

- Bill Loving, Good News Honda for his cooperation in allowing Tom and I unlimited access to all the videos in the Good News library;

- Jeff Marshall, WMDT-TV for his cooperation in obtaining the footage for the commercial;

- Tom Latimer, WQHQ and Van Williamson, WSCL for donating their time and their voices for the commercials;

- Donna Test, Facilities Coordinator at SSU for her patience and cooperation in arranging for Fulton Hall 132 to be available every time I needed it to run subjects; and the

- the 102 students who kindly agreed to serve as participants and the professors who provided access to them.

**Table of Contents**

	Page
Acknowledgements.....	i
Abstract.....	2
Literature Review.....	3
Purpose of the Study.....	8
Hypothesis.....	11
Method.....	14
Results.....	17
Discussion.....	24
References.....	36
Tables.....	38
Appendices.....	45

The Impact of Program Induced Mood  
on the Effectiveness of  
Television Advertisements

The choice of which television program to present an advertising message is an extremely important decision. Historically, advertisers have based this decision on program ratings provided by the Nielsen Rating Service by calculating cost efficiencies. The primary criterion is the number of people from the advertiser's target market that can be reached per dollar of advertising expenditure.

While a program's ability to reach the target audience is an important consideration, it does not give consideration to the context of the program; and programming environments within which commercials can be shown vary tremendously.

Some advertisers seem implicitly to believe that programs containing negative information may adversely affect the perception and impact of their brand. Many companies have policies against placing advertising among programs that portray violence because the feelings aroused by the

program may become associated with their product (Coates, 1980). Coca-Cola, for instance, does not sponsor news programs because they may contain unpleasant information (Advertising Age, 1980).

Only recently have advertising researchers begun to look at the effect that program environment has on the viewer's perception of an embedded advertisement, specifically how the emotional tone of the mood generated by the program environment affects the perception of embedded advertisements.

Research on the impact of mood on information processing in an advertising context began in the late 1970s, although mood was induced by means other than media. For example, Isen (1978) induced mood by either providing or not providing subjects with a small gift. Once mood was induced, subjects were asked to evaluate different advertisements for products. Results showed that subjects in a positive (happy) mood were found to have better recall of the advertisements than subjects in a negative mood.

Srull (1983) exposed subjects to print ads following the induction of either a positive or

negative mood using a Velten-like (1968) mood manipulation procedure. He found that subjects in a positive mood rated the advertised product more favorably than those in a negative mood (product attitude).

For some time, happy and sad media presentations (films, television programs, magazine articles, etc.) have been used to induce positive and negative feeling states (Gouaux, 1971; Gouaux & Summers, 1973; Isen, 1984; Goldberg & Gorn, 1987). Only recently, however, have researchers used media to induce mood in order to study what effect mood has on information processing and advertising effectiveness, and a literature review revealed only two such studies.

Goldberg & Gorn (1987) exposed subjects to four different product ads embedded within either a happy or sad 30-minute television program. Results confirmed earlier research that subjects in a happy mood had better recall of the commercials and evaluated the commercials as more effective than those in a sad mood.

A more recent study by Mathur & Chattopadhyay (1991) confirms these findings. Subjects were

shown a 5 to 10 minute segment of either a happy or sad television program to induce mood. Subjects were then shown one of two commercials differing in type of product and content. One commercial was an upbeat McDonald's commercial, the other a somber New York Life insurance commercial. Subjects were asked to recall all that they could remember about the commercial. Results showed that subjects in a positive mood had better recall of the commercial, regardless of commercial type. The authors conclude that positive program context facilitates the processing of embedded advertisements while negative program context inhibits processing of embedded ads.

All of these studies suggest that positive (happy) mood enhances the efficiency of information processing, and that negative (sad) mood inhibits information processing. Specifically, the authors claim that when subjects are in a positive mood, they experience better ad recall and a more positive attitude toward the advertised product.

These studies lend support to the mood congruence model of information processing; that is, mood states influence evaluations, judgments

and behaviors in mood congruent directions. People in a positive mood are likely to have positive evaluations, expectations and actions while negative mood influences people's evaluations in a negative way.

Another group of mood studies in the literature have focused on the effect of mood on persuasion. Subjects in these studies were induced with either a positive or negative mood and then presented with a controversial topic to evaluate. The results of these studies indicate that subjects in a positive mood appeared to engage in less processing of the communication than subjects in a negative mood.

