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THE PROCESS OF INOCULATION AND ITS POTENTIAL IN PROMOTING
RESISTANCE TO THE EFFECTIVENESS OF MULTIPLE COMPETITIVE
ATTACKS ON THE COUNTRY OF ORIGIN CONCEPT

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ATTACKS ON THE COUNTRY OF ORIGIN CONCEPT

A DISSERTATION APPROVED FOR THE
DEPARTMENT OF COMMUNICATION

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ABSTRACT

This investigation tested the ability of different resistance strategies to protect the positive COO image attributed to products in the face of single and multiple competitor attacks. The results illustrate the superiority of refutational over supportive and restoration messages in protecting the positive COO image when facing single or multiple attacks. Also, the results indicate that refutational defenses, in which the message content (affective, cognitive or combined) is matched with the basis of the attitude (affective or cognitive), provide best protection against combined competitor attacks (affective and cognitive). Combined refutational defenses work better than mismatching refutational defenses, but not as well as matching refutational defenses. However, when facing multiple attacks, matching and combined refutational defenses work equally well and better than mismatching refutational defenses.

Chapter One: Introduction and Literature Review

Since 1970, global trade has expanded an average of 13% annually and it was expected to reach U.S. \$7.0 trillion by 2005 (Cateora & Graham, 1999). Automobile imports to the U.S. alone have increased in excess of 320% from 1970 to 2002 (“New Passenger Cars”, 2004).

“One result of this trend is increased interest in the effect of the country of origin (COO) on consumer behavior and product positioning strategy in the global marketplace” (Mohamad, Ahmed, Honeycutt, & Tyebkhan, 2000, p. 69). However, the interest in this variable is not new. Since the 1960’s the COO has been the “most widely studied phenomena in the international business, marketing, and consumer behavior literature” (Peterson & Jolibert, 1995, p. 883). In fact, the country of origin effect is the “most researched international aspect of consumer behavior” (Tan & Farley, 1987, p. 540). Because of its importance, in the last decade a number of different books have been dedicated to this topic (e.g., Jaffe & Nebenzahl, 2001; Papadopoulos & Heslop, 1992; Rijkenberg, 2001).

"Country of origin effect may be defined as the impact which generalizations and perceptions about a country have on a person's evaluation of the country's products and/or brands" (Lampert & Jaffe 1996, p. 27). This concept affects the perceptions consumers hold about the quality of products (Chao, 1993; Cordell, 1991; Mohamad, et al., 2000; Roth & Romeo, 1992). At times, COO may be moderated or overridden by a well-known global brand associated with the product (Chao, 1998; Cordell, 1992); however, COO may also be equally salient and an even more enduring factor in consumer product evaluation when compared to the brand name of the product (Cateora & Graham, 2005; Tse & Gerald, 1993).

COO can be conceptualized as a combination of two processes: cultural stereotypes and personal beliefs (Janda & Rao, 1997). Cultural stereotypes shape the attitudes toward foreign products (Keegan & Green, 1997). These stereotyped attitudes may, in turn, favor or hinder the marketer's efforts. On the positive end, "German is synonymous with quality engineering, Italian is synonymous with style, and French is synonymous with chic" (Milbank, 1994, p. B1). However, no country has a monopoly on favorable foreign reputation for all of its products in all product categories just as no country has unfavorable image or reputation for all of its products in all product categories (Keegan & Green, 1997). Hence, for some marketers, depending on the product marketed, country stereotypes may pose a considerable advantage over the competition, yet, for other marketers, stereotypes may pose a challenge to overcome (Keegan & Green, 1997).

Because stereotypes are generalizations and oversimplifications held by the majority of members in a society (Gamble & Gamble, 2002), they are seldom challenged and often not factual. Hence, stereotypes, which are the building blocks of the COO construct, because of their nature and infrequent challenges, can be considered to approach the status of *cultural truisms*. McGuire defines cultural truisms to be "beliefs that are so widely shared within the person's social milieu that he would not have heard them attacked, and indeed, would doubt that an attack were possible" (1964, p. 201). Pragmatically, whether stereotypes, and consequently the COO effect, can be considered truisms is debatable. The fact remains that COO is frequently used as an evaluative variable in product quality assessment, while being mainly based on stereotypical evaluations of the product's perceived country image.

Because of the lack of strong rationale for using this cue in product assessment, competitors can easily attack it. Morello (1992) recognizes the vulnerability of the COO concept and thus considers it very difficult to defend. Consequently, competitors' attacks may be perceived as major threats to the vitality of the COO concept (Morello, 1992). For example, just because a product is manufactured in Germany, it does not mean that it is of a superior quality compared to all of the other products available in the marketplace (e.g., Nagashima, 1970, 1977; Reiersen, 1966). Competitors, using systematic comparisons based on factual and statistical data, may be able to point out that COO may not be a reliable proxy for product quality. For example, for "Russians, country of origin is more important than brand name as an indicator of quality" (Cateora & Graham, 2005, p. 368). As a result, South Korean electronics manufacturers have combated this perception or stereotype by attempting to convince the Russian consumers that their products are just as good as Japanese products (Cateora & Graham, 2005). Consequently, "country stereotyping can be overcome with good marketing" (Cateora & Graham, 2005, p. 369).

Hence, comparative advertising using attack messages can be an effective tool to combat the COO effect promulgated by competitors of products with strong country images. As a result, companies marketing their products based on the strong COO effect, may find themselves in an unenviable position of needing to defend the COO image of their products in order to retain the competitive advantage enjoyed in the marketplace. Comparative advertising using attack messages targeting the COO image have been used in the past (see Mitchell, 2004), thus building, protecting, or defending the COO image may be an important strategy for the marketers to consider. To protect an attitude

currently in place (i.e., positive COO image) against competitor's advertising attacks Pfau (1992) suggests that:

...companies can employ two other options. They can initiate a comparative campaign of their own, or they can employ refutation or response advertising messages, which feature explicit or implicit rebuttal to the competitor's comparative. However, both options are post-hoc. As a result, it is unclear whether either response option can effectively contain the damage already done by the competitor's comparative advertisement. (p. 27)

Building on Pfau's (1992) statement, one possible strategy to attenuate the damage suffered from the competitor's attack is to strike back and attack the competitor's COO image. However, this strategy does little to restore the positive COO image for the company or answer the questions or points raised by the attacking message. All it does is an attempt to tarnish the competitor's COO image, but nothing to restore its attacked image.

A second strategy is image restoration or rebuilding the tarnished COO image. Via this strategy, once the competitor's attack has occurred targeting the positive COO image of the company, the company can respond by presenting systematic rebuttals to the competitor's COO claims raised in the attack, thus attempting to restore the COO image previously enjoyed by the company in the eyes of consumers.

Attacking the COO image of the competition does not necessarily restore the company's own COO image; however, image restoration is a strategy that can restore the positive COO image attacked. Still, this strategy is post-hoc and occurs after the damage has been done and may not always be able to restore the COO image effectively. In addition, it does little to protect the COO image against future attacks.

The Resistance Paradigm and Inoculation Theory

Inoculation offers an alternative strategy to post-hoc COO image restoration. This theory stems from the early study conducted by Lumsdaine and Janis (1953) who discovered two-sided messages, which present both sides of the argument to be more effective in conferring resistance to persuasive messages when compared to one-sided messages, which present only one side of the argument. This finding prompted McGuire to propose the original theory of inoculation in the early 1960's. He introduced two elements comprising the mechanism responsible for resistance to persuasion: threat and refutational preemption (Anderson & McGuire, 1965; McGuire, 1961a, 1961b, 1962, 1964; McGuire & Papageorgis, 1961, Papageorgis & McGuire, 1961a). McGuire believed that in order to increase a person's resistance to a persuasive message, first and foremost, that person would need to deem his or her belief or attitude object vulnerable to a possible attack. Consequently, the realized vulnerability, or threat, as coined by McGuire, would motivate the person to build defenses in order to protect the current belief or attitude object against different persuasive arguments. The defense building would bolster the current belief or attitude object that would allow the person to effectively counterargue and refute possible arguments introduced against the attacked belief or attitude object (McGuire, 1961; McGuire & Papageorgis, 1961; Papageorgis & McGuire, 1961). Although McGuire's research focused on cultural truisms, many researchers have extended the utility of the theory by expanding its boundaries into number of different controversial content domains such as interpersonal communication and mass media (Burgoon, et al., 1976; Burgoon & Chase, 1973; Burgoon, Cohen, Miller, & Montgomery, 1978, Burgoon & King, 1974; Freedman & Steinbrunner, 1964; Infante, 1975; McCroskey, 1970, McCroskey, Young, & Scott, 1972; Ullman &

Bodaken, 1975), commercial communication (Burgoon, Pfau, & Birk, 1995; Pfau, 1992; Wan & Pfau, 2004), political communication (Pfau & Burgoon, 1988; Pfau, Kenski, Nitz, & Sorenson, 1990; Pfau, Park, Holbert, & Cho; 2001), and health campaigns (Biglan & Ary, 1985; Foon, 1986; Godbold & Pfau, 2000; Pfau, 1995; Pfau & Van Bockern, 1994; Pfau, Van Bockern, & Kang; Perry, 1987; Szabo & Pfau, 2001).

Rationale for Application of Inoculation Theory to COO Effect

Based on the Lumsdaine and Janis' (1953) study, two sided messages as protection against competitors' attacks have been successfully introduced in the advertising and marketing literature as effective tools for protection against competitors' claims (Swinyard, 1981). In addition, Jackson and Allen (1987) and Allen et al. (1990) successfully demonstrated the superiority of two-sided refutational messages over two-sided nonrefutational messages and one-sided messages. These findings support Bither, Dolich, and Nell's (1971) conclusion that advertisers should be able to inoculate users against competitors' attack. Pfau's (1992) findings on comparative advertising also confirm the effectiveness of two-sided messages, thus supported the establishing consensus on the effectiveness of two-sided messages in commercial advertising (Kamins & Asseal, 1987; Mazis, 1976; Swinyard, 1981). Consequently, Szybillo and Heslin conclude that, "...inoculation [as a two-sided message strategy] may prove to be a useful conceptual framework to the advertiser or marketing specialist formulating advertising strategy" (1973, p. 403). Thus, a marketer or advertiser may be able to use inoculation to protect positive COO image against attacks by competitors, thus capitalizing on the COO effect.

However, is the application of this theory only limited to certain developed countries known to have strong country images (e.g., U.S., Japan, Germany, Italy,

France)? In addition, does the image of a country form a halo effect providing an umbrella image over all products coming from that country or is the COO image more product class/category specific? Keegan and Green (1997) seem to believe that "no country has a monopoly on a favorable foreign reputation for its products or a universally inferior reputation" (p. 292).

As world markets are consolidating and familiarity with products from different countries by consumers rises, COO as a product evaluating variable becomes more product class/category dependent (Choi, 1991; Cordell, 1992; Etzel & Walker, 1974; Gaedeke, 1973; Halfhill, 1980; Lampert & Jaffe, 1998; Nagashima, 1970, 1977; Reiersen, 1966; Roth & Romeo, 1992).

One of the first studies to look at COO as product class/category dependent was conducted by Reiersen (1966). He used college students to test the country image of several industrialized nations including the U.S. as compared across three different product categories (mechanical products, food products, and fashion products). On the basis of his results, Reiersen concluded that COO is indeed class/category specific and that country image perception is not appropriate for evaluating all products coming from the respective countries. For example, he found French fashion merchandise to be ranked much higher than French products in other categories. He also found Germany to be ranked much lower in fashion merchandise than any other product category.

Similar results were found by Nagashima's (1970, 1977) two studies of U.S. and Japanese businessmen. Nagashima tested the perceptions of products coming from industrialized nations across different product categories by using country image as a stimulus. In his study he allowed consumers to indicate the product categories that they best associate with a certain country. He further asked respondents to indicate the best

value products produced by certain countries in respect to price, quality, design, service, and so on. He came to the same conclusion as Reiersen; COO seems to be product class/category specific. He found the U.S. to hold the most prestigious image as a producer of automobiles, electrical appliances, and foods, but to fall substantially behind France in cosmetics, Germany and Japan in pharmaceutical products, and England and Japan in textiles.

One of the first attempts to use a consumer sample as opposed to a student or businessmen sample, in product category/class COO research was a study by Etzel and Walker (1974). They divided the products in four classes (all products, automobiles, cameras, and mechanical toys) and conducted their tests using housewives as a sample group. The results they found aligned with the other studies in this area showing that COO image is product class/category specific. For example, Japanese cameras were found to be more desirable than Japanese toys or autos. Also, U.S. toys were found to be more desirable than U.S. autos or cameras. Etzel and Walker's study was reconstructed by Halfhill (1980) using U.S. college students as a sample source. He reached the same conclusions as the previous two authors discovering that the country image is indeed product class/category specific.

All of the above studies have dealt with COO being product class/category specific in industrialized nations. To expand the generalizability of this concept Gaedeke (1973) tested to see if COO were product class specific for products coming from industrializing countries rather than the U.S. and other industrialized nations. In his study he used three product classes/categories (food products, electronic items, and textiles). Although all of the products coming from the U.S. yielded higher praise given by the evaluating U.S. college students, COO proved to be product class/category specific for

the products arriving from industrializing nations. For instance, Hong Kong (defined as an industrializing nation at the time of the referenced study) was considered much more favorable for textiles than food products. Similarly, canned meat from Brazil and cassettes from South Korea received higher quality praise than television sets from Brazil or shoes from South Korea.

After Gaedeke introduced COO as being product class/category specific for products coming from industrializing as well as from industrialized nations, more research studies were offered using nations from both industrializing and the industrialized regions. In their Canadian consumer study, Kaynak and Cavusgil (1983) discovered COO to be product class specific across four products (electronic goods, food products, fashion merchandise, and household goods) for 25 different developed and developing countries studies.

Similar results were found in Choi's (1991) study, which also discovered the category specific image of COO in both developing and developed countries. He tested the image of handmade carpets and wall to wall stainless carpets when made in the U.S. and China. He further extended his study by using sandals and athletic shoes. In both cases, hand made rugs and sandals coming from China were ranked higher than the same being made in the U.S. Conversely, the U.S. was found to be a better producer of wall to wall stainless carpet and athletic shoes than China. This finding confirmed the category specific image of COO.

One of the first studies in product category/class COO literature to use a consumer sample taken in both industrializing and industrialized nations was conducted by Cordell (1992). He divided the product categories into two classes: high performance risk (wristwatches, camera, electrical typewriter, and VCR) and low performance risk

(shoes, luggage, sports coat, and bed set). In his study he found preferences for products in both categories from industrialized nations to be more product specific than those coming from industrializing nations.

Other researchers, such as Roth and Romeo (1992), indicate that not only does COO effect differ across product categories, but so do the purchase intentions. Roth and Romeo remarked that a good match between a product category and COO is needed for a product to be successful in a foreign market. If a product belongs to a product category that is highly praised when coming from a certain country, then COO will have a big impact on that product's evaluations (Japanese automobiles). By contrast, if a product belongs to a product category that is not highly praised when coming from certain countries, then COO will have no impact on that product's evaluations (Japanese food products).

Another study on this topic was conducted by Lampert and Jaffe (1998). Although they did not run any empirical tests in their study, they proposed a model in which the level of the products' price differentiation within a category divides the product categories they have defined into classes. The classes they have proposed include high differentiation goods (cars, luxury products like perfumes, designer clothing, and high fashion watches), medium differentiation goods (vacuum cleaners, branded food items, and color televisions), low differentiation goods (gasoline, tires, and toothpaste), and homogeneous goods (sugar, salt, etc.). On the basis of their proposal, Lampert and Jaffe hypothesized that country image will be more salient for high differentiation goods than for medium, low or homogeneous goods.

A conclusion can be drawn based on all of the product class/category specific studies that COO image does not necessarily transcend all product categories or classes.

Hence, products from any country can capitalize on positive COO image, not only products coming from developed countries with well established country images such as U.S., Japan, Germany, United Kingdom, Italy, and France to name a few. Products coming from China can be just as competitive, and even superior, depending on the product introduced. Just as Choi (1991) points out, hand-made rugs or sandals coming from China have a more positive image than hand-made rugs or sandals coming from U.S. A Chinese company can benefit by emphasizing COO when advertising hand made rugs or sandals, and can ultimately benefit from inoculating prospective buyers against attacking messages initiated by its competitors. Hence, the conclusion deduced from this review is that inoculation theory as a resistance tool is not limited only to marketers from selected few developed countries, but inoculation may be a useful tool to marketers from any country in the world that has a positive COO image associated with a specific product class or category.

Defense Types Used to Protect Positive Country of Origin Images

As mentioned by Pfau (1992), one of the most widely recognized strategies to defend against possible competitor's attacks directed towards the image of the product or the country from which it originates is by employing post-hoc response or refutation of the attacking advertising message. This strategy, however, is retroactive rather than proactive and it is targeted not towards preserving the product's image, but instead, towards restoring it. However, this strategy has met some success in previous studies as it has at least in part successfully restored the attitudes towards certain truisms (McGuire, 1961), political candidates (e.g., Pfau, et al., 1990) and company's reputation/image (Cowden & Sellnow, 2002). Hence, this investigation posits that:

H1: For people who receive post-treatment COO image restoration messages, as compared to those who do not, restoration partially reduces the influence of comparative advertising messages on behalf of competitors.

A retroactive strategy, however, cannot protect COO image, but only restore it. On the other hand, inoculation is a strategy that may be capable of protecting the COO image held by potential buyers. When testing for its effectiveness, McGuire introduced different strategies to employ inoculation.

One strategy he used was to compare the effectiveness of supportive and refutational attitude defensive messages (McGuire, 1961, 1962, 1964; McGuire & Papageorgis, 1962; Papageorgis & McGuire, 1961). Supportive defenses may provide the reasons for holding certain attitudes by bolstering those attitudes. Their success is greatly dependent on the motivation of the receivers to generate more bolstering material to support their attitudes. Although these types of defenses have been found to be effective, their effectiveness has been found to be short-term and quickly dissipating (Anderson & McGuire, 1965; McGuire, 1961a, 1962, 1964; McGuire & Papageorgis, 1961). Refutational defenses on the other hand, act as motivators for recipients to generate more defenses as a direct response to the threat and counterarguments presented in the pretreatment, both challenging the recipient's attitudes already in place. In addition, these defenses provide the recipient not only with motivation, but also with specific content in order to be able to defend the attitudes against attacks. The consistent findings in the literature indicate refutational defenses to be superior to supportive defenses (Anderson & McGuire, 1965; Crane, 1962; McGuire, 1961a, 1962, 1964; McGuire & Papageorgis, 1961; Suedfeld & Borrie, 1978). Hence, this investigation posits that support messages will work, but refutational inoculation messages should work better.

H2: For people who receive a supportive treatment, as compared to those who do not, supportive messages lessen the influence of comparative advertising messages on behalf of competitors.

H3: For people who receive a refutational inoculation treatment, as compared to those who receive either a supportive treatment or no treatment (control), refutational inoculation confers greater resistance to the influences of comparative advertising messages on behalf of competitors.

Besides comparing the effectiveness of supportive and refutational attitude defensive messages, McGuire also compared the effectiveness of refutational defenses based on the content of the refutation preemptions presented in the inoculation treatments and then in the subsequent attacks. In *refutational same* treatments, the attack messages were based on the same content previously refuted in the preemptive inoculation treatments. In the *refutational different/novel* treatments, the attack messages did not match or only partially matched the content refuted in the preemptive inoculation treatments. The results indicate that inoculation seems to work equally well in both cases (Lee & Pfau, 1997; McGuire, 1961a, 1962, 1964; McGuire & Papageorgis, 1962; Papageorgis & McGuire, 1961; Pfau, 1992; Pfau & Burgoon, 1988; Pfau, Compton, Parker, An, et al., 2004; Pfau, Ivanov, et al., 2005; Pfau, Szabo, et al., 2001) but for different reasons. With refutational same messages, the content of the message seems to be responsible for the effectiveness of the inoculation as it provides the necessary material to refute the attacking messages. With refutational different/novel messages, the content cannot provide the necessary material to refute the attack messages, since the content of the attack messages is different from the one provided in the refutational preemptive message. Thus, the inoculation's effectiveness in this case is derived not from

the content, but rather from the motivation generated by the preemptive message to bolster the threatened attitudes based on the realized vulnerability of those attitudes as exposed via the preemptive treatments (McGuire, 1962, 1964). Since message decay is likely to occur after a certain period of time, the refutational same defenses, which depend on the content of the message, may not be as robust to protect against attitude slippage over time as refutational different/novel defenses may be, since the latter are not dependent on the content of the message. Hence, because of the mechanism used by refutational same and refutational different/novel messages in conferring resistance to attack messages, this investigation posits the following:

H4: Refutational different/novel inoculation treatments confer greater resistance than refutational same messages over time to the influence of comparative advertising messages on behalf of competitors.

Product Class Involvement, Country of Origin Effect, and Inoculation

As consumer involvement with the product class increases, so will the importance of the COO image as a decision making variable used by consumers when purchasing products. Consumer involvement can be best explained by what Petty and Cacioppo (1999) refer to as issue-involvement, which they define as the personal relevance of the attitudinal issue under consideration. Unless the product of interest is of personal importance for the consumer, the COO image will have only a modest role in the decision-making framework used by consumers. COO seems to have the biggest impact when the consumer involvement with the product is greater, which frequently occurs with high differentiation products (Lampert & Jaffe, 1998). Products that lack differentiation also lack the ability to generate product comparison. Conversely, products that exhibit high differentiation, elicit higher involvement and consequently product comparison, all

leading to the usage of the COO image as a tool of comparison. “The person who knows cameras also knows the difference between the Japanese and the German manufactures” (Johansson, 1988, p. 51). Hence, the COO effect can be expected to be a more salient evaluation tool for highly involving or differentiated products as compared to lesser involving or homogeneous products. This conclusion is supported by Lampert and Jaffe who recognize this scenario and as a result, divide all of the product categories in four groups or classes: high differentiation goods (cars, luxury products like perfumes, designer clothing, and high fashion watches), medium differentiation goods (vacuum cleaners, branded food items, and color televisions), low differentiation goods (gasoline, tires, and toothpaste), and homogeneous goods (sugar, salt, etc.) (1998). Lampert and Jaffe propose that country image will be a more salient evaluation tool for high differentiation goods than for medium, low, or homogeneous goods. Johansson (1988) seems to agree with this view suggesting that when “products are sharply differentiated, one would expect more of a ‘country of origin’ effect, and unless all countries cover all the niches, the made-in label will carry significant information” (p. 52).

In terms of involvement, the COO literature closely mirrors the comparative advertising literature, which also indicates that “one factor that determines the potential of comparative advertising and thus influences the viability of inoculation in fostering resistance to comparatives, is consumer involvement in the product class...” (Pfau, 1992). In order for consumer’s attitudes to be threatened, attacked, and ultimately inoculated against attacks, the consumer needs to care about the product or issues at hand, and he or she needs to have a formed attitude in place, which can be rendered to possible attacks. Similarly, the COO effect plays a prominent role as a decision making tool for consumers when evaluating the quality of products when the products are of considerable

importance to the consumers. It is difficult to insist that COO effect is used as a decision making tool when a person is buying a package of sugar (homogeneous good); however, the importance of COO can be expected to significantly increase when a consumer is considering a car purchase (high differentiation good). Consequently, it is less likely to expect a comparative advertisement carrying an attack message for a homogeneous good and it is even more difficult to apply inoculation in this scenario, because the consumer is not very likely to have a strong attitude towards the product of interest, hence it would be difficult for inoculation to elicit threat, which is a necessary precursor to creating resistance to influence. On the other hand, a high differentiation product is much more likely to elicit higher involvement by consumers and consequently a consumer reliance on the COO cue as a decision making tool. As a consequence, this type of a product is also more likely to generate a greater number of comparative advertisements carrying an attack message derogating COO importance as a rational tool for evaluating product quality. In this type of scenario, where the COO cue is an important evaluation variable likely to fall under attack by competitors, the inoculation strategy should be most robust and effective. Thus, the effectiveness of COO as a decision making tool and the potential effectiveness of inoculation to protect companies' positive COO image against competitors' attacks seems to be bound by consumer involvement. Consequently, for COO image, message attacks, and ultimately inoculation to work in this type of an environment, the consumer involvement with the product class needs to be greater. Hence, this investigation posits that:

H5: COO is a more salient decision making cue with more high-involving (high differentiation) products compared to moderate-involving (moderate differentiation) products.

H6: Inoculation is a more effective with more high-involving (high differentiation) products compared to moderate-involving (moderate differentiation) products in lessening the influence of comparative advertising messages on behalf of competitors.

Attitude Base, Country of Origin, and Inoculation

As earlier established, the COO image can be an important cue for evaluating product quality; however, how does it work? How does it affect attitudes toward products? Does it work as a cognitive tool of evaluation or an affective one? Crites, Fabrigar, and Petty (1994) discovered attitudes to be predominantly affective, predominantly cognitive, or a combination of the two. The COO literature does distinguish between these attitude qualities as well. Johansson (1998) suggest that:

In the absence of specific attribute information, the individual may draw an inference from the made-in label to the product. Furthermore, prior knowledge can be summarized by the country of origin proxy when the consumer finds it useful to simplify the task. These two processes – the inference and the development and use of a heuristic proxy – are both *cognitive* effects of country of origin, with the made-in label a *summary* cue...in the case of affect, the country of origin is a salient product attribute in its own right and will influence affect directly...not by inference for omitted variables or as a proxy, but in its own right. Some people would rather be dead than caught in a Yugoslav car, regardless of the Consumers' Report ratings. (p. 53, italics in original)

As one buyer indicates “I don't care if the scarves are made in China for as long as it doesn't say so on the label” (Cateora & Graham, 2005, p. 367).

Apart from Crane (1962) who suggested that immunization should distinguish between cognition and affect, most early inoculation studies have considered attitudes to be mainly cognitive. However, more recent studies have recognized the importance of affect in inoculation (Lee & Pfau, 1997; Pfau, Szabo, Anderson, Morrill, Zubric, & Wan, 2001) and resistance (Jacks & Devine, 2000; Zuwerink & Devine, 1996).

Lee and Pfau (1997) produced positive affect, negative affect, and reason messages to both inoculate and attack attitudes held by individuals. The cognitive messages were built on reason and statistical evidence, while the affective messages were built on anecdotes and affect-laden language. All three methods proved to create resistance to persuasive messages; however, as hypothesized on the basis of previous studies, cognitive messages appeared to be the most effective. Still, this study encountered few shortfalls as all inoculation messages, both cognitive and affective, triggered similar inoculation processes where participants provided significantly more cognitive than affective responses (Lee & Pfau, 1997). In addition, the cognitive and both affective, positive and negative, inoculation manipulation checks were not significant; hence the effect of the three types of manipulation was not properly partitioned. Thus, all of the inoculation treatments ended up being very similar.

Pfau, Szabo, and colleagues (2001) expanded on Lee and Pfau's study by introducing Lazarus' (1991) appraisal theory based on goal attainment. To improve on the ability to better manipulate affect, which was not accomplished to the researchers' satisfaction in Lee and Pfau's 1997 study, Pfau, Szabo and colleagues used appraisal theory. This theory states that when the environment facilitates goal attainment, this situation elicits positive responses by an individual, and when the environment thwarts the efforts to attain the desired goal, the situation will elicit a negative response by an

individual. Hence, the affective processes are dependent on the cognitive processes. Thus, the affective messages constructed in the Pfau, Szabo and colleagues' study included affective-happiness messages promoting goal attainment and affect-anger messages impeding goal attainment. Just as with the Lee and Pfau's study (1997) all three inoculation types (affect happiness, affect-anger, and cognition) were successful in conferring resistance to attitude attacks.

Zuwerinik and Devine (1996) and Jacks and Devine (2000) also found affect in the form of irritation to create resistance to influence just as cognition does. A path analysis indicated that in individuals with low attitude importance, irritation mediated the process of resistance. More specifically, negative thoughts did contribute to resistance; however, so did heightened irritation.

Nabi (2003) also found emotions to play a role in resistance to persuasion. In her study, she looked at the role of emotionally evocative visuals and their role in the process of inoculation. Nabi matched visuals with audio messages designed to evoke relatively high or low affect. After exposing the groups to the attack video messages, the results indicated that messages with affective visual consistency, whether generating high or low affect, conferred greater resistance to persuasion than messages with affective visual inconsistency. More specifically, messages with consistent level of affect experienced during both the refutation preemption and counterargument stage of the experiment created greater resistance to persuasion compared to messages generating inconsistent level of affect.

Consequently, based on all of the affect findings presented in the studies on resistance, it can be summarized that affect is an important aspect of resistance to persuasion, and it should have a prominent role in inoculation theory. However, should

affect be tied to, and dependent on, cognition as Lazarus would imply or is affect independent of cognition as Zajonc (1980) would suggest? The COO literature seems to support Zajonc's interpretation of affect. "In terms of pure affect there seems also to be pronounced effect over and above the cognitive element. That is, individuals might rate a country reasonably high and still not like it" (Johansson, 1988, p. 49, italics in the original). As Johansson states, affect may be partially independent of cognition when it comes to the COO effect and how the country image is used by individuals to evaluate the quality of products. Hence, if attitudes toward the products and the usage of COO image can be affective, cognitive or both as Crites and colleagues (1994) would imply, what is the best inoculation strategy to be used? If individuals' attitudes are predominantly affective, should these attitudes be matched with affective inoculation or a cognitive one to assure higher effectiveness of the inoculative process? The same reasoning follows for attitudes that are predominantly cognitive. Should they be matched with cognitive inoculative treatments to strengthen the base of the attitude, or should these attitudes be inoculated using affective messages, for which cognitive defenses do not currently exist? Of course the answers rest in the effectiveness of attack messages which can also be affective, cognitive or a combination of the two.

Two well-known studies that have looked at this question have derived contrasting conclusions. Are attitudes that are attacked by an appeal that matches their base (rational attack/cognitive attitude or affective attack/affective attitude) more vulnerable to the attack as Edwards (1990) would claim, or are attitudes that are attacked by an appeal that does not match their base (rational attack/affective attitude or affective attack/cognitive attitude) more vulnerable to the attack as Millar and Millar (1990) would claim?

The matching hypotheses proposed and tested by Edwards (1990) states that affective based attitudes will be more vulnerable to affective attacks than cognitive ones. This hypothesis advanced by Edwards (1990) is derived from the seminal work conducted by Zajonc (1980), who argues for the primacy of affect over cognition when forming certain preferences. As aforementioned, Zajonc (1980) contends that in certain cases, affect may precede cognition or function completely autonomously. Furthermore, affect based attitudes may be held and expressed with much stronger conviction than cognitive based attitudes (Edwards, 1990).

...Zajonc argued that reactions are experienced as valid. Our affective reactions enjoy a privileged status; often, we trust our gut feelings more than objective data...Because of self-referential nature of affect-based attitudes, counterattitudinal information may be experienced as a challenge to the self. We may therefore be motivated to defend affect-based attitudes against the threatening realization that our instincts could be incorrect...When attitudes are cognitive based thereby less reflective of the self, such motivational pressures may not be as strong, and the attitudinal conviction might be tempered by the realization that the information of beliefs on which the attitudes are based could be incorrect. (Edwards, 1990, p. 213)

Zajonc's work leads Edwards to conclude that "attitudes with affective origins may be relatively impervious to influence attempts that rely on rational argumentation and might be more responsive to persuasive appeals that tap their affective bases" (1990, p. 203). Ultimately, to overcome passion one has to be more passionate.

Edwards (1990) approaches attitudes from a functional perspective, thus the expectations that a matching attack would better address the function of the attitude.

Cognitive attitudes are multi-dimensional including both an affective and a cognitive component, thus equally vulnerable to both affective and cognitive attacks. As a result, affect functions as a more indirect process in the formation of cognitive-based attitudes. On the other hand, affective attitudes are one-dimensional including only an affective component; thus, they may be more vulnerable to any affective attacks, but not any cognitive attacks. Affective attitudes are constructed more holistically as affect is a more direct and global response to an attitude object (Edwards, 1990; Epstein, 1990).

Edwards' (1990) findings confirmed her hypothesis. Indeed, affective, as compared to cognitive, counterattitudinal attacks proved to be more persuasive for individuals whose base attitude was affective. In addition, as also expected, individuals with cognitive base of the attitude were equally vulnerable to both affective and cognitive attacks. These results were further supported by Fabrigar and Petty (1999) who found additional evidence for the matching hypothesis.

The mismatching hypothesis proposed and tested by Millar and Millar (1990) states that affective based attitudes will be more vulnerable to cognitive attacks and cognitive based attitudes will be more vulnerable to affective attacks. For a rationale for their hypothesis Millar and Millar (1990) turn to the research on threat and counterargument. Based on the studies by Brehm (1966), Petty, Ostrom, and Brock (1981), Worchel, Arnold, and Baker (1975) and others, Millar and Millar conclude that regardless of how a person has chosen to think about an object - cognitively (e.g. car - good mileage) or affectively (e.g. car - looks great) - "the way in which the person has chosen to think about the object is threatened and there is motivation for counterarguing" (1990, p. 218). On the other hand when there is little threat to the way in which a person has chosen to think about an object, the motivation to counterargue is reduced (Millar &

Millar, 1990). Thus, the authors hypothesize that counterattitudinal attacks that are mismatched (cognitive attack/affective attitude base or affective attack/cognitive attitude base) will overwhelm the defenses, as little motivation may be present for a defense to be mounted. In addition, the practice and experience in fending off mismatched attacks may lack for a successful defense.

Just as Edwards (1990) did, Millar and Millar (1990) also found support for their hypothesis. Indeed, they found attitudes to be more vulnerable to mismatched counterattitudinal attacks.

The aforementioned findings provide strong evidence and support for their contradictory hypothesis, so which one is correct, or can both be correct? Both camps have offered different plausible explanations.

Edwards (1990) suggests that the “potential superiority of cognitive techniques in modifying certain types of affective based attitudes may arise because of their novelty to the individual and not as a function of the mismatch between the affectively based attitude and the cognitive appeal” (p. 212). Hence, the persuasiveness of the counterattitudinal message may be a function of novelty. Cognitive messages may be more persuasive than affective because the individual whose attitude base is affective has not had a chance to prepare defenses against cognitive attacks, which makes these attacks more persuasive.

However, Millar and Millar (1990) argue against the novelty explanation by stating that, although plausible, this explanation is unlikely as the information contained in the messages used in their study are highly general and familiar to most individuals.

Millar and Millar (1990) attempt to reconcile the differences between the two camps by focusing on the amount of time that the attitudes have been in place. The

Edwards (1990) study created and defended new attitudes, while the Millar and Millar (1990) study defended attitudes that have already been in place. Hence, Millar and Millar (1990) propose that Edward's findings may be applicable to newly formed attitudes for which no defenses are yet built. Without any defenses to protect the newly formed attitude, the base of the attitude can be easily attacked and overwhelmed by matched attacks (Millar & Millar, 1990). However, when the attitudes have been in place for a longer period of time, defenses for these attitudes have been built; hence matched attacks may not be able to overwhelm the attitude in place as defenses against the attacks may already exist. Moreover, the practice and experience of how to defend matched attacks, as well as the motivation to defend the attitudes should be present. Conversely, mismatched attacks are much less likely to generate high involvement, which motivates attitude defense. In addition, individuals will lack experience to defend mismatched attacks, thus attitudes will be more vulnerable to mismatched attacks.

Millar (1992) found further support for the idea that weaker attitudes are more vulnerable to matched attacks, while stronger attitudes are more vulnerable to mismatched attacks.

The debate is still unresolved as methodological issues are constantly challenged and new explanations sought. However, at the same time the debate itself has generated interest in researching the attitude bases and their resistance against both matched and mismatched attacks. The race for accurate explanation has generated new insights into the mechanism that drives and explains this attitude base (cognitive or affective)/type of attack (matched or mismatched) relationship. Still, the research is quite scarce and much more work needs to be done.

Thus, it seems that Millar and Millar (1990) have provided the most plausible explanation to account for the different results found by both camps. Newly formed attitudes may be vulnerable to counterattitudinal attacks that match the base of the attitude. However, firmly held attitudes will be more vulnerable to mismatched attacks because of their novelty and lack of experience with defending against the novel attacks. As Millar (1992) showed, weaker attitudes are more vulnerable to matched attacks, while stronger attitudes are more vulnerable to mismatched attacks. Therefore, stronger attitudes are more likely to be more highly involving and thus defense motivating than weaker attitudes.

Consequently, it may appear that Edwards' (1990) findings can only be generalized to newly formed attitudes, while Millar and Millar's (1990) findings seem to offer a more reasonable explanation of the effectiveness of matching and mismatching attitudes with inoculation pretreatments and their effectiveness to subsequent attacks.

However, one study on inoculation theory in particular does not support this very plausible explanation. Based on the debate summarized earlier it can be concluded that inoculation studies should support the mismatching hypothesis as the attitudes that this theory attempts to protect should be already in place and firmly held. However, Lee and Pfau (1997) discovered that "both affective-positive and affective-negative inoculation produced resistance, but only against cognitive attacks" (Szabo & Pfau, 2002, p. 240). This finding may provide support for the matching hypothesis proposed by Edwards (1990) rooted in the functional approach to attitude formation. These results may point to the difficulty of protecting affective-based attitudes against affective attacks. As the study indicates, the affective inoculation may provide protection against cognitive attacks as the affective base of the attitude may be impervious to cognitive attacks; however, even after

inoculation treatments, the affective base of the attitude may still be vulnerable to affective attacks. This finding may further support the one-dimensionality of affect-based attitudes and their vulnerability to affective, but not cognitive, attacks. In addition, in the same study, Lee and Pfau (1997) “found that cognitive inoculation treatments were effective in conferring resistance against both cognitive and affective-positive attacks...” (Szabo & Pfau, 2002, p. 240). This finding can possibly provide further support for Edwards’ (1990) matching hypothesis, which states that cognitive-based attitudes, because of their multi-dimensional nature, may be equally vulnerable to both affective and cognitive attacks. Consequently, the length of time that an attitude is held in place may not automatically distinguish the utility of the matching or mismatching hypothesis. Instead, more research should be conducted to tease out the effectiveness of the nature of attacks and attitude base.

However, one has to wonder about the practical utility of manipulating the type of attack in order to match it with the preexisting attitude base. Unlike the strategy of restoration, which occurs after the attack, inoculation is a preemptive strategy employed prior to an attack, which begs the question of how does one know or how could one be sure of what type of an attack the competition might use? For this theory to be of practical use, one cannot rely on anticipation of the type of attack the current attitudes are likely to face, and then develop an inoculation strategy based on the anticipated attack. This ad hoc method would produce excessive amounts of error, rendering the theory limited. Instead, inoculation as a preemptive strategy has to assume the worst-case scenario and build up defenses to face this worst-case scenario. Hence, one would need to assume that the competition would use a combination of both cognitive and affective messages and thus prepare for defenses against these types of attacks. Miller (1980/2002)

states that “people are seldom, if ever, persuaded by ‘pure’ logic or ‘pure’ emotion...it is doubtful that these ‘pure’ cases exist in humanity’s workaday persuasive commerce” (p. 6). If Miller (2002) is correct in his assumptions, then perhaps a combination of affective and cognitive attacks may be the benchmark that inoculation effectiveness should be measured against. Therefore, for inoculation to remain a preemptive strategy it needs to anticipate both types of attacks. Hence, this investigation will assume a combined affective and cognitive attack, and instead of matching and mismatching the attitudes with the attacks, it will match and mismatch the attitudes with the inoculation treatments. Consequently this investigation posits that:

H7: Affective inoculation treatments (compared to cognitive inoculation treatments) that target affective attitudes as opposed to cognitive attitudes, confer greater resistance to influence against combined affective and cognitive attacks.

H8: Cognitive inoculation treatments (compared to affective inoculation treatments) that target cognitive attitudes as opposed to affective attitudes, confer greater resistance to influence against combined affective and cognitive attacks.

In addition, encouraged by the Lee and Pfau’s (1997) findings and Edwards’ (1990) study and propositions regarding the matched hypothesis, this investigation will take into account the functional view of attitudes. As mentioned by Edwards (1990), affective attitudes may be one-dimensional; thus, to shore up the attitude, only affective inoculation treatments may be necessary. On the other hand, cognitive attitudes may be multi-dimensional; consequently to shore up these attitudes, both cognitive and affective

treatments may be used. Hence, combined affective and cognitive treatments should strengthen both affective and cognitive attitudes.

In regard to cognitive attitudes, both types of treatments, affective and cognitive, may strengthen the attitude, as it may be multi-dimensional, thus both affective and cognitive in nature. So, combined treatments may be more effective than single matched or mismatched treatments in regard to cognitive attitudes. Mismatched treatments using affective content to shore up the cognitive base may indeed strengthen the affective base of the attitude, but should not strengthen its cognitive base. On the other hand, matched treatments using cognitive content to shore up the cognitive base should indeed strengthen the cognitive dimension of the attitude, but not the affective one.

Consequently the combined treatments may be most effective as they may strengthen both dimensions (affective and cognitive) of the cognitive attitude.

In regard to affective attitudes, only the affective treatments may have an impact, as affective attitudes may be only one-dimensional and affective in nature (Edwards, 1990). Mismatched treatments using cognitive content to shore up the affective base should in principal strengthen the cognitive base of the attitude, but not the affective base. However, if affective attitudes are one-dimensional and affective in nature, then the treatment will have little or no impact in its attempt to strengthen the affective attitude as there may not be a cognitive base to shore up with the affective attitude (Edwards, 1990). When the attitude base is affective, matched treatments should work better. Matched treatments using affective content to shore up the affective base should strengthen the affective dimension of the attitude, thus rendering matched treatments as more effective than mismatched treatments when the base of the attitude is affective. Finally, when the attitude base is affective in nature, then combined treatments should work better than

cognitive treatments, but equally well compared to affective treatments. Combined treatments using both affective and cognitive content should target both dimensions (cognitive and affective) of the attitude. However, if affective attitudes are one-dimensional and affective in nature (Edwards, 1991), then the combined treatment may only have an impact on the affective component of the attitude, just as the affective treatments would have. Thus, combined treatments should work equally well when compared to affective treatments, but better when compared to cognitive treatments when the attitude is affective in nature. As a result, this investigation will propose the following:

H9: Combined affective and cognitive treatments confer greater resistance to influence against combined affective and cognitive attacks compared to matched cognitive treatment for cognitive attitudes, or mismatched affective treatment for cognitive attitudes or cognitive treatment for affective attitudes.

H10: Combined affective and cognitive treatments confer greater resistance to influence against combined affective and cognitive attacks equally well compared to matched affective treatment for affective attitudes.

The Process of Resistance

The process of resistance has traditionally been conceived as a cognitive process initiated by two mechanisms, threat and refutational preemption (McGuire, 1961, 1962, 1964). As previously explained, the threat component acts as a catalyst or a motivator for the individual to bolster his or her defenses of the attitude in place by “using the content provided through refutational preemption as well as other material to promote resistance to counterpersuasion” (Pfau, Szabo, et al., 2001, p. 218). Thus, inoculation may initiate a process of counterarguing in the mind of the individual. This process is represented by

cognitive effort consisting of counterarguing any anticipated attack messages (Pfau, Szabo, et al., 2001; Wyer, 1974).

“If resistance results from cognitive processes, then in-depth cognitive processing should foster more resistant attitudes” (Pfau, Szabo, et al., 2001, p. 219). Accordingly, cognitive inoculation treatments should unleash the traditional mechanisms of inoculation. Inoculation should generate threat, which then contributes to the process of counterarguing, which ultimately should lead to higher resistance to persuasion (Pfau, Szabo, et al., 2001). Via a structural equation model, Pfau and colleagues (2001) found this relationship to hold with cognitive inoculation treatments. Consequently, in line with the findings of Pfau and colleagues (2001), this investigation will posit the following:

H11: The level of experienced threat initiated by cognitive inoculation treatments is positively associated with counterarguing output, which in turn is positively associated with resistance to persuasive attacks.

The next question is whether the effectiveness of this process is moderated by the basis of the attitude. Do cognitive inoculation treatments produce more counterarguing output when the basis of the attitude is predominantly cognitive or affective? Moreover, are cognitive inoculation treatments producing greater resistance to persuasion via the above-delineated process when the attitude base is cognitive or affective? Based on the logic and evidence presented in the previous section, this investigation already posited that cognitive inoculation messages would confer greater resistance to persuasion for attitudes with cognitive, rather than affective, basis. In the same spirit and congruent with this logic, this investigation will posit the following:

H12: Cognitive inoculation treatments generate greater counterarguing output when targeting attitudes with cognitive, rather than affective, basis.

The cognitive inoculation process as proposed in this investigation resembles the one proposed by McGuire (1961a, 1961b, 1962, 1964) and supported by Pfau, Szabo, and colleagues (2001). The next question is, what does the affective inoculation process look like?

The first serious effort in establishing the inoculation process when affective treatments are used was conducted by Pfau, Szabo, and colleagues (2001). As the basis for their theorizing, Pfau and colleagues borrowed from the literature on moods and information processing, which states that people experiencing negative moods process information more carefully and with more scrutiny (Bless, Bohner, Schwarz, & Strack, 1990; Bohner, Crow, Erb, & Schwarz, 1992; Forgas, 1994; Schwarz, Bless, & Bohner, 1991), while people experiencing positive moods process information with less effort, and thus more passively or heuristically, but with greater flexibility (Bohner, et al., 1992; Kuykendall & Keating, 1990; Schwarz, et al., 1991). Pfau, Szabo, and colleagues (2001) reasoned that emotions, although different from moods, may follow a similar pattern of information processing with negative emotions, such as anger, leading to more narrow-minded yet careful information processing, and positive emotions such as happiness leading to more flexible yet less careful information processing. The process of inoculation with messages eliciting positive emotions is not addressed in this investigation; hence, the emphasis on the inoculation process dealing with affective treatments will be placed on the negative emotion of anger. Pfau, Szabo, and colleagues conclude that:

...anger is a negative emotion that signals danger, which stimulates thinking about how to deal with danger... This rationale suggests that anger should lead to careful information processing... Anger should warn people of a threatening

environment, thereby stimulating analytic processing adequate for assessing the situation. (2001, p. 219)

This rationale led Pfau, Szabo, and colleagues (2001) to conclude that anger will foster more analytic processing and consequently greater counterarguing output, as individuals, prompted by their anger, will evaluate information more narrowly and carefully. Affective inoculation eliciting anger should produce a resistance process resembling the one generated by a cognitive inoculation with one additional component to it, anger. Thus, affective anger inoculation should generate threat, which elicits anger that contributes to the process of counterarguing, which ultimately should lead to higher resistance to persuasion (Pfau, Szabo, et al., 2001). Pfau, Szabo, and colleagues (2001) “anticipated that inoculated individuals will aggress against the threat by engaging in counterarguing in order to reestablish control” (p. 223). However, the results found by Pfau and colleagues (2001) were somewhat disappointing. A possible blame for the results can be attributed to the “weakness of the affect manipulation” (Pfau, Szabo, et al., 2001, p. 245), a weakness that this investigation will attempt to improve upon as presented later in this paper.

A quick observation of Pfau and colleagues’ (2001) structural equation model delineating the process of inoculation when affective-anger messages are used, shows that threat elicits counterarguing, which in turn generates anger, which consequently contributes to resistance to persuasion. Thus, Pfau and colleagues conclude that “at most, counterarguing output exercised an indirect influence on resistance, through its positive association with experienced anger...” (2001, p. 244). However, this relationship does not explicitly support the anticipated process that affective-anger inoculation messages will generate threat, which will then elicit anger, which will in turn generate

counterarguing, which will contribute to resistance to persuasion. In fact, the structural equation model points to a different mechanism of resistance in which counterarguing precedes anger rather than being elicited by it. Albeit, this logic may have merit as individuals who are engaged in the process of counterarguing may develop greater irritation and consequently anger, which may contribute to resistance, this investigation will align with the original anticipation of Pfau and colleagues' study (2001), in which anger would precede counterarguing and also be the catalyst for counterarguing to occur. The rationale for this expectation rests in the temporal sequence of events. Anger generally is elicited almost immediately after an eliciting stimulus is produced (e.g., Bodenhausen, Sheppard, & Kramer, 1994; Butler, Koopman, & Zimbardo, 1995; Nabi, 1998). On the other hand, (Pfau, Szabo, et al., 2001, p. 245) counterarguing does not occur instantaneously, but rather it takes some time for the individual to build up defenses and come up with additional supporting reasons for holding the attitude in place (Compton & Pfau, in press). This argument is supported by previous research, which states that resistance to persuasion is enhanced when there is delay between forewarning of impending attacks and the actual attacks (Freedman & Sears, 1965; Hass & Grady, 1975; McGuire, 1964; Petty & Cacioppo, 1979, 1986a, 1986b). Thus, it can be reasoned congruently with Pfau and colleagues' (2001) expectations, that affective-anger inoculation will generate threat, which will immediately elicit anger. The anger experienced will prompt individuals to produce greater counterarguing output, which will foster higher resistance to persuasion. Additional support for this expectation comes from Bodenhausen and colleagues (1994) who found anger messages to generate a "preponderance of counterarguing" data via a thought-listing procedure (p. 55).

Consequently, by overcoming the affect manipulation weakness of Pfau and colleagues' (2001) study addressed later in this paper, this investigation will attempt to test the affective-anger inoculation process as originally delineated by Pfau and colleagues (2001) and further supported with results by Bodenhausen and colleagues (1994). Hence, this investigation will posit the following:

H13: The level of experienced threat initiated by affective-anger inoculation treatments is positively associated with anger, while anger is positively associated with counterarguing output, which in turn is positively associated with resistance to persuasive attacks.

It is also important to note that Pfau and colleagues (2001) also found anger to play a role in the cognitive process of inoculation. The position of this investigation is that given proper and well designed messages that are better able to trigger affective and cognitive processes, which this study will attempt to accomplish as outlined in the methods section, cognitive inoculation will not raise anger. Stated differently, anger will not be a factor in cognitive inoculation.

Just as with the cognitive inoculation messages, the next question raised is whether the effectiveness of this process is moderated by the basis of the attitude. Do affective-anger inoculation treatments produce more anger and counterarguing output when the basis of the attitude is predominantly cognitive or affective or does the basis of the attitude make a difference at all? In addition, are affective-anger inoculation treatments producing greater resistance to persuasion via the above-delineated process when the attitude base is cognitive or affective or through some other processes? Once again this investigation already posited that affective inoculation messages would confer greater resistance to persuasion for attitudes with affective, rather than cognitive, bases.

In the same spirit and congruent with this logic, this investigation will posit the following:

H14: Affective-anger inoculation treatments generate greater levels of anger and counterarguing output when targeting attitudes with affective, rather than cognitive, basis.

Thus far, this investigation has proposed the process of resistance concerning cognitive and affective-anger inoculation messages. The next question raised is whether inoculation affect-anger messages only work in the above-prescribed manner. More specifically, does anger generate resistance only by positively influencing the counterarguing output, which influences resistance to persuasion or does it influence the resistance process directly and independently of counterarguing as well?

Bodenhausen and colleagues (1994) seem to believe that anger can work in the opposite manner than the one prescribed by Pfau and colleagues (1994). In fact, Bodenhausen, Sheppard, and Kramer seem to subscribe to Virgil's belief that "anger carries the mind away" (2001, p. 58) and angry people may be more prone to impulsive actions and lack of clear judgment (Kuhl, 1983). Evolutionarily, people may have learned to react quickly and heuristically for adaptive purposes (Bodenhausen, et al., 1994). Consequently, "angry people may have a reduced capacity for systematic processing...angry people may react more impulsively and less deliberately" (Bodenhausen, et al., 1994, p. 48). Bodenhausen and colleagues' (1994) expectations that anger may lead to more heuristic processing were substantiated by the results reached in their study. So, does anger have the capacity to bypass cognitive processing and the process of counterarguing and lead directly to resistance? Perhaps such a conclusion could be drawn from Bodenhausen et al.'s results, which further state that "anger...and

many other negative emotional states may each produce their own behavioral and judgmental tendencies” (1994, p. 58), such as resistance to persuasion. Therefore, anger may by itself be capable of generating resistance to persuasion without, or in conjunction with, counterarguing. According to Bodenhausen and colleagues (1994), anger does not have to be associated with systematic processing which forms the basis on which the rationale for the positive association between anger and counterarguing output is built. Consequently, anger by itself may be capable of generating resistance to persuasion without counterarguing. As a result, this investigation will posit the following:

H15: The level of experienced threat initiated by affective-anger inoculation treatments is positively associated with anger, which in turn is positively associated with resistance to persuasive attacks without a path through or relying on counterarguing.

Accordingly, while cognitive inoculation messages may follow the traditional process of inoculation as envisioned by McGuire (1961a, 1961b, 1962, 1964) and both theoretically and empirically supported by Pfau and colleagues (2001), the affective-anger inoculation messages may construct a dual path to resistance to persuasion process where anger, generated by threat, may directly influence resistance to persuasion as well as indirectly through counterarguing.

Number of Attacks, Country of Origin, and Inoculation

In comparative product advertising it is safe to assume that often, attack advertisements will be shown more than once. In fact, it can also be assumed that competitors will have a whole set of different advertisements attacking a perceived weakness or derogating a perceived strength associated with the opposition and its products. These assumptions can be expected to hold with the COO image as well.

Competitors may attack the rationale for using COO image as a product quality evaluation heuristic cue by repeating the same attack message multiple times or by using a barrage of different messages to accomplish this task.

The rationale for using inoculation theory as a possible tool for protecting the COO image has been laid out in this investigation and its effectiveness assessed via numerous studies conducted in a number of different contexts. However, the effectiveness and endurance of this theory has never been tested by using multiple attack messages. Attack messages have been manipulated in the past but mainly concentrating on content (e.g., Burgoon, et al., 1995; Lee & Pfau, 1997; Pfau, et al., 1990) or timing (e.g., McGuire & Papageorgis, 1961; McGuire, 1961a, 1966; Pfau & Burgoon, 1988; Pryor & Steinfatt, 1978) issues, but not on number of attacks. This realization is puzzling since it is reasonable to expect that competitors would use multiple attack messages in order to fully reach their goals; therefore it is likely that individuals will be faced with multiple attacks in most field settings (Pfau, et al., 2001). Hence, the question of interest is how do multiple attacks with a consistent attack message or a set of different attack messages influence the resistance paradigm? How effective would a strategy using inoculation be in this scenario? Would inoculation prove to be robust and effective if used before multiple attacks? Would the additional competitor attacks provide more motivation to further bolster and shore up the attitude defenses or will the multiple attacks combined with the time delay weaken individual's defenses? Furthermore, which type of inoculative message should prove most effective with multiple attacks – supportive, refutational same, or refutational novel? In addition, which types of attitude components are more likely to prolong resistance to persuasion, affective or cognitive? Since multiple attacks have not been introduced in the inoculation literature before, there

is no real evidence pointing to how multiple attacks would affect a receiver's attitudes in comparison to single attacks. Hence, in absence of theoretical and empirical evidence, this investigation will posit that following research question:

RQ1: How effective are various inoculation approaches in the face of multiple attacks?

Chapter Two: Method

This investigation employed a 2 (product type: high and moderate differentiation/involvement) x 5 (experimental condition: refutational same, refutational different, supportive, restoration, and control) (in some analyses experimental condition was configured as affective, cognitive, combined, or control) x 2 (attitude basis: affective and cognitive) between-subjects factorial design.

Product Type

As Lampert and Jaffe (1998) hypothesize, COO importance as a product quality predictor may differ based on the product type. High differentiation products should render COO to be a more salient evaluating cue for prospective buyers as opposed to moderate differentiation, low differentiation or homogeneous products. Hence, the salience of this cue was addressed by comparing two products: a high differentiation product and a moderate differentiation product. To select the products, the present investigation employed the product groupings as offered by Lampert and Jaffe (1998): high differentiation/involvement products (cars and luxury products such as perfumes, designer clothing, and high fashion watches) and moderate differentiation/involvement products (vacuum cleaners, branded food items, and color televisions). The product items listed above in each category were presented to 79 respondents in a pre-test in order to select the most typical product type in each category: high differentiation/involvement

and moderate differentiation/involvement. To select the most typical product in each of the two categories, this investigation utilized a simplified version of Ziachkowsky's Personal Inventory Involvement (PII) scale (Ziachkowsky, 1985) adapted and used for COO studies. After applying the PII to the high and moderate differentiation products proposed by Lampert and Jaffe in the pre-test, the most typical product in each of the two categories was selected for the main study. Cars turned out to represent the highest and most typical differentiation/involvement item on a seven-point scale ($M = 6.20$, $SD = 1.00$, $n = 79$), while TVs turned out to be the most typical moderate differentiation/involvement item ($M = 5.03$, $SD = 1.49$, $n = 79$). An independent sample t-test indicated cars to be significantly more involving purchase item than television sets, $t(78) = 8.27$, $p < .01$, $d = 1.05$. This finding was confirmed in the main study via an independent sample t-test. The level of differentiation/involvement could not be assessed as a part of the two MANCOVAs presented later in this investigation since product involvement/differentiation served as a covariate in both MANCOVAs. The results indicated cars to be significantly more involving product (Phase 1 - $M = 6.48$, $SD = .82$, $n = 230$; Phase 2 - $M = 6.34$, $SD = .82$, $n = 230$; Phase 3 - $M = 6.23$, $SD = .80$, $n = 226$; Phase 4 - $M = 6.20$, $SD = .87$, $n = 207$) compared to television sets (Phase 1 - $M = 5.59$, $SD = 1.35$, $n = 203$, $t(324.13) = 8.10$, $p < .01$, $d = .80$; Phase 2 - $M = 5.88$, $SD = 1.08$, $n = 203$, $t(374.05) = 4.89$, $p < .01$, $d = .48$; Phase 3 - $M = 5.65$, $SD = 1.15$, $n = 203$, $t(352.89) = 6.42$, $p < .01$, $d = .59$; Phase 4 - $M = 5.53$, $SD = 1.21$, $n = 179$, $t(317.49) = 6.13$, $p < .01$, $d = .64$). Cohen's d was used as a measure for effect size when calculating independent sample t-tests (Cohen, 1988). Based on Rosnow and Rosenthal's (1996) suggestion, the standard deviation for the two groups was pooled.

After the two products were chosen, a COO was selected for each of the two products. Because marketers can only protect a positive COO image, two different countries were chosen as the origin of each of the products selected in order to increase the probability that the participants would have favorable views for at least one of the two countries associated with the product. The countries were selected after a 113 respondent pre-test. The pre-test paired the two product types, cars and television sets, with a list of 10 countries best known for manufacturing the products of interest. Then, the respondents were asked to rank each of the countries from most favorable (rank - 1) to least favorable (rank - 10) in regard to the product's image. The top two countries for each product, Japan (cars average rank - 2.90; television sets average rank - 2.73) and U.S. (cars average rank - 3.28; television sets average rank - 3.03), were selected and used in the main study. In addition to increasing the probability of reaching potential respondents, the use of more than one country in the main study to represent each product category allowed this investigation to extend the generalizability of the reached results (Jackson, 1992; Jackson & Jacobs, 1983; Jackson, O'Keefe, & Jacobs, 1988; Jackson, O'Keefe, Jacobs, & Brashers, 1989).

Message Construction

Inoculation and restoration treatments. This study employed a total of 48 messages, 12 for each product type/country association. For each product type/country match, three refutational same, three refutational different, three supportive, and three restoration messages were designed. Each of these message groups, comprised of one affective, one cognitive, and one combined (both affective and cognitive) message.

Each of the treatment messages began with a paragraph intended to activate the threat level of the receiver. Threat is an integral element of the inoculation construct as

posited by McGuire (1964); hence, each treatment message began with threat activation, with exception of the messages used in the restoration, supportive, and control conditions. (In the case of restoration, the attack has already occurred rendering the threat real. In the case of supportive messages, threatening information was not introduced as the effort is placed on bolstering the current attitudes. Also, threat was not manipulated in the control condition as no treatment messages were presented in this condition). Pfau (1995) indicates that if the threat variable is not properly manipulated, the inoculation may be ineffective. Hence, the threat component of the messages was manipulated in a 74 respondent pre-test to assess its effectiveness in eliciting threat. An independent sample t-test indicated that refutational messages ($M = 2.94, SD = 1.34, n = 39$) generate significantly more threat than supportive messages ($M = 2.31, SD = 1.07, n = 35$), $t(72) = 2.22, p < .05, d = 0.57$.

The first paragraph in the supportive message further reinforced the strength of the attitude as well as reaffirmed the advantages of owning the product coming from the specific country. The first paragraph in the restoration messages revisited the attacks already faced and then proceeded to the next two paragraphs aimed at restoring the attitude.

The second and third paragraphs offered claims intended to bolster the attitudes at hand (supportive messages) or claims intended to support the positions contrary to the attitudes in place and then refuted each of those claims (restoration, refutational same, and refutational different messages).

The message claims employed affective, cognitive or combined content. Traditionally, affect has been operationalized as message claims that employ affective content based on anecdotes and personal experiences written in affect-laden language and

opinion statements (Lee & Pfau, 1997) compared to cognition operationalized as message claims that employ objective and neutral content based on statistics, verifiable evidence, and research findings (Lee & Pfau, 1997).

However it could be argued that treatments operationalized in the aforementioned manner are both cognitive in nature. Even the affective inoculative treatments are relying on a cognitive content. Hence, what these treatments may be operationalizing is not affect and cognition, but type of arguments. The cognitive treatments, which rely on statistics, verifiable evidence, and research findings may in fact represent strong arguments, while the affective treatments, which rely on affect-laden language and opinion statements may be equated with weak arguments (see Petty & Cacioppo, 1986a, 1986b). Hence, this type of operationalization instead of manipulating affect and cognition in its treatments, it may be manipulating strong and weak arguments instead. Therefore, a better operationalization of affective treatments needed to be designed that would introduce the affective treatments in an effective manner.

To this end, the use of images for affective treatments provided a better alternative. Edwards (1990) states that while cognitive attitudes are obtained as a result of a piecemeal process, affective attitudes are generated globally and holistically. Hence, the cognitive treatments that piece together information via statistics, verifiable evidence, and research seems to be very consistent with how cognitive attitudes are constructed; however, this process does not work for affective treatments. Affective treatments targeted to enhance attitudes that are primarily affective, in order to be successful, need to present the information globally or holistically (Edwards, 1991). Consequently, the use of images rather than only text is better suited to provide a global or holistic content to the

inoculation treatment, which may prove to be more effective in fostering resistance to attitude change.

Thus, this investigation structured the affective messages by including images as well as text in an attempt to generate an affective response, by inducing anger created by the message. The text was used to bolster and further explain the information illustrated by the image.

The cognitive messages were constructed in a similar manner by using text, but also images to ensure equivalence between the affective and cognitive messages. Graphs providing statistical evidence were used as images in the cognitive messages, to ensure that the content and not the format is responsible for any differences potentially discovered in this investigation.

Finally, the combined messages employed a combination of affective and cognitive content.

To further avoid the message outcome from being influenced by language or message variables (Burgoon, et al., 1978), this investigation used the Becker, Bavelas and Braden's (1961) Index of Contingency, which measures the reconstructability of sentences or readability. The purpose of this index is to ensure equivalence in writing style across messages by taking into consideration the total number of nouns and words of each message. Messages receiving similar index scores indicate equivalence. The index scores for the messages ranged from 9.1 to 11.5 indicating relative equivalence. Each of the messages also featured identical font size, typeface, layout, and paper size.

The effectiveness of refutational messages was pre-tested to measure whether they induce the appropriate effects as required. For the messages to be effective as anticipated, the affective messages should generate significantly higher levels of anger

compared to the cognitive messages. To measure the level of anger generated, a scale previously used by Dillard and colleagues (Dillard, Plotnick, Godbold, Freimuth, & Edgar, 1996; Smith & Dillard, 1997) and more specifically in inoculation studies by Pfau and colleagues (2001), was used. An independent sample t-test indicated that affective refutational messages ($M = 2.83$, $SD = 1.87$, $n = 21$) generate somewhat higher levels of anger than cognitive refutational messages ($M = 1.75$, $SD = 1.76$, $n = 19$), $t(38) = 1.89$, $p < .07$, $d = .80$.

Attack messages. This investigation tested 8 attack messages, 2 for each product type/country association. Because this investigation attempted to measure the influence of multiple attacks on the original attitudes following inoculation or preceding restoration, for each product type/country association two attack messages were designed. Manipulation of the attack messages consisted of introducing same and different attack message at two different times following inoculation or preceding restoration (in Phase 3 and after restoration in Phase 4).

The content of the attack message was both cognitive and affective, constructed in an equivalent manner to the inoculation or restoration messages previously discussed. To ensure equivalence of message wording and readability, the Becker, Bavelas and Braden's (1961) Index of Contingency for measuring the reconstructability of sentences or readability was once again employed. The index scores for the messages ranged from 9.6 to 11.4 indicating relevant equivalence. In addition, each of the messages once again featured identical font size, typeface, layout, and paper size.

Participants

Students enrolled in business courses at a midwestern university served as participants in this investigation. Hawkins, Albaum, and Best (1977) insist that "for

purposes of modeling underlying behavioral processes, students may serve as useful surrogates” (p. 222). Ugur (1994) further argues that the practice of using students as surrogates in COO studies does not yield substantially different results as compared to using adults. Student samples are applicable when they are a part of the target audience for the particular product at hand (Johansson, 1992; Liefeld, 1992). After examining a number of COO studies using student versus consumer samples, Liefeld (1992) found no significant differences between student and consumer groups. In the current investigation, the participants were assessed for their involvement level with the product as well as their attitudes towards the COO for each of the products, both which make the students a relevant part of the target audience.

This investigation’s 2 (product type: high and moderate differentiation/involvement) x 5 (experimental condition: refutational same, refutational different, supportive, restoration, and control) (in some analyses experimental condition will be configured as affective, cognitive, combined, or control) x 2 (attitude basis: affective and cognitive) between-subject factorial design required a minimum sample of 400 participants (20 cells with minimum of 20 participants per cell). This investigation generated a sample size of 433 participants.

Procedures

The data collection for this investigation required four phases. Of the total sample, 199 questionnaires were collected at the end of the 2005 Fall semester, while the balance of 234 questionnaires was collected at the beginning of the 2006 Spring semester. Phase one lasted about two weeks. During this phase, participants indicated their attitudes toward the two product types and country images associated with the study. Those participants who indicated positive attitudes toward the country of origin on both product

types were randomly assigned to one of the two product type conditions. Participants, who indicated negative or neutral attitudes toward the COO on one of the product types, were assigned specifically to the other product type. If participants indicated negative or neutral attitudes toward the countries representing both product types, then these participants were excluded from the remainder of the study, as marketers cannot protect the positive image of their products, if the image held by consumers is already negative or neutral. After assessing the basis of the attitude (affective or cognitive) toward the products and countries of origin, the participants were randomly assigned to one of the 20 cell conditions. However, after assessing the attitude basis, more participants had cognitive rather than affective attitude basis. As not all of the participants could evenly be divided based on their attitude basis in one of the two categories, affective or cognitive, this investigation used language manipulation to force the participants to address the products cognitively or affectively, depending on which attitude basis they were assigned to. Furthermore, the general attitude toward the attitude object was assessed in this phase, thus providing benchmarks of the COO image in regard to the product. In this phase, the COO importance as a decision making tool, as well as the initial involvement level with the product type was tested as they served as covariates in the investigation.

Phase 2 also lasted two weeks and commenced in the week immediately following phase 1. During phase 2, some participants received an inoculation message (refutation: same or different or supportive) while others did not (restoration or control). In this phase, threat manipulation checks were performed to assess the effectiveness of the threat component introduced in the inoculation messages to elicit involvement. Furthermore, the ability of inoculation anger messages to generate the desired level of anger was assessed in this phase. In addition, counterarguing effectiveness was assessed

using the check-off recognition procedure introduced by Miller and Baron (1973). Counterarguing is the second essential component of the inoculation theory as proposed by McGuire (1964) and its output should indicate the ability of participants to defend their attitudes against persuasive attacks. In addition to counterarguing, the general attitude toward the attitude object was assessed. Also, at this phase Zaichkowsky's (1985) PII scale was used to assess the elicited product involvement using the abbreviated version of this scale introduced by Eroglu and Machleit (1998) and used in COO studies. This abbreviated version of the scale has yielded reliable results in the past ranging from .87 to .93. Finally, the COO importance as a decision making tool was assessed once again.

Phase 3 commenced two weeks following Phase 2. During this phase, all of the participants including those in the restoration and control groups received a counterattitudinal attack. After reading the message, the participants in the restoration group received a message aimed at rebuilding the damaged COO image. Also, participants' ability to counterargue was assessed using the check-off recognition procedure testing for participants' ability to defend the attacked attitudes (Miller & Baron, 1973). In addition, the general attitude toward the attitude object was assessed as well as the attitude towards the counterattitudinal attacks. Product involvement and COO importance as a decision-making tool were once again assessed in phase 3.

Phase 4 commenced two weeks following Phase 3. The final phase included the second attack message. Some participants received the same message from Phase 3, while others received a different message. In addition, once again participants' ability to counterargue was assessed using the check-off recognition procedure. The general attitude toward the attitude object was assessed as well as the attitude towards the

counterattitudinal attacks. Finally, product involvement and COO importance as a decision-making tool were assessed one last time in this phase.

Manipulation Check

Threat. Threat was assessed during Phase 2 after the introduction of inoculative message in order to discover whether the threatening component placed in the inoculative messages was successful in causing the participants to rethink their positions on the attitude object. The scale items used in this investigation have been successfully used in numerous inoculation studies (Pfau & Burgoon, 1988; Pfau, Ivanov, et al., 2005; Pfau, Kenski, et al., 1990; Pfau, 1992; Pfau, Van Bockern, et al., 1992) and include the following bi-polar adjectives: nonthreatening/threatening, not harmful/harmful, not dangerous/dangerous, not risky/risky, calm/anxious, and not scary/scary. The level of reliability generated in the current study by this scale was .95.

Anger. Anger was assessed during Phase 2 after the inoculation messages were introduced. The scale items for anger have been successfully used in previous studies (Dillard, et al., 1996; Pfau, et al., 2001; Smith & Dillard, 1997) and have exhibited high levels of reliability ranging from .89 to .90 in the Pfau and colleagues (2001) study. This scale included three agitation related items: angry, irritated, and annoyed. Each item response was captured on a 7-point scale ranging from 0 to 6 that gauged “how much of a specific emotion the respondent felt” (Pfau, et al., 2001, p. 227). The three items were included in a scale with additional 14 items in order to avoid indicating to participants the items of interest. The additional items in the scale included: afraid, cheerful, bewildered, dreary, surprised, puzzled, scared, confused, amazed, happy, dismal, astonished, sad, and fearful. These items were successfully used in the past by Pfau and colleagues (2001). The level of reliability reached by this scale in the current study was .86.

Anger was also assessed as a mediating variable in the process of resistance.

Attack scenarios. The attack scenarios consisted of same and different set of messages instituted in Phase 3 and Phase 4. All participants received an attack message in Phase 3, and then some received the exact same attack message and some received a new and different attack message in Phase 4.

Independent Variables

The independent variables in this study included the manipulation of the product type and COO, as well as the manipulation of the experimental condition. To remind, five conditions were used in this investigation: inoculation same, inoculation different, supportive, restoration, and control (no treatment). In addition, in some analyses, the experimental condition was configured as affective, cognitive, combined, or control. Based on the attitude base (cognitive or affective), participants received cognitive, affective or combined (cognitive and affective) messages.

Covariates

Initial (Phase1) attitude towards the attitude object. To control for any possible effects that the initial attitude towards the attitude object, or more specifically, the initial image that participants had of the COO image, may have on the subsequent manipulation of this variable, the initial attitude was used as a covariate in the study. To operationalize this measure, participants were asked to indicate their overall impressions of the object (e.g., Japanese cars or German television sets) on a four-item, seven-point (where 1 is most negative and 7 is most positive) semantic differential scale bound by the following polar adjectives as used by Crites, Fabrigar, and Petty (1994): negative/positive, dislike/like, bad/good, and undesirable/desirable. The level of reliability in the current study was .96.

Involvement. This variable was used as a covariate to test for product involvement on the behalf of the participants. For this purpose, Zaichkowsky's (1985) PII scale was used in its abbreviated version as introduced by Eroglu and Machleit (1998) and used in COO studies. This abbreviated version of the scale has yielded reliable results across products in past COO studies, ranging from .87 to .93. Eroglu and Machleit (1998) argue that the simplification of the original scale is necessary to overcome respondent fatigue. The items composing the simplified scale include the bipolar adjectives: unimportant/important, irrelevant/relevant, non-essential/essential, of no concern/of concern to me, does not matter/matters to me, useless/useful, and trivial/fundamental. The level of reliability in the current study ranged from .95 to .96.

COO Importance. COO importance was another covariate used. This variable indicates the importance of the country image in the decision making process of consumers. It is not to be confused with product involvement as product involvement states the consumer's interest with the product. On the other hand, COO importance signifies the salience of the COO variable in the decision making process undertaken by consumers. Some consumers may exhibit high involvement with a product, but not rely on the COO cue when making purchasing decisions. In addition, the COO importance should not be confused with the COO image. Some consumers may have a very positive COO image, but still not rely much on this cue when making purchasing decisions. For this purpose, the COO importance served as a covariate in this investigation.

In addition, COO importance also acted as a dependent variable used to test the salience of the COO as a product decision-making tool.

COO importance was assessed once again using the abbreviated version of Zaichkowsky's (1985) PII scale, which was used by Eroglu and Machleit (1998) to test COO importance. The level of reliability in the current study ranged from .96 to .97.

Dependent Variables

Attitudes. The basis of the attitudes was assessed using Crites, Fabrigar, and Petty's (1994) scale, which separately assesses the affective and cognitive components of attitudes. These authors found this scale to have "good convergent and discriminant validity" (p. 625) as well as "uniformly high and comparable levels of internal consistency" (p. 627).

To test the affective component of the attitudes the participants were asked to describe their feelings toward the object (e.g., Japanese cars or German television sets) on an eight-item, seven-point (where 1 is most negative and 7 is most positive) semantic differential scale bound by the following polar adjectives as used by Crites, Fabrigar, and Petty's (1994): hate/love, sad/delighted, annoyed/happy, tense/calm, bored/excited, angry/relaxed, disgusted/acceptance, and sorrow/joy. The level of reliability of this scale as assessed in the current study reached .89.

To test the cognitive component of the attitudes the participants were asked to indicate the position that best describes their global evaluation of the object (e.g., Japanese cars or U.S. television sets) on an seven-item, seven-point (where 1 is most negative and 7 is most positive) semantic differential scale bound by the following polar adjectives as used by Crites, Fabrigar, and Petty's (1994): useless/useful, foolish/wise, unsafe/safe, harmful/beneficial, worthless/valuable, imperfect/perfect, and unhealthy/wholesome. The level of reliability of this scale as assessed in the current study reached .89.

To test the general attitude towards the attitude object, participants were asked to indicate their overall impressions of the object (e.g., Japanese cars or U.S. television sets) on a four-item, seven-point (where 1 is most negative and 7 is most positive) semantic differential scale bound by the following polar adjectives as used by Crites, Fabrigar, and Petty's (1994): negative/positive, dislike/like, bad/good, and undesirable/desirable. The level of reliability in the current study ranged from .91 to .97.

Finally, the attitude towards counterattitudinal attacks was assessed via a six-item semantic differential scale bound by the following polar adjectives: foolish/wise, unacceptable/acceptable, wrong/right, unfavorable/favorable, bad/good, and negative/positive. This reliable scale (.96) has been specifically developed for usage in resistance studies by Burgoon, Cohen, Miller, and Montgomery (1978). The level of reliability in the current study ranged from .95 to .96.

Counterarguing output. Counterarguing is the second element in the original inoculation theory as introduced by McGuire (1964). The theory indicates that once the attitudes of individuals are threatened, they will be motivated to bolster their arguments to effectively counterargue any possible counterattitudinal messages. However, the success in assessing this variable has been equivocal. The most popular technique used in the literature is the thought listing process introduced by Brock (1967) and Greenfield (1968). Due to the weaknesses recognized in the thought listing process in regard to how counterarguments are defined, validity issues, and subjectivity of ratings and coding, to name a few, Miller and Baron offered an alternative method to measure counterarguments. This method would minimize the variance caused by the open-ended nature of the thought listing process between the responses provided and the coding of those responses. The procedure offered by Miller and Baron suggests that:

After exposure to the communication, the subjects would be given a list of counterarguments containing some of those they studied, some novel ones, etc. But only some of the ones previously studied would be relevant to the critical communication. The subject would be asked to check off within the time limit imposed those counterarguments that occurred to him during the presentation of the communication. Later, after the time limit elapsed, a subject could be further asked to identify those segments of the communication to which his counterarguments applied. In other words, could he recall the content of the communication for which he thought his checked counterarguments did dispute the communicator's position? (1973, pp. 112-113)

The recognition check-off procedure was used by Pfau, Compton, Parker, An et al. (in press), Pfau, Compton, Parker, Wittenberg et al. (2004), and Pfau, Ivanov et al. (2005) in their respective studies to test the counterargument concept as applied in the inoculation theory. These authors developed 20 statements enlisting major arguments for and against an issue. Each subject was initially instructed to check-off all of the boxes corresponding to arguments that others might have against the position held by that subject on that particular issue. Then, each subject was instructed to rate each argument checked-off on a scale from 1 (weak) to 7 (strong). Subsequently, the procedure was repeated with the participants being asked to check-off all of the counterarguments that they raised in response to the initial arguments that they considered to be wrong.

The net output was derived by multiplying each of the arguments checked-off by its respective weight (rating) and each of the counterarguments checked-off by its respective weight, as given by the participants. The net output was an index value

representing the difference between the calculated values of the arguments and counterarguments.

This procedure as designed by Miller and Baron (1973) and used and expanded by Pfau, Compton, Parker, An et al. (in press), Pfau, Compton, Parker, Wittenberg et al. (2004), and Pfau, Ivanov et al. (2005) is an improvement over the thought listing process as it adds weights or ratings to each argument and avoids the “likelihood of wide variability in responding and data coding” evident in the thought listing process (Miller & Baron, 1973, p. 112). This investigation employed a modified version of the Pfau, Compton, Parker, An et al. (in press), Pfau, Compton, Parker, Wittenberg et al. (2004), and Pfau, Ivanov et al. (2005) design to test the participants’ ability to counterargue adjusted for the products of the investigation. The measurement modifications included blank lines for participants to write in an argument or counterargument not listed in the set of statements. The researcher could not assume that the list of statements provided was an exhaustive list of potential pro-attitudinal and counter-attitudinal statements, thus the respondents were offered an opportunity to write in, and then evaluate, any statement that came to their minds not already present on the list. In addition, because this measure was more complex to understand and use than what university students may be usually accustomed to, a verbal instruction on how to use this measure was provided in addition to the written instructions.

Because despite the instructions given, both verbal and written, there were irregularities and confusion with the rating process, this investigation operationalized counterarguing output as a sum of total number of arguments and counterarguments produced by each individual as no confusion was reported with this portion of the measure. Hence, the measure used in this study to capture the level of counterarguing

produced by each individual was called counterarguing output and was structured as a sum of all arguments and counterarguments pertaining to the positive COO image checked by individuals on the check-off-recognition measure.

Chapter Three: Results

Statistical Analyses

This investigation used multiple strategies to analyze the data. To preserve parsimony, the omnibus analyses were performed in three sections and the results, after addressing the preliminary analysis, were grouped in four sections as specified later in this investigation.

The first analysis section employed a 2 x 5 x 2 Multivariate Analysis of Covariance (MANCOVA) intended to determine the impact of the product type (high differentiation – cars and moderate differentiation – television sets), experimental condition (refutational same, refutational different/novel, supportive, restoration, and control), and the type of second attack (same and different) on the dependent variables. The purpose of this test was to examine the main effects for product type, experimental condition, and type of second attack, as well as a possible interaction effect between the experimental condition and the product type in regard to the dependent variables. The COO importance, the initial (Phase 1) attitude towards the attitude object, and the product involvement were used as covariates in this analysis to control for their influence on the dependent variables. Because COO importance was used as a covariate in this procedure it could not be used as a dependent variable in this MANCOVA. Hence, to assess the COO importance based on product type, an independent sample t-test was performed.

The second analysis section assessed only the data for the participants in the refutational experimental conditions as the second group of hypotheses only pertained to

the participants in these conditions (refutational same and refutational different/novel). The 2 x 3 x 2 Multivariate Analysis of Covariance (MANCOVA) was used to determine a possible interaction between the basis of the attitude (cognitive and affective) and the inoculation message type (affective, cognitive, and combined). In addition, the type of second attack was included in this section in order to observe its potential impact on, and interaction with, the attitude basis and inoculation type. Once again, the COO importance, initial (Phase 1) attitude towards the attitude object, and product involvement were used as covariates in this analysis to control for their influence on the dependent variables.

All of the omnibus results in both sections were followed by univariate tests and where significant results were found, planned comparisons using Dunn's multiple comparison procedure (see Kirk, 1995) were conducted on the predicted outcomes. Unpredicted outcomes, stemming from the research question posited in this investigation, were assessed using Sheffe's post hoc tests, which are considered to most conservative (Hair, Anderson, Tatham, & Black, 1995).

To examine the intricate internal process of inoculation as unleashed by messages configured primarily as affective or cognitive in nature, structural equation modeling (SEM) using AMOS/Windows 4.0 was applied (Arbuckle & Wothke, 1999). As recommended by Cudeck (1989) and others, the covariance matrix served as the basis of the analysis. Exogenous terms were allowed to vary, while error terms were not. To test the fit of the models proposed, the maximum likelihood procedure was used.

Error terms were set at each variable's variance times one minus the square root of the reliability estimate for that variable (Bollen, 1989) in order to account for measurement error. However, there were a few exceptions to this rule. Since the

experimental condition was not a measured variable it did not have a variance term, which is necessary in estimating the error. As a result the error term for inoculation was set at .05 to account for any possible errors in recording the data. In addition, the reliability for Phase 3 level of counterarguing output could not be computed in the standard manner. Previous inoculation studies (see Pfau, Ivanov, et al., 2005) have calculated reliability by combining ratings of arguments opposing initial arguments and counterarguments. Since this investigation uncovered irregularities with the rating system of arguments and counterarguments due to participant confusion, this method could not be used with confidence. Hence, the reliability was artificially set at .05. Still, this is not an ideal method, but it did prove to be sufficient for the purpose at hand.

Finally, the two figures in the model contain the estimates for the standardized solutions. In addition, the variables have been rescaled to reflect unit variance, resulting in fixed parameters taking on new values.

This report will first present the two MANCOVA and SEM omnibus results. The next section will conduct preliminary analysis and manipulation checks followed by systematic assessment of the hypotheses and research question using planned comparisons and post hoc tests. The assessment of the hypotheses and the research questions will be conducted in four sections examining hypotheses dealing with: (1) the product type and the COO importance; (2) the effectiveness of resistance strategies; (3) matching and mismatching attitude bases and inoculation message types; and (4) the internal process of inoculation as unleashed by affective and cognitive messages.

Omnibus Multivariate Results

The individuals' level of involvement with the product and the COO were controlled for by using these two measures (product importance and COO importance) as

covariates in the study. In addition, their initial attitude towards the attitude object, or more specifically the COO image, was also controlled for by using it as the third covariate in both MANCOVAs. This step was necessary to ensure that any significant results reached are not due to the initial attitude towards the COO image or the level of involvement with either the product or the COO.

The 2 x 5 x 2 MANCOVA tested the impact of the product type (high differentiation - cars and moderate differentiation – television sets), experimental condition (refutational same, refutational different/novel, supportive, restoration, and control), and the type of second attack (same and different) on the dependent variables with the purpose of examining their main effects and possible interactions.

The omnibus test revealed main effects for all three covariates, initial attitude towards the COO image, $F(9, 311) = 5.91, p < .01, \eta^2 = .15$, product involvement, $F(9, 311) = 3.58, p < .01, \eta^2 = .09$, and COO importance, $F(9, 311) = 3.06, p < .01, \eta^2 = .08$.

The univariate tests for initial attitude towards the COO image indicated significant effects on the dependent measure of Phase 3 attitude towards the COO image, $F(1, 319) = 24.86, p < .01, \eta^2 = .04$; and Phase 4 attitude towards the COO image, $F(1, 319) = 21.16, p < .01, \eta^2 = .04$.

The univariate tests for product involvement indicated significant effects on the dependent measure of Phase 3 attitude towards the COO image, $F(1, 319) = 7.86, p < .01, \eta^2 = .01$; Phase 4 attitude towards the COO image, $F(1, 319) = 6.31, p < .05, \eta^2 = .01$; and Phase 4 attitude towards the attack, $F(1, 319) = 7.04, p < .01, \eta^2 = .01$.

The univariate tests for the COO importance indicated significant effects on the dependent measure of Phase 3 attitude towards the COO image, $F(1, 319) = 2.54, p < .01, \eta^2 = .01$; Phase 3 attitude towards the attack, $F(1, 319) = 4.28, p < .05, \eta^2 = .01$; Phase 4

attitude towards the attack, $F(1, 319) = 4.75, p < .05, \eta^2 = .01$; and Phase 2 threat, $F(1, 319) = 7.27, p < .01, \eta^2 = .01$.

The omnibus test did not reveal any significant main effect for the product type, $F(9, 311) = 1.15, p = .33$, or the attack type $F(9, 311) = .51, p = .87$.

The omnibus test revealed a main effect for experimental condition, $F(36, 1256) = 9.03, p < .01, \eta^2 = .21$, with univariate tests indicating significant effects on the dependent measures of Phase 3 attitude towards the COO image, $F(4, 319) = 36.91, p < .01, \eta^2 = .26$; Phase 3 number of counterarguing output, $F(4, 319) = 17.12, p < .01, \eta^2 = .17$; Phase 3 attitude towards the attack, $F(4, 319) = 6.41, p < .01, \eta^2 = .07$; Phase 4 attitude towards the COO image, $F(4, 319) = 26.92, p < .01, \eta^2 = .21$; Phase 4 number of counterarguing output, $F(4, 319) = 11.94, p < .01, \eta^2 = .12$; Phase 4 attitude towards the attack, $F(4, 319) = 11.94, p < .01, \eta^2 = .16$; and Phase 2 threat, $F(4, 319) = 21.69, p < .01, \eta^2 = .05$.

In addition, the omnibus test did not reveal a significant interaction between the product type and experimental condition, $F(36, 1256) = .90, p = .65$. Also, no other significant interactions were found.

Since no main or interaction effects were found for the product type on the main dependent variables despite the fact that the pattern of means were in the right direction, the two product types used in the current study, cars and television sets, were combined.

The 2 x 3 x 2 MANCOVA tested the impact of the basis of the attitude (affective and cognitive), the inoculation message (affective, cognitive, and combined), and the type of second attack (same and different) on the dependent variables with the purpose of examining their main effects and possible interactions. The omnibus test revealed main effects for two of the three covariates, initial attitude towards the COO image, $F(9, 153)$

= 3.45, $p < .01$, $\eta^2 = .17$, and COO importance, $F(9, 153) = 3.22$, $p < .01$, $\eta^2 = .16$, but not for product involvement, $F(9, 153) = 1.67$, $p = .10$.

The univariate tests for initial attitude towards the COO image indicated significant effects on the dependent measure of Phase 3 attitude towards the COO image, $F(1, 161) = 7.42$, $p < .01$, $\eta^2 = .02$; and Phase 4 attitude towards the COO image, $F(1, 161) = 17.07$, $p < .01$, $\eta^2 = .08$.

The univariate tests for COO importance indicated significant effects on the dependent measure of Phase 2 anger, $F(1, 161) = 11.05$, $p < .01$, $\eta^2 = .06$.

The omnibus test did not reveal any significant main effect for the basis of the attitude, $F(9, 153) = 1.84$, $p = .07$, or attack type $F(9, 153) = .85$, $p = .57$. However, it did reveal a significant effect for inoculation message, $F(18, 308) = 2.32$, $p < .05$, $\eta^2 = .09$.

The univariate test for inoculation message indicated a significant effect on the dependent measure Phase 3 attitude towards the COO image, $F(2, 161) = 9.85$, $p < .01$, $\eta^2 = .05$.

In addition, the omnibus test did reveal a significant interaction between the basis of the attitude and the inoculation message type, $F(18, 308) = 6.22$, $p < .01$, $\eta^2 = .27$. No other significant interactions were discovered.

The univariate test for the interaction between the basis of the attitude and the inoculation messages type indicated a significant effect on the dependent measures Phase 3 attitude towards the COO image, $F(2, 161) = 69.66$, $p < .01$, $\eta^2 = .36$ and Phase 4 attitude towards the COO image, $F(2, 161) = 8.61$, $p < .01$, $\eta^2 = .08$.

Structural Equation Modeling (SEM) Results

To better understand the process of resistance and how inoculation works in the face of cognitive and affective messages, two equivalent models were built predicting the

process of inoculation. Both predicted models included five variables: experimental condition (cognitive refutational messages versus control for the cognitive model and affective refutational messages versus control for the affective model), Phase 2 threat, Phase 2 anger, Phase 3 counterarguing output, and Phase 3 attitude towards the COO image. Based on the predictions in the hypotheses the cognitive model was expected to be significant, thus requiring the elimination of Phase 2 anger from the model based on theoretical reasoning. Even though the prediction did not call for inclusion of Phase 2 anger in the cognitive model, for the predictions to be falsifiable, this variable was included in the model. The predicted models are listed in Figure 1 (affective model) and Figure 3 (cognitive model).