Worth & Mackie (1987) induced a positive or neutral mood by giving or not giving subjects a dollar. Subjects were then asked to read and evaluate an article on acid rain, one version containing a strong argument quality and one with a weak argument quality. Results showed that subjects in a positive mood appeared to engage in less processing of the information. Processing was measured in terms of recall and attitude.

A similar study by Kuyendall & Keating (1990)

confirmed these findings. Kuyendall & Keating induced mood in subjects with magazine articles designed to produce either a positive, neutral or negative mood. Subjects then read and evaluated an article for which the persuasion quality varied. When presented with the persuasive material, subjects in a negative or neutral mood were more strongly influenced by the material than subjects in a positive mood. The authors concluded that information processing is reduced by positive, but not negative moods.

These studies lend support to the mood management theory of cognitive processing; that is, people are motivated to manage mood by selectively attending to stimuli. This theory purports that people in a positive mood attend to information only to the extent that it perpetuates their affective state, whereas people in a negative or neutral mood attend to information in an attempt to produce a more positive affective state.

Although the persuasion research mentioned above does not use advertising media to either induce mood or as a means of persuasion, it seems natural to predict that the results would be

similar because television programs have been shown to induce mood and because advertising is a persuasive communication.

The two sets of mood studies outlined previously seem at first to be contradictory. One set of studies claim that people are better information processors when they are in a positive (happy) mood, while the second set of studies suggests that people are better information processors when they are in a neutral or negative (sad) mood. Perhaps the difference in the results could be explained by the type of message that follows mood induction--happy/sad in the first set and high persuasion/low persuasion in the second set. Perhaps information processing is impacted by the combination of induced mood as well as the type of message that is being presented.

The purpose of this study is to add to the existing body of knowledge concerning ad context and effectiveness. Mood will be induced by a television program and two types of commercial appeals will be utilized. The dichotomy of advertising messages to be used in this study is soft-sell advertising and hard-sell advertising.

Soft-sell advertising is sometimes described as "feel-good" advertising. Soft-sell advertising appeals to the viewer's emotions using a feeling-oriented or emotional-based approach. Hard-sell advertising, on the other hand, is described as "thinking" advertising. Hard-sell spots make objective appeals or appeals to the rationality of the viewer.

This study is an attempt to merge the two sets of studies previously outlined (mood congruent and mood management) in the following manner. Happy, neutral and positive moods will be induced before the commercial messages are presented as was done in previous studies. The messages themselves, however, represent the crossover between happy/sad message content and low persuasion/high persuasion message content. By the definitions outlined earlier for soft-sell and hard-sell advertising, soft-sell advertising represents happy/low persuasion advertising whereas hard-sell advertising represents a more somber/high persuasion appeal.

Specifically, it is hypothesized that people in a positive mood will be more receptive to soft-

sell ("feel good") advertising approaches whereas people in a negative mood will be more receptive to hard-sell (informative) advertising approaches.

Relating this to program context, hard-sell advertising may be most effective when placed among programs that induce a negative mood; whereas soft-sell advertising may be most effective when placed among programs that induce a positive mood.

**Hypotheses**

**Happy/Soft-Sell:** It is predicted that the subjects in this condition will have better recall, more positive attitude toward the brand and higher purchase intent than any other subjects in the soft-sell condition. This prediction is supported by both the mood congruence and mood management theories of information processing. The mood congruence theory holds that people will attend to information that matches their mood state; and the mood management theory holds that people in a positive mood will scrutinize the information to the extent that it maintains their positive mood.

**Neutral/Soft-Sell:** According to the mood congruence theory, this condition will have below average recall, less positive attitude toward the brand and lower purchase intent than the happy/soft-sell condition because the tone of the commercial and the mood are not congruent. Mood management theory would suggest above average recall, attitude and purchase intent because the ad will be attended to in an attempt to improve their mood.

**Sad/Soft-Sell:** The commercial tone and the induced mood are conflicting in this condition; therefore,

the mood congruence theory would predict low recall, poor attitude and low purchase intent. Conversely, the mood management theory would predict good recall, attitude and purchase intent because subjects will be motivated to attend to an upbeat message in order to reduce their negative mood state.

**Happy/Hard-Sell:** The theories predict similar results in this condition, but with different rationale. The mood management theory predicts low recall, below average attitude and purchase intent. The commercial will be avoided because subjects are content with their existing mood and will avoid the commercial because of its factual nature. The commercial and the mood are incongruent and will therefore result in lower than average scores.

**Neutral/Hard-Sell:** Since the mood and the commercial are not mood congruent, the prediction is for subjects to report below normal ad recall, favorable thoughts and purchase intent. In terms of the mood management theory, the prediction would be above average recall, favorable thoughts and purchase intent.

**Sad/Hard-Sell:** Both theories predict similar results. Subjects in this condition will be the most receptive to hard-sell advertising. Overall, the results should relate to those of the happy/soft-sell condition, meaning there should be high ad recall, positive brand attitude and high purchase intent. The rationale for this prediction in terms of the mood management theory is that subjects will attend because they are motivated to terminate their negative mood. The mood congruence theory predicts that subjects will attend because they are being presented with somewhat mood congruent information.

## METHOD

Subjects

Subjects were undergraduate students enrolled in an Introduction to Psychology Class at Salisbury State University. Participation was voluntary with class credit being given. Approximately 150 students out of a total of 257 were randomly selected by computer to participate in this experiment, of which 102 agreed to participate on their own time. Participation in some type of research during the semester was a class requirement. Five students' data was eliminated due to incomplete data.

Procedure

Once subjects were seated, they were told that the purpose of the research was to study people's reactions to different types of programs and different types of commercials that they might watch on television. They were told that they would be watching a 10-minute television program and a 30-second commercial and then asked to fill out a questionnaire evaluating each. A package was passed out to each student containing an informed

consent form (see Appendix A) and a three-page questionnaire (see Appendix B).

#### *Independent variables*

Subjects were shown one version of a 10-minute television programs that was selected (and pre-tested) to induce the appropriate mood state. For the positive condition, subjects watched a funny and upbeat interview program starring ex-child actors. The neutral program was a documentary about turtles. Subjects in the negative condition watched a program about teens and problem drinking.

Subjects were then shown one version of a :30 commercial. Two different commercials were used, one being the soft-sell advertisement and one the hard-sell advertisement. The subject of the commercial was a fictitious car named the Genesis 300xi. The commercials were designed to provide viewers with exactly the same information about the car; however, the presentation style of the information differed according to the definition of soft-sell and hard-sell outlined previously. The commercial scripts are provided in Appendix C.

#### *Dependent variables*

Immediately upon conclusion of the 10-minute

program, students were asked to complete a program evaluation form. The form contained questions that asked for their evaluation of the program content and to measure current feelings (mood) on a scale of 1 to 7 as a manipulation check of induced mood.

Immediately upon conclusion of the commercial, subjects were asked to complete the commercial evaluation form which contained questions that assessed for ad recall, attitude toward the product, effectiveness of the commercial, intent to purchase, and current mood.

## RESULTS

The data was analyzed using an ANOVA in a 3x2 factorial design.

## Mood

The Program Evaluation Form contained three questions that assessed for current mood. On a scale from 1 to 7, subjects were asked, "now that I've watched this program, I feel....happy/sad, good/bad, pleasant/unpleasant".

An analysis of variance for each of the three mood measures revealed that the programs successfully induced the positive, neutral and negative mood states: happy/sad,  $F(2,91) = 136.96$ ,  $p < .001$ ; good/bad,  $F(2,91) = 104.60$ ,  $p < .001$ ; pleasant/unpleasant,  $F(2,91) = 144.87$ ,  $p < .001$ . A Tukey test confirmed that subjects in the positive condition felt more positive than subjects in the neutral condition who, in turn, felt more positive than subjects in the negative condition (see Table 1).

---

Insert Table 1 About Here

---

**Ad Recall**

Two questions were included in the Commercial Evaluation Form to assess for ad recall.

**Total Recall**

The first question asked subjects to write down everything that they could remember about the commercial, regardless of how insignificant it might seem. A list of all the different responses given by subjects for each commercial type was compiled and used as the total number of responses possible for each commercial. The total for soft-sell was 37 items and for hard-sell the total was 26 items. For each subject, the total number of responses were counted; and a percentage of the total number of possible responses was calculated (see Table 4). An ANOVA failed to show a significant interaction,  $F(2,91) = .47$ ,  $p>.05$  or a significant main effect of mood,  $F(2,91) = .26$ ,  $p>.05$  or commercial type,  $F(1,91) = 2.54$ ,  $p>.05$ .