Affective model. The predicted affective model was used as a starting point in the analysis; however, it did not fit the data well, $\chi^2 (df = 5, n = 193) = 73.03, p = .01$. Hence, the model was modified based on the results of the Lagrange multiplier test, which indicates paths to be added in each of the models (i.e., allowing parameters to be estimated by the data) and the Wald test, which notes paths to be erased (i.e., fixing parameters to zero). Based on these tests, paths were only added and deleted based on theoretical grounds. If theory could not justify addition of paths to the model, then no paths were added. In addition, if theory could not justify deletion of paths from the model, then paths were left in the model. The Lagrange multiplier test suggested the addition of paths leading from the inoculation condition to Phase 2 anger, Phase 3 counterarguing, and Phase 3 attitude. In addition, this test suggested the addition of paths leading from Phase 2 threat to Phase 3 counterarguing and Phase 3 attitude towards the COO image.

The justification for the addition of these paths is already present in the literature. Using SEM, Pfau and colleagues (2001) found paths leading from threat to counterarguing and attitude towards the attitude object (resistance). Moreover, Wyer's (1974) speculation that threat by itself can lead to resistance, has already found support in the literature (Freedman & Sears, 1965; Kiesler & Kiesler, 1964).

The argument that inoculation leads to counterarguing has been made before. While threat provides the motivation for individuals to shore up their attitudes, the inoculation message provides them with material as well as practice, both necessary for effective counterarguing. Thus, it should not be a surprise that the Lagrange multiplier test suggested an inclusion of a path leading from experimental condition to counterarguing output. This path leading from experimental condition (inoculation) to counterarguing has been found in the past (Pfau, Tusing, et al., 1997).

Also, the Lagrange multiplier test suggested the addition of a path from experimental condition to anger. Although previous research (Pfau, Szabo, et al., 2001) did not find this path to be significant, a justification for it can be reasoned. Individuals who receive inoculation messages are suddenly faced with information showing them the vulnerability of their attitudes as well as arguments designed to shake the very foundation on which the attitudes rest upon. Thus, it should not be surprising that these counterattitudinal messages may generate anger.

The last path recommended for inclusion led from experimental condition to Phase 3 attitude towards the COO image. This path has consistently appeared in a number of SEMs conducted in the past (Pfau, Compton, et al., 2004; Pfau, Ivanov, et al., 2005; Pfau, Tusing, et al., 1997; Pfau, Szabo, et al., 2001) attesting to the fact that unknown mechanisms leading to resistance still remain uncovered.

After inputting the new paths, the next step was to examine the originally specified paths recommended for deletion by the Wald test. The two paths recommended for deletion lead from Phase 2 anger to Phase 3 attitude towards the COO image and Phase 3 counterarguing. Since these paths were hypothesized and yet not supported in the initial model, they were removed from the final model.

The final and revised affective model fit the data well, Figure 2, $\chi^2 (df = 2, n = 193) = .31, p = .86$, fit indices of: Comparative Fit Index (CFI), .99; Adjusted Goodness of Fit (AGFI), .99; Root Mean Square Error of Approximation (RMSEA), .01.

A model that fits the data should exhibit a nonsignificant chi-square, CFI and AGFI ratings of above .90, and RMSEA rating of less than .05 (Byrne, 2001; Hu & Bentler, 1995). The standard errors for the parameters were reasonable and the normalized residuals were within acceptable levels (skew: -.31 to .82; kurtosis: -1.33 to -.28).

An examination of the Lagrange multiplier test provided no further paths to be added, while the Wald test recommended a path for deletion leading from Phase 3 counterarguing to Phase 3 attitude towards the COO image. This path was left in the model despite its insignificant path coefficient due to theoretical reasons and previous empirical support (Pfau, Ivanov, et al., 2005).

Cognitive model. The predicted cognitive model was also used as a starting point in the analysis; however, it also did not fit the data well, $\chi^2 (df = 5, n = 205) = 79.42, p = .01$. Hence, this model was also modified based on the results of the Lagrange multiplier test and the Wald test. The Lagrange multiplier test suggested the addition of paths leading from the inoculation condition to Phase 3 counterarguing and Phase 3 attitude. In addition, this test suggested the addition of paths leading from Phase 2 threat to Phase 3

counterarguing. The Wald test suggested the deletion of paths leading from Phase 2 anger to Phase 3 attitude towards the COO image and Phase 3 counterarguing. Since the hypotheses marshaled in this study predicted that anger would not be a factor when cognitive inoculation messages are used, these paths were removed from the final model based on theoretical grounds. The final cognitive model, which closely resembled the final affective model less the paths from Phase 2 threat to Phase 3 attitude towards the COO image and inoculation condition to Phase 2 anger, fit the data well, Figure 4, $\chi^2 (df = 4, n = 205) = 4.25, p = .37$, fit indices of: Comparative Fit Index (CFI), .99; Adjusted Goodness of Fit (AGFI), .97; Root Mean Square Error of Approximation (RMSEA), .02. The standard errors for the parameters were reasonable and the normalized residuals were within acceptable levels (skew: -.50 to .91; kurtosis: -1.17 to .78).

Another examination of the Lagrange multiplier test provided no further paths to be added, while the Wald test again recommended deletion of the path leading from Phase 3 counterarguing to Phase 3 attitude towards the COO image. Once again this path was retained on theoretical grounds and previous empirical support (Pfau, Ivanov, et al., 2005).

Preliminary Analyses and Manipulation Checks

First, a manipulation check was performed on the level of threat generated by inoculation messages. For inoculation messages to work, they need to be capable of demonstrating the vulnerability of attitudes to individuals. During the pre-test, refutational inoculation messages, which use threat were compared to supportive messages, which do not use threat in order to compare the effectiveness of the threat component. The pre-test showed refutational inoculation messages to raise higher levels of threat compared to the supportive messages. This finding was confirmed in the

omnibus test of the 2 x 5 x 2 MANCOVA where a main effect for experimental condition was discovered $F(36, 1256) = 9.03, p < .01, \eta^2 = .21$. The univariate test indicated significant effect for Phase 2 threat, $F(4, 319) = 21.69, p < .01, \eta^2 = .05$. Consequently, planned comparisons were conducted comparing the levels of threat generated by refutational messages as compared to supportive messages. The planned comparisons confirmed that refutational inoculation messages (refutational same - $M = 4.45, n = 93$ and refutational different/novel - $M = 4.39, n = 83$) generated significantly higher levels of threat compared to supportive messages ($M = 3.40, n = 58$), $F(1, 319) = 46.15, p < .01, \eta^2 = .08$.

The second manipulation check was performed in order assess whether the affective refutational messages generated greater levels of anger compared to the cognitive refutational messages. The pre-test showed that affective refutational messages generate somewhat greater levels of anger compared to cognitive refutational messages. The omnibus test of the 2 x 3 x 2 MANCOVA discovered a main effect for inoculation message, $F(18, 308) = 2.32, p < .01, \eta^2 = .09$. The univariate test, however, did not indicate a significant effect for Phase 2 anger, $F(2, 161) = 4.67, p = .47$. However, a planned comparison of only the cognitive and affective refutational messages, and thus excluding the combined refutational messages, was conducted and confirmed that affective refutational messages ($M = 2.91, n = 64$) generated significantly higher levels of anger compared to cognitive refutational messages ($M = 2.22, n = 64$), $F(1, 161) = 5.52, p < .05, \eta^2 = .03$.

Hypotheses Addressing the Product Type and the COO Importance

Hypotheses 5 and 6 addressed issues related to the product type and the importance of COO as a decision making tool. These hypotheses are presented as a group

first and out of order because of the type of test used for Hypothesis 5 and the consequence of the results of Hypothesis 6 for the remainder of the analyses. More specifically, should Hypothesis 6 fail to be supported, then the rest of the hypotheses would be conducted on the combined data set. Should Hypothesis 6 be supported, then the rest of the hypotheses would be performed separately for each product type – high differentiation (cars) and moderate differentiation (television sets).

Hypothesis 5 proposed that COO is a more salient decision making tool with more highly involving (differentiation) products compared to moderately involving (differentiation) products. To test this hypothesis, an independent sample t-test was conducted because Hypothesis 5 could not be assessed via any of the MANCOVA tests as COO importance served as a covariate in the present investigation. Hence, an independent sample t-test was performed to discover the importance of the COO variable as a decision making tool across high involvement/differentiation products – cars and moderate involvement /differentiation products - televisions. The results across all four phases indicated COO to be a more important decision making tool for high-involvement products (Phase 1 - $M = 5.06$, $SD = 1.37$, $n = 230$; Phase 2 - $M = 5.00$, $SD = 1.30$, $n = 230$; Phase 3 - $M = 5.00$, $SD = 1.29$, $n = 226$; Phase 4 - $M = 5.09$, $SD = 1.18$, $n = 207$) compared to moderate-involvement products (Phase 1 - $M = 4.46$, $SD = 1.77$, $n = 203$, $t(379.35) = 3.96$, $p < .01$, $d = .38$; Phase 2 - $M = 4.32$, $SD = 1.64$, $n = 203$, $t(384.26) = 4.76$, $p < .01$, $d = .46$; Phase 3 - $M = 4.21$, $SD = 1.61$, $n = 203$, $t(385.97) = 5.56$, $p < .01$, $d = .54$; Phase 4 - $M = 4.34$, $SD = 1.58$, $n = 179$, $t(325.73) = 5.25$, $p < .01$, $d = .54$). Hence, Hypothesis 5 was confirmed.

Hypothesis 6 proposed that inoculation would work better for highly involving products compared to moderately involving products. The omnibus test of the $2 \times 5 \times 2$

MANCOVA did not discover a main effect for the product type, $F(9, 311) = 1.15, p = .33$, nor the interaction between the product type and experimental condition, $F(36, 1256) = .90, p = .65$. Consequently, Hypothesis 6 was not supported. A closer examination of the pattern of means confirmed that the means are in the hypothesized direction, but the results were not significant. Based on these findings, the data for the two product types were combined and the remainder of the analyses is performed jointly on both product types, cars (high involvement/differentiation) and television sets (moderate differentiation/involvement).

Hypotheses and the Research Question Addressing the Effectiveness of Resistance Strategies

Hypotheses 1 through 4, addressed the effectiveness of different resistance strategies in the face of a single attack. The omnibus test of the 2 (product type: high differentiation and moderate differentiation) x 5 (experimental condition: refutational same, refutational different/novel, supportive, restoration, and control) x 2 (type of second attack: same and different) MANCOVA discovered a main effect for experimental condition, $F(36, 1256) = 9.03, p < .01, \eta^2 = .21$, with the univariate tests indicating significant effects on the dependent measures of Phase 3 attitude towards the COO image, $F(4, 319) = 36.91, p < .01, \eta^2 = .26$; Phase 3 number of counterarguing output, $F(4, 319) = 17.12, p < .01, \eta^2 = .17$; and Phase 3 attitude towards the attack, $F(4, 319) = 6.41, p < .01, \eta^2 = .07$. Hence, planned comparisons were conducted comparing individual means.

Hypothesis 1 proposed that individuals who receive image restoration messages after previously receiving counterattitudinal attacks are better able to reduce the effect of the attack compared to individuals who do not get image restoration messages at all.

Planned comparisons indicated that individuals receiving restoration messages are able to generate more counterarguments, $F(1, 319) = 8.66, p < .01, \eta^2 = .02$ and display a stronger attitude towards the COO image, $F(1, 319) = 62.19, p < .05, \eta^2 = .10$, as presented in Table 1 (for sample sizes, means, and standard deviations please refer to Table 1).

Hypothesis 2 addressed the effectiveness of supportive messages compared to control. The hypothesis proposed that supportive messages lessen the impact of counterattitudinal attacks by competitors when compared to control. Planned comparisons showed support for this hypothesis as individuals who received supportive messages, compared to individuals who received no messages, were able to generate more counterarguments, $F(1, 319) = 12.17, p < .01, \eta^2 = .03$, and display a stronger attitude towards the COO image, $F(1, 319) = 57.50, p < .05, \eta^2 = .09$, as presented in Table 1.

Hypothesis 3 addressed the effectiveness of refutational strategies compared to supportive strategies and control. This hypothesis proposed that individuals who receive inoculation messages are more resistant to competitors' attacks compared to individuals who receive supportive messages or individuals who receive no defense messages. Planned comparisons indicated support for this hypothesis as individuals who received refutational inoculation messages were able to generate more counterarguments, $F(1, 319) = 17.74, p < .01, \eta^2 = .04$; had lower attitude towards the attack message, $F(1, 319) = 16.66, p < .01, \eta^2 = .04$; and displayed a stronger attitude towards the COO image, $F(1, 319) = 16.33, p < .05, \eta^2 = .03$, when compared to individuals who received supportive messages. In addition, these individuals were also able to generate more counterarguments, $F(1, 319) = 84.68, p < .01, \eta^2 = .17$; had lower attitude towards the

attack message, $F(1, 319) = 24.66, p < .01, \eta^2 = .06$; and displayed a stronger attitude towards the COO image, $F(1, 319) = 221.71, p < .05, \eta^2 = .28$, when compared to individuals who received no messages, as presented in Table 1.

The final hypothesis in this section, Hypothesis 4, predicted greater effectiveness of refutational different/novel messages, when compared to refutational same messages. This hypothesis predicted that refutational different messages are more effective in confirming resistance to counterattitudinal attack when compared to refutational same messages. Planned comparisons did not provide support for this hypothesis, $F(1, 319) = .60, p = .79$.

Research Question 1 addressed the effectiveness of each strategy in the face of multiple attacks. The omnibus test of the 2 (product type: high differentiation and moderate differentiation) x 5 (experimental condition: refutational same, refutational different/novel, supportive, restoration, and control) x 2 (type of second attack: same and different) MANCOVA discovered a main effect for experimental condition $F(36, 1256) = 9.03, p < .01, \eta^2 = .21$, with the univariate tests indicating significant effects on the dependent measures of Phase 4 attitude towards the COO image, $F(4, 319) = 26.92, p < .01, \eta^2 = .21$; Phase 4 number of counterarguing output, $F(4, 319) = 11.94, p < .01, \eta^2 = .12$; and Phase 4 attitude towards the attack, $F(4, 319) = 11.94, p < .01, \eta^2 = .16$.

Consequently, based on the research questions, the effectiveness of all conditions in the face of a second attack were assessed for the dependent variables in Phase 4. Because multiple attacks have not been introduced in this literature before, there was no basis for predictions, thus all of the comparison were conducted by using Sheffe's Post Hoc test (for sample sizes, means, and standard deviations please refer to Table 1).

First, the research question asks whether individuals who have received the image restoration message are better able to protect their image from an additional attack when compared to individuals who have not received a defensive message. A post hoc test indicates that after facing multiple attacks, compared to control, individuals receiving a restoration message after the first attack were able to generate more counterarguments, $t(106) = 7.33, p < .01, d = .89$; had lower attitude towards the attack message, $t(106) = 10.33, p < .01, d = .98$; and displayed a stronger attitude towards the COO image, $t(106) = 13.21, p < .01, d = 1.24$.

Second, the research question asks whether individuals who have received supportive messages are better able to protect their image from an additional attack when compared to individuals who have not received a defensive message. A post hoc test indicates that compared to the control group, individuals receiving supportive messages prior to the initial attack were able to generate more counterarguments, $t(99) = 7.64, p < .01, d = .78$; had lower attitude towards the attack message, $t(99) = 5.45, p < .01, d = .56$; and displayed a stronger attitude towards the COO image, $t(99) = 12.79, p < .01, d = 1.31$.

Third, the research question asks whether individuals who have received refutational message are better able to protect their image from an additional attack when compared to individuals who have not received a defensive message. A post hoc test indicates that after facing multiple attacks, compared to control, individuals receiving refutational same or different messages prior to the first attack were able to generate more counterarguments, same - $t(134) = 10.18, p < .01, d = .97$ and different - $t(124) = 12.40, p < .01, d = 1.11$; had lower attitude towards the attack message, same - $t(134) = 15.85, p < .01, d = 1.28$ and different - $t(124) = 13.02, p < .01, d = 1.06$; and displayed a stronger

attitude towards the COO image, same - $t(134) = 20.39, p < .01, d = 1.69$ and different - $t(124) = 20.38, p < .01, d = 1.84$.

Forth, the research question asks whether individuals who have received image restoration message are better able to protect their image from an additional attack when compared to individuals who have received a supportive message. A post hoc test indicates that after facing multiple attacks, compared to those who receive supportive messages, individuals receiving restoration messages after the first attack were able to generate more counterarguments, $t(121) = 4.91, p < .01, d = .50$ and had lower attitude towards the attack message, $t(121) = 5.38, p < .01, d = .54$.

Fifth, the research question asks whether individuals who have received refutational message are better able to protect their image from an additional attack when compared to individuals who have received a supportive message. A post hoc test indicates that after facing multiple attacks, compared to those receiving supportive messages, individuals receiving refutational same or different messages prior to the first attack were able to generate more counterarguments, same - $t(149) = 8.08, p < .01, d = 0.69$ and different - $t(139) = 10.01, p < .01, d = .84$; had lower attitude towards the attack message, same - $t(149) = 10.03, p < .01, d = .83$ and different - $t(139) = 7.34, p < .01, d = .65$; and displayed a stronger attitude towards the COO image, same - $t(149) = 5.88, p < .01, d = .44$ and different - $t(139) = 6.45, p < .01, d = .53$.

Sixth, the research question asks whether individuals who have received refutational message are better able to protect their image from an additional attack when compared to individuals who have received an image restoration message. A post hoc test indicates that after facing multiple attacks, compared to those receiving restoration messages after the first attack, individuals receiving refutational same or different

messages prior to the first attack were able to generate more counterarguments, same - $t(156) = 2.70, p < .01, d = .20$ and different - $t(146) = 4.86, p < .01, d = .36$; had lower attitude towards the attack message, same - $t(156) = 4.16, p < .01, d = .37$ and different - $t(146) = 1.62, p < .05, d = .13$; and displayed a stronger attitude towards the COO image, same - $t(156) = 6.00, p < .01, d = .43$ and different - $t(146) = 6.60, p < .01, d = .51$.

Finally, the research question asks whether individuals who have received refutational different/novel message are better able to protect their image from an additional attack when compared to individuals who have received a refutational same message. A post hoc test indicates that after facing multiple attacks, compared to those receiving refutational same messages, individuals receiving refutational different/novel messages prior to first attack were able to generate more counterarguments, $t(174) = 2.45, p < .01, d = .16$, but had higher attitude towards the attack message, $t(174) = 2.61, p < .01, d = .19$.

Hypotheses Addressing the Matching and Mismatching Attitude Bases and Inoculation Message Types

Hypotheses 7 through 10 dealt with the effectiveness of affective, cognitive and combined messages in shoring up attitudes with affective or cognitive basis in an effort to protect the attitudes against combined affective and cognitive attacks. The omnibus test of the 2 (attitude basis: affective and cognitive) x 3 (inoculation message type: affective, cognitive, and combined) x 2 (type of second attack: same and different) revealed a significant interaction between the basis of the attitude and the inoculation message type, $F(18, 308) = 6.22, p < .01, \eta^2 = .27$. Hence, planned comparisons were conducted comparing individual means.

Hypothesis 7 addressed the effectiveness of affective and cognitive messages when the basis of the attitude is affective in nature. This hypothesis predicted that when the basis of the attitude is predominantly affective, affective messages would generate greater resistance to persuasive attacks compared to cognitive messages. Planned comparisons provided support for this hypothesis as individuals with affective attitude basis who received affective inoculation treatments displayed a stronger attitude towards the COO image compared to individuals with affective attitude basis who received cognitive inoculation treatments, $F(1, 95) = 219.50, p < .01, \eta^2 = .35$ (for sample sizes, means, and standard deviations please refer to Table 2).

Hypothesis 8 addressed the effectiveness of affective and cognitive messages when the basis on the attitude is cognitive in nature. This hypothesis predicted that when the basis of the attitude is predominantly cognitive, cognitive messages would generate greater resistance to persuasive attacks compared to affective messages. Planned comparisons provided support for this hypothesis as individuals with cognitive attitude basis who received cognitive inoculation treatments displayed a stronger attitude towards the COO image compared to individuals with cognitive attitude basis who received affective inoculation treatments, $F(1, 114) = 94.84, p < .01, \eta^2 = .23$.

Hypotheses 9 and 10 dealt with combined inoculation treatments, where the messages used to inoculate utilized both affective and cognitive content.

Hypothesis 9 addressed the effectiveness of combined treatments in comparison to mismatched treatments and matched cognitive treatments for cognitive attitude basis. This hypothesis predicted that combined treatments would work better than mismatched treatments (affective attitude – cognitive message and cognitive attitude and affective message) or cognitive treatment for cognitive attitude basis. Planned comparisons of the

means provided only a partial support for this hypothesis. As predicted in this hypothesis, individuals with affective attitude basis who received combined inoculation treatments displayed a stronger attitude towards the COO image compared to individuals with affective attitude basis who received cognitive inoculation treatments, $F(1, 95) = 79.50, p < .01, \eta^2 = .16$. In addition, individuals with cognitive attitude basis who received combined inoculation treatments displayed a stronger attitude towards the COO image compared to individuals with cognitive attitude basis who received affective inoculation treatments, $F(1, 114) = 47.85, p < .01, \eta^2 = .13$. However, contrary to the prediction in Hypothesis 9, individuals with cognitive attitude basis who received combined inoculation treatments displayed a weaker attitude towards the COO image compared to individuals with cognitive attitude basis who received cognitive inoculation treatments, $F(1, 114) = 5.21, p < .05, \eta^2 = .02$.

Hypothesis 10 addressed the effectiveness of combined and affective treatments when the basis of the attitude is affective in nature. This hypothesis predicted that combined treatments would work as well as affective treatments when the basis of the attitude is affective. Planned comparisons did not support this hypothesis as individuals with affective attitude basis who received affective inoculation treatments displayed a stronger attitude towards the COO image compared to individuals with affective attitude basis who received combined inoculation treatments, $F(1, 95) = 20.39, p < .01, \eta^2 = .05$.

Hypothesis 12 addressed the effectiveness of cognitive and affective inoculation treatments in generating counterarguing output when the attitude basis is cognitive. This hypothesis predicted that when the basis of the attitude is cognitive in nature, cognitive inoculation treatments would generate greater counterarguing output compared to affective treatments. This hypothesis was not supported as the univariate test for the

interaction between the attitude basis and the inoculation message type was not significant for the dependent measure of Phase 3 counterarguing output, $F(2, 161) = .98$, $p = .38$.

Hypothesis 14 addressed the effectiveness of cognitive and affective inoculation treatments in generating counterarguing output and anger when the attitude basis is affective. This hypothesis predicted that when the basis of the attitude is affective in nature, affective inoculation treatments would generate greater counterarguing output and greater level of anger compared to affective treatments. This hypothesis was not supported as the univariate test for the interaction between the attitude basis and the inoculation message type was not significant for the dependent measures of Phase 3 counterarguing output, $F(2, 161) = .98$, $p = .38$, and Phase 2 anger $F(2, 161) = 2.15$, $p = .12$.

Research Question 1 examined the effectiveness of these strategies in face of a second attack. The omnibus test of the 2 (attitude basis: affective and cognitive) x 3 (inoculation message type: affective, cognitive, and combined) x 2 (type of second attack: same and different) revealed a significant interaction between the basis of the attitude and the inoculation message type, $F(18, 308) = 6.22$, $p < .01$, $\eta^2 = .27$.

Based on Research Question 1, the interaction effect between inoculation message and attitude basis on phase four dependent variables (Phase 4 attitude towards the COO image, Phase 4 counterarguing output, and Phase 4 attitude towards the attack) was assessed as generated by the second attack. Again, because multiple attacks have not been introduced in this literature before, there was no basis for predictions; thus, the pattern of means was determined using Sheffe's Post Hoc test. An examination of Sheffe's Post Hoc tests indicate that significant differences were found on the attitude

towards the COO image variable at Phase 4 (for sample sizes, means, and standard deviations please refer to Table 2).

First, Research Question 1 asks about the effectiveness of each message (affective, cognitive, and combined) in generating resistance to persuasive messages, when the basis of the attitude is primarily affective. Post hoc tests indicated that individuals with affective attitude basis who received affective inoculation treatments displayed a stronger attitude towards the COO image compared to individuals with affective attitude basis who received cognitive inoculation treatments, $t(89) = 5.80, p < .01, d = .59$. In addition, individuals with affective attitude basis who received combined inoculation treatments displayed a stronger attitude towards the COO image compared to individuals with affective attitude basis who received cognitive inoculation treatments, $t(78) = 4.91, p < .01, d = .57$. However, no difference was found on the attitude towards the COO image for individuals with affective attitude basis who received affective inoculation treatments compared to individuals with affective attitude basis who received combined inoculation treatments, $t(71) = .50, p = .86$.

Second, Research Question 1 asks about the effectiveness of each message (affective, cognitive, and combined) in generating resistance to persuasive messages, when the basis of the attitude is primarily cognitive. Post hoc tests indicated that individuals with cognitive attitude basis who received cognitive inoculation treatments displayed a stronger attitude towards the COO image compared to individuals with cognitive attitude basis who received affective inoculation treatments, $t(82) = 7.49, p < .01, d = .88$. In addition, individuals with cognitive attitude basis who received combined inoculation treatments displayed a stronger attitude towards the COO image compared to individuals with cognitive attitude basis who received affective inoculation treatments,

$t(71) = 6.38, p < .01, d = .79$. However, no difference was found on the attitude towards the COO image for individuals with cognitive attitude basis who received cognitive inoculation treatments compared to individuals with cognitive attitude basis who received combined inoculation treatments, $t(79) = .63, p = .80$.

Hypotheses Addressing the Internal Process of Inoculation as Unleashed by Affective and Cognitive Messages

Hypotheses 11, 13, and 15 focused on the internal process of inoculation generated by affective and cognitive inoculation messages. Structural Equation Modeling (SEM) was used to assess the hypotheses in this section.

Hypothesis 11, assessed via SEM, predicted that when cognitive inoculation messages are used, inoculation generates threat, which, through counterarguing, generates resistance. An examination of the cognitive model revealed the following significant factor-to-factor paths: inoculation condition to Phase 2 threat ($z = 5.68, p < .05$), inoculation condition to Phase 3 counterarguing ($z = 4.28, p < .05$), inoculation condition to Phase 3 attitude towards the COO image ($z = 6.27, p < .05$), Phase 2 threat to Phase 3 counterarguing ($z = 3.04, p < .05$), and Phase 2 threat to Phase 2 anger ($z = 2.36, p < .05$) (Table 3 lists the correlations among the cognitive model variables). The factor-to-factor path from Phase 2 counterarguing to Phase 3 attitude towards the COO image was not significant ($z = 0.19, p > .05$).

Based on the significant paths, it can be concluded that the predicted cognitive model, Hypothesis 11, was supported only partially (see SEM output Figure 4). As predicted, significant paths were found from inoculation condition to threat, from threat to counterarguing output, but no significant path was found from counterarguing output to attitude towards the COO image. Moreover, the final model included additional

unpredicted paths, one of which was from threat to anger. This relationship was contrary to the predictions of this investigation in regard to cognitive inoculation messages.

Hypothesis 13, assessed via SEM, predicted that when affective inoculation messages are used, inoculation generates threat, leading to anger, which through counterarguing generates resistance. Hypothesis 15, also assessed via SEM, predicted that counterarguing is not necessary in the above delineated process, but instead, anger can directly generate resistance. An examination of the affective model revealed the following significant factor-to-factor paths: inoculation condition to Phase 3 threat ($z = 5.23, p < .05$), inoculation condition to Phase 3 counterarguing ($z = 4.88, p < .05$), inoculation condition to Phase 3 attitude towards the COO image ($z = 5.95, p < .05$), inoculation condition to Phase 2 anger ($z = 2.77, p < .05$), Phase 2 threat to Phase 3 counterarguing ($z = 2.16, p < .05$), Phase 2 threat to Phase 2 anger ($z = 3.31, p < .05$), and Phase 2 threat to Phase 3 attitude towards the COO image ($z = 2.45, p < .05$) (Table 4 lists the correlations among the cognitive model variables). The factor-to-factor path from Phase 2 counterarguing to Phase 3 attitude towards the COO image was not significant ($z = 0.58, p > .05$).

Based on the significant paths, it can be concluded that the predicted affective model was supported only partially (see SEM output Figure 2). Once again as predicted, significant paths were found from inoculation condition to threat and from threat to anger, but no direct paths were found from anger to counterarguing output as predicted in Hypothesis 13 and from anger to attitude towards the COO image as predicted in Hypothesis 15. In addition, no significant path was found from counterarguing output to attitude towards the COO image as predicted in Hypothesis 13. Moreover, the final model included additional unpredicted paths.

Chapter Four: Discussion

This investigation further extended the utility of inoculation theory in the realm of marketing and consumer advertising. As this investigation posited, inoculation is a viable preemptive strategy, with capabilities of protecting consumer attitudes in the marketplace from competitor attacks, thus confirming Bither, Dolich, and Nell's (1971) conclusion that inoculation should protect against competitor's attacks. More specifically this investigation demonstrated that companies are able to protect the positive COO image association between their products and the countries associated with their products. Unlike image restoration, inoculation is a preemptive strategy capable of preventing competitors from tarnishing the positive COO image before it gets blemished, rather than being a post hoc strategy of image rebuilding. But how does inoculation work in the field on marketing?

Inoculation appears to work equally well for both high and moderate differentiation/ involvement product. Based on the multivariate results, this investigation did not find a differential process for inoculation initiated by level of product involvement. To remove any doubt that this finding may be a result of poor operationalization of product involvement, independent sample t-tests were conducted in the main study to assess the level of involvement generated by the two selected products, cars and television sets. The results across all phases indicated that cars are significantly more involving products than television sets. Hence, it may be concluded that the process of inoculation works equally well for high and moderate involvement products. At the same time even though inoculation may work equally well for both high and moderate involvement products, as Lampert and Jaffe (1998) have suggested and this investigation

confirmed, COO may still be a more important decision making factor for higher involvement products. So how effective is inoculation in protecting the COO image?

As predicted, inoculation is a very capable strategy as its refutational messages were able to protect the COO image held by consumers better than any other strategy used. It worked better than the supportive strategy or no strategy at all. Hence, inoculation may represent the best available strategy to protect consumers' attitudes. In the current investigation, inoculation was able to protect the COO image for two products associated with two different countries equally well. Hence, its effectiveness cannot be attributed only to a single country or product type. The results are very clear. Inoculation works and is capable of protecting the positive image of products associated with countries carrying positive image as producers of those products. Hence, even though the COO image is more stereotypical than factual in nature, it is still used as a proxy for quality (Johansson, 1998) by international consumers; thus, it has a great utility for a company. Still, because of its importance and yet stereotypical nature, it can become easy prey to competitor attacks. However, for the first time now, this investigation has offered a strategy to successfully protect the positive COO image against competitor attacks. To remind, Peterson and Jolibert (1995) claim that the effect of the COO is the most studied area in international business, marketing, and consumer behavior. Tan and Farley (1987) also agree that COO is the most studied aspect of consumer behavior. Consequently, all of these authors testify to the importance of the product's COO as a decision making tool. Because of its importance and yet stereotypical nature, it is one of the areas contested by competitors (Morello, 1992). However, thanks to inoculation theory, now companies have a new tool at their disposal to protect the positive image of their products benefiting from the country with which they are associated. Hence, inoculation theory may represent

the best preemptive strategy at the marketer's disposal for protecting attitudes from competitor's influence. However, all of the studies conducted to this point involving inoculation theory have tested its effectiveness in the face of a single attack. As argued in the current investigation, this approach may be unrealistic in the field of marketing and product advertising. It is much more likely to expect that attitudes will be rendered to a barrage of attacks by competitors. The attacks may carry an identical message or a variation of a theme. So, how would inoculation, as well as the other strategies, fare in the face of multiple attacks? In addition, will the nature of the attack (same or different) impact the effectiveness of the strategy?

Based on the results generated by this investigation, it seems that all of the manipulated strategies would work in the same manner prescribed for a single attack. Individuals who received refutational messages were better able to protect their COO image compared to the rest of the individuals who received supportive, restoration, or no messages. It seems that the additional attack did not impact the success of the strategies. The COO image may be expected to deteriorate over time as the success of inoculation is still limited, but the findings of this investigation highlight the ability of inoculation to protect attitudes over time and in the face of multiple attacks better than any other strategy manipulated in this study including supportive, control, and restoration. This study, although preliminary, attests to the robust nature of inoculation. Never before has the effectiveness of inoculation theory been tested by applying multiple attacks. To this point, not using multiple attacks in previous studies manipulating inoculation could have been considered a glaring weakness of the theory. In practice, an individual is unlikely to only face one attack regardless of the nature of the attitude held. Whether inoculation is used in an interpersonal context (e.g., protecting the negative attitude towards smoking

against peer pressure) or mass media context (e.g., protecting the COO image or brand name against competitors' advertising attacks) the number of attacks faced is likely to be more than one. A teenager is likely to face constant and repeated pressure from his or her peers to succumb to smoking. At the same time a consumer is likely to face a barrage of attacks orchestrated by competitors aimed at the consumer's choice of brand or attempting to tarnish the positive COO image. Yet, the success of the theory has not been assessed in the face of multiple attacks until now. Thus, this study is a pioneer in assessing the strength of inoculation when facing multiple attacks. The results indicate that inoculation is capable of arming individuals with defenses to withstand repeated pressures from peers or competitors. This finding renders the theory both practical and useful, thus extending its utility and importance.

Future efforts should further test the effectiveness of inoculation with multiple attacks in order to determine how many attacks it would take to completely eliminate the usefulness of inoculation if such a number exists. In addition, if multiple attacks over time eliminate the effect of inoculation, should this finding be attributed to the multiple attacks, the inoculation message decay over time, or combination thereof?

In addition to the effectiveness of inoculation in the face of multiple attacks, it seems that the nature of the attack would have no impact on the effectiveness of any of the strategies manipulated. This is good news for the marketer who would not have to prepare different defensive strategies in anticipation of additional attacks, regardless whether their content is the same or a varied version on the same theme. Future research should replicate this study to provide further support for this finding.

The next question deals specifically with the content of the message and its interaction with the basis of the attitude. It is very difficult for the marketer to guess the

content structure of a potential attack. Will the attack be cognitive or affective in nature? This is nearly impossible to know, so the marketer should consider the worst-case scenario, thus assuming that it will be both. Thus, instead of manipulating the nature of the attack as other studies testing the basis of the attitude against matched or mismatched attacks have done (Edwards, 1990; Millar & Millar, 1990), this investigation manipulated the basis of the attitude and the type of inoculation message.

The findings were very clear. When the basis of the attitude is affective, affective inoculation messages work best to protect the attitude. Combined messages do not work as well as affective messages, but better than cognitive messages. The reverse is true for the cognitive attitudes. When the basis of the attitude is cognitive, cognitive inoculation treatments work best. Combined treatments work better than affective, but not as good as cognitive treatments. Hence, it can be concluded that in the face of a single attack, matching the treatment with the attitude basis will provide best protection for the attitude in place. Combined treatments will work better than mismatched treatments, but not as good as matched ones. So, why do matched treatments work better than combined, which in turn work better than the mismatched ones?

One possible answer may rest in the message construction. Matched treatments featured two matched arguments; combined treatments featured one matched and one mismatched argument; while mismatched treatments featured two mismatched arguments. Hence, it may be reasoned that the number of arguments exerted influence on the success of the messages. However, this reasoning would seem to align with the expectation that the content is responsible for the success of the message. As demonstrated by the comparable effectiveness of both refutational same and different/novel messages, it may be concluded that the content cannot be solely

responsible for the success of the messages, but rather the generated motivation should be the catalyst. A support for this alternative can be found in the success of refutational different messages over time.

So, the true nature of this differential success may still rest in the functional view of attitudes as suggested by Edwards (1990). As Edwards proposed and her findings supported (1990), affective attitudes may be more vulnerable to affective attacks. Edwards (1990) reasons that when people have conceived of their attitudes affectively, rational argumentation would not be as effective as more passion may be. Thus, affective attitudes may be more vulnerable to affective attacks, but impervious to cognitive ones. In addition, the functional view of attitudes states that affective attitudes are one dimensional and affective in nature. Thus, the best way these attitudes can be reached and attacked is via an affective attack. Hence, this investigation reasoned that a better way to protect this attitude would be with an affective, rather, than cognitive inoculation. This expectation was confirmed by the results. Affective inoculation protects better than the cognitive one when the basis of the attitude is affective in nature.

Congruent with the above, and drawing from Edwards' (1990) findings and the functional view of attitudes, cognitive attitudes should be two-dimensional and both affective and cognitive in nature. Hence, combined messages should have produced the best protection for cognitive attitudes. Instead, the findings in this study indicate that cognitive inoculation messages, rather than combined inoculation messages, provide the best protection for cognitive attitudes. Consequently, a few implications follow.

First, it seems that attitudes are best protected when the nature of the base is matched with the nature of inoculation. This finding seems to more closely align with Edwards' (1990) matching hypothesis than Millar and Millar's (1990) mismatching one.

As such, the results are significant to the debate between the two camps. In an attempt to reconcile the differences between the two camps, Millar and Millar (1990) offered an explanation that favors the length of time that the attitude has been in place before being attacked as the reason for the opposing results. As suggested by these two authors, Edwards (1990) manipulated new attitudes, where Millar and Millar (1990) manipulated attitudes already in place. Hence, they conclude that the matching hypothesis works better for new attitudes, where the mismatching hypothesis works better with attitudes already in place. However, the results from this investigation align better with Edwards' findings, and yet the attitudes manipulated were not new, but have been in place for some time. Hence, this finding may put in question Millar and Millar's reconciliation attempt.

Second, are the cognitive attitudes two-dimensional after all, and if so, are the dimensions equally important? Based on the functional view previously introduced, affective attitudes if one-dimensional should have been best protected with an affective strategy. This finding was confirmed. At the same time cognitive attitudes, if two-dimensional, should have been better protected by combined messages. Yet, cognitive messages worked best. Does this mean that the cognitive attitudes are only cognitive in nature rather than both cognitive and affective? Or are they both cognitive and affective in nature, but dominated by the cognitive dimension? These are certainly questions that this investigation raises and that future research should address.

Finally, maybe the difference in the findings can be attributed to the differences between this study and both Edwards' (1990) and Millar and Millar's (1990). While this investigation kept the attack consistent and both cognitive and affective in nature in order to mimic a real world scenario and instead manipulated the inoculation message, the

aforementioned studies did not provide any protection messages, but instead manipulated the attack by using either affective or cognitive attacks, but not both.

Regardless of the approach taken, this study's results seem to be very clear that matching the attitude basis with the inoculation message provides greatest protection against combined affective and cognitive attacks. Combined messages work better than mismatched messages, but not as good as matched messages. Still, would this finding be confirmed with multiple attacks?

In the face of a second attack, the results of this study indicate that combined and matched treatments would work equally well, but better than mismatched treatments. More specifically, after experiencing two attacks, there was no difference in the attitudes of those who received combined as compared to matched treatments. The attitudes of those who received mismatched treatments were significantly lower. Why this sudden change? Why is the effect of matched treatments superior to that of combined treatments after one attack, but equal after a second one? Why has the effectiveness of combined treatments climbed to the same level as the matched treatments? Or stated differently, why has the effectiveness of matched treatments declined to the level of combined treatments? Could the time elapsed be the explanation for the weakened effectiveness of the matching effect? Alternatively, could the additional attack weaken the matched defenses, strengthen the combined, or both? In addition, does the second attack start shifting the basis of the attitude in the opposite direction? More specifically, if the attitude is affective in nature, do the repeated combined attacks force the individual to start thinking of the attitude more rationally in combination with the affective approach? For example, if a person purchased a car because it was pretty, do the repeated attacks force the individual to start thinking about some practical reasons that allow him or her to

justify the purchase better in addition to his or her affective reasons (affective defense - I just like it; that's why)?

The above explanation is certainly plausible, as previous research has testified to the ability of individuals to rationalize choices as well as quickly cope with negative psychological events that they may encounter (Wilson & Gilbert, 2005; Wilson, Lindsay, & Schooler, 2000). Thus, if the barrage of attacks are creating a psychological event for individuals to face and deal with, then perhaps they may start rationalizing their reasons for holding the attitudes in place, thus shifting their entire attitude basis from purely affective to a combined one.

Although the this explanation is certainly plausible, no confident answers to the above questions are readily available at this point in time as this area represents a new research frontier. More research and theorizing needs to occur before confident answers to these questions can be proposed.

However, the value of this finding may have great consequences for the marketer. As previously stated, it is unreasonable to expect the marketer to guess whether the attacks forthcoming will be affective or cognitive in nature, as this element may be outside of the marketer's control. However, the marketer has control over the type of message produced (affective, cognitive, or combined). The third element in this equation, the basis of the attitude, is not under direct control of the marketer, but the marketer can discover the predominant basis of the attitude of consumers by conducting research. Still, this may be a difficult and expensive task. However, based on the findings of this study, if the marketer does not know the basis of the attitude, he or she can make a risky decision by constructing the message as either affective or cognitive in nature. So, depending on the basis of the attitude held by consumers, the message would be most

effective if it does match the message to the attitude basis or least effective if it does not. Still, the marketer may take the more conservative route and construct the message to feature both cognitive and affective content as this message would fall in the middle in terms of effectiveness.

Now, an assumption may be made that the marketer expects the competition to use more than one attack in its campaign. As this investigation shows, with two attacks, the combined treatments work just as well as the matched ones, so the basis of the attitude will be inconsequential. The marketers can construct the messages to feature both cognitive and affective components for maximum effectiveness.

Finally, these results need to be qualified as the assumption made in this investigation considers combined attacks to be most threatening. If this is not the case, but instead, if matched or mismatched attacks have a stronger impact than combined attacks, the effectiveness of the strategies proposed here would not be maximized. Future research should replicate the results of this study with three different types of attacks: matched, mismatched, and combined.

The last topic assessed in this investigation addressed the internal process of inoculation. The goal was to nuance, and separately observe, the process of inoculation unleashed by affective and cognitive messages. Two different models were proposed delineating both the affective and cognitive process of inoculation. It was disappointing to discover that neither of the models was supported. The key issue in this step was to highlight anger as a key variable that distinguished the two processes of cognitive and affective inoculation. Despite the fact that affective refutational inoculation messages created higher levels of anger than cognitive refutational inoculation messages, anger was not a factor in either of the models as illustrated by the SEM output. No strong reasoning

can be given that explains this finding to the satisfaction of the researcher. In the past, Pfau, Szabo and colleagues (2001) found anger to play a role in both models. This investigation instead did not find anger to play a significant role in any of the models. Perhaps, a possible explanation may rest in the complexity of the models. Pfau, Szabo and colleagues' (2001) models were much more complex and with more mediating variables than the models predicted in this study. This finding may provide further evidence for the complexity of the resistance process. Based on Insko's (1967) hunch and drawing from the body of work on this theory conducted by Pfau and his disciples, after years of research, inoculation theory still remains in some part an enigma. Its secrets are uncovered with each new study and yet each new study brings out more new questions. There is very little doubt that this theory will excite researchers for many years to come as the utility of this theory is cross contextual and applicable to most, if not all, disciplines in the social sciences.

Chapter Five: Limitations and Future Studies

The first significant limitation of this study is centered on Hypothesis 4. This study proposed that refutational different/novel treatments would work better than refutational same treatments due to McGuire's rationale for why each of these treatments works. As McGuire (1962, 1964) suggested, the rationale for why inoculation same treatments work may be attributed to the content, as the content used in the treatments is faced once again in the attack. However, the content cannot be attributed with the success of the refutational different/novel treatments, as the content used in the treatments is different from the content faced in the attack. Instead, McGuire attributes the success of the refutational treatments to their ability to motivate individuals to generate defenses on their own in addition to the ones provided in the treatments.

However, McGuire's rationale is an explanation for how refutational messages work. More specifically, by demonstrating the equivalent effectiveness of refutational same and different/novel messages, McGuire was able to strengthen his argument that the effectiveness of refutational treatments should at least in part be attributed to the motivational power of the treatments to entice defense generation on the part of individuals.

This investigation predicted that refutational different/novel treatments would work better than refutational same treatments over time based on McGuire's rationale delineated above and coupled with the expectation that the message content will decay over time. However, up until the moment an attack is experienced, the function of both refutational same and different/novel messages should work in the same prescribed manner as both messages should generate the same amount of motivation and/or content, thus rendering the rationale on which Hypothesis 4 rests theoretically unsupported. More careful theorizing in the future should produce hypotheses with greater likelihood of finding empirical support.

The second significant limitation of this study is centered on the measure for testing counterarguing output. Traditionally, this variable has been operationalized via the thought listing procedure. However, due to some weaknesses identified with this method and discussed in this investigation, the current study used an alternative check-off-recognition procedure successfully introduced in number of recent studies (Pfau, Compton, Parker, An et al., in press; Pfau, Compton, Parker, Wittenberg et al., 2004; Pfau, Ivanov et al., 2005).