---

Insert Table 4 About Here

---

A review of the data revealed that some of the

responses subjects gave were inaccurate. A percentage of inaccurate responses of total possible responses was calculated. An ANOVA did not reveal an interaction for this measure. However, there was a significant main effect of commercial type,  $F(1,91) = 4.30$ ,  $p < .05$ , indicating that subjects who viewed the hard-sell commercial made more inaccurate responses ( $M = 2.08$ ) than subjects who viewed the soft-sell commercial ( $M = .87$ ). There was not a significant main effect of mood  $F(2,91) = .47$ ,  $p > .63$ .

#### *Recall - Four Main Points*

The second question asked subjects to list four main points that the commercial was trying to make about the product. In order to control for the type and quality of information contained in each commercial, the scripts for each focused on four main attributes of the car: fast/speed, handling ability, interior design and exterior design (see Appendix C). The original intention was to see if viewers could play back the four main points of the commercial. A review of the responses, however, showed that people felt the name of the car, for

example, was an important point, as well as the fact that it was a new model, etc. Because in hindsight, it was very difficult to draw the line in terms of which was a main point and which was a secondary point, in scoring on this dimension, subjects were given credit for any correct response provided. Four points were possible; and, again, the number of accurate and inaccurate responses were tabulated. An ANOVA revealed a significant interaction of mood and commercial type for accurate responses,  $F(2,91) = 3.34$ ,  $p < .05$ . A simple effects test was conducted to reveal the origin of the interaction. These analyses indicated that for the positive and neutral conditions, subjects made more accurate responses in the soft-sell condition than in the hard-sell condition (see Table 5). There was no difference in the negative mood condition for this measure.

---

Insert Table 5 About Here

---

An ANOVA revealed no significant effects for the percentage of inaccurate responses,  $F(2,91) =$

1.37,  $p > .05$  and no significant main effects for mood,  $F(2,91) = 1.05$ ,  $p > .05$  or commercial type,  $F(1,91) = 2.15$ ,  $p > .05$ .

#### Product Attitude

On a scale of 1 (positive) to 7 (negative), subjects were asked to rate their attitude toward the car. An ANOVA showed no significant interaction of mood and commercial type,  $F(2,91) = 1.91$ ,  $p > .05$ , and no main effects for mood,  $F(2,91) = 1.24$ ,  $p > .05$  or commercial type,  $F(1,91) = 1.94$ ,  $p > .05$ . (See Table 6.)

---

Insert Table 6 About Here

---

#### Purchase Intent

On a scale of 1 to 7, subjects were asked to indicate how likely they would be to consider the Genesis 300xi among their choices if they were in the market for a new car. Although an ANOVA revealed no significant interaction,  $F(2,91) = 3.02$ ,  $p > .05$ , there was a main effect of mood,  $F(2,91) = 5.70$ ,  $p < .05$ . A Tukey test showed that subjects in a positive mood were more likely to

consider the car for purchase than the subjects in the negative mood (see Table 7). There was not a significant main effect of commercial type,  $F(1,91) = 1.66$ ,  $p>.05$ .

---

Insert Table 7 About Here

---

#### Commercial Effectiveness

On a scale of 1 to 7, subjects were asked to rate the effectiveness of the commercial. An ANOVA showed no significant interaction,  $F(2,91) = 3.02$ ,  $p>.05$  and no main effect of commercial type,  $F(1,91) = 1.66$ ,  $p>.05$ , but did reveal a main effect of mood  $F(2,91) = 5.7$ ,  $p<.05$ . A Tukey test confirmed that subjects in a positive mood rated the commercial as more effective than subjects in a neutral or negative mood regardless of which commercial they viewed (see Table 8).

---

Insert Table 8 About Here

---

#### Mood Change

Subjects were asked at the end of the study to complete the same three mood measures. The question was, "Now that I watched this commercial, I feel....". The means of the three mood measures were calculated (see Table 2) and compared to the

---

Insert Table 2 About Here

---

means of the mood measures obtained at the conclusion of the program. An ANOVA of the change in mood revealed no significant interaction,  $F(2,91) = .94$ ,  $p>.05$  and no main effect of commercial type,  $F(1,91) = 1.22$ ,  $p>.05$  but did reveal a main effect of mood,  $F(2,91) = 74.85$ ,  $p<.001$ . The results are shown in Table 3. A Tukey Test confirmed that there was a significant mood change in subjects between the first mood check and the second mood check in both the positive and negative conditions. The mood of positive subjects became less positive while the mood of the negative subjects became less negative.

---

Insert Table 3 About Here

---

## DISCUSSION

**Ad Recall**

Of specific interest to this study was the main effect of mood/program type as well as the program-by-advertisement interaction. An interaction was hypothesized such that the positive mood/soft-sell commercial condition and the negative mood/hard-sell commercial condition would produce the greatest percentage of information recalled.

There were a total of four different ad recall measures: Total Recall - Accurate; Total Recall-Inaccurate; Four Main Points - Accurate; Four Main Points - Inaccurate. In all four measures, results showed that there was no difference in the quantity of information recalled from the commercial as a function of either induced mood or type of advertisement.

**Total Ad Recall - Accurate**

The results for total ad recall - accurate are considered to be the most significant measure and these results are presented in Table 2. Subjects in each condition recalled approximately 25% of the information in the commercial regardless of mood

and regardless of which commercial they were shown. The hypotheses relative to ad recall were not supported, neither in terms of the mood management theory nor the mood congruence theory. The reasons for this discrepancy are not clear.

The lack of a main effect of mood on this measure contradicts a number of previous studies relative to mood and ad recall [(Clark & Isen (1982), Isen (1984), Isen and Daubman (1984), Goldberg & Gorn (1987), Mathur and Chattopadhyay (1991)]. Each of these studies found that subjects in a positive mood recalled significantly more information within a communication when in a positive mood than in a negative mood. Isen, in particular, argues that people are more efficient information processors when in a happy mood compared to when in a sad mood, and that when in a sad mood, we become engrossed with the cause of our sad mood and allocate more attentional resources to the program and less to the advertisement. Further when in a happy mood, we are less engrossed with the cause of our mood and more receptive to the elements in our environment.

The conclusions drawn from previous research

suggest that advertisers should be concerned about program-context effects because commercials shown within programs that induce sad/negative mood advertisements may not be processed as extensively and therefore, may be less effective. Again, the results of the current study do not lend support to this notion.

Although we do know what mood viewers were in immediately following the program, it is unknown what effect the commercial had on mood as there was not a mood check immediately after viewing the commercial, nor were the commercials pre-tested for their effect on mood. More discussion on this specific follows in a later section.

#### *Total Recall - Inaccurate*

Results showed that a main effect of commercial type on total recall of inaccurate information was higher for subjects shown the hard-sell commercial. Inaccurate recall was not a measure that was considered at the outset of the study and is not considered to be particularly useful information. These findings can perhaps be explained by saying that the nature of the hard-sell commercial was very factual with very

specific information i.e. 275 horsepower, 3.4 litre engine. Therefore, there were more facts to be recalled incorrectly (remembered as 250 horsepower, 3.8 liter engine). On the other hand, the soft-sell commercial contained a lot more visual information and subjects tended to remember things such as the sky was blue, the car was shiny, the yellow line on the road, etc.

*Four Main Points - Accurate*

For the measure of recall of the four main points remembered accurately, the results showed an interaction, indicating that subjects in the positive and neutral conditions shown the soft-sell commercial remembered the four points more accurately than subjects shown the hard-sell commercial. There was no significant difference in the negative condition on this measure.

For the reasons outlined earlier pertaining to this measure, this is not considered to be a significant finding. It is felt to be a function of the number of possible items to be remembered in the soft-sell commercial (37) vs. the hard-sell commercial (26), and not a function of mood or commercial appeal.

### Product Attitude

Of primary interest to this study was the interaction of mood and program as well as the main effect of mood; however, no significant results were found. This is an indication that there was not a transfer of affect to the car, meaning that the subject's mood at the time of exposure to the commercial did not carryover to and affect their evaluations of the product.

The lack of a main effect of mood, again, contradicts previous research [(Srull (1983), Goldberg & Gorn (1987), Mathur and Chattopadhyay (1991)] which suggests that subjects in a positive mood were likely to rate the advertised product favorably than those subjects in a negative mood. Srull (1983) assessed subjects to print ads as a function of mood state. Although Srull used print ads vs. television commercials as the persuasive communication in his study, he found that subjects in a positive mood rated the advertised product more favorably than those in a neutral mood, and those in a negative mood rated the product less favorably than those in a neutral mood. The conclusion was that the moods engendered by the

program context biased the feeling tone of the response toward the product advertised in the direction of the viewers mood. The results of the present study did not confirm these findings.

#### Purchase Intent

An interaction was hypothesized but was not found. A main effect of mood was found which showed that subjects in a positive mood were more likely to purchase the product than subjects in the negative mood, regardless of which commercial they saw. This lends support to the notion that commercials should be placed within programming that is positive and induces a positive mood in viewers.