However, this measure created some confusion on the part of the respondents despite the written and verbal instructions, thus proving to be overly complex for

undergraduate college students. In addition, this measure listed responses for the participants to check off should the responses have entered their mind prior to the introduction of the measure. This operationalization approach may have allowed some individuals to check off responses that have not entered their mind prior to the measure introduction, thus perhaps sensitizing them to the possible check off choices. Even though the results of this study do not indicate this problem to be very pronounced, future studies should continue to search for a better method to operationalize counterarguing output.

The third significant limitation of this study centers on the process of inoculation. This investigation anticipated that affective inoculation treatments would generate threat, which would lead to anger. Anger, on the other hand, was expected to generate greater resistance to persuasive attacks both directly and by eliciting a process of counterarguing. However, in the current investigation, anger was not found to play a role in the process of resistance even though previous studies have found anger to mediate this process (see Pfau, Szabo, et al., 2001).

Future studies should further define the role of anger in the process of inoculation. Does anger play a role? Are there other mediating factors not accounted for in the process of resistance such as fear?

Previous research has shown that fear can be elicited by threat (Witte, 1992), just as anger can (Welches & Pica, 2005). Thus, future research should discover the role of fear in inoculation and its interaction with anger. Perhaps fear is the missing link or mediating variable currently masking the effect of anger in the process of inoculation.

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Table 1

Comparison of the Effectiveness of Different Resistance Strategies

Dependent measure	Experimental conditions				
	Control <i>n</i> = 43	Restoration <i>n</i> = 65	Supportive <i>n</i> = 58	Refutational inoculation	
				Different <i>n</i> = 83	Same <i>n</i> = 93
Phase 3 attitude - COO image					
<i>M</i>	3.68 ^{abf}	5.16 ^{acd}	5.13 ^{be}	5.73 ^{bc}	5.62 ^{def}
(<i>SD</i>)	(.84)	(1.19)	(1.01)	(1.04)	(.91)
Phase 3 counterarguing output					
<i>M</i>	7.98 ^{abf}	11.77 ^{acd}	12.57 ^{be}	16.30 ^{bc}	16.61 ^{def}
(<i>SD</i>)	(3.89)	(2.88)	(5.75)	(6.70)	(7.97)
Phase 3 attitude towards the attack					
<i>M</i>	3.90 ^{ab}	3.51	3.74 ^{cd}	2.99 ^{ac}	2.97 ^{bd}
(<i>SD</i>)	(1.26)	(1.31)	(1.12)	(1.51)	(1.31)
Phase 4 attitude - COO image					
<i>M</i>	3.38 ^{ab}	4.81 ^{ac}	4.81 ^b	5.42 ^{bc}	5.34 ^a
(<i>SD</i>)	(1.05)	(1.24)	(1.14)	(1.16)	(1.27)
Phase 4 counterarguing output					
<i>M</i>	8.07 ^{abc}	12.64 ^a	9.77 ^d	15.23 ^{bd}	14.03 ^{cd}
(<i>SD</i>)	(4.67)	(6.25)	(4.83)	(7.82)	(7.32)

Dependent measure	Experimental conditions				
	Control <i>n</i> = 43	Restoration <i>n</i> = 65	Supportive <i>n</i> = 58	Refutational Inoculation	
				Different <i>n</i> = 83	Same <i>n</i> = 93
Phase 4 attitude towards the attack					
<i>M</i>	4.72 ^{ab}	3.41 ^{ac}	4.03 ^d	3.23 ^{ad}	2.98 ^{bcd}
(<i>SD</i>)	(1.42)	(1.27)	(1.03)	(1.39)	(1.30)

Note. Phase 3 and Phase 4 attitude towards the COO image was measured on a 1 to 7 scale, with higher numbers indicating more positive image and greater resistance to attacks. Phase 3 and Phase 4 counterarguing output was derived by combining the pro-attitudinal and counter-attitudinal output. Higher numbers depict greater ability to counterargue, which leads to greater resistance to persuasion. Phase 3 and Phase 4 attitude towards the attack was measure on a 1 to 7 scale, with lower number indicating greater resistance to attacks.

^{abcdef}Depicts statistically significant groups at $p < .05$.

Table 2

Comparison of the Effectiveness of Matched and Mismatched Inoculation Strategies

Dependent measure	Attitude Basis					
	Affective			Cognitive		
	Affective Message <i>n</i> = 42	Cognitive Message <i>n</i> = 49	Combined Message <i>n</i> = 31	Affective Message <i>n</i> = 38	Cognitive Message <i>n</i> = 46	Combined Message <i>n</i> = 35
Phase 3 attitude – COO image						
<i>M</i>	6.82 ^a	4.82 ^b	6.13 ^c	4.85 ^a	6.38 ^b	6.01 ^c
(<i>SD</i>)	(.54)	(.74)	(.54)	(.81)	(.59)	(.78)
Phase 4 attitude – COO image						
<i>M</i>	5.68 ^a	4.96 ^{ab}	5.61 ^b	4.90 ^{ab}	5.84 ^a	5.76 ^b
(<i>SD</i>)	(1.16)	(1.26)	(1.01)	(.81)	(1.27)	(1.30)

Note. Phase 3 and Phase 4 attitude towards the COO image was measured on a 1 to 7 scale, with higher numbers indicating more positive image and greater resistance to attacks.

^{abc}Depicts statistically significant groups at $p < .05$.

Table 3

Correlations for Variables in the Cognitive Modal

	Inoculation condition	Phase 2 threat	Phase 2 anger	Phase 3 counterarguing	Phase 3 attitude towards the COO image
Inoculation condition	1.000				
Phase 2 threat	-.386	1.000			
Phase 2 anger	-.066	.172	1.000		
Phase 3 counterarguing	-.391	.334	.057	1.000	
Phase 3 attitude towards the COO image	-.448	.171	.029	.164	1.000

Note. Numbers in the lower triangle represent the correlations for the modified matrix.

Table 4

Correlations for Variables in the Affective Modal

	Inoculation condition	Phase 2 threat	Phase 2 anger	Phase 3 counterarguing	Phase 3 attitude towards the COO image
Inoculation condition	1.000				
Phase 2 threat	-.362	1.000			
Phase 2 anger	-.302	.328	1.000		
Phase 3 counterarguing	-.409	.284	.158	1.000	
Phase 3 attitude towards the COO image	-.411	-.001	.086	.180	1.000

Note. Numbers in the lower triangle represent the correlations for the modified matrix.

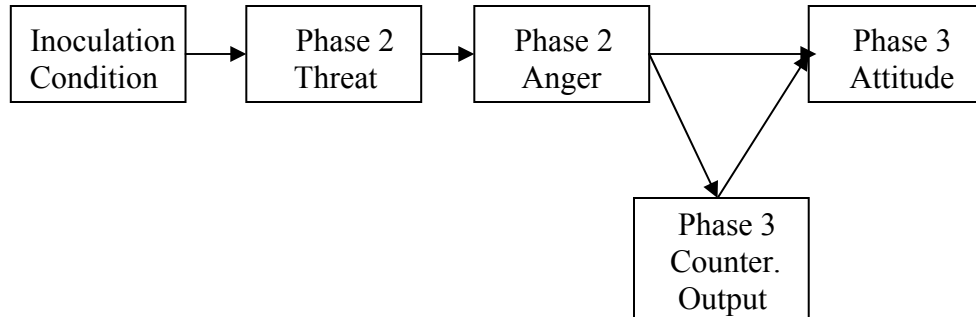


Figure 1. Predicted Affective Model: Inoculation Process as Generated by Affective Messages

—→ Paths Predicted

- - -→ Paths Not Predicted

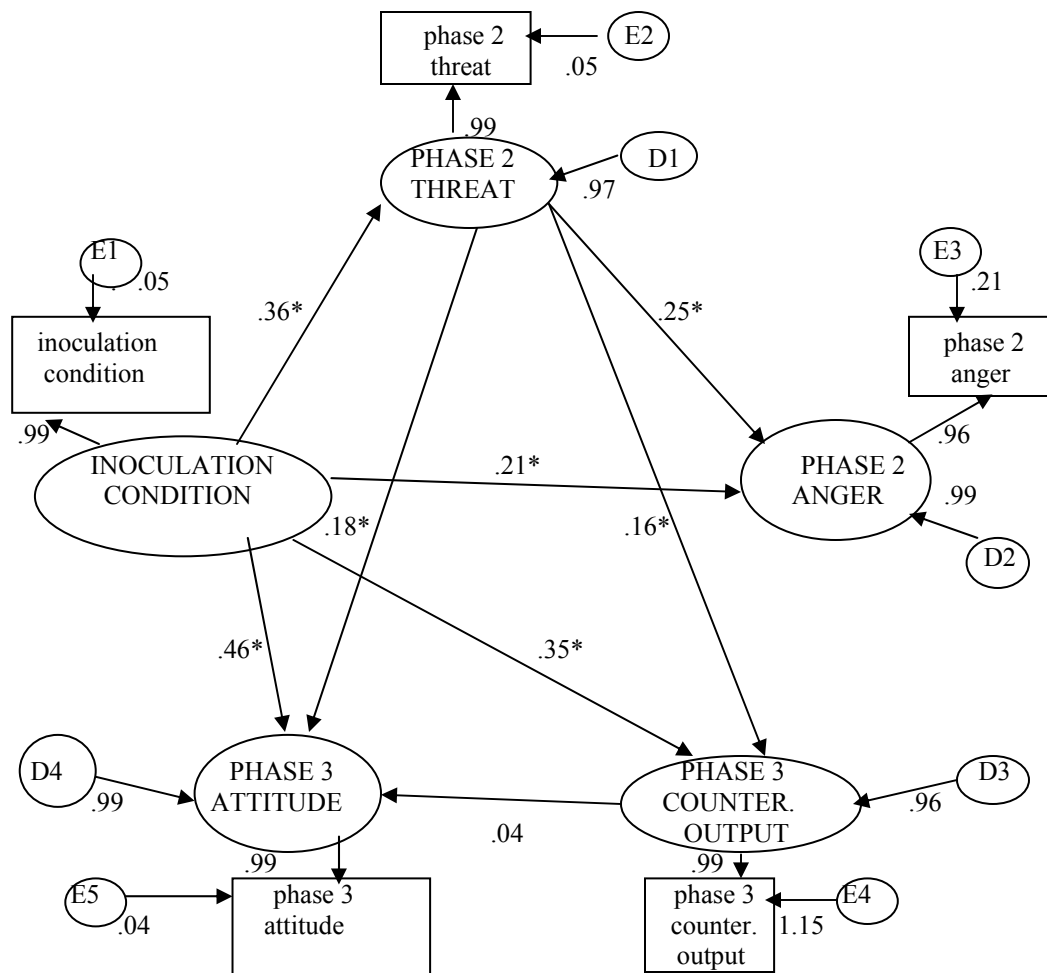


Figure 2. Final Affective Model: Inoculation Process as Generated by Affective Messages

Note. The model is illustrated via a path diagram with standardized estimates. The latent variables appear in upper case within ellipses, while the indicator variables appear in lower case within rectangles. $\chi^2 (df = 2, n = 193) = .31, p = .86, CFI = .99, AGFI = .99, RMSEA = .01.$

* $p < .05.$

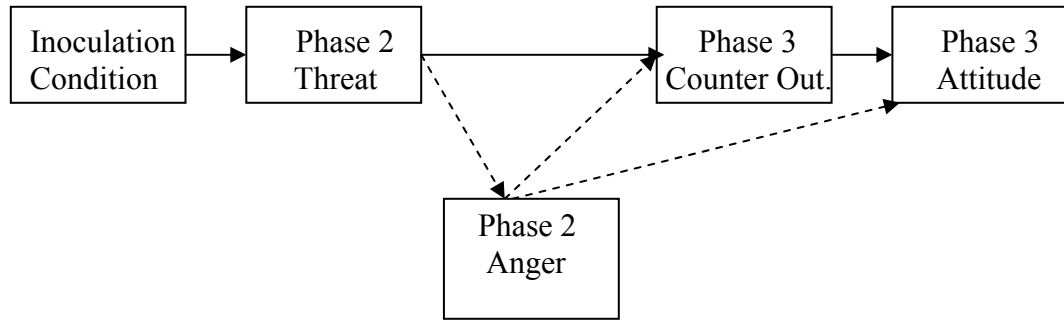


Figure 3. Predicted Cognitive Model: Inoculation Process as Generated by Cognitive Messages

→ Paths Predicted

---→ Paths Not Predicted

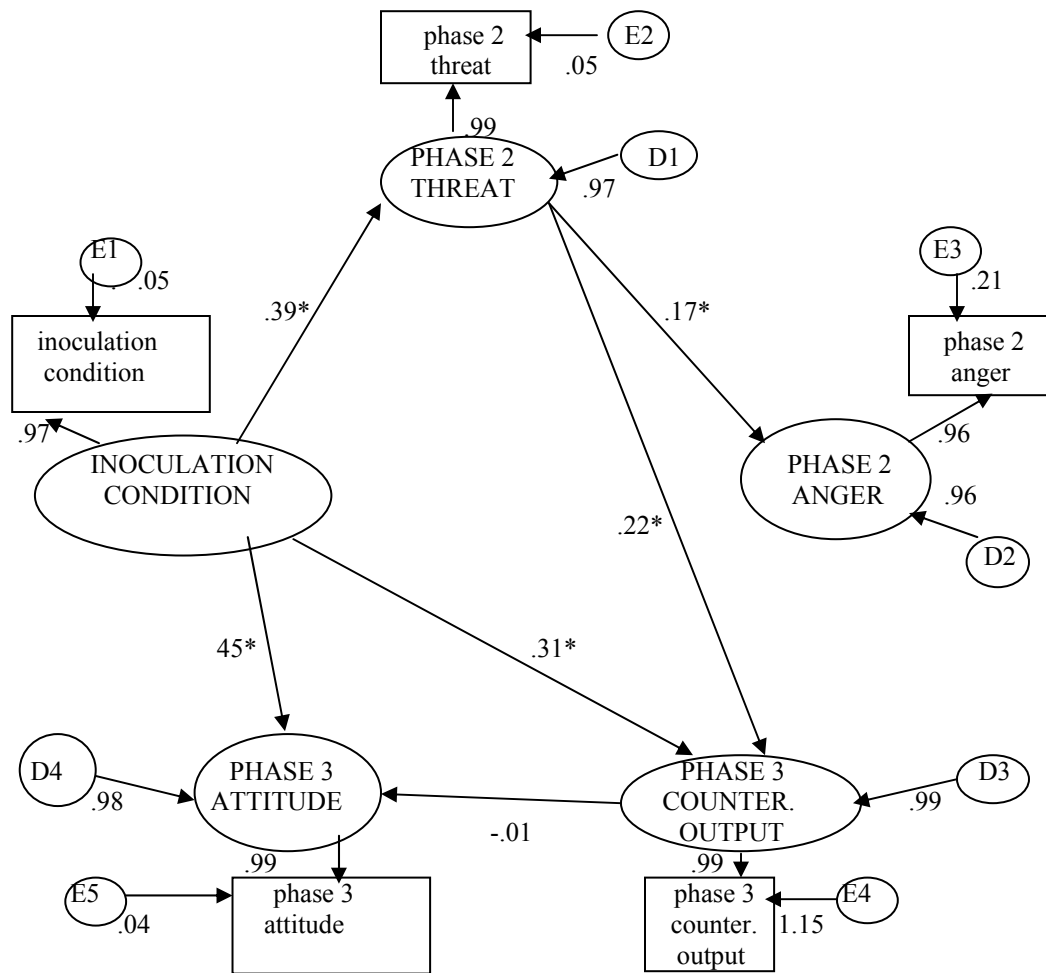


Figure 4. Final Cognitive Model: Inoculation Process as Generated by Cognitive Messages

Note. The model is illustrated via a path diagram with standardized estimates. The latent variables appear in upper case within ellipses, while the indicator variables appear in lower case within rectangles. $\chi^2 (df = 4, n = 205) = 4.25, p = .37, CFI = .99, AGFI = .97, RMSEA = .02.$

* $p < .05.$

APPENDIX A: QUESTIONNAIRES

On the following pages two entire versions of the questionnaire including all four phases can be found. The questionnaires offered as examples, were given to individuals in the refutational same condition. The remaining questionnaire versions were relatively similar with the version given to the control participants being least complex. The size and scales were adjusted below to fit the margin requirements of the Graduate College outlined for dissertations. The check-off-recognition procedure layout provided vertically in the below examples, was provided horizontally in the study.

The first version presented below was given to individuals with affective basis of the attitude (A) who had a positive COO image for television sets made in the U.S. (TU). In addition, participants receiving this particular version were given affective refutational same messages (RS-A) and also faced the same attack both in Phase 3 (AT1) and Phase 4 (AT2 – Same). In this study the attack incorporated both affective and cognitive content (B) and this particular example of combined attack presented the affective component before the cognitive (Bac), although the content was randomized throughout the study.

The second version presented below was given to individuals with cognitive basis of the attitude (C) who had a positive COO image for cars made in Japan (CJ). In addition, participants receiving this particular version were given cognitive refutational same messages (RS-C) and also faced the same attack both in Phase 3 (AT1) and Phase 4 (AT2 – Same). In this study the attack incorporated both affective and cognitive content (B) and this particular example of combined attack presented the affective component after the cognitive (Bca), although the content was randomized throughout the study.

PHASE ONE QUESTIONNAIRE (1TU)

Researchers at the Department of Marketing at the University of Central Oklahoma want to learn more about how people process messages. We appreciate your willingness to participate in this study. We ask that you read each set of instructions carefully, and respond to each of the survey items as accurately as possible.

Questions in Part 1 are designed to provide necessary information about you. All of your responses in this study will be treated confidentially. But, we need some information so we can match up the questionnaires you complete during each of the four sessions, and so we can inform your instructor about your participation in the study (should extra credit be provided). For items on course number, section number, and instructor, we want to know which course/section/instructor we should inform about your participation in this study (again should extra credit be provided). PLEASE PRINT LEGIBLY.

1. YOUR NAME: _____, _____, _____.
(last name) (first name) (middle name)
2. COURSE NUMBER (for extra credit): _____.
3. SECTION NUMBER (for extra credit): _____.
4. INSTRUCTOR (for extra credit): _____.
5. YOUR GENDER (mark only one): Male _____; Female _____.
6. DAY AND DATE: _____, _____.

The next items concern specific statements. Read each of the statements, and then complete the items that follow. The first block of specific items are designed to determine your overall attitude toward the specific statement. Items consist of pairs of adjective opposites. Each of the pairs of adjective opposites is separated by numbers 1, 2, 3, 4, 5, 6, and 7. Read each of the adjective opposite pairs, and then circle a number that best describes your response to the statement.

STATEMENT 3:

TELEVISION SETS MADE IN THE U.S. HAVE POSITIVE IMAGE

Attitude toward the Statement

7. Negative	1 2 3 4 5 6 7	Positive
	[Where 1 is the most negative and 7 the most positive.]	
8. Bad	1 2 3 4 5 6 7	Good
9. Dislike	1 2 3 4 5 6 7	Like
10. Undesirable	1 2 3 4 5 6 7	Desirable
11. Unfavorable	1 2 3 4 5 6 7	Favorable
12. Unacceptable	1 2 3 4 5 6 7	Acceptable
13. Wrong	1 2 3 4 5 6 7	Right

Attitude toward the Statement

14. Useless	1 2 3 4 5 6 7	Useful
15. Foolish	1 2 3 4 5 6 7	Wise
16. Unsafe	1 2 3 4 5 6 7	Safe
17. Harmful	1 2 3 4 5 6 7	Beneficial
18. Worthless	1 2 3 4 5 6 7	Valuable
19. Imperfect	1 2 3 4 5 6 7	Perfect
20. Unhealthy	1 2 3 4 5 6 7	Healthy

The next block of items are designed to determine your feelings about the attitude statement above. Again, the items consist of pairs of adjective opposites. Each of the pairs of adjective opposites is separated by the numbers 1, 2, 3, 4, 5, 6, and 7. Read each of the adjective opposite pairs, and then circle a number that best describes your response to the statement.

Feelings about the Statement

21. Hate	1 2 3 4 5 6 7	Love
22. Sad	1 2 3 4 5 6 7	Delighted
23. Annoyed	1 2 3 4 5 6 7	Happy
24. Tense	1 2 3 4 5 6 7	Calm
25. Bored	1 2 3 4 5 6 7	Excited
26. Angry	1 2 3 4 5 6 7	Relaxed
27. Disgusted	1 2 3 4 5 6 7	Accepting
28. Sorrow	1 2 3 4 5 6 7	Joy

The next items are designed to measure your sense of the overall importance of the statement.

I find that taking my time and carefully examining all of my options when buying a television set is something that is:

28. Unimportant	1 2 3 4 5 6 7	Important
29. Irrelevant	1 2 3 4 5 6 7	Relevant
30. Non-Essential	1 2 3 4 5 6 7	Essential
31. Of no concern	1 2 3 4 5 6 7	Of concern to me
32. Does not matter	1 2 3 4 5 6 7	Matters to me
33. Useless	1 2 3 4 5 6 7	Useful
34. Trivial	1 2 3 4 5 6 7	Fundamental

When buying a television set, how important of a factor is the country where the television set was made?

35. Unimportant	1 2 3 4 5 6 7	Important
36. Irrelevant	1 2 3 4 5 6 7	Relevant
37. Non-Essential	1 2 3 4 5 6 7	Essential
38. Of no concern	1 2 3 4 5 6 7	Of concern to me
38. Does not matter	1 2 3 4 5 6 7	Matters to me
40. Useless	1 2 3 4 5 6 7	Useful
41. Trivial	1 2 3 4 5 6 7	Fundamental

To earn credit for participating in this study you **NEED TO COMPLETE ALL THREE ADDITIONAL SESSIONS AND SIGN THE CONSENT FORM ON THE NEXT PAGE**, which allows us to use your responses in the study.

Consent Form

This is a research study dealing with the way that people process messages which is being conducted under the auspices on the University of Oklahoma, Norman campus and with permission from the University of Central Oklahoma. This document is your consent for participation in this research project.

You are asked to participate in three additional phases, none of which require more than 30 minutes to complete. Phases 2, 3, and 4 will be administered in the same manner. The following three phases will be conducted in the following three weeks.

You will read brief messages and complete a questionnaire at each session. The total time required for the project will not exceed 100 minutes.

Nothing in the procedures that will be used in this study could prove potentially harmful to you. All of your responses will be held confidential. Any information that you provide will be used for research purposes only. Responses will not be shared with persons who are not directly involved with this study. At not time will the data be used for classroom purposes. In all probability there will be publications about the results of the study, but they will not contain any identifying material. If you seek more information, or if you have any questions, contact Instructor Bobi Ivanov at 974-5266 or via email at bivanov@ucok.edu. In addition, if you have any questions about the rights of research participants, you may contact the Office of Research Administration at University of Oklahoma at 325-4757 or the University of Central Oklahoma College of Graduate Studies & Research at 974-3341. If you participate in the study and would like to view the results, you can receive an electronic copy of the research report via e-mail by contacting Instructor Ivanov at the e-mail address indicated above.

Your participation in this study is voluntary and refusal will not involve a penalty. Please, see your instructor for an alternative assignment if research participation is a part of your course requirement. You may withdraw your participation any time prior to completion of the project; however, you will not receive completion credit. The names of all those who complete all four phases of the study will be forwarded to the designated instructors so that you may be credited for participation. If you are participating for extra credit and you decide to withdraw from participation without completing all four phases, you will not receive the course credit associated with the research project.

I understand that: I must be at least 18 years of age in order to participate; there are no foreseeable risks for participating; and my participation is voluntary.

I have read the above and agree to participate in the above-described research. I understand that my participation is voluntary and that I may withdraw at any time without penalty.

Name (first and last): _____ Student ID: _____

Signature: _____ Date: _____

PLEASE BRING THE QUESTIONNAIRE TO THE RESEARCHER AT THE FRONT.
WE THANK YOU FOR YOUR PARTICIPATION.

**PHASE TWO QUESTIONNAIRE - A
(2TU-RS-A)**

We appreciate your continued participation in this study of how people process messages. Please read instructions at the start of each section of this booklet, do what is asked, and complete the survey items in each section as accurately as possible.

After you complete the questionnaire, please bring it up to the researcher.

Part 1

Questions in Part 1 are designed to provide necessary information about you. All of your responses in this study will be treated confidentially. But, we need some information so we can match up the questionnaires you complete during each of the four sessions, and so we can inform your instructor about your participation in the study (should extra credit be provided). For items on course number, section number, and instructor, we want to know which course/section/instructor we should inform about your participation in this study (again should extra credit be provided). PLEASE PRINT LEGIBLY.

- 7. YOUR NAME: _____, _____, _____.
(last name) (first name) (middle name)
- 8. COURSE NUMBER (for extra credit): _____.
- 9. SECTION NUMBER (for extra credit): _____.
- 10. INSTRUCTOR (for extra credit): _____.
- 11. YOUR GENDER (mark only one): Male _____; Female _____.
- 42. DAY AND DATE: _____, _____.

This part contains a message about an issue, which is followed by exercises and scales concerning the message. Please read the message on the next page carefully.

TELEVISION SETS MADE IN THE U.S. HAVE POSITIVE IMAGE

Television sets made in the U.S. have a positive image for a good reason. Despite this fact, there is a new campaign by competitors underway aimed at tarnishing this image. Some of the appeals of this campaign are so persuasive, they may cause you to question the positive image you have of U.S. made television sets. Many people, just like yourself, who see U.S. made television sets in a positive light, have already started to question their beliefs, and you may be next.

Competitors may use emotional attacks to cause people to feel angry at U.S. manufacturers, or perhaps encourage people to feel foolish if they even consider the finer attributes of television sets made in the U.S. Some of their emotional appeals express disdain for U.S. made TVs, hoping to make consumers more fearful or anxious about supposed problems. To accomplish this agenda, they have introduced advertisements targeting the positive image of U.S. made TVs. In fact, as the following advertisement shows, their goal is to make you feel foolish and uncomfortable rather than secure and proud to believe in the positive image of U.S. made television set. So, beware of their obnoxious attempts to appeal to your negative emotions, as in the following advertisement, where they would have you feel foolish and doubtful rather than proud, confident and satisfied with the picture quality of U.S. made television sets.



Competitors of U.S. television manufacturers also claim that it is foolish to hold a positive image about U.S. made TVs because their quality is so poor that people find the viewing experience frustrating and often annoying as the following competitors' advertisement indicates.



Despite the arrogance and obnoxiousness of their messages, advertisements such as this one are trying to play on your emotions, attempting to instill fear and uncertainty about the quality of TVs made in the U.S. In a multi-year study conducted by *J.D. Power and Associates*, Americans have expressed confidence, satisfaction and positive feelings about the quality and dependability of U.S. made TVs, feeling pride in their many positive attributes, and confidence in their desire to buy American made products.

So once again, beware of these unpleasant attempts by competitors to appeal to your negative emotions in their efforts to damage the image you hold of American made TVs and make you feel foolish and doubtful, rather than proud, confident, and satisfied.

(TU-RS-A)

The initial set of items is designed to measure your sense of the overall importance of the statement about the image of a television sets based on where the television set was made.

I find that taking my time and carefully examining all of my options when buying a television set is something that is:

43. Unimportant	1	2	3	4	5	6	7	Important
44. Irrelevant	1	2	3	4	5	6	7	Relevant
45. Non-Essential	1	2	3	4	5	6	7	Essential
46. Of no concern	1	2	3	4	5	6	7	Of concern to me
47. Does not matter	1	2	3	4	5	6	7	Matters to me
48. Useless	1	2	3	4	5	6	7	Useful
49. Trivial	1	2	3	4	5	6	7	Fundamental

When buying a television set, how important of a factor is the country where the television set was made?

50. Unimportant	1	2	3	4	5	6	7	Important
51. Irrelevant	1	2	3	4	5	6	7	Relevant
52. Non-Essential	1	2	3	4	5	6	7	Essential
53. Of no concern	1	2	3	4	5	6	7	Of concern to me
54. Does not matter	1	2	3	4	5	6	7	Matters to me
55. Useless	1	2	3	4	5	6	7	Useful
56. Trivial	1	2	3	4	5	6	7	Fundamental

This section is designed to help us understand how you feel about the idea expressed at the beginning of the message you just read that, despite your opinion on this issue, there is the possibility you may come in contact with arguments contrary to your position that are so persuasive that may cause you to rethink your position I find this possibility:

57. Not Dangerous	1	2	3	4	5	6	7	Dangerous
58. Nonthreatening	1	2	3	4	5	6	7	Threatening
59. Calm	1	2	3	4	5	6	7	Anxious
60. Not Scary	1	2	3	4	5	6	7	Scary
61. Not Harmful	1	2	3	4	5	6	7	Harmful
62. Not Risky	1	2	3	4	5	6	7	Risky

Specifically, we want to understand your feelings about encountering a message which contained arguments contrary to your position about the image of television sets made in the U.S. Scales range from 0 to 6, where 0 indicates “none of the feeling” and 6 “a great deal of this feeling.” Circle a number that best represents the extent to which a message contrary to your position on the image of television sets made in the U.S. would cause you to feel each of the emotions listed. Such a message would make me feel:

63. Angry	0	1	2	3	4	5	6
	[0 means “none of,” and 6 means “a great deal of,” this feeling]						
64. Afraid	0	1	2	3	4	5	6
65. Cheerful	0	1	2	3	4	5	6
66. Bewildered	0	1	2	3	4	5	6
67. Dreary	0	1	2	3	4	5	6
68. Surprised	0	1	2	3	4	5	6
69. Puzzled	0	1	2	3	4	5	6
70. Annoyed	0	1	2	3	4	5	6
71. Scared	0	1	2	3	4	5	6
72. Confused	0	1	2	3	4	5	6
73. Amazed	0	1	2	3	4	5	6
74. Happy	0	1	2	3	4	5	6
75. Dismal	0	1	2	3	4	5	6
76. Astonished	0	1	2	3	4	5	6
77. Irritated	0	1	2	3	4	5	6
78. Sad	0	1	2	3	4	5	6
79. Fearful	0	1	2	3	4	5	6

The next items concern your attitude toward television sets made in the U.S. **generated by your FEELINGS about the image of U.S. television sets.** As you are reading the statements below, experience how the statement makes you feel, and then complete the items that follow. Items consist of pairs of adjective opposites. Each of the pairs of adjective opposites is separated by numbers 1, 2, 3, 4, 5, 6, and 7. Read each of the adjective opposite pairs, and then circle a number that best describes your response to the statement.

STATEMENT 3:

TELEVISION SETS MADE IN THE U.S. HAVE POSITIVE IMAGE

Attitude toward the Statement

Generated by your *FEELINGS* about the image of U.S. television sets.

80. Negative	1	2	3	4	5	6	7	Positive
	[Where 1 is the most negative and 7 the most positive.]							
81. Bad	1	2	3	4	5	6	7	Good
82. Dislike	1	2	3	4	5	6	7	Like
83. Undesirable	1	2	3	4	5	6	7	Desirable
84. Unfavorable	1	2	3	4	5	6	7	Favorable
85. Unacceptable	1	2	3	4	5	6	7	Acceptable
86. Wrong	1	2	3	4	5	6	7	Right

The items on the next page concern the thoughts that went through your mind as you read the message. Please read the instructions carefully and then complete the items on the page.

When you finish the next page, please return the survey booklet to the researcher at the front.

Please remember, that to earn credit for participating in this study you **NEED TO COMPLETE THE TWO ADDITIONAL SESSIONS.**

Thank you for your participation.

We are interested in finding out what thoughts went through your mind as you completed the attitude measures. THERE ARE THREE STEPS TO THIS PROCEDURE

STEP 1: First, we'd like to know the reasons that you thought other people might have for opposing your position that TVs made in the U.S. have a positive image. Under the column on the left labeled Step 1, indicate whether each of the arguments listed did or did not enter your mind as you completed the attitude measures (check the appropriate box). If argument(s), not listed below entered your mind, please write in the argument(s) on the blank line(s) available and then check the appropriate box. After you complete Step 1, please complete steps 2 and 3 which are described below.

<u>Step 1</u>			<u>Step 2</u>		<u>Step</u>
<u>Did</u>	<u>Not</u>		<u>Did</u>	<u>Not</u>	<u>3</u>
<input type="checkbox"/>	<input type="checkbox"/>	U.S. made TVs have a poor sound quality compared to TVs made in other countries.	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	U.S. TVs offer more features than most TVs made in other countries.	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	U.S. made TVs consistently rate highest in quality compared to the rest of the TVs in the market.	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	U.S. made TVs lack durability.	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	U.S. made TVs are very affordable.	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	U.S. TVs are considered to be very stylish.	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	U.S. made TVs technologically lag behind TVs made in many other countries	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	U.S. TV producers have better work ethic than producers in other countries, which is directly reflected in the TV quality.	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	TVs made in the U.S. are outdated, old, bulky, and out of style.	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	U.S. made TVs have a prestigious reputation.	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	The most advanced liquid crystal display TVs in the world are made in the U.S., which testifies to the quality of U.S. made TVs.	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	U.S. TVs have consistently offer fewer features than TVs made anywhere else.	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	U.S. made TVs are more affordable than TVs made elsewhere.	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	U.S. TV plasma screens consistently receive the highest quality rankings.	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	U.S. made TVs consistently rate the highest on sound quality.	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	Aided by the best parts and service support, U.S. made TVs have achieved the highest durability in the market.	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	Americans trust U.S. made TVs more than most TVs made anywhere else.	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	The quality of U.S. made TVs lags behind TVs made in other countries.	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	The reputation of U.S. made TVs is poor as they are considered to be built cheaply and with low quality parts.	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	U.S. made TVs are technologically more advanced than TVs made anywhere else.	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	U.S. made TVs are too expensive.	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	Americans do not trust domestic made TVs.	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>	_____

STEP 2: Next, we'd like to know the reasons that you thought of as to why the opposing arguments are wrong. Under the column on the right labeled Step 2, indicate whether each argument did or did not enter your mind as you completed the attitude measures. If argument(s), not listed above entered your mind, please write in the argument(s) on the blank line(s) available and then check the appropriate box. Then proceed to Step 3.

STEP 3: Finally, we would like for you to go back to each and every argument that you thought of (those that you checked "did" in either Step 1 or Step 2) and rate it from 1 (weak) to 7 (strong) in terms of how good you think it is. We're interested in argument strength regardless of whether or not the argument supports or challenges your position. Write your numerical rating in the spaces provided to the right.

IT IS TIME TO FACE IT:
THE POSITIVE IMAGE OF U.S. MADE TELEVISION SETS IS AN ILLUSION

It is time to uncover the ugly lie that has been fed to us for years concerning the positive image of U.S. made television sets. Where is the proof? For too long we have accepted this notion as true, but not anymore. It is time to fight back and challenge unsubstantiated claims such as this.

Did you know that U.S. television sets actually are much more likely to frustrate you and make you angry when it comes to their quality, since they break down more often compared to television sets made in Japan, Germany, South Korea, or many other countries? This should come as no surprise, since U.S. manufacturers' undoubtedly feel more confidence in their ability to fool you, than pride in the quality of their products.

So, to accept statements designed to trick you into feeling confident or happy is rather foolish, don't you think? Yet, many people such as yourself continue to feel secure and confident without questioning the justifications for these feelings. Have we become so prideful that we would feel good about any kind of emotional appeal made to us without questioning its sincerity? Should you feel this way now? We sure don't feel it, and we're happy to point out the foolishness of this approach. Therefore, don't be so naive as to feel overly confident in the apparent positive image of U.S. made television sets. We feel pretty sure you're not as foolish and naive as that. Take the following advertisement, for instance.



For many years we have been operating under the illusion that U.S. made TVs are the most technologically advanced in the world. This statement is just simply not true. In fact, for the past ten years, the technological gap between U.S. producers of television sets and producers from other countries has consistently widened at the expense of U.S. manufacturers. As a result, based on today's standards, U.S. made TVs are considered outdated and archaic. As Dr. Gary Stevens, engineer with the Plasma Screen Institute of Technology in Rochester, NY states, "U.S. technology has some catching up to do. We have a ways to go before we are considered a major player in the plasma screens market. It pains me to say that despite our best efforts, unfortunately, we still can't compete with the big boys".

So, the evidence is here to question the wisdom of statements made without support. Do not be a victim to an inaccurate stereotype even if it is a positive one, as with the image of U.S. made television sets. Resist the temptation to rely on erroneous claims or foolish emotional appeals.

(TU-Bac-AT1)

This section seeks to measure your attitude towards the position that was advocated in the message. Read the following statements and then complete the items that follow.

I THINK THAT THE POSITION ADVOCATED IN THE MESSAGE IS:

Circle the number that most accurately describes your responses to the position advocated in the message.

106. Negative	1	2	3	4	5	6	7	Positive
	[Where 1 is the most negative and 7 the most positive.]							
107. Bad	1	2	3	4	5	6	7	Good
108. Foolish	1	2	3	4	5	6	7	Wise
109. Unfavorable	1	2	3	4	5	6	7	Favorable
110. Unacceptable	1	2	3	4	5	6	7	Acceptable
111. Wrong	1	2	3	4	5	6	7	Right

The next items concern your attitude toward television sets made in the U.S. **generated by your FEELINGS about the image of U.S. television sets**. As you are reading the statements below, experience how the statement makes you feel, and then complete the items that follow. Items consist of pairs of adjective opposites. Each of the pairs of adjective opposites is separated by numbers 1, 2, 3, 4, 5, 6, and 7. Read each of the adjective opposite pairs, and then circle a number that best describes your response to the statement.

STATEMENT 3:

TELEVISION SETS MADE IN THE U.S. HAVE POSITIVE IMAGE

Attitude toward the Statement

Generated by your *FEELINGS* about the image of U.S. television sets.

112. Negative	1	2	3	4	5	6	7	Positive
	[Where 1 is the most negative and 7 the most positive.]							
113. Bad	1	2	3	4	5	6	7	Good
114. Dislike	1	2	3	4	5	6	7	Like
115. Undesirable	1	2	3	4	5	6	7	Desirable
116. Unfavorable	1	2	3	4	5	6	7	Favorable
117. Unacceptable	1	2	3	4	5	6	7	Acceptable
118. Wrong	1	2	3	4	5	6	7	Right

The items on the next page concern the thoughts that went through your mind as you read the message. Please read the instructions carefully and then complete the items on the page.

When you finish the next page, please return the survey booklet to the researcher at the front.

Please remember, that to earn credit for participating in this study you **NEED TO COMPLETE THE ONE ADDITIONAL SESSION**.

Thank you for your participation.

We are interested in finding out what thoughts went through your mind as you completed the attitude measures. THERE ARE THREE STEPS TO THIS PROCEDURE

STEP 1: First, we'd like to know the reasons that you thought other people might have for opposing your position that TVs made in the U.S. have a positive image. Under the column on the left labeled Step 1, indicate whether each of the arguments listed did or did not enter your mind as you completed the attitude measures (check the appropriate box). If argument(s), not listed below entered your mind, please write in the argument(s) on the blank line(s) available and then check the appropriate box. After you complete Step 1, please complete steps 2 and 3 which are described below.

<u>Step 1</u>			<u>Step 2</u>		<u>Step</u>
<u>Did</u>	<u>Not</u>		<u>Did</u>	<u>Not</u>	<u>3</u>
<input type="checkbox"/>	<input type="checkbox"/>	U.S. made TVs have a poor sound quality compared to TVs made in other countries.	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	U.S. TVs offer more features than most TVs made in other countries.	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	U.S. made TVs consistently rate highest in quality compared to the rest of the TVs in the market.	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	U.S. made TVs lack durability.	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	U.S. made TVs are very affordable.	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	U.S. TVs are considered to be very stylish.	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	U.S. made TVs technologically lag behind TVs made in many other countries	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	U.S. TV producers have better work ethic than producers in other countries, which is directly reflected in the TV quality.	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	TVs made in the U.S. are outdated, old, bulky, and out of style.	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	U.S. made TVs have a prestigious reputation.	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	The most advanced liquid crystal display TVs in the world are made in the U.S., which testifies to the quality of U.S. made TVs.	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	U.S. TVs have consistently offer fewer features than TVs made anywhere else.	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	U.S. made TVs are more affordable than TVs made elsewhere.	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	U.S. TV plasma screens consistently receive the highest quality rankings.	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	U.S. made TVs consistently rate the highest on sound quality.	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	Aided by the best parts and service support, U.S. made TVs have achieved the highest durability in the market.	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	Americans trust U.S. made TVs more than most TVs made anywhere else.	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	The quality of U.S. made TVs lags behind TVs made in other countries.	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	The reputation of U.S. made TVs is poor as they are considered to be built cheaply and with low quality parts.	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	U.S. made TVs are technologically more advanced than TVs made anywhere else.	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	U.S. made TVs are too expensive.	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	Americans do not trust domestic made TVs.	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>	_____

STEP 2: Next, we'd like to know the reasons that you thought of as to why the opposing arguments are wrong. Under the column on the right labeled Step 2, indicate whether each argument did or did not enter your mind as you completed the attitude measures. If argument(s), not listed above entered your mind, please write in the argument(s) on the blank line(s) available and then check the appropriate box. Then proceed to Step 3.

STEP 3: Finally, we would like for you to go back to each and every argument that you thought of (those that you checked "did" in either Step 1 or Step 2) and rate it from 1 (weak) to 7 (strong) in terms of how good you think it is. We're interested in argument strength regardless of whether or not the argument supports or challenges your position. Write your numerical rating in the spaces provided to the right.

**PHASE FOUR QUESTIONNAIRE - A
(4TU-AT1)**

We appreciate your continued participation in this study of how people process messages. Please read instructions at the start of each section of this booklet, do what is asked, and complete the survey items in each section as accurately as possible.

After you complete the questionnaire, please bring it up to the researcher.

Part 1

Questions in Part 1 are designed to provide necessary information about you. All of your responses in this study will be treated confidentially. But, we need some information so we can match up the questionnaires you complete during each of the four sessions, and so we can inform your instructor about your participation in the study (should extra credit be provided). For items on course number, section number, and instructor, we want to know which course/section/instructor we should inform about your participation in this study (again should extra credit be provided). PLEASE PRINT LEGIBLY.

17. YOUR NAME: _____, _____, _____.
(last name) (first name) (middle name)
18. COURSE NUMBER (for extra credit): _____.
19. SECTION NUMBER (for extra credit): _____.
20. INSTRUCTOR (for extra credit): _____.
21. YOUR GENDER (mark only one): Male _____; Female _____.
123. DAY AND DATE: _____, _____.

The initial set of items is designed to measure your sense of the overall importance of the statement about the image of a television set based on where the television set was made.

I find that taking my time and carefully examining all of my options when buying a television set is something that is:

124. Unimportant	1 2 3 4 5 6 7	Important
125. Irrelevant	1 2 3 4 5 6 7	Relevant
126. Non-Essential	1 2 3 4 5 6 7	Essential
127. Of no concern	1 2 3 4 5 6 7	Of concern to me
128. Does not matter	1 2 3 4 5 6 7	Matters to me
129. Useless	1 2 3 4 5 6 7	Useful
130. Trivial	1 2 3 4 5 6 7	Fundamental

When buying a television set, how important of a factor is the country where the television set was made?

131. Unimportant	1 2 3 4 5 6 7	Important
132. Irrelevant	1 2 3 4 5 6 7	Relevant
133. Non-Essential	1 2 3 4 5 6 7	Essential
134. Of no concern	1 2 3 4 5 6 7	Of concern to me
135. Does not matter	1 2 3 4 5 6 7	Matters to me
136. Useless	1 2 3 4 5 6 7	Useful
137. Trivial	1 2 3 4 5 6 7	Fundamental

This part contains a message about an issue, which is followed by measures about the message. Please read the message on the next page carefully.

**IT IS TIME TO FACE IT:
THE POSITIVE IMAGE OF U.S. MADE TELEVISION SETS IS AN ILLUSION**

It is time to uncover the ugly lie that has been fed to us for years concerning the positive image of U.S. made television sets. Where is the proof? For too long we have accepted this notion as true, but not anymore. It is time to fight back and challenge unsubstantiated claims such as this.

Did you know that U.S. television sets actually are much more likely to frustrate you and make you angry when it comes to their quality, since they break down more often compared to television sets made in Japan, Germany, South Korea, or many other countries? This should come as no surprise, since U.S. manufacturers' undoubtedly feel more confidence in their ability to fool you, than pride in the quality of their products.

So, to accept statements designed to trick you into feeling confident or happy is rather foolish, don't you think? Yet, many people such as yourself continue to feel secure and confident without questioning the justifications for these feelings. Have we become so prideful that we would feel good about any kind of emotional appeal made to us without questioning its sincerity? Should you feel this way now? We sure don't feel it, and we're happy to point out the foolishness of this approach. Therefore, don't be so naive as to feel overly confident in the apparent positive image of U.S. made television sets. We feel pretty sure you're not as foolish and naive as that. Take the following advertisement, for instance.



For many years we have been operating under the illusion that U.S. made TVs are the most technologically advanced in the world. This statement is just simply not true. In fact, for the past ten years, the technological gap between U.S. producers of television sets and producers from other countries has consistently widened at the expense of U.S. manufacturers. As a result, based on today's standards, U.S. made TVs are considered outdated and archaic. As Dr. Gary Stevens, engineer with the Plasma Screen Institute of Technology in Rochester, NY states, "U.S. technology has some catching up to do. We have a ways to go before we are considered a major player in the plasma screens market. It pains me to say that despite our best efforts, unfortunately, we still can't compete with the big boys".

So, the evidence is here to question the wisdom of statements made without support. Do not be a victim to an inaccurate stereotype even if it is a positive one, as with the image of U.S. made television sets. Resist the temptation to rely on erroneous claims or foolish emotional appeals.

(TU-Bac-AT2-Same)

This section seeks to measure your attitude towards the position that was advocated in the message. Read the following statements and then complete the items that follow.

I THINK THAT THE POSITION ADVOCATED IN THE MESSAGE IS:

Circle the number that most accurately describes your responses to the position advocated in the message.

138. Negative	1	2	3	4	5	6	7	Positive
	[Where 1 is the most negative and 7 the most positive.]							
139. Bad	1	2	3	4	5	6	7	Good
140. Foolish	1	2	3	4	5	6	7	Wise
141. Unfavorable	1	2	3	4	5	6	7	Favorable
142. Unacceptable	1	2	3	4	5	6	7	Acceptable
143. Wrong	1	2	3	4	5	6	7	Right

The next items concern your attitude toward television sets made in the U.S. **generated by your FEELINGS about the image of U.S. television sets**. As you are reading the statements below, experience how the statement makes you feel, and then complete the items that follow. Items consist of pairs of adjective opposites. Each of the pairs of adjective opposites is separated by numbers 1, 2, 3, 4, 5, 6, and 7. Read each of the adjective opposite pairs, and then circle a number that best describes your response to the statement.

STATEMENT 3:

TELEVISION SETS MADE IN THE U.S. HAVE POSITIVE IMAGE

Attitude toward the Statement

Generated by your *FEELINGS* about the image of U.S. television sets.

144. Negative	1	2	3	4	5	6	7	Positive
	[Where 1 is the most negative and 7 the most positive.]							
145. Bad	1	2	3	4	5	6	7	Good
146. Dislike	1	2	3	4	5	6	7	Like
147. Undesirable	1	2	3	4	5	6	7	Desirable
148. Unfavorable	1	2	3	4	5	6	7	Favorable
149. Unacceptable	1	2	3	4	5	6	7	Acceptable
150. Wrong	1	2	3	4	5	6	7	Right

The items on the next page concern the thoughts that went through your mind as you read the message. Please read the instructions carefully and then complete the items on the page.

When you finish the next page, please return the survey booklet to the researcher at the front. **THIS WILL CONCLUDE ALL FOUR PHASES OF THE RESEARCH.**

Thank you for your participation.

We are interested in finding out what thoughts went through your mind as you completed the attitude measures. THERE ARE THREE STEPS TO THIS PROCEDURE

STEP 1: First, we'd like to know the reasons that you thought other people might have for opposing your position that TVs made in the U.S. have a positive image. Under the column on the left labeled Step 1, indicate whether each of the arguments listed did or did not enter your mind as you completed the attitude measures (check the appropriate box). If argument(s), not listed below entered your mind, please write in the argument(s) on the blank line(s) available and then check the appropriate box. After you complete Step 1, please complete steps 2 and 3 which are described below.

<u>Step 1</u>			<u>Step 2</u>		<u>Step</u>
<u>Did</u>	<u>Did Not</u>		<u>Did</u>	<u>Did Not</u>	<u>3</u>
<input type="checkbox"/>	<input type="checkbox"/>	U.S. made TVs have a poor sound quality compared to TVs made in other countries.	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	U.S. TVs offer more features than most TVs made in other countries.	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	U.S. made TVs consistently rate highest in quality compared to the rest of the TVs in the market.	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	U.S. made TVs lack durability.	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	U.S. made TVs are very affordable.	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	U.S. TVs are considered to be very stylish.	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	U.S. made TVs technologically lag behind TVs made in many other countries	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	U.S. TV producers have better work ethic than producers in other countries, which is directly reflected in the TV quality.	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	TVs made in the U.S. are outdated, old, bulky, and out of style.	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	U.S. made TVs have a prestigious reputation.	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	The most advanced liquid crystal display TVs in the world are made in the U.S., which testifies to the quality of U.S. made TVs.	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	U.S. TVs have consistently offer fewer features than TVs made anywhere else.	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	U.S. made TVs are more affordable than TVs made elsewhere.	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	U.S. TV plasma screens consistently receive the highest quality rankings.	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	U.S. made TVs consistently rate the highest on sound quality.	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	Aided by the best parts and service support, U.S. made TVs have achieved the highest durability in the market.	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	Americans trust U.S. made TVs more than most TVs made anywhere else.	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	The quality of U.S. made TVs lags behind TVs made in other countries.	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	The reputation of U.S. made TVs is poor as they are considered to be built cheaply and with low quality parts.	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	U.S. made TVs are technologically more advanced than TVs made anywhere else.	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	U.S. made TVs are too expensive.	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	Americans do not trust domestic made TVs.	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>	_____

STEP 2: Next, we'd like to know the reasons that you thought of as to why the opposing arguments are wrong. Under the column on the right labeled Step 2, indicate whether each argument did or did not enter your mind as you completed the attitude measures. If argument(s), not listed above entered your mind, please write in the argument(s) on the blank line(s) available and then check the appropriate box. Then proceed to Step 3.

STEP 3: Finally, we would like for you to go back to each and every argument that you thought of (those that you checked "did" in either Step 1 or Step 2) and rate it from 1 (weak) to 7 (strong) in terms of how good you think it is. We're interested in argument strength regardless of whether or not the argument supports or challenges your position. Write your numerical rating in the spaces provided to the right.

The next block of items are designed to determine your feelings about the attitude statement above. Again, the items consist of pairs of adjective opposites. Each of the pairs of adjective opposites is separated by the numbers 1, 2, 3, 4, 5, 6, and 7. Read each of the adjective opposite pairs, and then circle a number that best describes your response to the statement.

Feelings about the Statement

21. Hate	1 2 3 4 5 6 7	Love
22. Sad	1 2 3 4 5 6 7	Delighted
23. Annoyed	1 2 3 4 5 6 7	Happy
24. Tense	1 2 3 4 5 6 7	Calm
25. Bored	1 2 3 4 5 6 7	Excited
26. Angry	1 2 3 4 5 6 7	Relaxed
27. Disgusted	1 2 3 4 5 6 7	Accepting
28. Sorrow	1 2 3 4 5 6 7	Joy

The next items are designed to measure your sense of the overall importance of the statement.

I find that taking my time and carefully examining all of my options when buying a car is something that is:

28. Unimportant	1 2 3 4 5 6 7	Important
29. Irrelevant	1 2 3 4 5 6 7	Relevant
30. Non-Essential	1 2 3 4 5 6 7	Essential
31. Of no concern	1 2 3 4 5 6 7	Of concern to me
32. Does not matter	1 2 3 4 5 6 7	Matters to me
33. Useless	1 2 3 4 5 6 7	Useful
34. Trivial	1 2 3 4 5 6 7	Fundamental

When buying a car, how important of a factor is the country where the car was made?

35. Unimportant	1 2 3 4 5 6 7	Important
36. Irrelevant	1 2 3 4 5 6 7	Relevant
37. Non-Essential	1 2 3 4 5 6 7	Essential
38. Of no concern	1 2 3 4 5 6 7	Of concern to me
38. Does not matter	1 2 3 4 5 6 7	Matters to me
40. Useless	1 2 3 4 5 6 7	Useful
41. Trivial	1 2 3 4 5 6 7	Fundamental

To earn credit for participating in this study you **NEED TO COMPLETE ALL THREE ADDITIONAL SESSIONS AND SIGN THE CONSENT FORM ON THE NEXT PAGE**, which allows us to use your responses in the study.

Consent Form

This is a research study dealing with the way that people process messages which is being conducted under the auspices on the University of Oklahoma, Norman campus and with permission from the University of Central Oklahoma. This document is your consent for participation in this research project.

You are asked to participate in three additional phases, none of which require more than 30 minutes to complete. Phases 2, 3, and 4 will be administered in the same manner. The following three phases will be conducted in the following three weeks.

You will read brief messages and complete a questionnaire at each session. The total time required for the project will not exceed 100 minutes.

Nothing in the procedures that will be used in this study could prove potentially harmful to you. All of your responses will be held confidential. Any information that you provide will be used for research purposes only. Responses will not be shared with persons who are not directly involved with this study. At not time will the data be used for classroom purposes. In all probability there will be publications about the results of the study, but they will not contain any identifying material. If you seek more information, or if you have any questions, contact Instructor Bobi Ivanov at 974-5266 or via email at bivanov@ucok.edu. In addition, if you have any questions about the rights of research participants, you may contact the Office of Research Administration at University of Oklahoma at 325-4757 or the University of Central Oklahoma College of Graduate Studies & Research at 974-3341. If you participate in the study and would like to view the results, you can receive an electronic copy of the research report via e-mail by contacting Instructor Ivanov at the e-mail address indicated above.

Your participation in this study is voluntary and refusal will not involve a penalty. Please, see your instructor for an alternative assignment if research participation is a part of your course requirement. You may withdraw your participation any time prior to completion of the project; however, you will not receive completion credit. The names of all those who complete all four phases of the study will be forwarded to the designated instructors so that you may be credited for participation. If you are participating for extra credit and you decide to withdraw from participation without completing all four phases, you will not receive the course credit associated with the research project.

I understand that: I must be at least 18 years of age in order to participate; there are no foreseeable risks for participating; and my participation is voluntary.

I have read the above and agree to participate in the above-described research. I understand that my participation is voluntary and that I may withdraw at any time without penalty.

Name (first and last): _____ Student ID: _____

Signature: _____ Date: _____

PLEASE BRING THE QUESTIONNAIRE TO THE RESEARCHER AT THE FRONT.
WE THANK YOU FOR YOUR PARTICIPATION.

**PHASE TWO QUESTIONNAIRE - C
(2CJ-RS-C)**

We appreciate your continued participation in this study of how people process messages. Please read instructions at the start of each section of this booklet, do what is asked, and complete the survey items in each section as accurately as possible.

After you complete the questionnaire, please bring it up to the researcher.

Part 1

Questions in Part 1 are designed to provide necessary information about you. All of your responses in this study will be treated confidentially. But, we need some information so we can match up the questionnaires you complete during each of the four sessions, and so we can inform your instructor about your participation in the study (should extra credit be provided). For items on course number, section number, and instructor, we want to know which course/section/instructor we should inform about your participation in this study (again should extra credit be provided). PLEASE PRINT LEGIBLY.

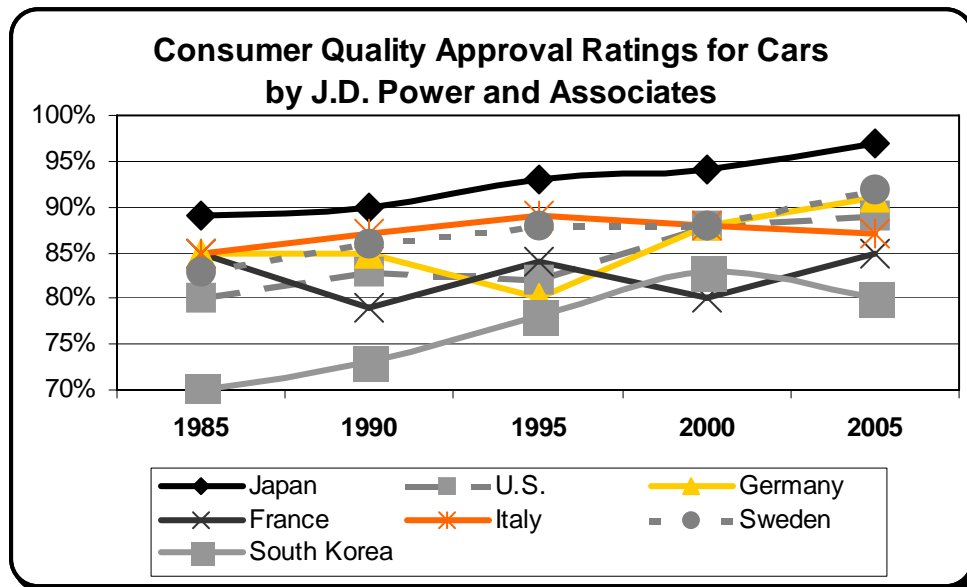
28. YOUR NAME: _____, _____, _____.
(last name) (first name) (middle name)
29. COURSE NUMBER (for extra credit): _____.
30. SECTION NUMBER (for extra credit): _____.
31. INSTRUCTOR (for extra credit): _____.
32. YOUR GENDER (mark only one): Male _____; Female _____.
43. DAY AND DATE: _____, _____.

This part contains a message about an issue, which is followed by exercises and scales concerning the message. Please read the message on the next page carefully.

CARS MADE IN JAPAN HAVE POSITIVE IMAGE

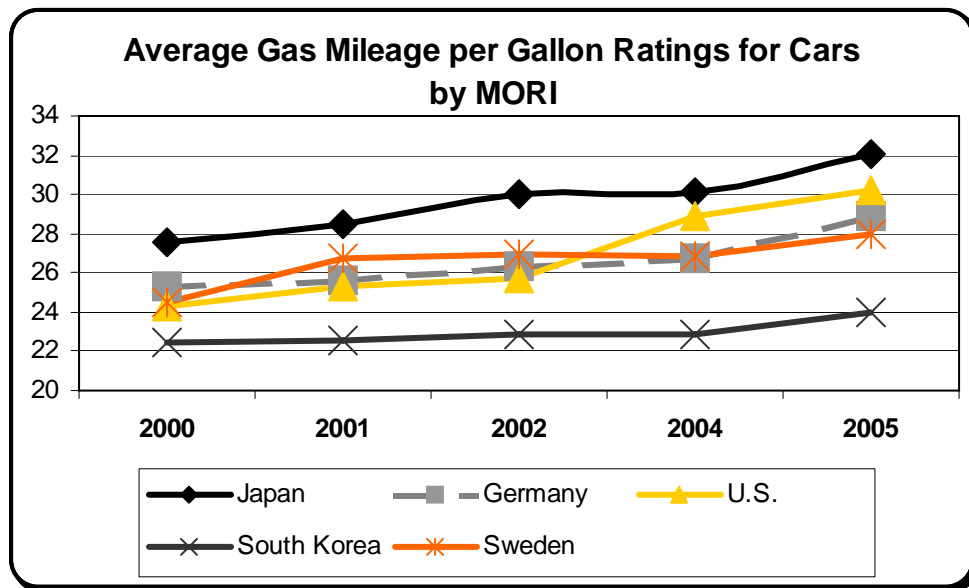
Cars made in Japan have a positive image for a good reason. Despite this fact, there is a new campaign by competitors underway aimed at tarnishing this image. Some of the appeals of this campaign are so persuasive, they may cause you to question the positive image you have of Japanese cars. Many people, just like yourself, who see Japanese made cars sets in a positive light, have already started to question their beliefs, and you may be next.

Competitors of Japanese car manufacturers claim that the positive image held by buyers of Japanese made cars is misguided, as the quality of Japanese made cars lags behind that of cars made in the U.S., Germany, Italy, Sweden, and many other countries. To support their claims, they offer many testimonials, such as the following one by James Jones, a car owner: "In the past fifty years, I have owned cars made in Japan., Sweden, Germany, the U.S., and one year I even drove a French car. Still, my worse experience by far was with my Japanese made car. I tell you, I have never had more problems with a car. So much for the quality of Japanese cars." However, testimonials such as this one are not accurately representing the quality of cars made in different countries as experienced by the majority of buyers. In a multi-year study conducted by *J.D. Power and Associates*, the results indicate that Japanese made cars consistently rate highest in quality, as the following graph indicates.



-- continued on the next page --

Competitors have also attacked the gas consumption of cars made in Japan. Some of their statements point to the sport features standard on most Japanese made cars as the main reason for their high gas consumption, thus attempting to use the current high gas prices as a way to push their cars ahead of Japanese made ones. However, once again, their statements are inaccurate. Research shows that the availability of standard sport features on Japanese made cars has not significantly differed from the standard sport features offered on cars made in other countries since the early 1900s. In addition, a survey by *Market & Opinion Research International (MORI)* shows that average gas consumption of Japanese made cars is consistently lower compared to cars made in other countries; the following graph illustrates the average gas mileage per gallon consumption.



So remember, there is a good reason why you believe that Japanese made cars have a positive image. As the evidence points out, the majority of claims made by competitors may not be substantiated. Resist and oppose the efforts of competitors to Japanese made cars to sway your beliefs, as they attempt to tarnish the positive image of Japanese cars that you hold.

(CJ-RS-C)

The initial set of items is designed to measure your sense of the overall importance of the statement about the image of a car based on where the car was made.

I find that taking my time and carefully examining all of my options when buying a car is something that is:

43. Unimportant	1	2	3	4	5	6	7	Important
44. Irrelevant	1	2	3	4	5	6	7	Relevant
45. Non-Essential	1	2	3	4	5	6	7	Essential
46. Of no concern	1	2	3	4	5	6	7	Of concern to me
47. Does not matter	1	2	3	4	5	6	7	Matters to me
48. Useless	1	2	3	4	5	6	7	Useful
49. Trivial	1	2	3	4	5	6	7	Fundamental

When buying a car, how important of a factor is the country where the car was made?

50. Unimportant	1	2	3	4	5	6	7	Important
51. Irrelevant	1	2	3	4	5	6	7	Relevant
52. Non-Essential	1	2	3	4	5	6	7	Essential
53. Of no concern	1	2	3	4	5	6	7	Of concern to me
54. Does not matter	1	2	3	4	5	6	7	Matters to me
55. Useless	1	2	3	4	5	6	7	Useful
56. Trivial	1	2	3	4	5	6	7	Fundamental

This section is designed to help us understand how you feel about the idea expressed at the beginning of the message you just read that, despite your opinion on this issue, there is the possibility you may come in contact with arguments contrary to your position that are so persuasive that may cause you to rethink your position I find this possibility:

57. Not Dangerous	1	2	3	4	5	6	7	Dangerous
58. Nonthreatening	1	2	3	4	5	6	7	Threatening
59. Calm	1	2	3	4	5	6	7	Anxious
60. Not Scary	1	2	3	4	5	6	7	Scary
61. Not Harmful	1	2	3	4	5	6	7	Harmful
62. Not Risky	1	2	3	4	5	6	7	Risky

Specifically, we want to understand your feelings about encountering a message which contained arguments contrary to your position about the image of cars made in Japan. Scales range from 0 to 6, where 0 indicates “none of the feeling” and 6 “a great deal of this feeling.” Circle a number that best represents the extent to which a message contrary to your position on the image of cars made in Japan would cause you to feel each of the emotions listed. Such a message would make me feel:

63. Angry	0	1	2	3	4	5	6
	[0 means “none of,” and 6 means “a great deal of,” this feeling]						
64. Afraid	0	1	2	3	4	5	6
65. Cheerful	0	1	2	3	4	5	6
66. Bewildered	0	1	2	3	4	5	6
67. Dreary	0	1	2	3	4	5	6
68. Surprised	0	1	2	3	4	5	6
69. Puzzled	0	1	2	3	4	5	6
70. Annoyed	0	1	2	3	4	5	6
71. Scared	0	1	2	3	4	5	6
72. Confused	0	1	2	3	4	5	6
73. Amazed	0	1	2	3	4	5	6
74. Happy	0	1	2	3	4	5	6
75. Dismal	0	1	2	3	4	5	6
76. Astonished	0	1	2	3	4	5	6
77. Irritated	0	1	2	3	4	5	6
78. Sad	0	1	2	3	4	5	6
79. Fearful	0	1	2	3	4	5	6

The next items concern your attitude toward cars made in Japan **generated by your *THOUGHTS* about the image of Japanese cars**. As you are reading the statements below, think about the logic of the statements, and then complete the items that follow. Items consist of pairs of adjective opposites. Each of the pairs of adjective opposites is separated by numbers 1, 2, 3, 4, 5, 6, and 7. Read each of the adjective opposite pairs, and then circle a number that best describes your response to the statement.

STATEMENT 2:

CARS MADE IN JAPAN HAVE POSITIVE IMAGE

Attitude toward the Statement

Generated by your *THOUGHTS* about the image of Japanese cars.

80. Negative	1	2	3	4	5	6	7	Positive
	[Where 1 is the most negative and 7 the most positive.]							
81. Bad	1	2	3	4	5	6	7	Good
82. Dislike	1	2	3	4	5	6	7	Like
83. Undesirable	1	2	3	4	5	6	7	Desirable
84. Unfavorable	1	2	3	4	5	6	7	Favorable
85. Unacceptable	1	2	3	4	5	6	7	Acceptable
86. Wrong	1	2	3	4	5	6	7	Right

The items on the next page concern the thoughts that went through your mind as you read the message. Please read the instructions carefully and then complete the items on the page.

When you finish the next page, please return the survey booklet to the researcher at the front.

Please remember, that to earn credit for participating in this study you **NEED TO COMPLETE THE TWO ADDITIONAL SESSIONS**.

Thank you for your participation.

We are interested in finding out what thoughts went through your mind as you completed the attitude measures. THERE ARE THREE STEPS TO THIS PROCEDURE

STEP 1: First, we'd like to know the reasons that you thought other people might have for opposing your position that cars made in Japan have a positive image. Under the column on the left labeled Step 1, indicate whether each of the arguments listed did or did not enter your mind as you completed the attitude measures (check the appropriate box). If argument(s), not listed below entered your mind, please write in the argument(s) on the blank line(s) available and then check the appropriate box. After you complete Step 1, please complete steps 2 and 3 which are described below.

<u>Step 1</u>			<u>Step 2</u>		<u>Step 3</u>
<u>Did</u>	<u>Did Not</u>		<u>Did</u>	<u>Did Not</u>	
<input type="checkbox"/>	<input type="checkbox"/>	Japanese cars do not hold their value.	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	Japanese cars have poor gas mileage due to excessive sporty features generally found on Japanese cars.	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	Japanese cars consistently rate highest in quality compared to the rest of the cars in the market.	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	Japanese cars have longevity as they last longer than most other cars.	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	Japanese cars are very affordable.	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	The number of sporty features on Japanese cars does not differ from the sporty features on other cars.	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	Japanese cars technologically lag behind cars made in many other countries	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	Japanese car producers have better work ethic than producers in other countries, which is directly reflected in the car quality.	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	Japanese cars hold their value as they have consistently enjoyed a high resale value.	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	Japanese cars have a prestigious reputation.	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	Japanese cars have quieter engines.	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	Japanese cars consistently rate highest in resale value.	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	Japanese cars are more affordable than cars made elsewhere.	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	Japanese cars show the slowest rate of depreciation compared to the rest of the cars in the market.	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	The average gas consumption of Japanese made cars is consistently lower compared to cars made in other countries.	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	Aided by the best parts and service support, Japanese cars have achieved the highest longevity in the market.	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	Americans trust Japanese cars more than most cars made anywhere else.	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	The quality of Japanese cars lags behind cars made in other countries.	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	The reputation of Japanese cars is poor as they are considered to be built cheaply and with low quality parts.	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	Japanese cars are technologically more advanced than cars made anywhere else.	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	Japanese cars are too expensive.	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	Americans do not trust foreign made cars.	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>	_____

STEP 2: Next, we'd like to know the reasons that you thought of as to why the opposing arguments are wrong. Under the column on the right labeled Step 2, indicate whether each argument did or did not enter your mind as you completed the attitude measures. If argument(s), not listed above entered your mind, please write in the argument(s) on the blank line(s) available and then check the appropriate box. Then proceed to Step 3.

STEP 3: Finally, we would like for you to go back to each and every argument that you thought of (those that you checked "did" in either Step 1 or Step 2) and rate it from 1 (weak) to 7 (strong) in terms of how good you think it is. We're interested in argument strength regardless of whether or not the argument supports or challenges your position. Write your numerical rating in the spaces provided to the right.

PHASE THREE QUESTIONNAIRE - C
(3CJ-AT1)

We appreciate your continued participation in this study of how people process messages. Please read instructions at the start of each section of this booklet, do what is asked, and complete the survey items in each section as accurately as possible.

After you complete the questionnaire, please bring it up to the researcher.

Part 1

Questions in Part 1 are designed to provide necessary information about you. All of your responses in this study will be treated confidentially. But, we need some information so we can match up the questionnaires you complete during each of the four sessions, and so we can inform your instructor about your participation in the study (should extra credit be provided). For items on course number, section number, and instructor, we want to know which course/section/instructor we should inform about your participation in this study (again should extra credit be provided). PLEASE PRINT LEGIBLY.

33. YOUR NAME: _____, _____, _____.
 (last name) (first name) (middle name)
34. COURSE NUMBER (for extra credit): _____.
35. SECTION NUMBER (for extra credit): _____.
36. INSTRUCTOR (for extra credit): _____.
37. YOUR GENDER (mark only one): Male _____; Female _____.
91. DAY AND DATE: _____, _____.

The initial set of items is designed to measure your sense of the overall importance of the statement about the image of a car based on where the car was made.

I find that taking my time and carefully examining all of my options when buying a car is something that is:

- | | | | | | | | | |
|---------------------|---|---|---|---|---|---|---|------------------|
| 92. Unimportant | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Important |
| 93. Irrelevant | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Relevant |
| 94. Non-Essential | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Essential |
| 95. Of no concern | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Of concern to me |
| 96. Does not matter | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Matters to me |
| 97. Useless | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Useful |
| 98. Trivial | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Fundamental |
-

When buying a car, how important of a factor is the country where the car was made?

- | | | | | | | | | |
|----------------------|---|---|---|---|---|---|---|------------------|
| 99. Unimportant | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Important |
| 100. Irrelevant | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Relevant |
| 101. Non-Essential | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Essential |
| 102. Of no concern | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Of concern to me |
| 103. Does not matter | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Matters to me |
| 104. Useless | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Useful |
| 105. Trivial | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Fundamental |
-

This part contains a message about an issue, which is followed by measures about the message. Please read the message on the next page carefully.

IT IS TIME TO FACE IT:
THE POSITIVE IMAGE OF JAPANESE MADE CARS IS AN ILLUSION

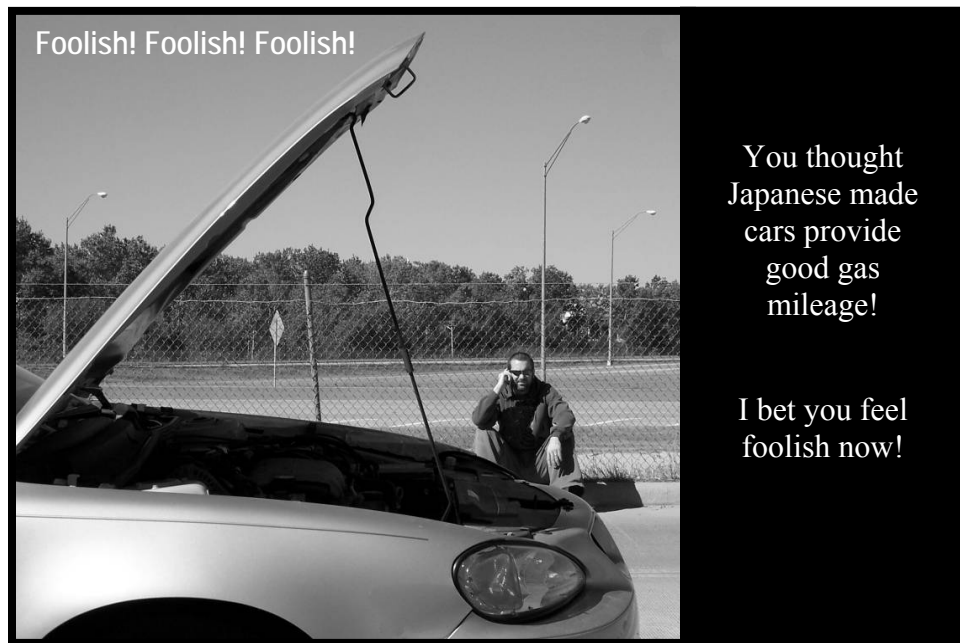
It is time to uncover the ugly lie that has been fed to us for years concerning the positive image of Japanese made cars. Where is the proof? For too long we have accepted this notion as true, but not anymore. It is time to fight back and challenge unsubstantiated claims such as this.

For many years we have been operating under the illusion that Japanese made cars are of the highest quality in the world. This statement is simply not true, as the quality of Japanese made cars lags behind that of cars made the U.S., Germany, Italy, Sweden, and many other countries. James Jones, a typical car owner, reiterates this point about the poor quality of Japanese made cars: "In the past fifty years, I have owned cars made in Japan, Sweden, Germany, the U.S., and one year I even drove a French car. Still, my worse experience by far was with my Japanese made car. I tell you, I have never had more problems with a car. So much for the quality of Japanese cars." Thus, as evidenced in Mr. Jones' statement, not only are Japanese made cars inferior to those made in other countries, their quality, in fact, lags far behind cars produced in other countries.

-- continued on the next page --

Did you know that Japanese cars actually are much more likely to frustrate you and make you angry when it comes to gas mileage output as they are much more expensive to keep fueled compared to cars made in the U.S., Italy, Germany, South Korea, or many other countries? This should come as no surprise, since Japanese manufacturers' undoubtedly feel more confidence in their ability to fool you, than pride in the quality of their products.

So, to accept statements designed to trick you into feeling confident or happy is rather foolish, don't you think? Yet, many people such as yourself continue to feel secure and confident without questioning the justifications for these feelings. Have we become so prideful that we would feel good about any kind of emotional appeal made to us without questioning its sincerity? Should you feel this way now? We sure don't feel it, and we're happy to point out the foolishness of this approach. Therefore, don't be so naive as to feel overly confident in the apparent positive image of Japanese made cars. We feel pretty sure you're not as foolish and naive as that. Take the following advertisement, for instance.



So, the evidence is here to question the wisdom of statements made without support. Do not be a victim to an inaccurate stereotype even if it is a positive one, as with the image of Japanese made cars. Resist the temptation to rely on erroneous claims or foolish emotional appeals.

(CJ-Bca-AT1)

This section seeks to measure your attitude towards the position that was advocated in the message. Read the following statements and then complete the items that follow.

I THINK THAT THE POSITION ADVOCATED IN THE MESSAGE IS:

Circle the number that most accurately describes your responses to the position advocated in the message.

106. Negative	1	2	3	4	5	6	7	Positive
	[Where 1 is the most negative and 7 the most positive.]							
107. Bad	1	2	3	4	5	6	7	Good
108. Foolish	1	2	3	4	5	6	7	Wise
109. Unfavorable	1	2	3	4	5	6	7	Favorable
110. Unacceptable	1	2	3	4	5	6	7	Acceptable
111. Wrong	1	2	3	4	5	6	7	Right

The next items concern your attitude toward cars made in Japan **generated by your THOUGHTS about the image of Japanese cars**. As you are reading the statements below, think about the logic of the statements, and then complete the items that follow. Items consist of pairs of adjective opposites. Each of the pairs of adjective opposites is separated by numbers 1, 2, 3, 4, 5, 6, and 7. Read each of the adjective opposite pairs, and then circle a number that best describes your response to the statement.

STATEMENT 2:

CARS MADE IN JAPAN HAVE POSITIVE IMAGE

Attitude toward the Statement

Generated by your *THOUGHTS* about the image of Japanese cars.

112. Negative	1	2	3	4	5	6	7	Positive
	[Where 1 is the most negative and 7 the most positive.]							
113. Bad	1	2	3	4	5	6	7	Good
114. Dislike	1	2	3	4	5	6	7	Like
115. Undesirable	1	2	3	4	5	6	7	Desirable
116. Unfavorable	1	2	3	4	5	6	7	Favorable
117. Unacceptable	1	2	3	4	5	6	7	Acceptable
118. Wrong	1	2	3	4	5	6	7	Right

The items on the next page concern the thoughts that went through your mind as you read the message. Please read the instructions carefully and then complete the items on the page.

When you finish the next page, please return the survey booklet to the researcher at the front.

Please remember, that to earn credit for participating in this study you **NEED TO COMPLETE THE ONE ADDITIONAL SESSION**.

Thank you for your participation.

We are interested in finding out what thoughts went through your mind as you completed the attitude measures. THERE ARE THREE STEPS TO THIS PROCEDURE

STEP 1: First, we'd like to know the reasons that you thought other people might have for opposing your position that cars made in Japan have a positive image. Under the column on the left labeled Step 1, indicate whether each of the arguments listed did or did not enter your mind as you completed the attitude measures (check the appropriate box). If argument(s), not listed below entered your mind, please write in the argument(s) on the blank line(s) available and then check the appropriate box. After you complete Step 1, please complete steps 2 and 3 which are described below.

<u>Step 1</u>			<u>Step 2</u>		<u>Step 3</u>
<u>Did</u>	<u>Did Not</u>		<u>Did</u>	<u>Did Not</u>	
<input type="checkbox"/>	<input type="checkbox"/>	Japanese cars do not hold their value.	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	Japanese cars have poor gas mileage due to excessive sporty features generally found on Japanese cars.	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	Japanese cars consistently rate highest in quality compared to the rest of the cars in the market.	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	Japanese cars have longevity as they last longer than most other cars.	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	Japanese cars are very affordable.	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	The number of sporty features on Japanese cars does not differ from the sporty features on other cars.	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	Japanese cars technologically lag behind cars made in many other countries	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	Japanese car producers have better work ethic than producers in other countries, which is directly reflected in the car quality.	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	Japanese cars hold their value as they have consistently enjoyed a high resale value.	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	Japanese cars have a prestigious reputation.	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	Japanese cars have quieter engines.	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	Japanese cars consistently rate highest in resale value.	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	Japanese cars are more affordable than cars made elsewhere.	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	Japanese cars show the slowest rate of depreciation compared to the rest of the cars in the market.	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	The average gas consumption of Japanese made cars is consistently lower compared to cars made in other countries.	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	Aided by the best parts and service support, Japanese cars have achieved the highest longevity in the market.	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	Americans trust Japanese cars more than most cars made anywhere else.	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	The quality of Japanese cars lags behind cars made in other countries.	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	The reputation of Japanese cars is poor as they are considered to be built cheaply and with low quality parts.	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	Japanese cars are technologically more advanced than cars made anywhere else.	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	Japanese cars are too expensive.	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	Americans do not trust foreign made cars.	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>	_____

STEP 2: Next, we'd like to know the reasons that you thought of as to why the opposing arguments are wrong. Under the column on the right labeled Step 2, indicate whether each argument did or did not enter your mind as you completed the attitude measures. If argument(s), not listed above entered your mind, please write in the argument(s) on the blank line(s) available and then check the appropriate box. Then proceed to Step 3.

STEP 3: Finally, we would like for you to go back to each and every argument that you thought of (those that you checked "did" in either Step 1 or Step 2) and rate it from 1 (weak) to 7 (strong) in terms of how good you think it is. We're interested in argument strength regardless of whether or not the argument supports or challenges your position. Write your numerical rating in the spaces provided to the right.

IT IS TIME TO FACE IT:
THE POSITIVE IMAGE OF JAPANESE MADE CARS IS AN ILLUSION

It is time to uncover the ugly lie that has been fed to us for years concerning the positive image of Japanese made cars. Where is the proof? For too long we have accepted this notion as true, but not anymore. It is time to fight back and challenge unsubstantiated claims such as this.

For many years we have been operating under the illusion that Japanese made cars are of the highest quality in the world. This statement is simply not true, as the quality of Japanese made cars lags behind that of cars made the U.S., Germany, Italy, Sweden, and many other countries. James Jones, a typical car owner, reiterates this point about the poor quality of Japanese made cars: "In the past fifty years, I have owned cars made in Japan, Sweden, Germany, the U.S., and one year I even drove a French car. Still, my worse experience by far was with my Japanese made car. I tell you, I have never had more problems with a car. So much for the quality of Japanese cars." Thus, as evidenced in Mr. Jones' statement, not only are Japanese made cars inferior to those made in other countries, their quality, in fact, lags far behind cars produced in other countries.

-- continued on the next page --

Did you know that Japanese cars actually are much more likely to frustrate you and make you angry when it comes to gas mileage output as they are much more expensive to keep fueled compared to cars made in the U.S., Italy, Germany, South Korea, or many other countries? This should come as no surprise, since Japanese manufacturers' undoubtedly feel more confidence in their ability to fool you, than pride in the quality of their products.

So, to accept statements designed to trick you into feeling confident or happy is rather foolish, don't you think? Yet, many people such as yourself continue to feel secure and confident without questioning the justifications for these feelings. Have we become so prideful that we would feel good about any kind of emotional appeal made to us without questioning its sincerity? Should you feel this way now? We sure don't feel it, and we're happy to point out the foolishness of this approach. Therefore, don't be so naive as to feel overly confident in the apparent positive image of Japanese made cars. We feel pretty sure you're not as foolish and naive as that. Take the following advertisement, for instance.



So, the evidence is here to question the wisdom of statements made without support. Do not be a victim to an inaccurate stereotype even if it is a positive one, as with the image of Japanese made cars. Resist the temptation to rely on erroneous claims or foolish emotional appeals.

(CJ-Bca-AT2 – Same)

This section seeks to measure your attitude towards the position that was advocated in the message. Read the following statements and then complete the items that follow.

I THINK THAT THE POSITION ADVOCATED IN THE MESSAGE IS:

Circle the number that most accurately describes your responses to the position advocated in the message.

138. Negative	1	2	3	4	5	6	7	Positive
	[Where 1 is the most negative and 7 the most positive.]							
139. Bad	1	2	3	4	5	6	7	Good
140. Foolish	1	2	3	4	5	6	7	Wise
141. Unfavorable	1	2	3	4	5	6	7	Favorable
142. Unacceptable	1	2	3	4	5	6	7	Acceptable
143. Wrong	1	2	3	4	5	6	7	Right

The next items concern your attitude toward cars made in Japan **generated by your *THOUGHTS* about the image of Japanese cars**. As you are reading the statements below, think about the logic of the statements, and then complete the items that follow. Items consist of pairs of adjective opposites. Each of the pairs of adjective opposites is separated by numbers 1, 2, 3, 4, 5, 6, and 7. Read each of the adjective opposite pairs, and then circle a number that best describes your response to the statement.

STATEMENT 2:

CARS MADE IN JAPAN HAVE POSITIVE IMAGE

Attitude toward the Statement

Generated by your *THOUGHTS* about the image of Japanese cars.

144. Negative	1	2	3	4	5	6	7	Positive
	[Where 1 is the most negative and 7 the most positive.]							
145. Bad	1	2	3	4	5	6	7	Good
146. Dislike	1	2	3	4	5	6	7	Like
147. Undesirable	1	2	3	4	5	6	7	Desirable
148. Unfavorable	1	2	3	4	5	6	7	Favorable
149. Unacceptable	1	2	3	4	5	6	7	Acceptable
150. Wrong	1	2	3	4	5	6	7	Right

The items on the next page concern the thoughts that went through your mind as you read the message. Please read the instructions carefully and then complete the items on the page.

When you finish the next page, please return the survey booklet to the researcher at the front. **THIS WILL CONCLUDE ALL FOUR PHASES OF THE RESEARCH.**

Thank you for your participation.

We are interested in finding out what thoughts went through your mind as you completed the attitude measures. THERE ARE THREE STEPS TO THIS PROCEDURE

STEP 1: First, we'd like to know the reasons that you thought other people might have for opposing your position that cars made in Japan have a positive image. Under the column on the left labeled Step 1, indicate whether each of the arguments listed did or did not enter your mind as you completed the attitude measures (check the appropriate box). If argument(s), not listed below entered your mind, please write in the argument(s) on the blank line(s) available and then check the appropriate box. After you complete Step 1, please complete steps 2 and 3 which are described below.

<u>Step 1</u>			<u>Step 2</u>		<u>Step 3</u>
<u>Did</u>	<u>Did Not</u>		<u>Did</u>	<u>Did Not</u>	
<input type="checkbox"/>	<input type="checkbox"/>	Japanese cars do not hold their value.	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	Japanese cars have poor gas mileage due to excessive sporty features generally found on Japanese cars.	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	Japanese cars consistently rate highest in quality compared to the rest of the cars in the market.	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	Japanese cars have longevity as they last longer than most other cars.	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	Japanese cars are very affordable.	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	The number of sporty features on Japanese cars does not differ from the sporty features on other cars.	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	Japanese cars technologically lag behind cars made in many other countries	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	Japanese car producers have better work ethic than producers in other countries, which is directly reflected in the car quality.	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	Japanese cars hold their value as they have consistently enjoyed a high resale value.	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	Japanese cars have a prestigious reputation.	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	Japanese cars have quieter engines.	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	Japanese cars consistently rate highest in resale value.	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	Japanese cars are more affordable than cars made elsewhere.	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	Japanese cars show the slowest rate of depreciation compared to the rest of the cars in the market.	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	The average gas consumption of Japanese made cars is consistently lower compared to cars made in other countries.	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	Aided by the best parts and service support, Japanese cars have achieved the highest longevity in the market.	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	Americans trust Japanese cars more than most cars made anywhere else.	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	The quality of Japanese cars lags behind cars made in other countries.	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	The reputation of Japanese cars is poor as they are considered to be built cheaply and with low quality parts.	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	Japanese cars are technologically more advanced than cars made anywhere else.	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	Japanese cars are too expensive.	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	Americans do not trust foreign made cars.	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>	_____

STEP 2: Next, we'd like to know the reasons that you thought of as to why the opposing arguments are wrong. Under the column on the right labeled Step 2, indicate whether each argument did or did not enter your mind as you completed the attitude measures. If argument(s), not listed above entered your mind, please write in the argument(s) on the blank line(s) available and then check the appropriate box. Then proceed to Step 3.

STEP 3: Finally, we would like for you to go back to each and every argument that you thought of (those that you checked "did" in either Step 1 or Step 2) and rate it from 1 (weak) to 7 (strong) in terms of how good you think it is. We're interested in argument strength regardless of whether or not the argument supports or challenges your position. Write your numerical rating in the spaces provided to the right.

APPENDIX B: INOCULATION MESSAGES

On the following pages the inoculation messages will be provided. All of the inoculation messages were provided in Phase 2 with the exception of the restoration messages. The restoration messages were provided in Phase 3 after the participants have experienced the competitor's attack. The order in which the messages will be presented follows below.

First the affective (A) inoculation messages will be presented, followed by the cognitive (C). The last letter on each message denotes the type of message received.

Then, each set of messages will be presented by product-country condition in the following order and indicated with the first set of letters on the messages: cars made in the U.S. (CU); cars made in Japan (CJ); television sets made in the U.S. (TU); and television sets made in Japan (TJ).

Finally, each message will be presented based on the defense condition in the following order and indicated by the second set of letters in the messages: refutational same (RS); refutational different (RD); supportive (S); and restoration (R). To remind, no defense messages were given to the participants in the control group.

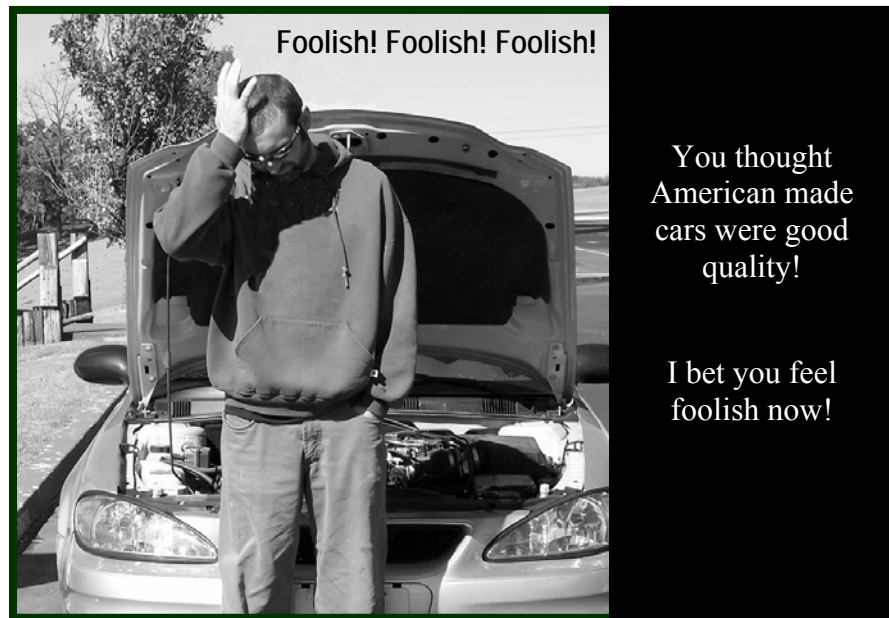
The combined messages (B) will not be presented in this appendix as they represent a combination of the affective and cognitive content. Hence, the reader can construct the combined messages by combining the content of both the cognitive and the affective messages. As each message type is constructed of two affective and two cognitive arguments, the combined messages were constructed by randomly choosing one affective and one cognitive argument. To avoid order effect the combined messages randomized the content where some individuals received first affective and then

cognitive content (Bac), while other individuals received first cognitive and then affective content (Bca).