The results of this measure, however, seem to conflict with the results of the attitude measure. It seems logical to assume that in order to consider purchasing a product, one would need to have a positive feeling toward the product. Results of the attitude measure suggest that subjects in a positive mood did not feel more positive toward the product, although the purchase intent measure showed that they were more likely to

purchase the product. This shows that attitude and purchase behavior are not as positively correlated as strongly as one might think.

One final comment on this finding concerns the question itself. The question asked subjects to rate how likely they would be to consider the Genesis 300xi among their choices when shopping for a new car, which is much different than asking how likely they would be to buy the Genesis 300xi. This wording was chosen because a car is a large monetary investment and the process of purchasing a car involves a complex chain of behaviors. It would be presumptuous to expect someone to purchase a new car on the basis on a :30 commercial. Asking whether subjects might consider the car among their choices vs. whether they might actually purchase the car are two very different questions, which would most likely result in very different responses.

#### Commercial Effectiveness

An interaction was hypothesized but was not found. There was a main effect of mood, however, which confirms that subjects in a positive mood

rate commercials as more effective than subjects in a neutral or negative mood, regardless of which commercial they were shown. These results confirm the findings of Goldberg & Gorn (1987) who found that subjects in a positive mood rated commercials as more effective than subjects in a negative mood; the neutral condition was not included in their study.

This suggests a carryover effect of mood to the evaluation of commercials. It shows that subjects' evaluations of commercials are influenced by their mood in mood consistent directions, which gives even more support to the notion that advertising should be positioned within a program context that induces a positive mood.

#### Mood Change

The three initial mood measures were repeated at the end of the commercial evaluation form and compared to the mood measures taken following the program. Only the main effect of mood was of interest to this study but was not found. This was not expected. The lack of a significant main effect of mood means that the mood of the subjects

in all three conditions were virtually equal such that the mood induced by the program ceased to exist. This measure provides some insight into the recall and attitude measures.

To quantify this finding, the mood change was calculated by subtracting the means of the second three measures from the means of the first three measures for each individual. The results of the ANOVA are shown in Tables 2 and 3.

It appears that significant mood changes were experienced during the course of this study by subjects in both the positive and negative conditions. Subjects in the positive condition reported feeling less positive and subjects in the negative mood reported feeling less negative; subjects in the neutral condition did not indicate a significant change in mood. It is not clear whether the commercial itself was responsible for the mood change or if the change in mood was a function of time and simply a regression toward the mean.

### Future Research

The results of this study suggest the need for more empirical work on the effects of mood on the viewer's perception of embedded advertisements and their attitudes toward the advertised product. Some methodological considerations in replicating this study are as follows.

The commercials should be pretested for mood-inducing effects to determine how the mood induced by the program is affected by the commercial. In addition to pretesting the commercials for mood inducement, one may want to assess for mood after the commercial in the actual study. The commercials should also be pretested for persuasive appeal to confirm that they meet the criteria for low vs. high persuasive appeal.

Referring to the questionnaire used in this study, the mood questions should be asked immediately following the program. By doing so, subjects would report their mood without first having had a chance to intellectualize their response.

It may be helpful to use a more revealing mood assessment instrument to more accurately assess the mood that was induced by the program.

Asking subjects to explain the choices they make on the attitude measure, the purchase intent measure and the commercial effectiveness measure could provide advertisers with greater insight into how consumers feel about their products and commercials.

It may be helpful to devise a method for measuring quality of information recalled in addition to quantity and accuracy of information recalled.

Suggestions for additional research include placing the commercial within the program segment, i.e. 5 minute program segment followed by commercial followed by 5 minute program; and/or placing the commercial within a commercial pod the way commercials are normally viewed. If possible, in future studies it would be interesting to examine recall, attitudes and behavioral intent at a future time (i.e. 24 hours later, 7 days later).

## REFERENCES

- Advertising Age, (1980), GF, Coke Tell Why They Shun TV News, January 28, 39.
- Clark, M. & Isen, A. M. (1982). Toward understanding the relationship between feelings states and social behavior. In A. Hastrol & A. Isen (Eds.), Cognitive Social Psychology, 73-103. NY: Elsevier/North Holland
- Coates, Colby (1980). Will Anyone Sponsor CBS Movie? Advertising Age, September 8, 1.
- Goldberg, Marvin E. and Gorn, Gerald J. (1987). Happy and Sad TV Programs: How They Affect Reactions to Commercials. Journal of Consumer Research, 14, 387-403.
- Isen, A. M. (1984). The influence of positive affect on decision making and cognitive organization. Advances in Consumer Research, Vol. 11, ed. Thomas C. Kinnear, Provo, UT: Association for Consumer Research, 534-537.
- Isen, A. M. (1984). Toward understanding the role of affect in cognition. In R. Wyer, & T. Strull (eds.), Handbook of social cognition, 179-236. Hillsdale, NJ: Erlbaum.
- Isen, A. M. & Daubman, K. A. (1984). The effects