CARS MADE IN THE U.S. HAVE POSITIVE IMAGE

Cars made in the U.S. have a positive image for a good reason. Despite this fact, there is a new campaign by competitors underway aimed at tarnishing this image. Some of the appeals of this campaign are so persuasive, they may cause you to question the positive image you have of U.S. made cars. Many people, just like yourself, who see U.S. made cars in a positive light, have already started to question their beliefs, and you may be next.

Competitors may use emotional attacks to cause people to feel angry at U.S. manufacturers, or perhaps encourage people to feel foolish if they even consider the finer attributes of cars made in the U.S. Some of their emotional appeals express disdain for U.S. made cars, hoping to make consumers more fearful or anxious about supposed problems. To accomplish this agenda, they have introduced advertisements targeting the positive image of U.S. made cars. In fact, as the following advertisement shows, their goal is to make you feel foolish and uncomfortable rather than secure and proud to believe in the positive image of U.S. made cars. So, beware of their obnoxious attempts to appeal to your negative emotions, as in the following advertisement, where they would have you feel foolish and doubtful rather than proud, confident and satisfied with the quality of U.S. made cars.



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Competitors of U.S. car manufacturers also claim that it is foolish to hold a positive image about U.S. made cars because the gas mileage of U.S. made cars is so poor that people find the driving experience frustrating and often annoying as the following competitors' advertisement indicates.



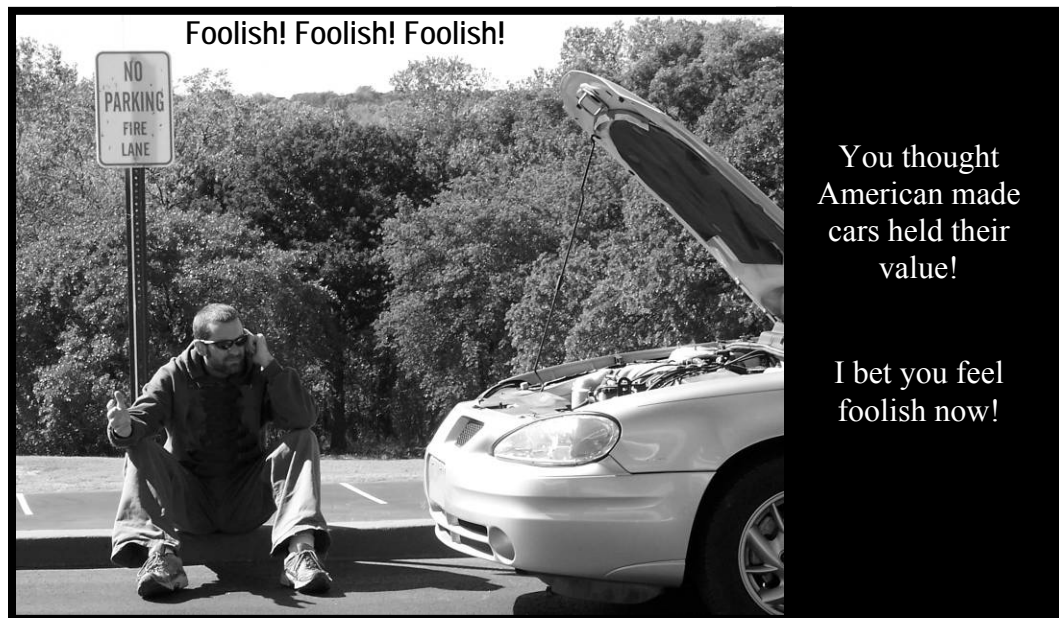
Despite the arrogance and obnoxiousness of their messages, advertisements such as this one are trying to play on your emotions, attempting to instill fear and uncertainty about the quality and gas mileage production of cars made in the U.S. In a multi-year study conducted by *J.D. Power and Associates*, Americans have expressed confidence, satisfaction and positive feelings about the quality and dependability of U.S. made cars, feeling pride in their many positive attributes, and confidence in their desire to buy American made products.

So once again, beware of these unpleasant attempts by competitors to appeal to your negative emotions in their efforts to damage the image you hold of American made cars and make you feel foolish and doubtful, rather than proud, confident, and satisfied.

CARS MADE IN THE U.S. HAVE POSITIVE IMAGE

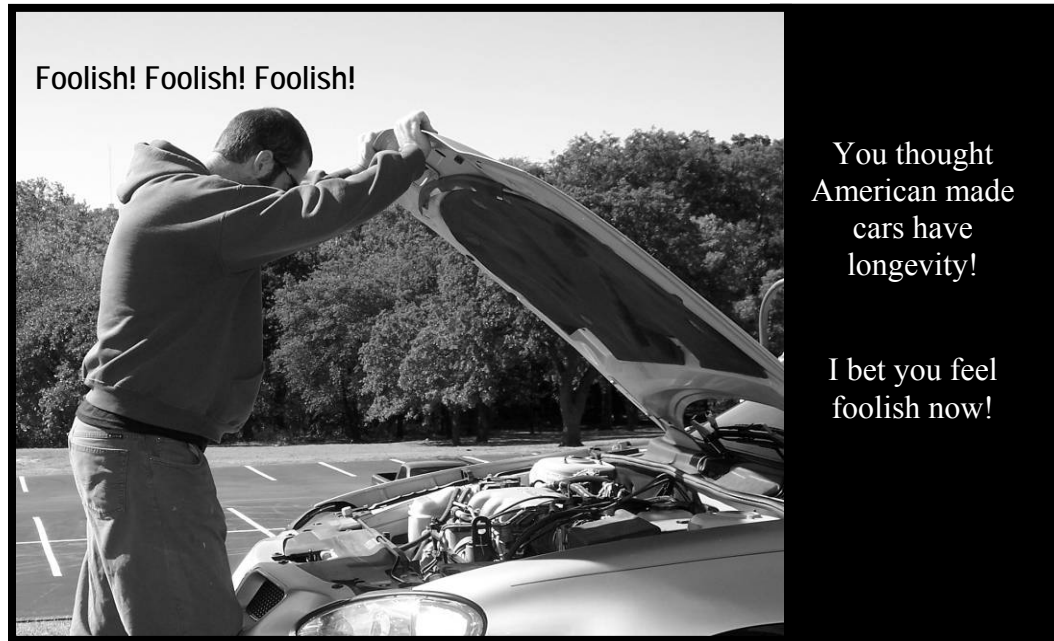
Cars made in the U.S. have a positive image for a good reason. Despite this fact, there is a new campaign by competitors underway aimed at tarnishing this image. Some of the appeals of this campaign are so persuasive, they may cause you to question the positive image you have of U.S. made cars. Many people, just like yourself, who see U.S. made cars in a positive light, have already started to question their beliefs, and you may be next.

Competitors may use emotional attacks to cause people to feel angry at U.S. manufacturers, or perhaps encourage people to feel foolish if they even consider the finer attributes of cars made in the U.S. Some of their emotional appeals express disdain for U.S. made cars, hoping to make consumers more fearful or anxious about supposed problems. To accomplish this agenda, they have introduced advertisements targeting the positive image of U.S. made cars. In fact, as the following advertisement shows, their goal is to make you feel foolish and uncomfortable rather than secure and proud to believe in the positive image of U.S. made cars. So, beware of their obnoxious attempts to appeal to your negative emotions, as in the following advertisement, where they would have you feel foolish and doubtful rather than proud, confident and satisfied with the value of U.S. made cars.



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As the following competitors' advertisement indicates, competitors of U.S. car manufacturers also claim that it is foolish to hold a positive image about U.S. made cars because American cars lack longevity, which frequently frustrates and often annoys owners of U.S. made cars as they find themselves in a need to prematurely replace their cars.




Despite the arrogance and obnoxiousness of their messages, advertisements such as this one are trying to play on your emotions, attempting to instill fear and uncertainty about concerning the longevity of cars made in the U.S. In a multi-year study conducted by *J.D. Power and Associates*, Americans have expressed confidence, satisfaction and positive feelings about the quality, longevity, and dependability of U.S. made cars, feeling pride in the many positive attributes, and confidence in their desire to buy American made products.

So once again, beware of these unpleasant attempts by competitors to appeal to your negative emotions in their efforts to damage the image you hold of American made cars and make you feel foolish and doubtful, rather than proud, confident, and satisfied.

CARS MADE IN THE U.S. HAVE POSITIVE IMAGE

Not many people would question the image of cars made in the U.S. nowadays. Car made in the U.S. have a positive image for a good reason. There are many advantages to owning a U.S. made car. Some of the advantages of U.S. made cars over the cars made in other countries are included bellow.

Not many would argue with the great attributes of U.S. made cars. Time and time again, U.S. cars seem to hold their high value over a long period of time. Many U.S. car owners swear they have sold their U.S. made cars for a much higher value than they expected. Thus, the high resale value of U.S. made cars is a feature that has contributed to high customer trust, thus increasing the level of confidence that buyers associate with the quality and value of U.S. made cars when shopping for one. Thus, not surprisingly, advertisements featuring U.S. made cars emphasize the satisfaction, pride, and confidence people experience, as well their desire to buy and own a U.S. made cars, as illustrated in the advertisement featured below.



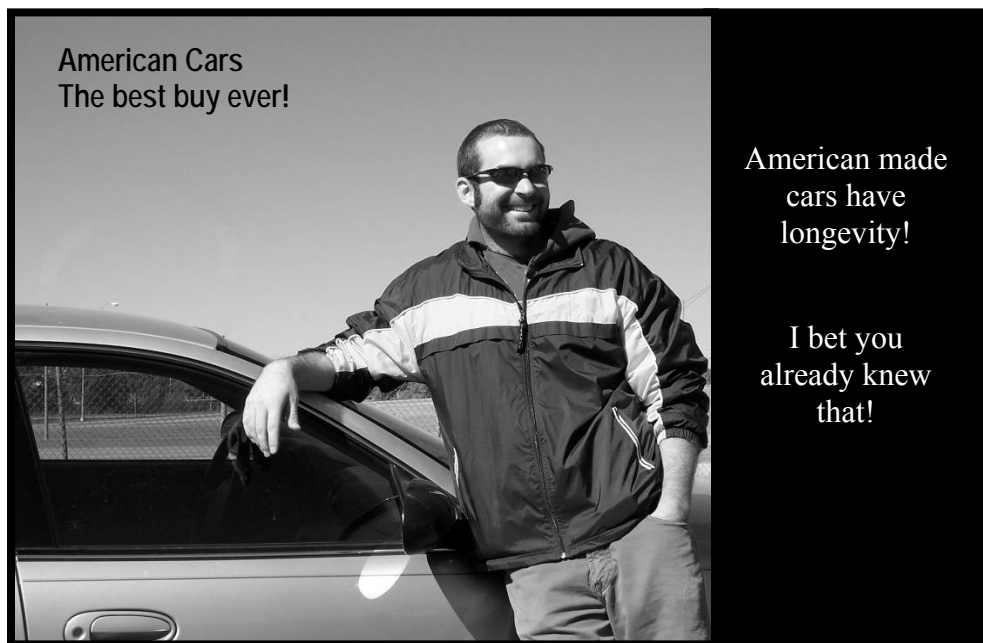
American Cars
The best buy ever!

American made cars hold their value!

I bet you already knew that!

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Once again, most would agree that cars made in the U.S. have longevity. U.S. made cars last longer than cars made anywhere else. The dependability of U.S. made cars brings great pride to their owners as well as many years of satisfied service. In fact, in a multi-year study conducted by *J.D. Power and Associates*, Americans have expressed confidence, satisfaction and positive feelings about the quality, dependability, and longevity of U.S. made cars, feeling pride in the many positive attributes, and confidence in their desire to buy American made products. Not surprisingly, owners of U.S. made cars keep their vehicles for many years. Naturally, there is great emphasis placed on the satisfaction experienced by owners of American made TVs, as illustrated in the advertisement featured below.

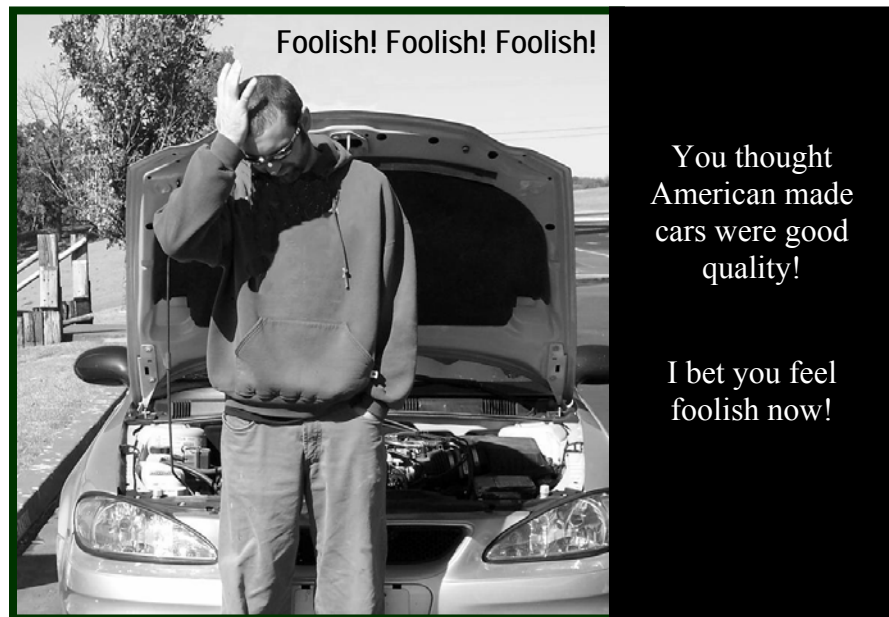


U.S. made cars bring pleasure, confidence, and satisfaction to their owners, who are very proud of their attributes. Thus, you can feel good about the positive image you hold about American made cars, too. Remember, you're not the only one holding such a belief. Many other satisfied owners would agree with you.

CARS MADE IN THE U.S. HAVE POSITIVE IMAGE

A new campaign by competitors is currently underway aimed at tarnishing the positive image of cars made in the U.S. Some of the appeals of this campaign seem so persuasive that they may have already caused you to question the positive image you once held of U.S. made cars. Many people, just like yourself, who have previously seen U.S. made cars in a positive light, have begun to question their beliefs, and perhaps you may have as well.

Competitors may use emotional attacks to cause people to feel angry at U.S. manufacturers, or perhaps encourage people to feel foolish if they even consider the finer attributes of cars made in the U.S. Some of their emotional appeals express disdain for U.S. made cars, hoping to make consumers more fearful or anxious about supposed problems. To accomplish this agenda, they have introduced advertisements targeting the positive image of U.S. made cars. In fact, as the following advertisement shows, their goal is to make you feel foolish and uncomfortable rather than secure and proud to believe in the positive image of U.S. made cars. So, beware of their obnoxious attempts to appeal to your negative emotions, as in the following advertisement, where they would have you feel foolish and doubtful rather than proud, confident and satisfied with the quality of U.S. made cars.



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Competitors of U.S. car manufacturers also claim that it is foolish to hold a positive image about U.S. made cars because the gas mileage of U.S. made cars is so poor that people find the driving experience frustrating and often annoying as the following competitors' advertisement indicates.



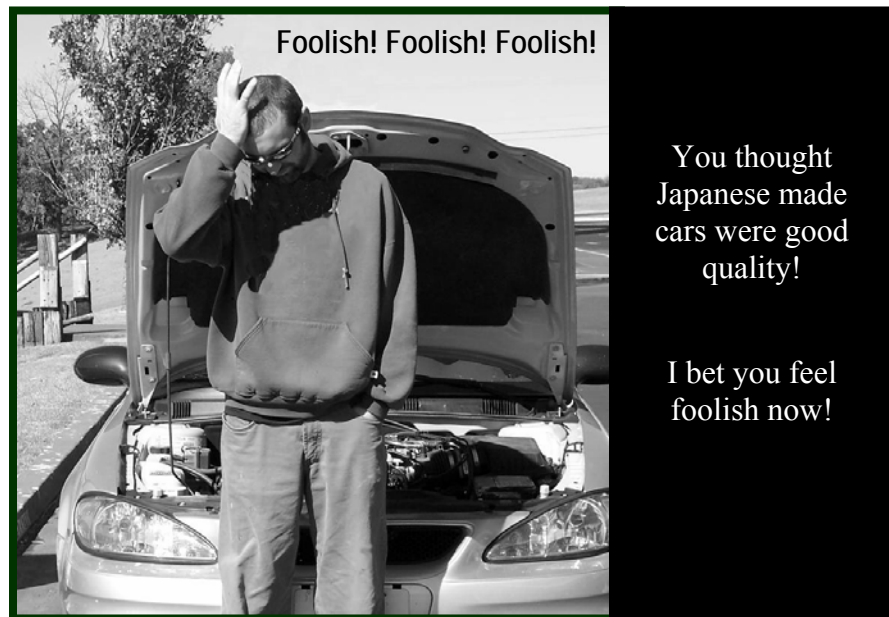
Despite the arrogance and obnoxiousness of their messages, advertisements such as this one are trying to play on your emotions, attempting to instill fear and uncertainty about the quality and gas mileage production of cars made in the U.S. In a multi-year study conducted by *J.D. Power and Associates*, Americans have expressed confidence, satisfaction and positive feelings about the quality and dependability of U.S. made cars, feeling pride in their many positive attributes, and confidence in their desire to buy American made products.

So once again, beware of these unpleasant attempts by competitors to appeal to your negative emotions in their efforts to damage the image you hold of American made cars and make you feel foolish and doubtful, rather than proud, confident, and satisfied.

CARS MADE IN JAPAN HAVE POSITIVE IMAGE

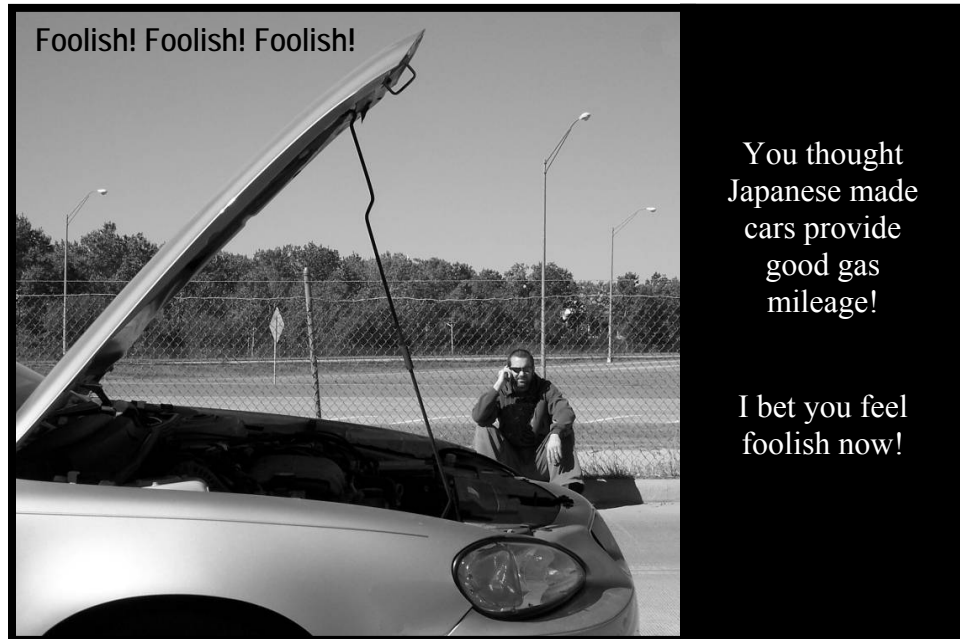
Cars made in the Japan have a positive image for a good reason. Despite this fact, there is a new campaign by competitors underway aimed at tarnishing this image. Some of the appeals of this campaign are so persuasive, they may cause you to question the positive image you have of Japanese made cars. Many people, just like yourself, who see Japanese made cars in a positive light, have already started to question their beliefs, and you may be next.

Competitors may use emotional attacks to cause people to feel angry at Japanese manufacturers, or perhaps encourage people to feel foolish if they even consider the finer attributes of cars made in Japan. Some of their emotional appeals express disdain for Japanese made cars, hoping to make consumers more fearful or anxious about supposed problems. To accomplish this agenda, they have introduced advertisements targeting the positive image of Japanese made cars. In fact, as the following advertisement shows, their goal is to make you feel foolish and uncomfortable rather than secure and proud to believe in the positive image of Japanese made cars. So, beware of their obnoxious attempts to appeal to your negative emotions, as in the following advertisement, where they would have you feel foolish and doubtful rather than proud, confident and satisfied with the quality of Japanese made cars.



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Competitors of Japanese car manufacturers also claim that it is foolish to hold a positive image about Japanese made cars because the gas mileage of Japanese made cars is so poor that people find the driving experience frustrating and often annoying as the following competitors' advertisement indicates.



Despite the arrogance and obnoxiousness of their messages, advertisements such as this one are trying to play on your emotions, attempting to instill fear and uncertainty about the quality and gas mileage production of cars made in Japan. In a multi-year study conducted by *J.D. Power and Associates*, Americans have expressed confidence, satisfaction and positive feelings about the quality and dependability of Japanese made cars, feeling pride in their many positive attributes, and confidence in their desire to buy Japanese made products.

So once again, beware of these unpleasant attempts by competitors to appeal to your negative emotions in their efforts to damage the image you hold of Japanese made cars and make you feel foolish and doubtful, rather than proud, confident, and satisfied.

CARS MADE IN JAPAN HAVE POSITIVE IMAGE

Cars made in the Japan have a positive image for a good reason. Despite this fact, there is a new campaign by competitors underway aimed at tarnishing this image. Some of the appeals of this campaign are so persuasive, they may cause you to question the positive image you have of Japanese made cars. Many people, just like yourself, who see Japanese made cars in a positive light, have already started to question their beliefs, and you may be next.

Competitors may use emotional attacks to cause people to feel angry at Japanese manufacturers, or perhaps encourage people to feel foolish if they even consider the finer attributes of cars made in Japan. Some of their emotional appeals express disdain for Japanese made cars, hoping to make consumers more fearful or anxious about supposed problems. To accomplish this agenda, they have introduced advertisements targeting the positive image of Japanese made cars. In fact, as the following advertisement shows, their goal is to make you feel foolish and uncomfortable rather than secure and proud to believe in the positive image of Japanese made cars. So, beware of their obnoxious attempts to appeal to your negative emotions, as in the following advertisement, where they would have you feel foolish and doubtful rather than proud, confident and satisfied with the value of Japanese made cars.



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As the following competitors' advertisement indicates, competitors of Japanese car manufacturers also claim that it is foolish to hold a positive image about Japanese made cars because Japanese cars lack longevity, which frequently frustrates and often annoys owners of Japanese made cars as they find themselves in a need to prematurely replace their cars.



Despite the arrogance and obnoxiousness of their messages, advertisements such as this one are trying to play on your emotions, attempting to instill fear and uncertainty about concerning the longevity of cars made in Japan. In a multi-year study conducted by *J.D. Power and Associates*, Americans have expressed confidence, satisfaction and positive feelings about the quality, longevity, and dependability of Japanese made cars, feeling pride in the many positive attributes, and confidence in their desire to buy Japanese made products.

So once again, beware of these unpleasant attempts by competitors to appeal to your negative emotions in their efforts to damage the image you hold of Japanese made cars and make you feel foolish and doubtful, rather than proud, confident, and satisfied.

CARS MADE IN JAPAN HAVE POSITIVE IMAGE

Not many people would question the image of cars made in Japan nowadays. Car made in Japan have a positive image for a good reason. There are many advantages to owning a Japanese made car. Some of the advantages of Japanese made cars over the cars made in other countries are included bellow.

Not many would argue with the great attributes of Japanese made cars. Time and time again, Japanese cars seem to hold their high value over a long period of time. Many Japanese car owners swear they have sold their Japanese made cars for a much higher value than they expected. Thus, the high resale value of Japanese made cars is a feature that has contributed to high customer trust, thus increasing the level of confidence that buyers associate with the quality and value of Japanese made cars when shopping for one. Thus, not surprisingly, advertisements featuring Japanese made cars emphasize the satisfaction, pride, and confidence people experience, as well their desire to buy and own a Japanese made cars, as illustrated in the advertisement featured below.

A black and white advertisement for Japanese cars. On the left, a man wearing sunglasses and a dark jacket with a light-colored stripe on the sleeve leans against the open door of a car. The text "Japanese Cars The best buy ever!" is overlaid on the top left of the image. On the right, a black vertical bar contains the text "Japanese made cars hold their value!" and "I bet you already knew that!" in white font.

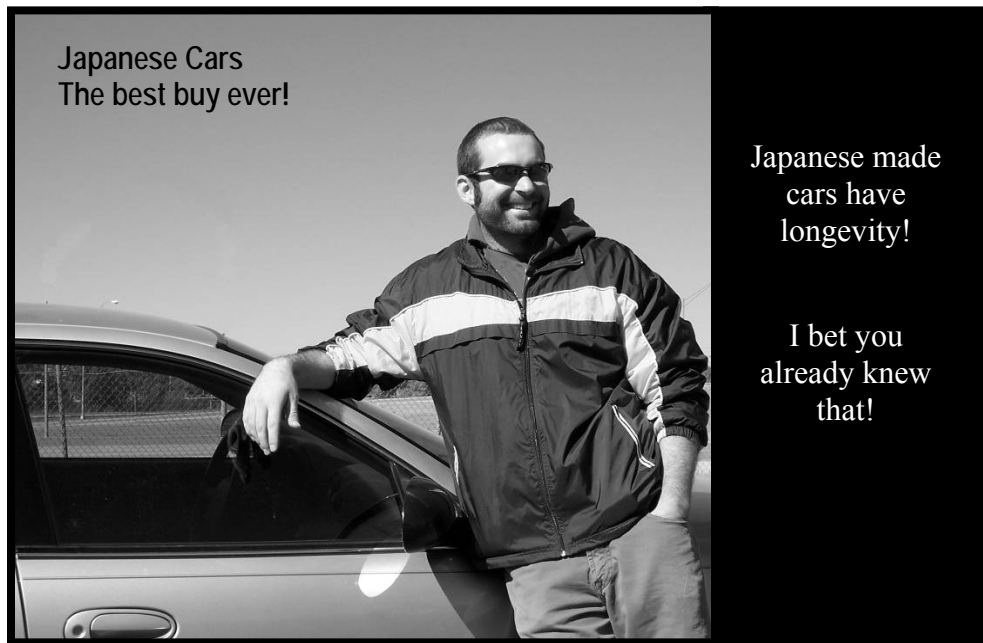
Japanese Cars
The best buy ever!

Japanese made
cars hold their
value!

I bet you
already knew
that!

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Once again, most would agree that cars made in Japan have longevity. Japanese made cars last longer than cars made anywhere else. The dependability of Japanese made cars brings great pride to their owners as well as many years of satisfied service. In fact, in a multi-year study conducted by *J.D. Power and Associates*, Americans have expressed confidence, satisfaction and positive feelings about the quality, dependability, and longevity of Japanese made cars, feeling pride in the many positive attributes, and confidence in their desire to buy Japanese made products. Not surprisingly, owners of Japanese made cars keep their vehicles for many years. Naturally, there is great emphasis placed on the satisfaction experienced by owners of Japanese made TVs, as illustrated in the advertisement featured below.



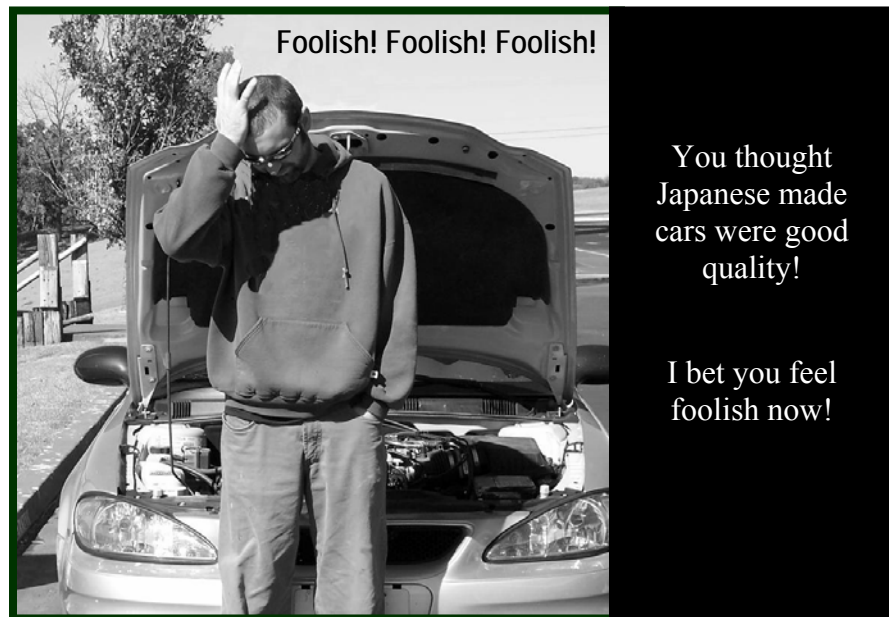
Japanese made cars bring pleasure, confidence, and satisfaction to their owners, who are very proud of their attributes. Thus, you can feel good about the positive image you hold about Japanese made cars, too. Remember, you're not the only one holding such a belief. Many other satisfied owners would agree with you.

CJ-S-A

CARS MADE IN JAPAN HAVE POSITIVE IMAGE

A new campaign by competitors is currently underway aimed at tarnishing the positive image of cars made in Japan. Some of the appeals of this campaign seem so persuasive that they may have already caused you to question the positive image you once held of Japanese made cars. Many people, just like yourself, who have previously seen Japanese made cars in a positive light, have begun to question their beliefs, and perhaps you may have as well.

Competitors may use emotional attacks to cause people to feel angry at Japanese manufacturers, or perhaps encourage people to feel foolish if they even consider the finer attributes of cars made in Japan. Some of their emotional appeals express disdain for Japanese made cars, hoping to make consumers more fearful or anxious about supposed problems. To accomplish this agenda, they have introduced advertisements targeting the positive image of Japanese made cars. In fact, as the following advertisement shows, their goal is to make you feel foolish and uncomfortable rather than secure and proud to believe in the positive image of Japanese made cars. So, beware of their obnoxious attempts to appeal to your negative emotions, as in the following advertisement, where they would have you feel foolish and doubtful rather than proud, confident and satisfied with the quality of Japanese made cars.



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Competitors of Japanese car manufacturers also claim that it is foolish to hold a positive image about Japanese made cars because the gas mileage of Japanese made cars is so poor that people find the driving experience frustrating and often annoying as the following competitors' advertisement indicates.



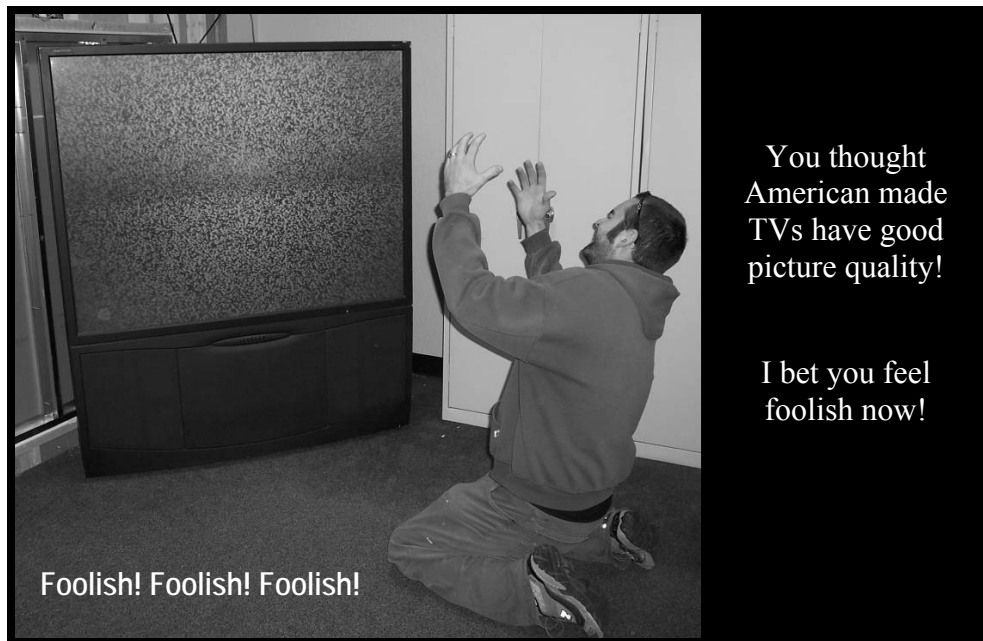
Despite the arrogance and obnoxiousness of their messages, advertisements such as this one are trying to play on your emotions, attempting to instill fear and uncertainty about the quality and gas mileage production of cars made in Japan. In a multi-year study conducted by *J.D. Power and Associates*, Americans have expressed confidence, satisfaction and positive feelings about the quality and dependability of Japanese made cars, feeling pride in their many positive attributes, and confidence in their desire to buy Japanese made products.

So once again, beware of these unpleasant attempts by competitors to appeal to your negative emotions in their efforts to damage the image you hold of Japanese made cars and make you feel foolish and doubtful, rather than proud, confident, and satisfied.

TELEVISION SETS MADE IN THE U.S. HAVE POSITIVE IMAGE

Television sets made in the U.S. have a positive image for a good reason. Despite this fact, there is a new campaign by competitors underway aimed at tarnishing this image. Some of the appeals of this campaign are so persuasive, they may cause you to question the positive image you have of U.S. made television sets. Many people, just like yourself, who see U.S. made television sets in a positive light, have already started to question their beliefs, and you may be next.

Competitors may use emotional attacks to cause people to feel angry at U.S. manufacturers, or perhaps encourage people to feel foolish if they even consider the finer attributes of television sets made in the U.S. Some of their emotional appeals express disdain for U.S. made TVs, hoping to make consumers more fearful or anxious about supposed problems. To accomplish this agenda, they have introduced advertisements targeting the positive image of U.S. made TVs. In fact, as the following advertisement shows, their goal is to make you feel foolish and uncomfortable rather than secure and proud to believe in the positive image of U.S. made television set. So, beware of their obnoxious attempts to appeal to your negative emotions, as in the following advertisement, where they would have you feel foolish and doubtful rather than proud, confident and satisfied with the picture quality of U.S. made television sets.



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Competitors of U.S. television manufacturers also claim that it is foolish to hold a positive image about U.S. made TVs because their quality is so poor that people find the viewing experience frustrating and often annoying as the following competitors' advertisement indicates.



Despite the arrogance and obnoxiousness of their messages, advertisements such as this one are trying to play on your emotions, attempting to instill fear and uncertainty about the quality of TVs made in the U.S. In a multi-year study conducted by *J.D. Power and Associates*, Americans have expressed confidence, satisfaction and positive feelings about the quality and dependability of U.S. made TVs, feeling pride in their many positive attributes, and confidence in their desire to buy American made products.

So once again, beware of these unpleasant attempts by competitors to appeal to your negative emotions in their efforts to damage the image you hold of American made TVs and make you feel foolish and doubtful, rather than proud, confident, and satisfied.

TELEVISION SETS MADE IN THE U.S. HAVE POSITIVE IMAGE

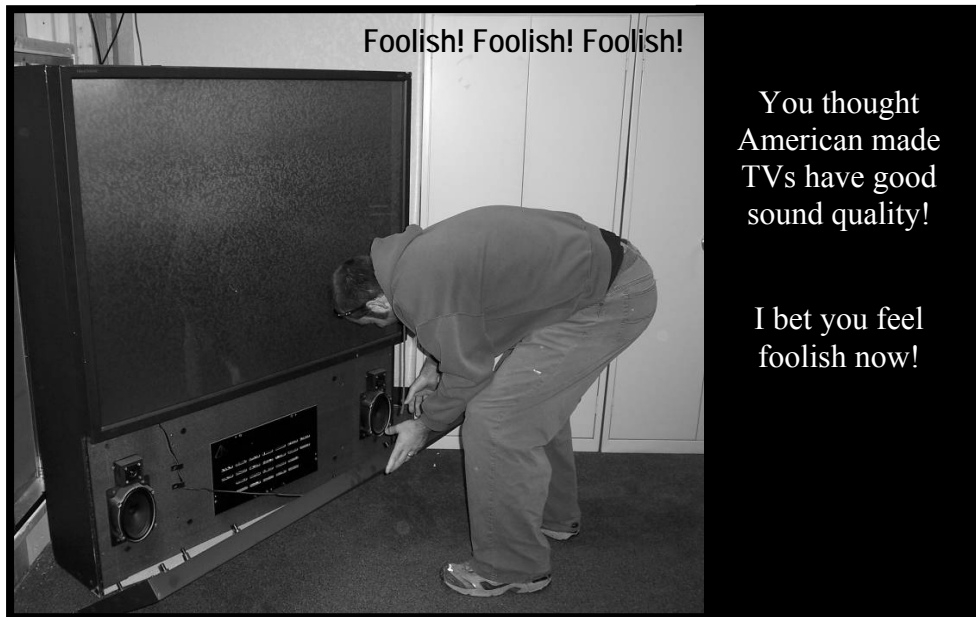
Television sets made in the U.S. have a positive image for a good reason. Despite this fact, there is a new campaign by competitors underway aimed at tarnishing this image. Some of the appeals of this campaign are so persuasive, they may cause you to question the positive image you have of U.S. made TVs. Many people, just like yourself, who see U.S. made TVs in a positive light, have already started to question their beliefs, and you may be next.

Competitors may use emotional attacks to cause people to feel angry at U.S. manufacturers, or perhaps encourage people to feel foolish if they even consider the finer attributes of TVs made in the U.S. Some of their emotional appeals express disdain for U.S. made TVs, hoping to make consumers more fearful or anxious about supposed problems. To accomplish this agenda, they have introduced advertisements targeting the positive image of U.S. made TVs. In fact, as the following advertisement shows, their goal is to make you feel foolish and uncomfortable rather than secure and proud to believe in the positive image of U.S. made televisions. So, beware of their obnoxious attempts to appeal to your negative emotions, as in the following advertisement, where they would have you feel foolish and doubtful rather than proud, confident and satisfied with the durability of U.S. made television sets.



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Competitors of U.S. television set manufacturers also claim that it is foolish to hold a positive image about U.S. made television sets because the sound quality of U.S. made television sets is so poor that people find the viewing experience frustrating and often annoying as the following competitors' advertisement indicates.



Despite the arrogance and obnoxiousness of their messages, advertisements such as this one are trying to play on your emotions, attempting to instill fear and uncertainty about the sound quality of TVs made in the U.S. In a multi-year study conducted by *J.D. Power and Associates*, Americans have expressed confidence, satisfaction and positive feelings about the sound quality and dependability of U.S. made TVs, feeling pride in the many positive attributes, and confidence in their desire to buy American made products.

So once again, beware of these unpleasant attempts by competitors to appeal to your negative emotions in their efforts to damage the image you hold of American made TVs and make you feel foolish and doubtful, rather than proud, confident, and satisfied.

TU-RD-A

TELEVISION SETS MADE IN THE U.S. HAVE POSITIVE IMAGE

Not many people would question the image of television sets made in the U.S. nowadays. Televisions made in the U.S. have a positive image for a good reason. There are many advantages to owning a U.S. made TV. Some of the advantages of U.S. made TVs over the TVs made in other countries are included bellow.

Not many would argue with the great attributes of U.S. made TVs. The crystal clear sound of U.S. made television sets allows you to experience the programming the way you have never experienced it before. Many U.S. TV owners swear that if you just close your eyes while watching television, you get the feeling you are in the midst of the action rather than sitting in your living room at home. The great sound quality of U.S. made television sets is a feature that has contributed to high customer trust, thus increasing the level of confidence buyers associate with the quality of U.S. made television sets when shopping for one. Thus, not surprisingly, advertisements featuring U.S. made TVs emphasize the satisfaction, pride, and confidence people experience, as well their desire to buy and own a U.S. made TV, as illustrated in the advertisement featured below.



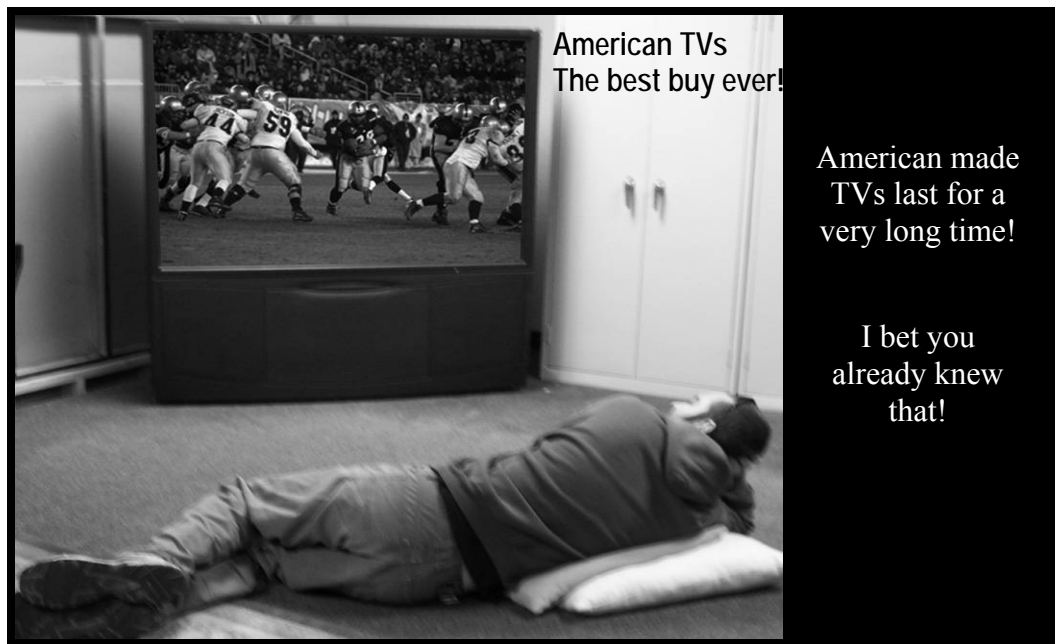
American TVs
The best buy ever!

American made
TVs have good
sound quality!

I bet you
already knew
that!

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Once again, most would agree that television sets made in the U.S. are the most durable. U.S. made television sets last longer than television sets made anywhere else. The dependability of U.S. made television sets brings great pride to their owners as well as many years of satisfied service. In fact, in a multi-year study conducted by *J.D. Power and Associates*, Americans have expressed confidence, satisfaction and positive feelings about the quality and dependability of U.S. made TVs, feeling pride in the many positive attributes, and confidence in their desire to buy American made products. Not surprisingly, owners keep their U.S. made TVs for many years. Naturally, there is great emphasis placed on the satisfaction experienced by owners of American made TVs, as illustrated in the advertisement featured below.



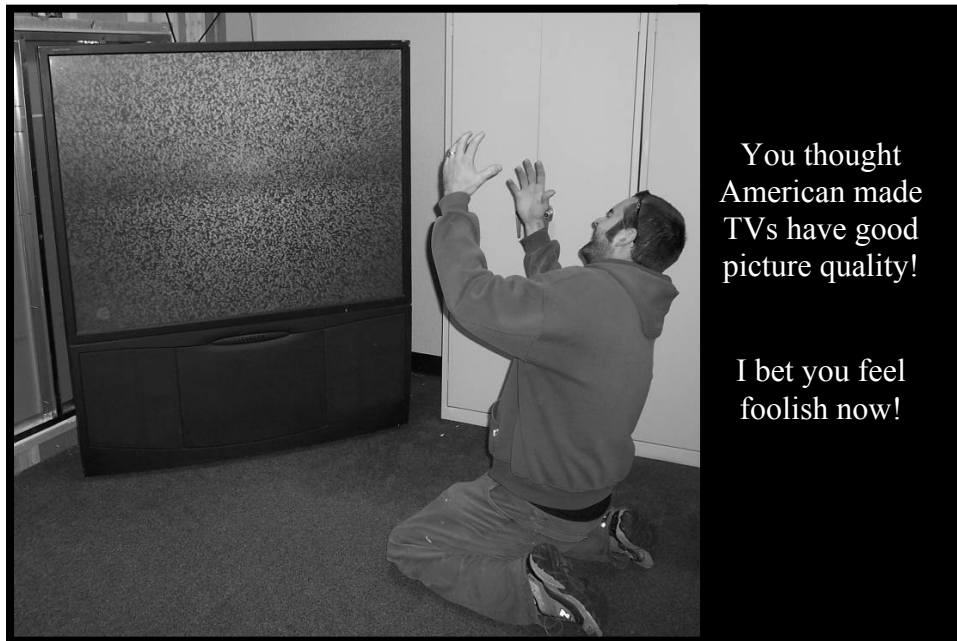
U.S. made televisions bring pleasure, confidence, and satisfaction to their owners, who are very proud of their attributes. Thus, you can feel good about the positive image you hold about American made televisions, too. Remember, you're not the only one holding such a belief. Many other satisfied owners would agree with you.

TU-S-A

TELEVISION SETS MADE IN THE U.S. HAVE POSITIVE IMAGE

A new campaign by competitors is currently underway aimed at tarnishing the positive image of television sets made in the U.S. Some of the appeals of this campaign seem so persuasive that they may have already caused you to question the positive image you once held of U.S. made television sets. Many people, just like yourself, who have previously seen U.S. made television sets in a positive light, have begun to question their beliefs, and perhaps you may have as well.

Competitors may use emotional attacks to cause people to feel angry at U.S. manufacturers, or perhaps encourage people to feel foolish if they even consider the finer attributes of televisions made in the U.S. Some of their emotional appeals express disdain for U.S. made TVs, hoping to make consumers more fearful or anxious about supposed problems. To accomplish this agenda, they have introduced advertisements targeting the positive image of U.S. made TVs. In fact, as the following advertisement shows, their goal is to make you feel foolish and uncomfortable rather than secure and proud to believe in the positive image of U.S. made televisions. So, beware of their obnoxious attempts to appeal to your negative emotions, as in the following advertisement, where they would have you feel foolish and doubtful rather than proud, confident and satisfied with the picture quality of U.S. made television sets.



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Competitors of U.S. TV set manufacturers also claim that it is foolish to hold a positive image about U.S. made TVs because their quality is so poor that people find the viewing experience frustrating and often annoying as the following competitors' advertisement indicates.



Despite the arrogance and obnoxiousness of their messages, advertisements such as this one are trying to play on your emotions, attempting to instill fear and uncertainty about the quality of television sets made in the U.S. In a multi-year study conducted by *J.D. Power and Associates*, Americans have expressed confidence, satisfaction and positive feelings about the quality and dependability of U.S. made TVs, feeling pride in the many positive attributes, and confidence in their desire to buy American made products.

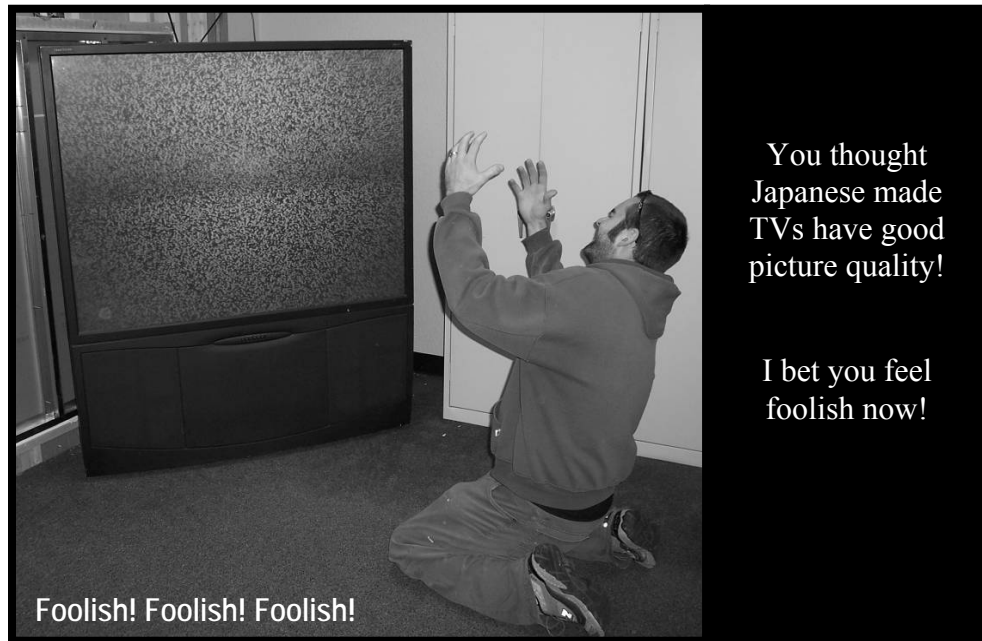
So once again, beware of these unpleasant attempts by competitors to appeal to your negative emotions in their efforts to damage the image you hold of American made TVs and make you feel foolish and doubtful, rather than proud, confident, and satisfied.

TU-R-A

TELEVISION SETS MADE IN JAPAN HAVE POSITIVE IMAGE

Television sets made in Japan have a positive image for a good reason. Despite this fact, there is a new campaign by competitors underway aimed at tarnishing this image. Some of the appeals of this campaign are so persuasive, they may cause you to question the positive image you have of Japanese made television sets. Many people, just like yourself, who see Japanese made television sets in a positive light, have already started to question their beliefs, and you may be next.

Competitors may use emotional attacks to cause people to feel angry at Japanese manufacturers, or perhaps encourage people to feel foolish if they even consider the finer attributes of television sets made in Japan. Some of their emotional appeals express disdain for Japanese made TVs, hoping to make consumers more fearful or anxious about supposed problems. To accomplish this agenda, they have introduced advertisements targeting the positive image of Japanese made TVs. In fact, as the following advertisement shows, their goal is to make you feel foolish and uncomfortable rather than secure and proud to believe in the positive image of Japanese made television set. So, beware of their obnoxious attempts to appeal to your negative emotions, as in the following advertisement, where they would have you feel foolish and doubtful rather than proud, confident and satisfied with the picture quality of Japanese made television sets.



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Competitors of Japanese television manufacturers also claim that it is foolish to hold a positive image about Japanese made TVs because their quality is so poor that people find the viewing experience frustrating and often annoying as the following competitors' advertisement indicates.



Despite the arrogance and obnoxiousness of their messages, advertisements such as this one are trying to play on your emotions, attempting to instill fear and uncertainty about the quality of TVs made in Japan. In a multi-year study conducted by *J.D. Power and Associates*, Americans have expressed confidence, satisfaction and positive feelings about the quality and dependability of Japanese made TVs, feeling pride in their many positive attributes, and confidence in their desire to buy Japanese made products.

So once again, beware of these unpleasant attempts by competitors to appeal to your negative emotions in their efforts to damage the image you hold of Japanese made TVs and make you feel foolish and doubtful, rather than proud, confident, and satisfied.

TELEVISION SETS MADE IN THE U.S. HAVE POSITIVE IMAGE

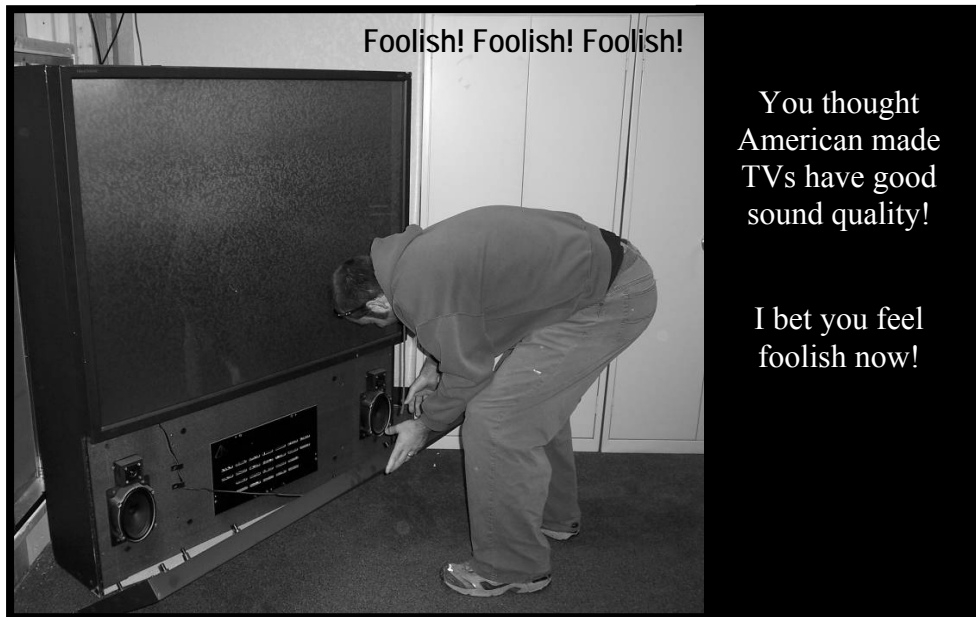
Television sets made in Japan have a positive image for a good reason. Despite this fact, there is a new campaign by competitors underway aimed at tarnishing this image. Some of the appeals of this campaign are so persuasive, they may cause you to question the positive image you have of Japanese made TVs. Many people, just like yourself, who see Japanese made TVs in a positive light, have already started to question their beliefs, and you may be next.

Competitors may use emotional attacks to cause people to feel angry at Japanese manufacturers, or perhaps encourage people to feel foolish if they even consider the finer attributes of TVs made in Japan. Some of their emotional appeals express disdain for Japanese made TVs, hoping to make consumers more fearful or anxious about supposed problems. To accomplish this agenda, they have introduced advertisements targeting the positive image of Japanese made TVs. In fact, as the following advertisement shows, their goal is to make you feel foolish and uncomfortable rather than secure and proud to believe in the positive image of Japanese made televisions. So, beware of their obnoxious attempts to appeal to your negative emotions, as in the following advertisement, where they would have you feel foolish and doubtful rather than proud, confident and satisfied with the durability of Japanese made television sets.



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Competitors of Japanese television set manufacturers also claim that it is foolish to hold a positive image about Japanese made television sets because the sound quality of Japanese made television sets is so poor that people find the viewing experience frustrating and often annoying as the following competitors' advertisement indicates.



Despite the arrogance and obnoxiousness of their messages, advertisements such as this one are trying to play on your emotions, attempting to instill fear and uncertainty about the sound quality of TVs made in the U.S. In a multi-year study conducted by *J.D. Power and Associates*, Americans have expressed confidence, satisfaction and positive feelings about the sound quality and dependability of Japanese made TVs, feeling pride in the many positive attributes, and confidence in their desire to buy Japanese made products.

So once again, beware of these unpleasant attempts by competitors to appeal to your negative emotions in their efforts to damage the image you hold of Japanese made TVs and make you feel foolish and doubtful, rather than proud, confident, and satisfied.

TJ-RD-A

TELEVISION SETS MADE IN THE U.S. HAVE POSITIVE IMAGE

Not many people would question the image of television sets made in Japan nowadays. Televisions made in Japan have a positive image for a good reason. There are many advantages to owning a Japanese made TV. Some of the advantages of Japanese made TVs over the TVs made in other countries are included bellow.

Not many would argue with the great attributes of Japanese made TVs. The crystal clear sound of Japanese made television sets allows you to experience the programming the way you have never experienced it before. Many Japanese TV owners swear that if you just close your eyes while watching television, you get the feeling you are in the midst of the action rather than sitting in your living room at home. The great sound quality of Japanese made television sets is a feature that has contributed to high customer trust, thus increasing the level of confidence buyers associate with the quality of Japanese made television sets when shopping for one. Thus, not surprisingly, advertisements featuring Japanese made TVs emphasize the satisfaction, pride, and confidence people experience, as well their desire to buy and own a Japanese made TV, as illustrated in the advertisement featured below.



Japanese made
TVs have good
sound quality!

I bet you
already knew
that!

Japanese TVs
The best buy ever!

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Once again, most would agree that television sets made in Japan are the most durable. Japanese made television sets last longer than television sets made anywhere else. The dependability of Japanese made television sets brings great pride to their owners as well as many years of satisfied service. In fact, in a multi-year study conducted by *J.D. Power and Associates*, Americans have expressed confidence, satisfaction and positive feelings about the quality and dependability of Japanese made TVs, feeling pride in the many positive attributes, and confidence in their desire to buy American made products. Not surprisingly, owners keep their Japanese made TVs for many years. Naturally, there is great emphasis placed on the satisfaction experienced by owners of Japanese made TVs, as illustrated in the advertisement featured below.



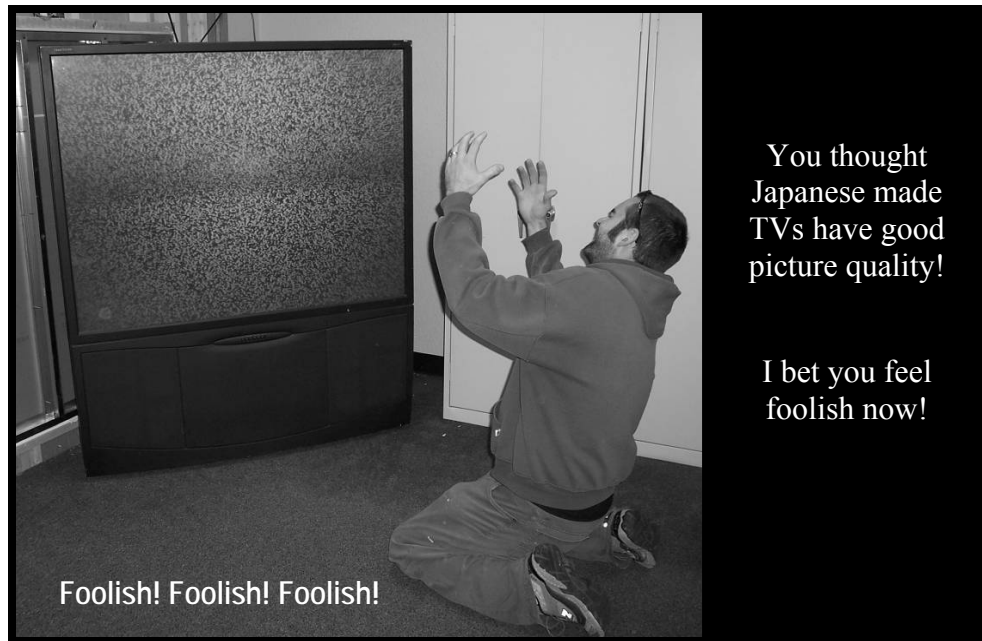
Japanese made televisions bring pleasure, confidence, and satisfaction to their owners, who are very proud of their attributes. Thus, you can feel good about the positive image you hold about Japanese made televisions, too. Remember, you're not the only one holding such a belief. Many other satisfied owners would agree with you.

TJ-S-A

TELEVISION SETS MADE IN JAPAN HAVE POSITIVE IMAGE

A new campaign by competitors is currently underway aimed at tarnishing the positive image of television sets made in Japan. Some of the appeals of this campaign seem so persuasive that they may have already caused you to question the positive image you once held of Japanese made television sets. Many people, just like yourself, who have previously seen Japanese made television sets in a positive light, have begun to question their beliefs, and perhaps you may have as well.

Competitors may use emotional attacks to cause people to feel angry at Japanese manufacturers, or perhaps encourage people to feel foolish if they even consider the finer attributes of televisions made in Japan. Some of their emotional appeals express disdain for Japanese made TVs, hoping to make consumers more fearful or anxious about supposed problems. To accomplish this agenda, they have introduced advertisements targeting the positive image of Japanese made TVs. In fact, as the following advertisement shows, their goal is to make you feel foolish and uncomfortable rather than secure and proud to believe in the positive image of Japanese made televisions. So, beware of their obnoxious attempts to appeal to your negative emotions, as in the following advertisement, where they would have you feel foolish and doubtful rather than proud, confident and satisfied with the picture quality of Japanese made television sets.



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Competitors of Japanese TV set manufacturers also claim that it is foolish to hold a positive image about Japanese made TVs because their quality is so poor that people find the viewing experience frustrating and often annoying as the following competitors' advertisement indicates.



Despite the arrogance and obnoxiousness of their messages, advertisements such as this one are trying to play on your emotions, attempting to instill fear and uncertainty about the quality of television sets made in Japan. In a multi-year study conducted by *J.D. Power and Associates*, Americans have expressed confidence, satisfaction and positive feelings about the quality and dependability of Japanese made TVs, feeling pride in the many positive attributes, and confidence in their desire to buy Japanese made products.

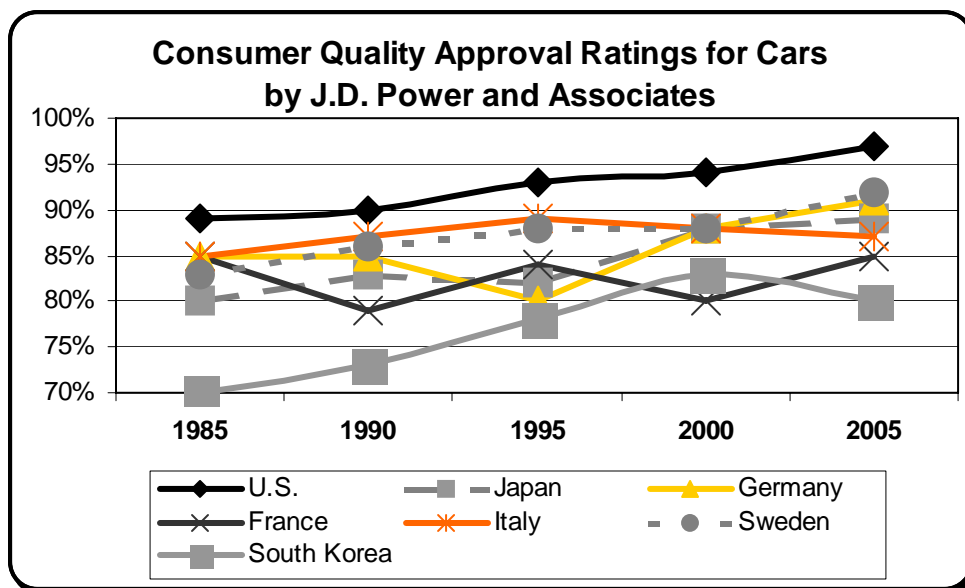
So once again, beware of these unpleasant attempts by competitors to appeal to your negative emotions in their efforts to damage the image you hold of Japanese made TVs and make you feel foolish and doubtful, rather than proud, confident, and satisfied.

TJ-R-A

CARS MADE IN THE U.S. HAVE POSITIVE IMAGE

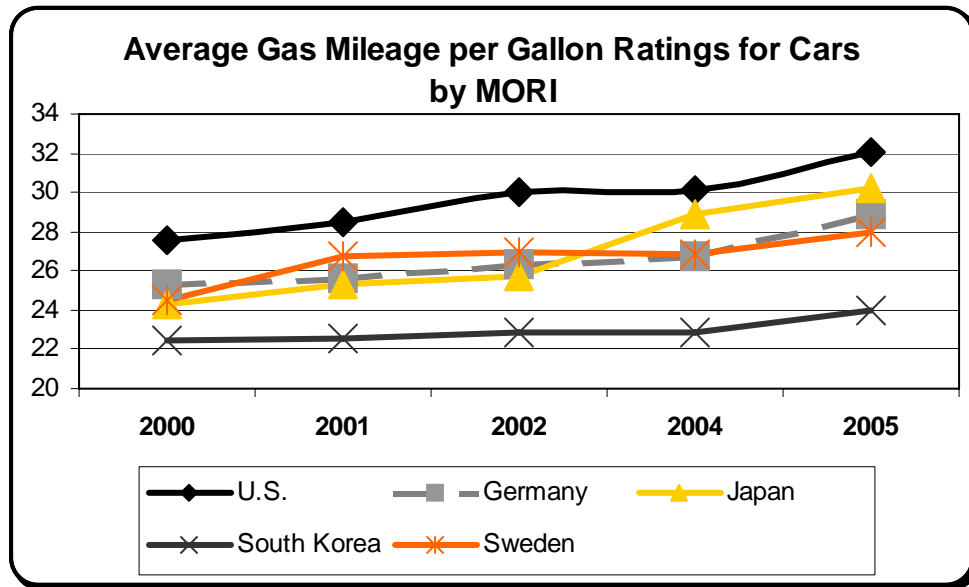
Cars made in the U.S. have a positive image for a good reason. Despite this fact, there is a new campaign by competitors underway aimed at tarnishing this image. Some of the appeals of this campaign are so persuasive, they may cause you to question the positive image you have of U.S. made cars. Many people, just like yourself, who see U.S. made cars in a positive light, have already started to question their beliefs, and you may be next.

Competitors of U.S. car manufacturers claim that the positive image held by buyers of U.S. made cars is misguided, as the quality of U.S. made cars lags behind that of cars made in Japan, Germany, Italy, Sweden, and many other countries. To support their claims, they offer many testimonials, such as the following one by James Jones, a car owner: "In the past fifty years, I have owned cars made in Japan, Sweden, Germany, the U.S., and one year I even drove a French car. Still, my worse experience by far was with my American made car. I tell you, I have never had more problems with a car. So much for the quality of American cars." However, testimonials such as this one are not accurately representing the quality of cars made in different countries as experienced by the majority of buyers. In a multi-year study conducted by *J.D. Power and Associates*, the results indicate that U.S. made cars consistently rate highest in quality, as the following graph indicates.



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Competitors have also attacked the gas consumption of cars made in the U.S. Some of their statements point to the large size and weight of U.S. made cars as the main reason for their high gas consumption, thus attempting to use the current high gas prices as a way to push their cars ahead of the U.S. made ones. However, once again, their statements are inaccurate. Research shows that the size and weight of U.S. made cars has not significantly differed from cars made in other countries since the early 1980s. In addition, a survey by *Market & Opinion Research International (MORI)* shows that average gas consumption of U.S. made cars is consistently lower compared to cars made in other countries; the following graph illustrates the average gas mileage per gallon consumption.

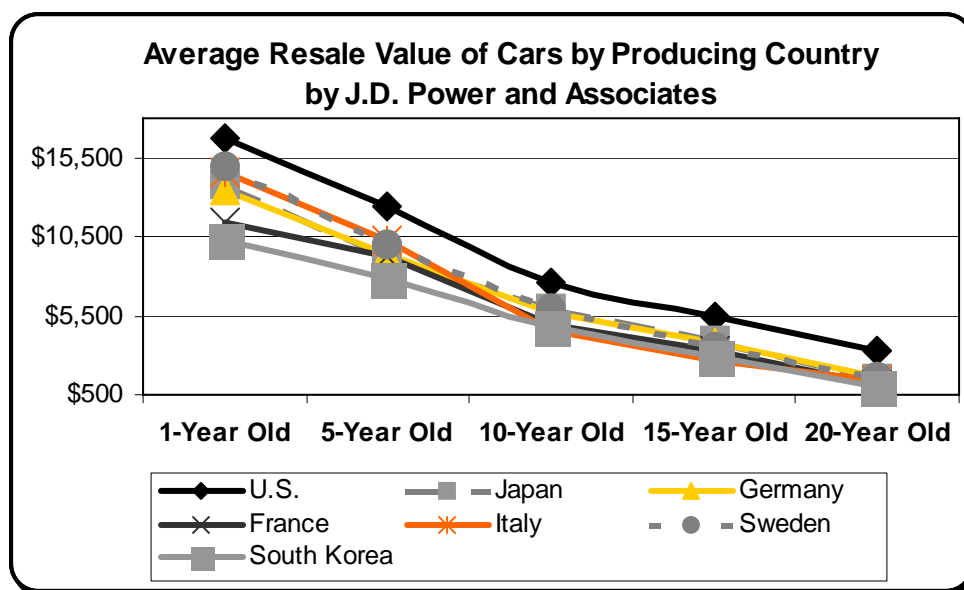


So remember, there is a good reason why you believe that U.S. made cars have a positive image. As the evidence points out, the majority of claims made by competitors may not be substantiated. Resist and oppose the efforts of competitors to U.S. made cars to sway your beliefs, as they attempt to tarnish the positive image of U.S. cars that you hold.

CARS MADE IN THE U.S. HAVE POSITIVE IMAGE

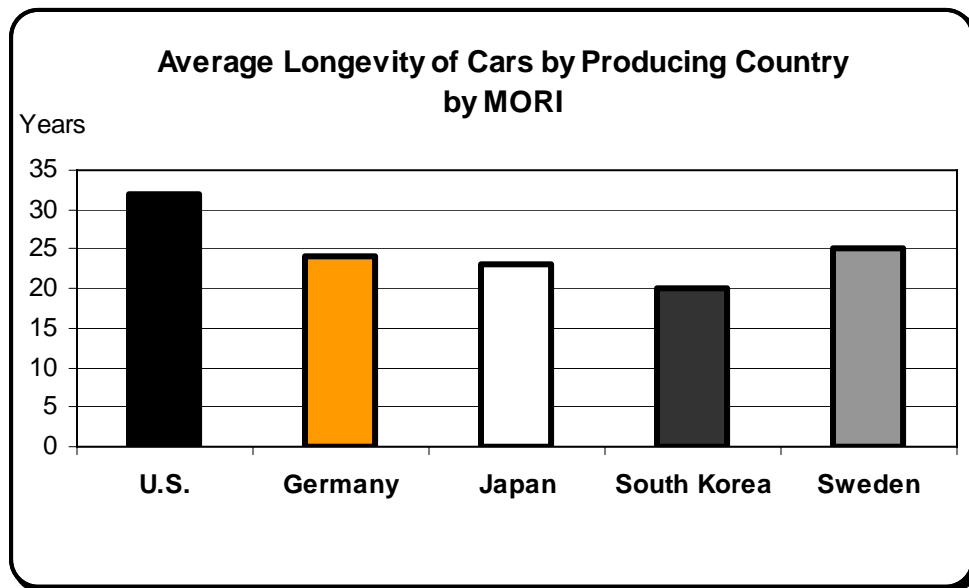
Cars made in the U.S. have a positive image for a good reason. Despite this fact, there is a new campaign by competitors underway aimed at tarnishing this image. Some of the appeals of this campaign are so persuasive, they may cause you to question the positive image you have of U.S. made cars. Many people, just like yourself, who see U.S. made cars in a positive light, have already started to question their beliefs, and you may be next.

Competitors of U.S. car manufacturers claim that the positive image held by buyers of U.S. made cars is misguided, as U.S. made cars fail to hold their value after purchase, thus rendering their resale value lower than cars from other countries. To support their claims, they offer many testimonials, such as the following one by Julian Marshall, a car owner: "In the past forty years, I have owned cars made in Japan, Sweden, Germany, and the U.S. Each car I owned for about ten years and then sold it. I got least for my American car. I was surprised to learn that American cars just don't hold their value. So, much for the value of American cars." However, testimonials such as this one are not accurately representing the resale value of cars made in different countries as experienced by the majority of buyers. In a multi-year study conducted by *J.D. Power and Associates*, the results indicate that U.S. made cars consistently rate the highest in resale value, as the following graph indicates.



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Competitors have also attacked the longevity of cars made in the U.S. Some of their statements point to a supposedly short life span experienced by U.S. cars. They claim that U.S. cars are owned shorter time than cars made in any other country. However, once again, their statements are inaccurate and misleading. Research shows that U.S. made cars are owned for a shorter period of time than those of their competitors, but not because of any problems with the U.S. made cars, but rather, because of the outstanding cash-back and rebate offers on new cars presented by the manufacturers of U.S. cars. In fact, a survey by *Market & Opinion Research International (MORI)* shows that if car longevity is assessed by surveying only people who never resell their car, but instead keep it until it is no longer functional, U.S. made cars consistently show highest longevity as the following graph indicates.

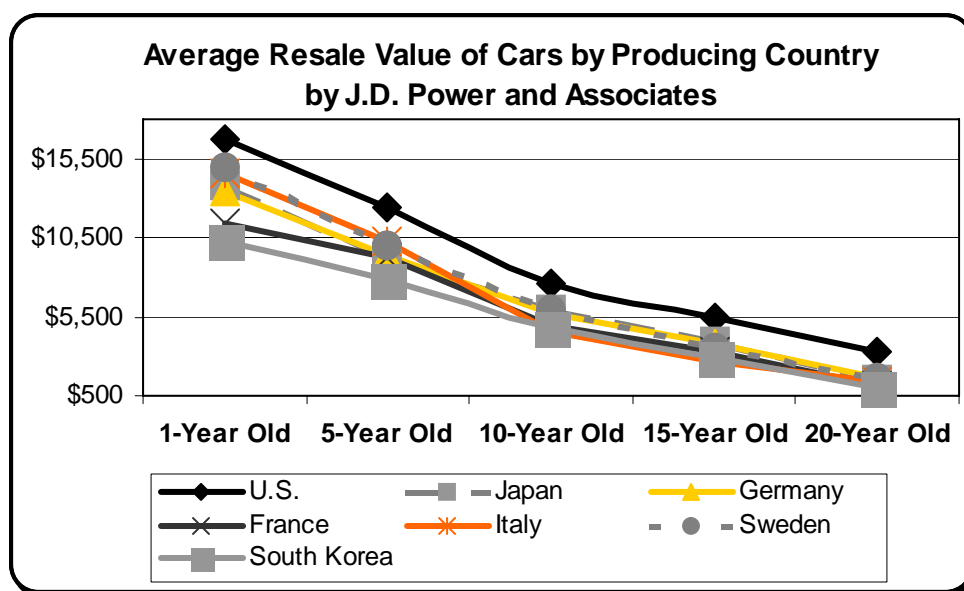


So remember, there is a good reason why you believe that U.S. made cars have a positive image. As the evidence points out, the majority of claims made by competitors may not be substantiated or may be misleading. Resist and oppose the efforts of competitors to U.S. made cars to sway your beliefs, as they attempt to tarnish the positive image of U.S. cars that you hold.

CARS MADE IN THE U.S. HAVE POSITIVE IMAGE

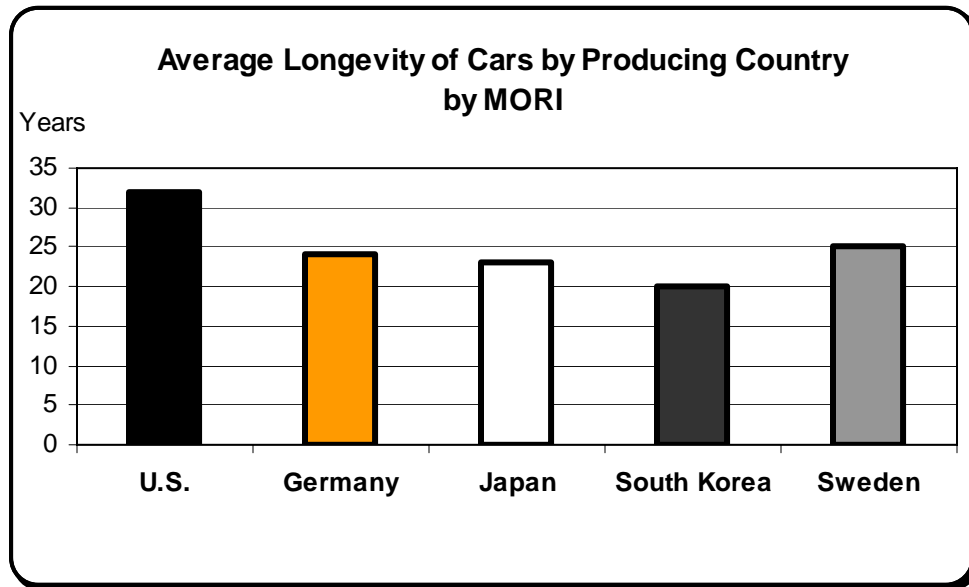
Not many people would question the image of cars made in the U.S. nowadays. Cars made in the U.S. have a positive image for a good reason. There are many advantages to owning a U.S. made car. Some of the advantages of U.S. made cars over the cars made in other countries are included below.

Not many would argue that U.S. made cars retain higher resale value compared to cars made by non-U.S. makers. Because of their impeccable quality and good built, U.S. cars look just as new many years after they are first purchased. In addition, the special paint coating that is the signature feature of American built cars, contributes to preserving the nearly mint condition of U.S. made cars for many years. All of these features have contributed to high customer trust, thus increasing the level of confidence that buyers associate with the value of U.S. made cars when shopping for a pre-owned car. In addition, the superiority of U.S. made cars in regard to their resale value is substantiated by a multi-year study conducted by *J.D. Power and Associates*, where the results indicate that U.S. made cars consistently rate the highest in resale value, as the following graph indicates.



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Once again, most would agree that cars made in the U.S. have the best longevity. U.S. made cars last longer than cars made anywhere else. This longevity can be attributed to the superior manufacturing capabilities of U.S. car makers aided by the best parts and labor service support provided by U.S. car manufacturers that is unmatched by any competitors. Not surprisingly, owners of U.S. made cars keep their cars for many years, as U.S. made cars show the slowest rate of depreciation. In fact, a survey by *Market & Opinion Research International (MORI)* shows that if car longevity is assessed by surveying only people who never resell their car, but instead keep it until it is no longer functional, U.S. made cars consistently show highest longevity as the following graph indicates.

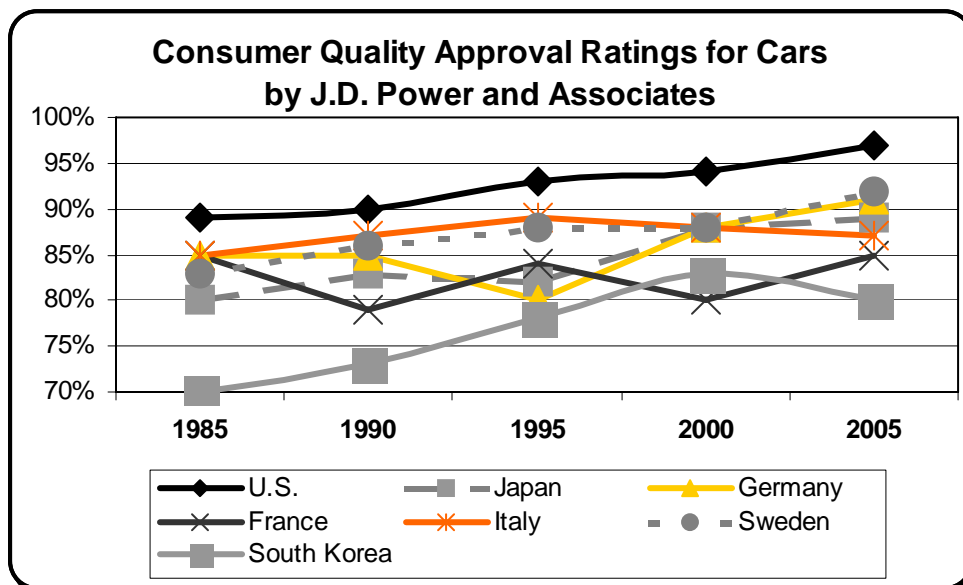


So remember, there is a good reason why you believe that U.S. made cars have a positive image. As you thought, and the evidence points out, U.S. made cars have the highest resale value as well as the highest longevity compared to cars built anywhere else. However, this is only a small sample of the advantage that U.S. made cars have over cars made anywhere else. No doubt, the image of U.S. made cars is positive and the evidence is here to support it.

CARS MADE IN THE U.S. HAVE POSITIVE IMAGE

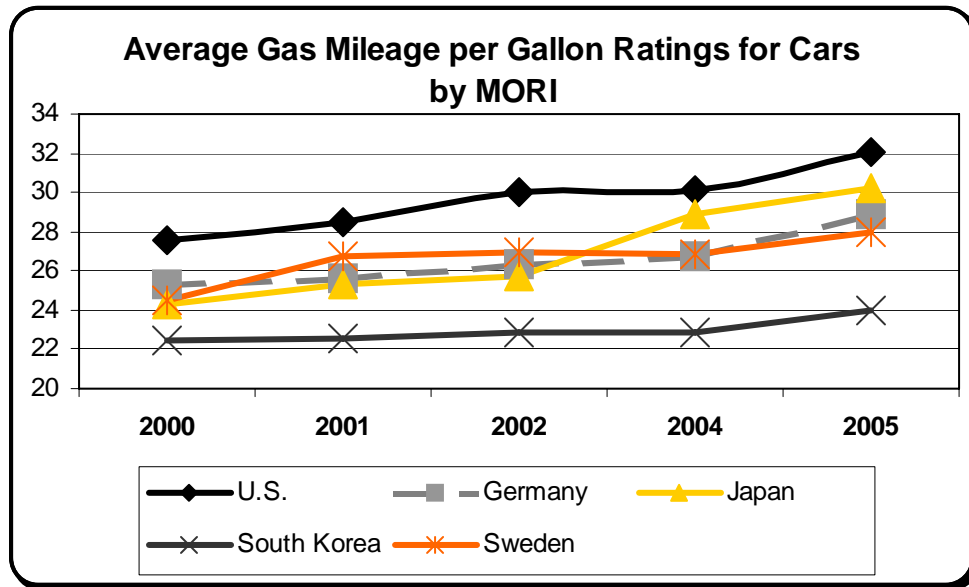
A new campaign by competitors is currently underway aimed at tarnishing the positive image of cars made in the U.S. Some of the appeals of this campaign seem so persuasive that they may have already caused you to question the positive image you once held of U.S. made cars. Many people, just like yourself, who have previously seen U.S. made cars in a positive light, have begun to question their beliefs, and perhaps you may have as well.

Competitors of U.S. car manufacturers claim that the positive image held by buyers of U.S. made cars is misguided, as the quality of U.S. made cars lags behind that of cars made in Japan, Germany, Italy, Sweden, and many other countries. To support their claims, they offer many testimonials, such as the following one by James Jones, a car owner: "In the past fifty years, I have owned cars made in Japan, Sweden, Germany, the U.S., and one year I even drove a French car. Still, my worse experience by far was with my American made car. I tell you, I have never had more problems with a car. So much for the quality of American cars." However, testimonials such as this one are not accurately representing the quality of cars made in different countries as experienced by the majority of buyers. In a multi-year study conducted by *J.D. Power and Associates*, the results indicate that U.S. made cars consistently rate highest in quality, as the following graph indicates.



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Competitors have also attacked the gas consumption of cars made in the U.S. Some of their statements point to the large size and weight of U.S. made cars as the main reason for their high gas consumption, thus attempting to use the current high gas prices as a way to push their cars ahead of the U.S. made ones. However, once again, their statements are inaccurate. Research shows that the size and weight of U.S. made cars has not significantly differed from cars made in other countries since the early 1980s. In addition, a survey by *Market & Opinion Research International (MORI)* shows that average gas consumption of U.S. made cars is consistently lower compared to cars made in other countries; the following graph illustrates the average gas mileage per gallon consumption.

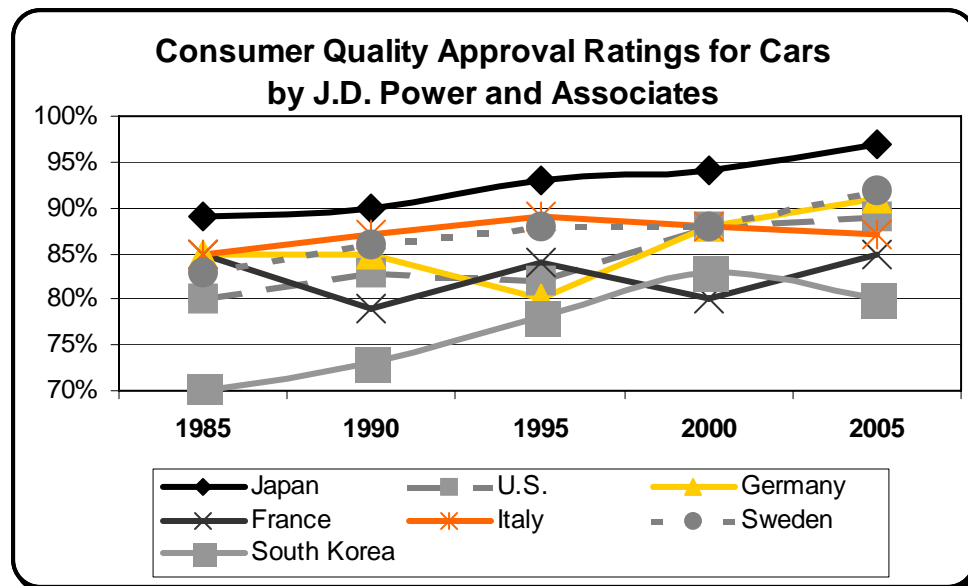


So remember, there is a good reason why you once believed that U.S. made cars have a positive image. As the evidence points out, the majority of claims made by competitors may not be substantiated. Resist and oppose the efforts of competitors to U.S. made cars to sway your beliefs, as they attempt to tarnish the positive image of U.S. cars that you hold.

CARS MADE IN JAPAN HAVE POSITIVE IMAGE

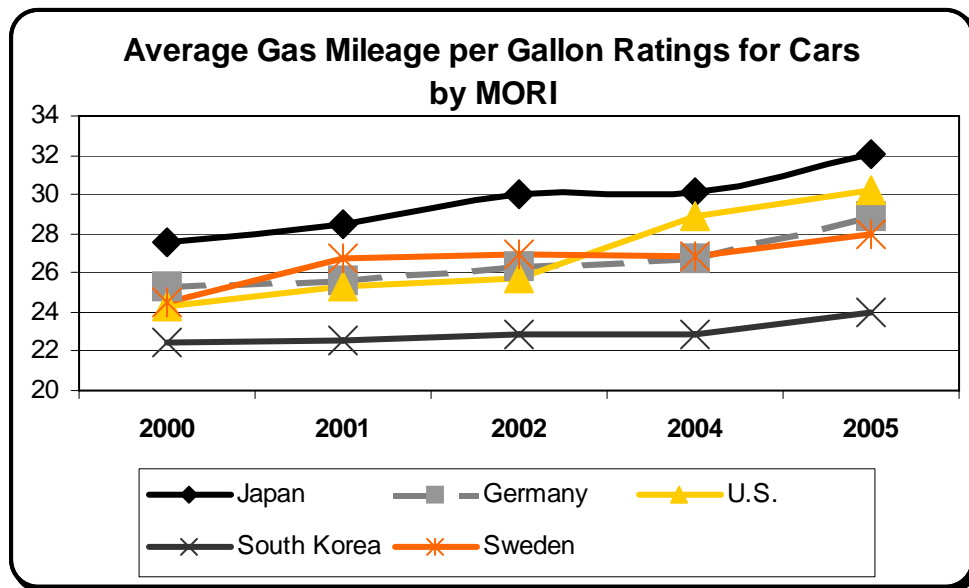
Cars made in Japan have a positive image for a good reason. Despite this fact, there is a new campaign by competitors underway aimed at tarnishing this image. Some of the appeals of this campaign are so persuasive, they may cause you to question the positive image you have of Japanese cars. Many people, just like yourself, who see Japanese made cars sets in a positive light, have already started to question their beliefs, and you may be next.

Competitors of Japanese car manufacturers claim that the positive image held by buyers of Japanese made cars is misguided, as the quality of Japanese made cars lags behind that of cars made in the U.S., Germany, Italy, Sweden, and many other countries. To support their claims, they offer many testimonials, such as the following one by James Jones, a car owner: "In the past fifty years, I have owned cars made in Japan., Sweden, Germany, the U.S., and one year I even drove a French car. Still, my worse experience by far was with my Japanese made car. I tell you, I have never had more problems with a car. So much for the quality of Japanese cars." However, testimonials such as this one are not accurately representing the quality of cars made in different countries as experienced by the majority of buyers. In a multi-year study conducted by *J.D. Power and Associates*, the results indicate that Japanese made cars consistently rate highest in quality, as the following graph indicates.



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Competitors have also attacked the gas consumption of cars made in Japan. Some of their statements point to the sport features standard on most Japanese made cars as the main reason for their high gas consumption, thus attempting to use the current high gas prices as a way to push their cars ahead of Japanese made ones. However, once again, their statements are inaccurate. Research shows that the availability of standard sport features on Japanese made cars has not significantly differed from the standard sport features offered on cars made in other countries since the early 1900s. In addition, a survey by *Market & Opinion Research International (MORI)* shows that average gas consumption of Japanese made cars is consistently lower compared to cars made in other countries; the following graph illustrates the average gas mileage per gallon consumption.

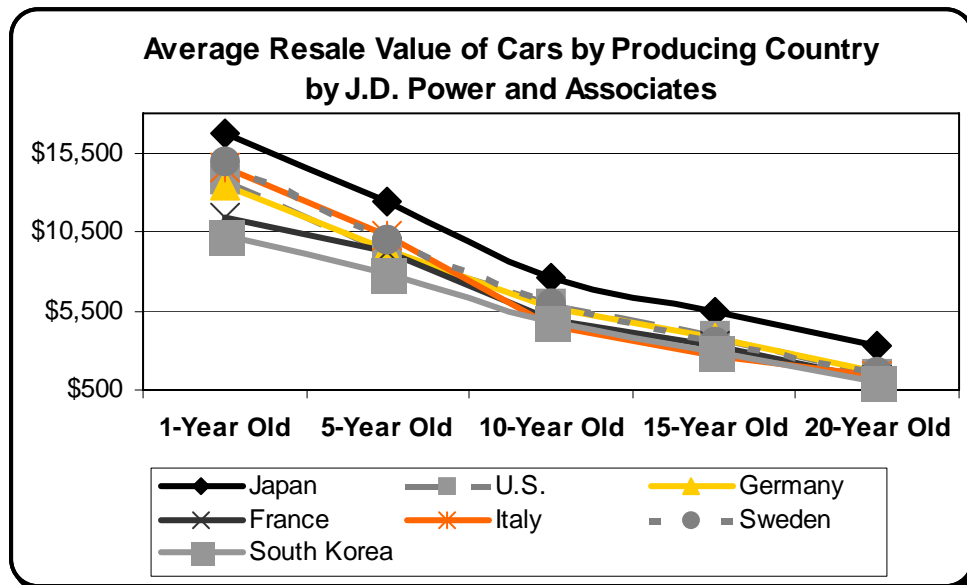


So remember, there is a good reason why you believe that Japanese made cars have a positive image. As the evidence points out, the majority of claims made by competitors may not be substantiated. Resist and oppose the efforts of competitors to Japanese made cars to sway your beliefs, as they attempt to tarnish the positive image of Japanese cars that you hold.