- of affect on categorization. Journal of Personality and Social Psychology, 47, 1206-1217.
- Kuyendall, D., & Keating, J. O. (1988). Mood and Persuasion: Evidence for the Differential Influence of Positive and Negative States. Psychology and Marketing, Vol. 7(1), 1-9.
- Mathur, M., & Chattopadhyay, A. (1991). The Impact of Moods Generated by Television Programs on Responses to Advertising. Psychology & Marketing, Vol. 8 (1) 59-77.
- Srull, Thomas K. (1983). The impact of affective reactions in advertising on the representation of product information in memory. Advances in Consumer Research, Vol. 10, eds. Richard Bagozzi and Alice Tybout, Ann Arbor, MI: Association for Consumer Research, 520-525.
- Velten, E. (1968). A Laboratory Task for Induction of Mood States. Behavior Research and Therapy, 6, 473-482.
- Worth, L.T., & Mackie, D. M. (1987). Cognitive mediation of positive affect in persuasion. Social Cognition, 5, 76-94.

Table 1

Means of Mood Immediately Following Program

	Mood		
	Positive	Neutral	Negative
Happy/Sad	2.52	3.21	6.14
Good/Bad	2.35	3.03	5.86
Pleasant/	2.23	2.99	5.97
Unpleasant			

p&lt;.05

Note: Scale is 1 to 7 respectively.

Table 2

Means of Mood Following Commercial

	Mood		
	Positive	Neutral	Negative
Happy/Sad	3.25	3.29	3.66
Good/Bad	3.23	3.32	3.51
Pleasant/	3.20	3.18	3.34
Unpleasant			

p&gt;.05

Note: Scale is 1 to 7 respectively.

Table 3

Means of the Change in Mood Before and After  
Commercial

	Mood		
	Positive	Neutral	Negative
Mood Change	-.86	-.27	2.45

Note: Negative score signifies a negative mood change and a positive score signifies a positive mood change.

Table 4

Means of Total Ad Recall

Mood			
Commercial	Type	Positive	Neutral
			Negative
	Soft-Sell	24.61	21.56
	Hard-Sell	25.26	26.51
			24.02
			27.37

Note: Means are percentages of total number of responses possible.

Table 5

Means of Four Main Points - Accurate

Mood			
Commercial	Type	Positive	Neutral
			Negative
	Soft-Sell	3.47	3.64
	Hard-Sell	2.50	2.36
			2.81
			2.89

Note: Scale is (1) Positive to (7) Negative

Table 6

Means of Product Attitude

Mood			
Commercial	Type	Positive	Neutral
			Negative
	Soft-Sell	2.69	3.57
	Hard-Sell	3.07	2.50
			3.06

Note: Scale is (1) Positive to (7) Negative

Table 7

Means of Purchase Intent

Mood	Positive	Neutral	Negative
Likely/Unlikely	3.62	4.50	4.74

Note: Scale is 1 (Likely) to 7 (Unlikely)  
Tukey Test confirmed that positive and negative conditions are significantly different from each other. There is no difference in the neutral cell.

Table 8

Means of Commercial Effectiveness

Mood	Positive	Neutral	Negative
Effective/			
Ineffective	3.32	4.68	4.05

Note: Scale is (1) Effective to (7) Ineffective.

Tukey Test confirmed that there is a significant difference between all three conditions.

**Appendices**

Disclosure Form.....	Appendix A
Questionnaire.....	Appendix B
Commercials.....	Appendix C

**Appendix A****Disclosure Form**

I am currently conducting a study to evaluate peoples' reactions to television programs and commercials, and I am seeking the assistance of college students. The study involves watching a short video tape and completing a brief questionnaire.

Your cooperation and participation are strictly voluntary and your choice to participate or not to participate will in no way affect your grade. You may leave any particular question unanswered or may choose not to complete the questionnaire. Your participation is very valuable to me as I will be using this information for my Master's thesis.

This study does not involve any sensitive or personal information; however, every effort will be made to keep the information you provide confidential. Your name will not appear on the questionnaire itself.

If you have any questions about this study or would be interested in the results, please contact Luanne Phillips (543-1657) or Dr. George Whitehead (SSU Psychology Department) after June 1, 1993.

Thank you very much for your cooperation.

---

Signature

**Appendix B**

**Program Evaluation**

A. As you watched this program, what thoughts and feelings were going through your mind?

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

B. Now that I watched this program, I feel ..... (place an "x" in the appropriate space):

Happy : \_\_\_\_\_ : \_\_\_\_\_ : \_\_\_\_\_ : \_\_\_\_\_ : \_\_\_\_\_ : \_\_\_\_\_ : \_\_\_\_\_ : Sad

Good : \_\_\_\_\_ : \_\_\_\_\_ : \_\_\_\_\_ : \_\_\_\_\_ : \_\_\_\_\_ : \_\_\_\_\_ : \_\_\_\_\_ : Bad

Pleasant: \_\_\_\_\_ : \_\_\_\_\_ : \_\_\_\_\_ : \_\_\_\_\_ : \_\_\_\_\_ : \_\_\_\_\_ : \_\_\_\_\_ : Unpleasant

**DO NOT TURN THE PAGE!**

### Commercial Evaluation

A. Write down everything you can remember about the commercial, regardless of how unimportant it may seem.

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

B. What were the four main points made about the car in this commercial?

1.

---

2.

---

3.

---

4.

---

C. How would you rate your attitude toward the car?

Positive: \_\_\_\_ : \_\_\_\_ : \_\_\_\_ : \_\_\_\_ : \_\_\_\_ : \_\_\_\_ : \_\_\_\_ : Negative

D. If you were in the market for a new car, how likely would you be to consider this car among your choices?

Very Likely: \_\_\_\_ : \_\_\_\_ : \_\_\_\_ : \_\_\_\_ : \_\_\_\_ : \_\_\_\_ : \_\_\_\_ : Not Very  
Likely

E. I found this commercial to be:

Effective: \_\_\_\_ : \_\_\_\_ : \_\_\_\_ : \_\_\_\_ : \_\_\_\_ : \_\_\_\_ : \_\_\_\_ : Ineffective

F. Now that I watched this commercial, I feel.....

Happy : \_\_\_\_ : \_\_\_\_ : \_\_\_\_ : \_\_\_\_ : \_\_\_\_ : \_\_\_\_ : \_\_\_\_ :  
Sad

Good : \_\_\_\_ : \_\_\_\_ : \_\_\_\_ : \_\_\_\_ : \_\_\_\_ : \_\_\_\_ : \_\_\_\_ :  
Bad

Pleasant: \_\_\_\_ : \_\_\_\_ : \_\_\_\_ : \_\_\_\_ : \_\_\_\_ : \_\_\_\_ : \_\_\_\_ : Unpleasant

G. What do you think this research study was about?

---

---

---

---

---

---

---

Appendix C

The Genesis 300 xi  
:30 Soft-sell spot

Music: Hard-driving rock with contemporary jazz feel  
with percussion accents

Opening Visuals: Quick cuts of car rounding corners in slow-motion with "trailing" effects.

V.O. (man): Ah, I love curves.  
....those twisting hairpin turns  
....winding mountain roads

Visuals: Quick cuts of car racing straight past camera

V.O. (man): Oh, and speed. I love speed.  
Controlling the power.  
It's a rush.

Visuals: Quick cuts of still images of car interior and exterior details synchronized to music.

V.O. (man): Styling. I love a car that sleek...and comfortable. Fits me like a glove.  
Aerodynamic. And, of course, red.

Visuals: Profile of car in studio....fades to black screen with logo in white.

V.O. (woman): Fall in love.  
The new Genesis 300 xi.

The Genesis 300 xi  
:30 Hard-Sell Spot

Music: Low volume light jazz sound

Visuals: Slow pan of car in studio

V.O. (man): Introducing the '93 Genesis 300 xi.

Visuals: Slow pan of the front-end.

V.O. A-arm suspension and rack and pinion steering for superb handling.

Visuals: Slow zoom to engine.

V.O.: Powered by a 3.4 litre V-i, the Genesis delivers an ample 275 horsepower.

Visuals: Slow pan of interior and exterior details.

V.O.: Ergonomically advanced interior. Sleek aerodynamic exterior.

Visuals: Fade to back screen with logo in white

V.O. The '93 Genesis 300 xi.  
Brilliance is born.