CARS MADE IN JAPAN HAVE POSITIVE IMAGE

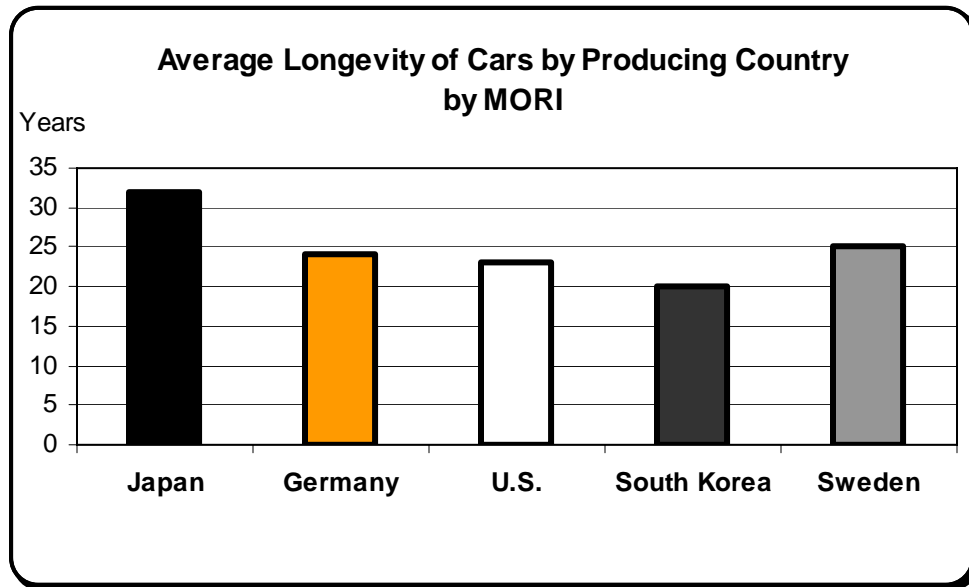
Cars made in Japan have a positive image for a good reason. Despite this fact, there is a new campaign by competitors underway aimed at tarnishing this image. Some of the appeals of this campaign are so persuasive, they may cause you to question the positive image you have of Japanese cars. Many people, just like yourself, who see Japanese made cars sets in a positive light, have already started to question their beliefs, and you may be next.

Competitors of Japanese car manufacturers claim that the positive image held by buyers of Japanese made cars is misguided, as Japanese made cars fail to hold their value after purchase, thus rendering their resale value lower than cars from other countries. To support their claims, they offer many testimonials, such as the following one by Julian Marshall, a car owner: “In the past forty years, I have owned cars made in Japan, Sweden, Germany, and the U.S. Each car I owned for about ten years and then sold it. I got least for my Japanese car. I was surprised to learn that Japanese cars just don’t hold their value. So, much for the value of Japanese cars.” However, testimonials such as this one are not accurately representing the resale value of cars made in different countries as experienced by the majority of buyers. In a multi-year study conducted by *J.D. Power and Associates*, the results indicate that Japanese made cars consistently rate the highest in resale value, as the following graph indicates.



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Competitors have also attacked the longevity of cars made in Japan. Some of their statements point to a supposedly short life span experienced by Japanese cars. They claim that Japanese cars are owned for shorter time than cars made in any other country. However, once again, their statements are inaccurate and misleading. Research shows that Japanese made cars are owned for a shorter period of time than those of their competitors, but not because of any problems with Japanese made cars, but rather, because of the outstanding cash-back and rebate offers on new cars presented by the manufacturers of Japanese cars. In fact, a survey by *Market & Opinion Research International (MORI)* shows that if car longevity is assessed by surveying only people who never resell their car, but instead keep it until it is no longer functional, Japanese made cars consistently show highest longevity as the following graph indicates.

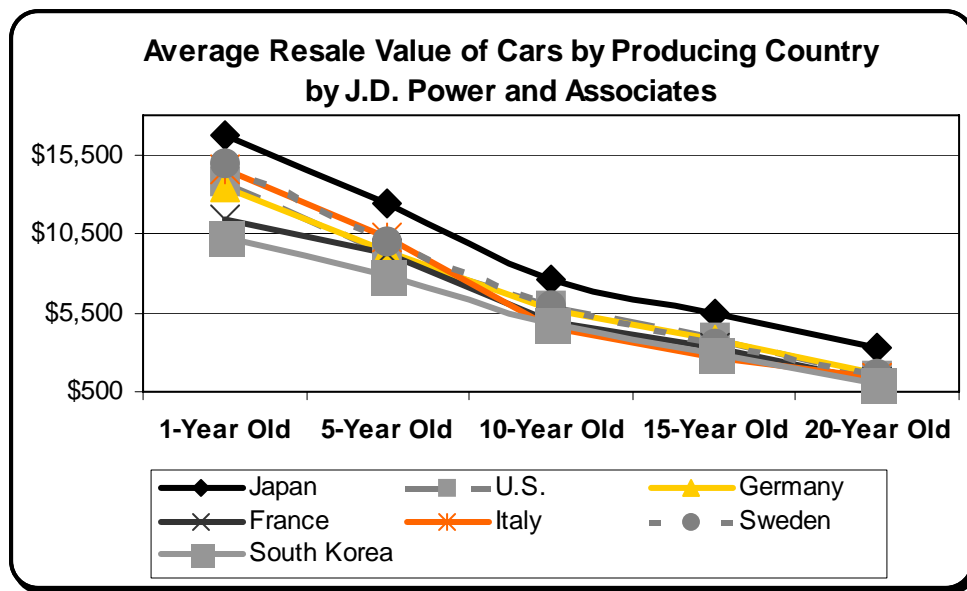


So remember, there is a good reason why you believe that Japanese made cars have a positive image. As the evidence points out, the majority of claims made by competitors may not be substantiated or may be misleading. Resist and oppose the efforts of competitors to Japanese made cars to sway your beliefs, as they attempt to tarnish the positive image of Japanese made cars that you hold.

CARS MADE IN JAPAN HAVE POSITIVE IMAGE

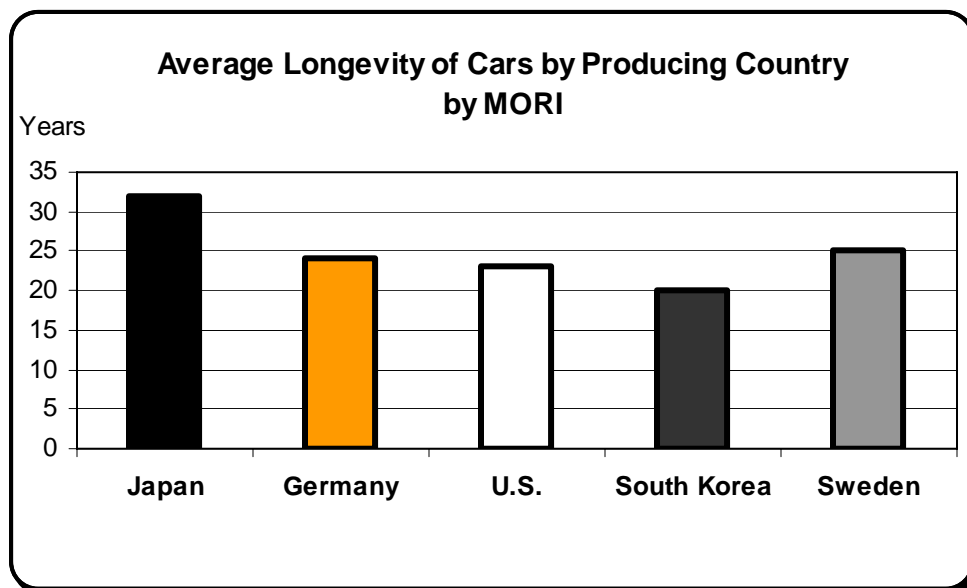
Not many people would question the image of cars made in Japan nowadays. Cars made in Japan have a positive image for a good reason. There are many advantages to owning a Japanese made car. Some of the advantages of Japanese made cars over cars made in other countries are included below.

Not many would argue that Japanese made cars retain higher resale value compared to cars made by non-Japanese makers. Because of their impeccable quality and good built, Japanese cars look just as new many years after they are first purchased. In addition, the special paint coating that is the signature feature of Japanese built cars, contributes to preserving the nearly mint condition of Japanese made cars for many years. All of these features have contributed to high customer trust, thus increasing the level of confidence that buyers associate with the value of Japanese made cars when shopping for a pre-owned car. In addition, the superiority of Japanese made cars in regard to their resale value is substantiated by a multi-year study conducted by *J.D. Power and Associates*, as the results indicate that Japanese made cars consistently rate the highest in resale value, as the following graph indicates.



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Once again, most would agree that cars made in Japan have the best longevity. Japanese made cars last longer than cars made anywhere else. This longevity can be attributed to the superior manufacturing capabilities of Japanese car makers aided by the best parts and labor service support provided by Japanese car manufacturers that is unmatched by any competitors. Not surprisingly, owners of Japanese made cars keep their cars for many years, as Japanese made cars show the slowest rate of depreciation. In fact, a survey by *Market & Opinion Research International (MORI)* shows that if car longevity is assessed by surveying only people who never resell their car, but instead keep it until it is no longer functional, Japanese made cars consistently show highest longevity as the following graph indicates.

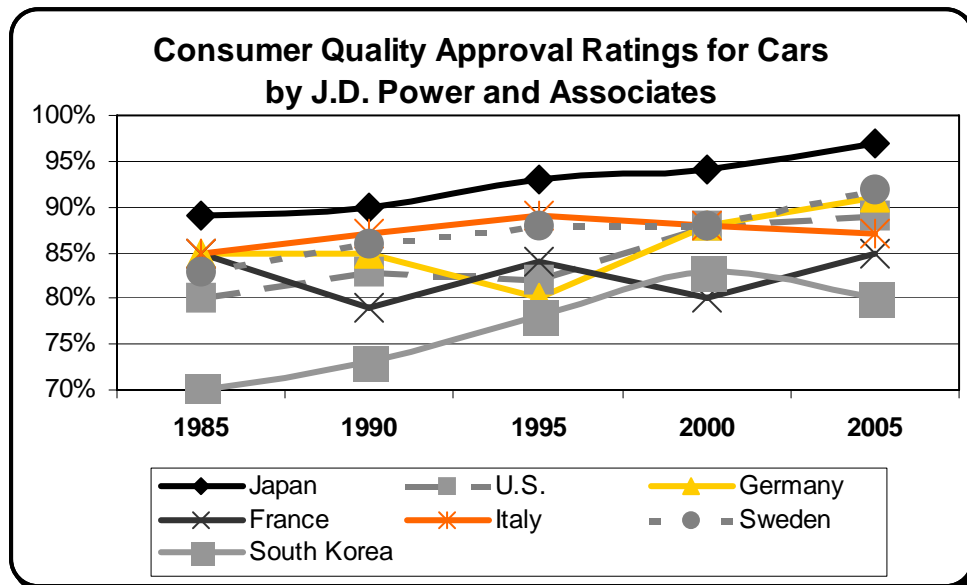


So remember, there is a good reason why you believe that Japanese made cars have a positive image. As you thought, and the evidence points out, Japanese made cars have the highest resale value as well as the highest longevity compared to cars built anywhere else. However, this is only a small sample of the advantage that Japanese made cars have over cars made anywhere else. No doubt, the image of Japanese made cars is positive and the evidence is here to support it.

CARS MADE IN JAPAN HAVE POSITIVE IMAGE

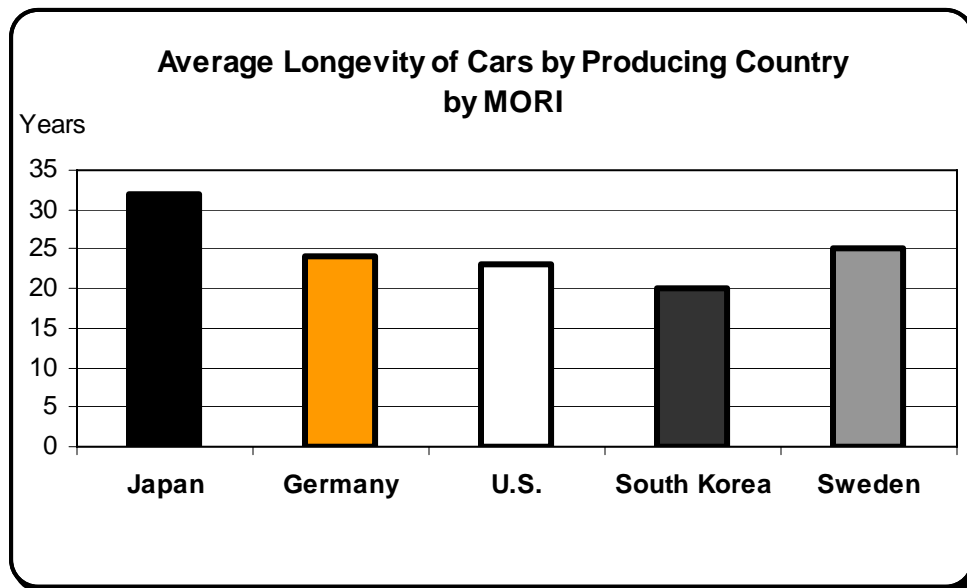
A new campaign by competitors is currently underway aimed at tarnishing the positive image of cars made in Japan. Some of the appeals of this campaign seem so persuasive that they may have already caused you to question the positive image you once held of Japanese made cars. Many people, just like yourself, who have previously seen Japanese made cars in a positive light, have begun to question their beliefs, and perhaps you may have as well.

Competitors of Japanese car manufacturers claim that the positive image held by buyers of Japanese made cars is misguided, as the quality of Japanese made cars lags behind that of cars made in the U.S., Germany, Italy, Sweden, and many other countries. To support their claims, they offer many testimonials, such as the following one by James Jones, a car owner: "In the past fifty years, I have owned cars made in Japan, Sweden, Germany, the U.S., and one year I even drove a French car. Still, my worse experience by far was with my Japanese made car. I tell you, I have never had more problems with a car. So much for the quality of Japanese cars." However, testimonials such as this one are not accurately representing the quality of cars made in different countries as experienced by the majority of buyers. In a multi-year study conducted by *J.D. Power and Associates*, the results indicate that Japanese made cars consistently rate highest in quality, as the following graph indicates.



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Competitors have also attacked the longevity of cars made in Japan. Some of their statements point to a supposedly short life span experienced by Japanese cars. They claim that Japanese cars are owned for shorter time than cars made in any other country. However, once again, their statements are inaccurate and misleading. Research shows that Japanese made cars are owned for a shorter period of time than those of their competitors, but not because of any problems with the Japanese made cars, but rather, because of the outstanding cash-back and rebate offers on new cars presented by the manufacturers of Japanese cars. In fact, a survey by *Market & Opinion Research International (MORI)* shows that if car longevity is assessed by surveying only people who never resell their car, but instead keep it until it is no longer functional, Japanese made cars consistently show highest longevity as the following graph indicates.

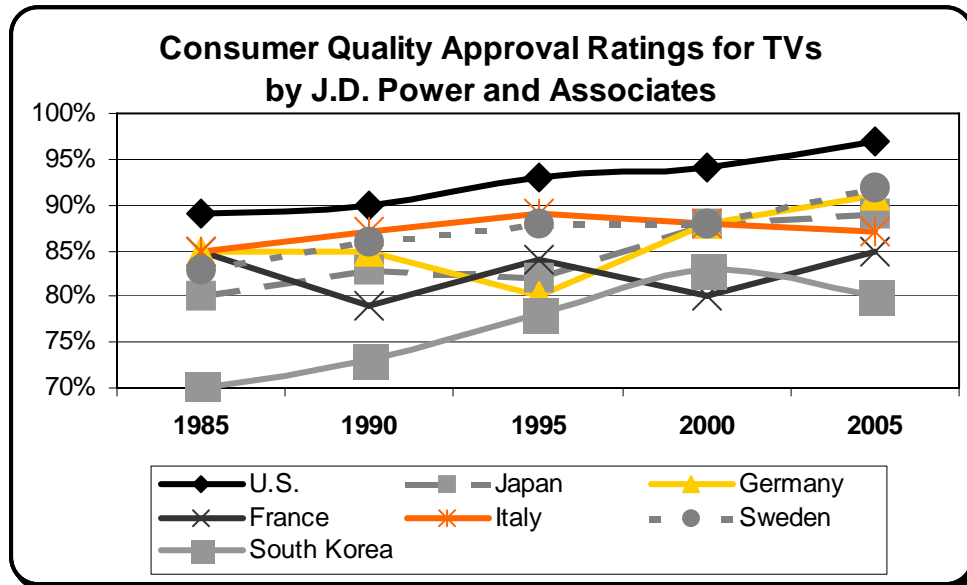


So remember, there is a good reason why you believed that Japanese made cars have a positive image. As the evidence points out, the majority of claims made by competitors may not be substantiated. Resist and oppose the efforts of competitors to Japanese made cars to sway your beliefs, as they attempt to tarnish the positive image of Japanese cars that you hold.

TELEVISION SETS MADE IN THE U.S. HAVE POSITIVE IMAGE

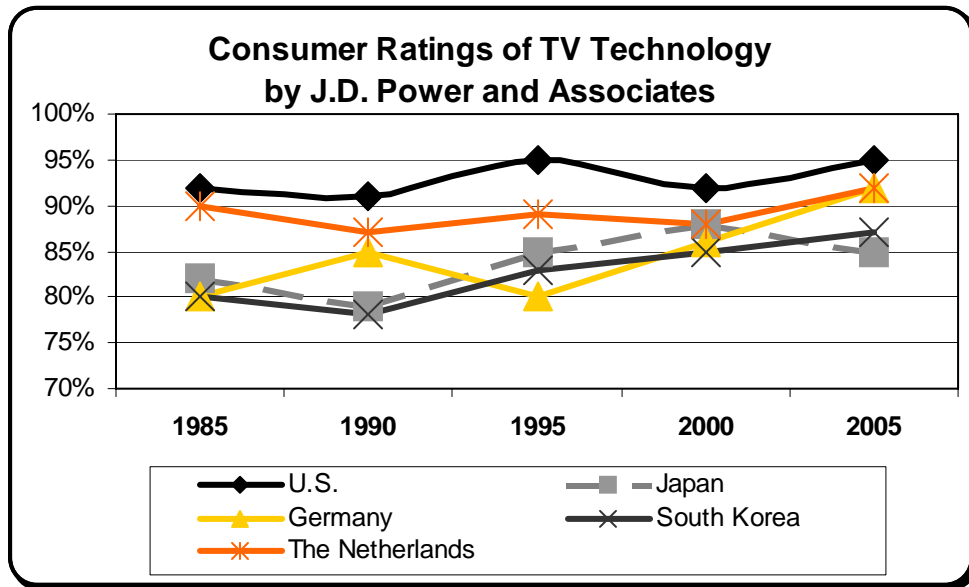
Television sets made in the U.S. have a positive image for a good reason. Despite this fact, there is a new campaign by competitors underway aimed at tarnishing this image. Some of the appeals of this campaign are so persuasive, they may cause you to question the positive image you have of U.S. made TVs. Many people, just like yourself, who see U.S. made TVs in a positive light, have already started to question their beliefs, and you may be next.

Competitors of U.S. television set manufacturers claim that the positive image held by buyers of U.S. made television sets is misguided, as the quality of U.S. made television sets lags behind that of television sets made in Japan, Germany, the Netherlands, South Korea, and many other countries. To support their claims, they offer many testimonials, such as the following one by James Jones, a television set owner: “In the past fifty years, I have owned TVs made in Japan, South Korea, Germany, the U.S., and one year I even owned a Dutch TV. Still, my worse experience by far was with my American made TV. I tell you, I have never had more problems with a TV. So much for the quality of American TVs.” However, testimonials such as this one are not accurately representing the quality of television sets made in different countries as experienced by the majority of buyers. In a multi-year study conducted by *J.D. Power and Associates*, the results indicate that U.S. made television sets consistently rate highest in quality, as the following graph indicates.



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Competitors have also attacked the level of technological advancement of television sets made in the U.S. Some of their statements insist that U.S. made television sets are technologically deficient and outdated. However, once again, their statements are inaccurate. Research shows that the most advanced liquid crystal display television sets in the world are made in the U.S. In addition, U.S. made plasma screens consistently receive the highest ratings for technological advancement. Thus, not surprisingly, a longitudinal survey by *Market & Opinion Research International (MORI)* shows U.S. made television sets to be considered most technologically advanced by consumers year after year as the following graph illustrates.

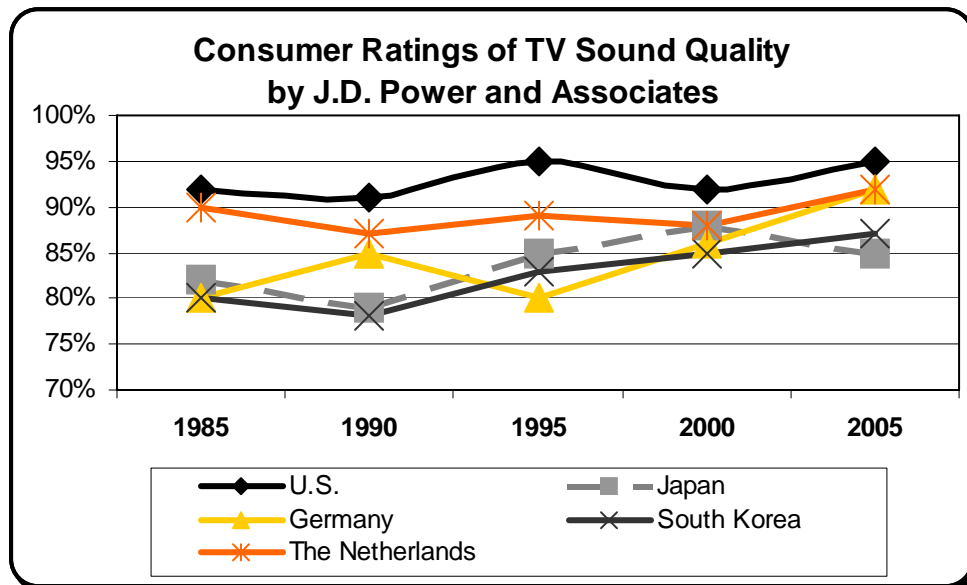


So remember, there is a good reason why you believe that U.S. made television sets have a positive image. As the evidence points out, the majority of claims made by competitors may not be substantiated. Resist and oppose the efforts of competitors to U.S. made television sets to sway your beliefs, as they attempt to tarnish the positive image of U.S. television sets that you hold.

TELEVISION SETS MADE IN THE U.S. HAVE POSITIVE IMAGE

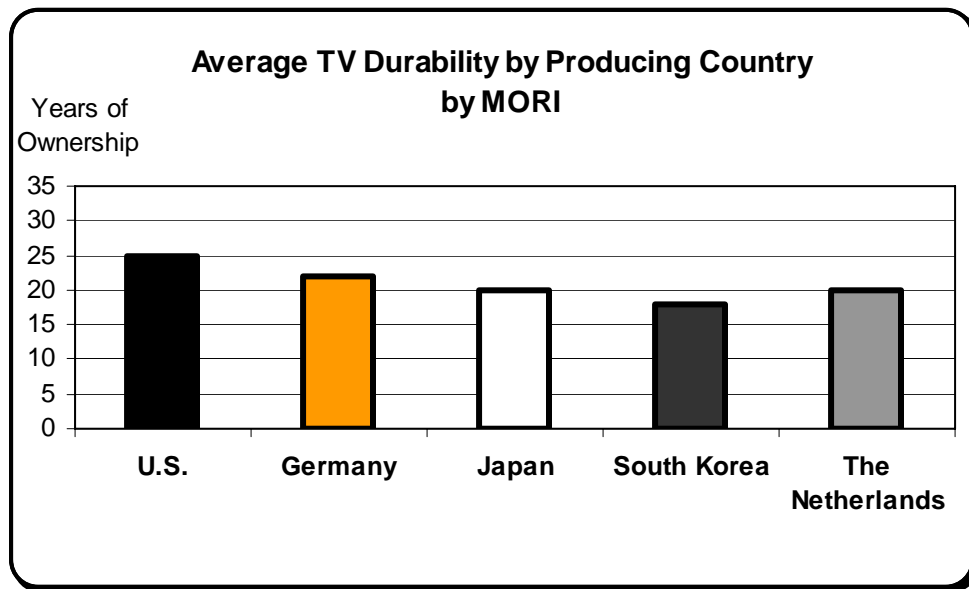
Television sets made in the U.S. have a positive image for a good reason. Despite this fact, there is a new campaign by competitors underway aimed at tarnishing this image. Some of the appeals of this campaign are so persuasive, they may cause you to question the positive image you have of U.S. made TVs. Many people, just like yourself, who see U.S. made TVs in a positive light, have already started to question their beliefs, and you may be next.

Competitors of U.S. television set manufacturers claim that the positive image held by buyers of U.S. made television sets is misguided, as U.S. made television sets have a very poor sound quality. To support their claims, they offer many testimonials, such as the following one by Julian Marshall, a television set owner: "In the past fifty years, I have owned TVs made in Japan, South Korea, Germany, the U.S., and one year I even owned a Dutch TV. Still, my worse experience by far was with my American made TV. I tell you, I have never had more sound problems with a TV. The sound was never clear and it almost sounded as it was coming from far away. Also, at times, the sound would increase or decrease all by itself. So much for the quality of American TVs." However, testimonials such as this one are not accurately representing the sound quality of television sets made in different countries as experienced by the majority of buyers. In a multi-year study conducted by *J.D. Power and Associates*, the results indicate that U.S. made television sets consistently rate the highest on sound quality, as the following graph indicates.



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Competitors have also attacked the durability of television sets made in the U.S. Some of their statements point to a supposedly short life span experienced by U.S. television sets. They claim that U.S. television sets break down quicker than television sets made in any other country since on average they are owned for a shorter period of time. However, once again, their statements are inaccurate and misleading. Research shows that U.S. television sets are owned for a shorter period of time than those made in other countries, but not because of any problems with the U.S. made television sets, but rather, because of the outstanding rebate offers on new television sets supported by U.S. manufacturers of television sets. In fact, a survey by *Market & Opinion Research International (MORI)* shows that if television set durability is assessed by surveying only people who keep their television set until it is no longer functional, U.S. made television sets consistently show highest durability as the following graph indicates.

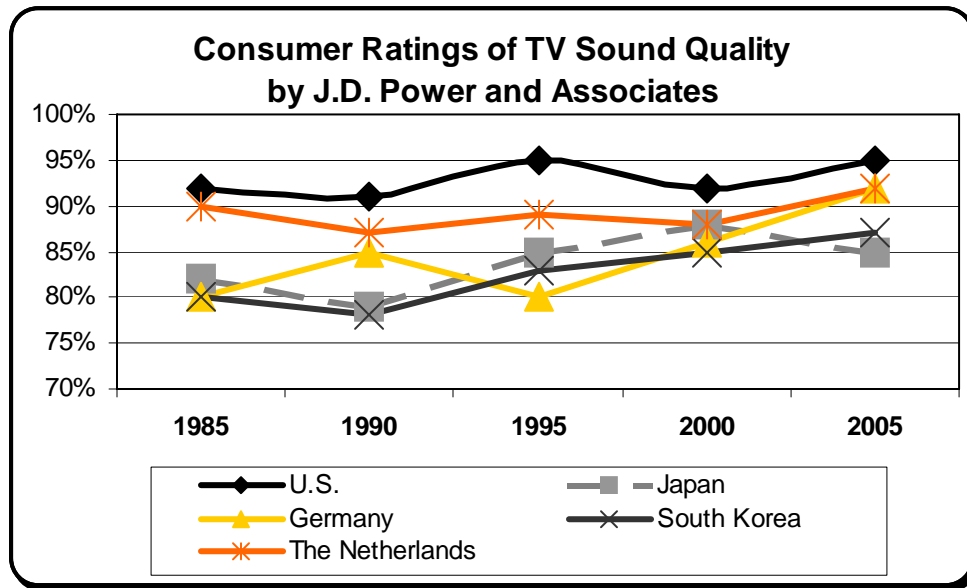


So remember, there is a good reason why you believe that U.S. made television sets have a positive image. As the evidence points out, the majority of claims made by competitors may not be substantiated. Resist and oppose the efforts of competitors to U.S. made television sets to sway your beliefs, as they attempt to tarnish the positive image of U.S. television sets that you hold.

TELEVISION SETS MADE IN THE U.S. HAVE POSITIVE IMAGE

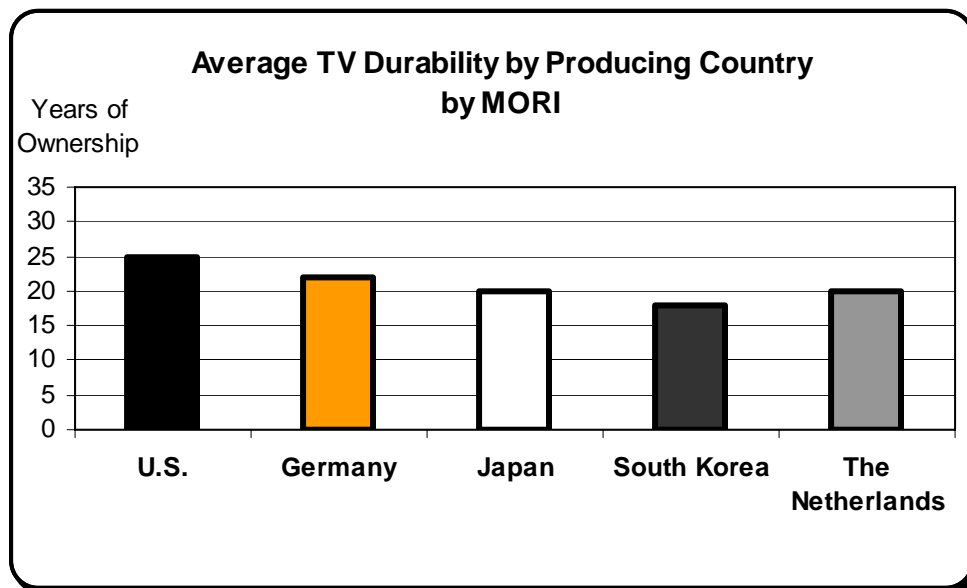
Not many people would question the image of television sets made in the U.S. nowadays. Televisions made in the U.S. have a positive image for a good reason. There are many advantages to owning a U.S. made TV. Some of the advantages of U.S. made TVs over the TVs made in other countries are included below.

Not many would argue that U.S. made television sets have higher sound quality compared to television sets made by non-U.S. makers. Their crystal clear sound has been widely recognized as it represents a signature feature of U.S. made television sets. For years the U.S. has lead the research on fiber optics, which is a major reason why U.S. television set manufacturers have been able to achieve such a high success in generating the clearest and most robust sound. The great sound quality of U.S. made television sets is a feature that has contributed to high customer trust, thus increasing the level of confidence that buyers associate with the quality of U.S. made television sets when shopping for one. In a multi-year study conducted by *J.D. Power and Associates*, the results indicate that U.S. made television sets consistently rate the highest on sound quality, as the following graph indicates.



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Once again, most would agree that television sets made in the U.S. are most durable. U.S. made television sets last longer than television sets made anywhere else. This durability can be attributed to the superior manufacturing capabilities of U.S. television set makers aided by the best parts and labor service support provided by U.S. television set manufacturers that is unmatched by any competitors. Not surprisingly, owners of U.S. made television sets keep their television sets for many years. In fact, a survey by *Market & Opinion Research International (MORI)* shows that if television set durability is assessed by surveying only people who keep their television set until it is no longer functional, U.S. made television sets consistently show highest durability as the following graph indicates.

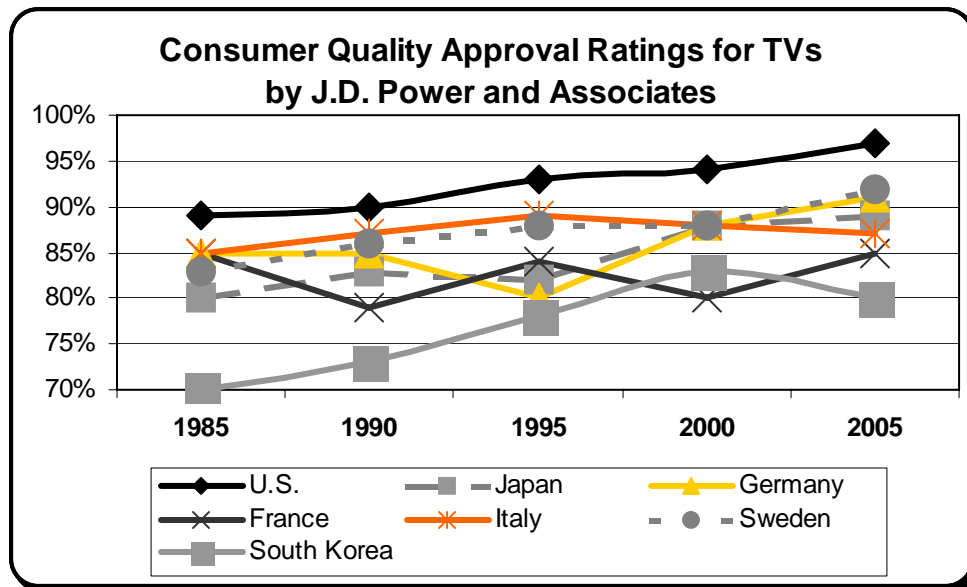


So remember, there is a good reason why you believe that U.S. made television sets have a positive image. As you thought, and the evidence points out, U.S. made television sets have the best quality sound available in the market as well as the highest durability compared to television sets built anywhere else. However, this is only a small sample of the advantage that U.S. made television sets have over television sets made anywhere else. No doubt, the image of U.S. made television sets is positive and the evidence is here to support it.

TELEVISION SETS MADE IN THE U.S. HAVE POSITIVE IMAGE

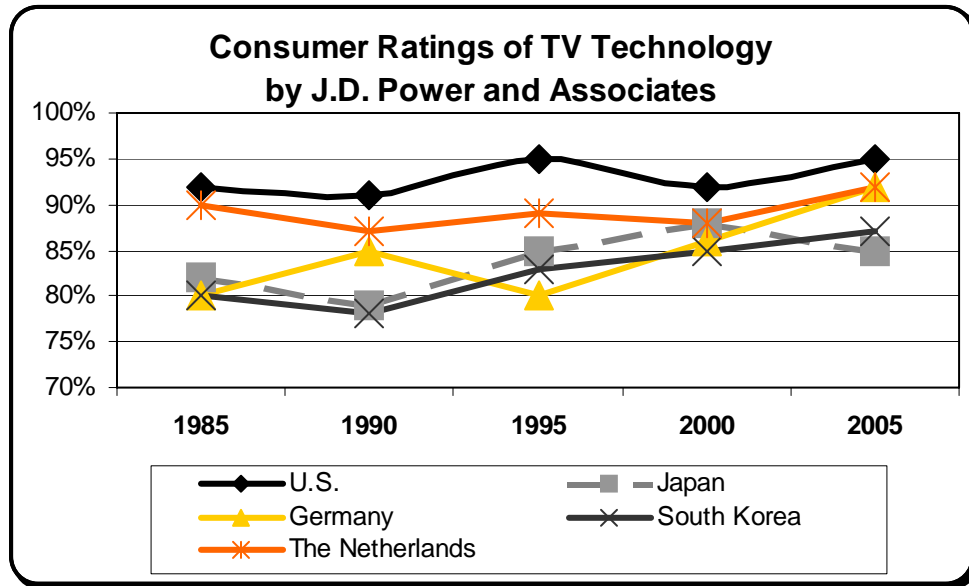
A new campaign by competitors is currently underway aimed at tarnishing the positive image of television sets made in the U.S. Some of the appeals of this campaign seem so persuasive that they may have already caused you to question the positive image you once held of U.S. made television sets. Many people, just like yourself, who have previously seen U.S. made television sets in a positive light, have begun to question their beliefs, and perhaps you may have as well.

Competitors of U.S. television set manufacturers claim that the positive image held by buyers of U.S. made television sets is misguided, as the quality of U.S. made television sets lags behind that of television sets made in Japan, Germany, the Netherlands, South Korea, and many other countries. To support their claims, they offer many testimonials, such as the following one by James Jones, a television set owner: “In the past fifty years, I have owned TVs made in Japan, South Korea, Germany, the U.S., and one year I even owned a Dutch TV. Still, my worse experience by far was with my American made TV. I tell you, I have never had more problems with a TV. So much for the quality of American TVs.” However, testimonials such as this one are not accurately representing the quality of television sets made in different countries as experienced by the majority of buyers. In a multi-year study conducted by *J.D. Power and Associates*, the results indicate that U.S. made television sets consistently rate highest in quality, as the following graph indicates.



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Competitors have also attacked the level of technological advancement of television sets made in the U.S. Some of their statements insist that U.S. made television sets are technologically deficient and outdated. However, once again, their statements are inaccurate. Research shows that the most advanced liquid crystal display television sets in the world are made in the U.S. In addition, U.S. made plasma screens consistently receive the highest ratings for technological advancement. Thus, not surprisingly, a longitudinal survey by *Market & Opinion Research International (MORI)* shows U.S. made television sets to be considered most technologically advanced by consumers year after year as the following graph illustrates.

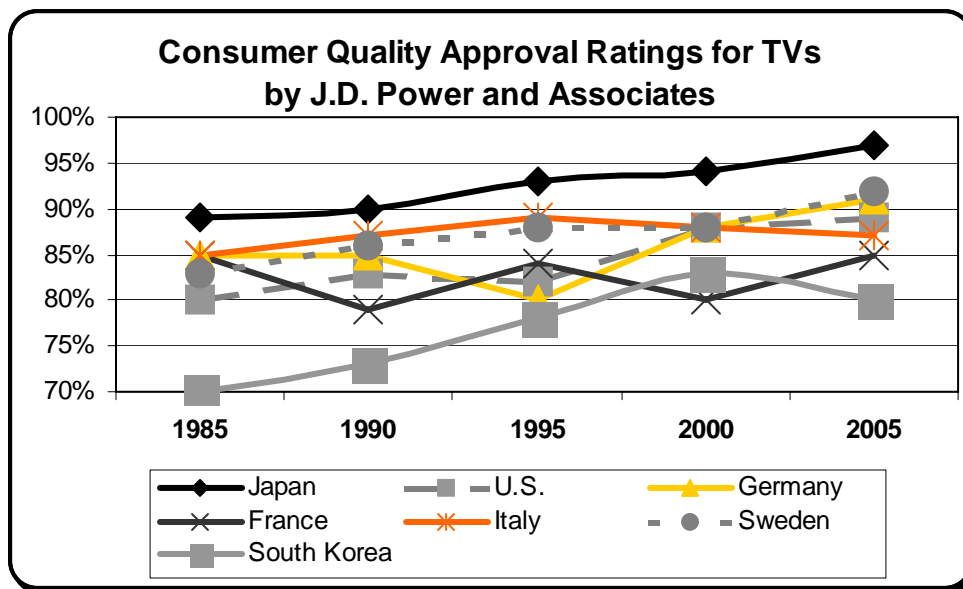


So remember, there is a good reason why you once believed that U.S. made television sets have a positive image. As the evidence points out, the majority of claims made by competitors may not be substantiated. Resist and oppose the efforts of competitors to U.S. made television sets to sway your beliefs, as they attempt to tarnish the positive image of U.S. made television sets that you hold.

TELEVISION SETS MADE IN JAPAN HAVE POSITIVE IMAGE

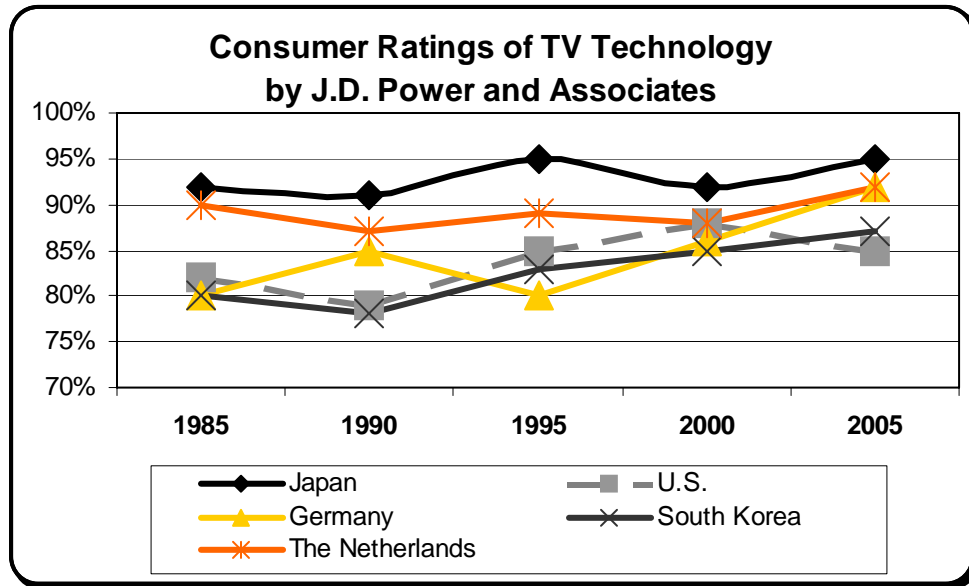
Television sets made in Japan have a positive image for a good reason. Despite this fact, there is a new campaign by competitors underway aimed at tarnishing this image. Some of the appeals of this campaign are so persuasive, they may cause you to question the positive image you have of Japanese made television sets. Many people, just like yourself, who see Japanese made television sets in a positive light, have already started to question their beliefs, and you may be next.

Competitors of Japanese television set manufacturers claim that the positive image held by buyers of Japanese made television sets is misguided, as the quality of Japanese made television sets lags behind that of television sets made in the U.S., Germany, the Netherlands, South Korea, and many other countries. To support their claims, they offer many testimonials, such as the following one by James Jones, a television set owner: "In the past fifty years, I have owned TVs made in Japan, South Korea, Germany, the U.S., and one year I even owned a Dutch TV. Still, my worse experience by far was with my Japanese made TV. I tell you, I have never had more problems with a TV. So much for the quality of Japanese TVs." However, testimonials such as this one are not accurately representing the quality of television sets made in different countries as experienced by the majority of buyers. In a multi-year study conducted by *J.D. Power and Associates*, the results indicate that Japanese made television sets consistently rate highest in quality, as the following graph indicates.



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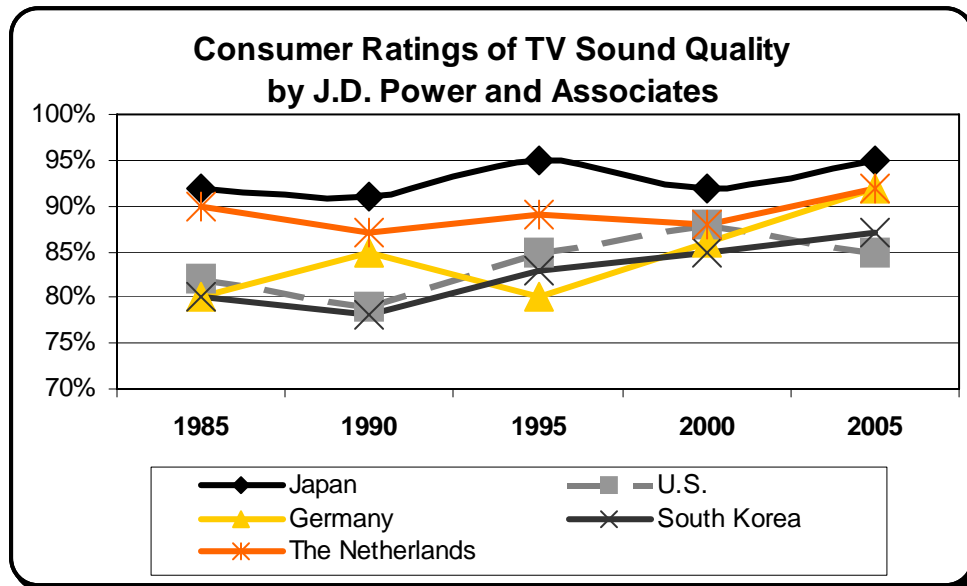


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TELEVISION SETS MADE IN JAPAN HAVE POSITIVE IMAGE

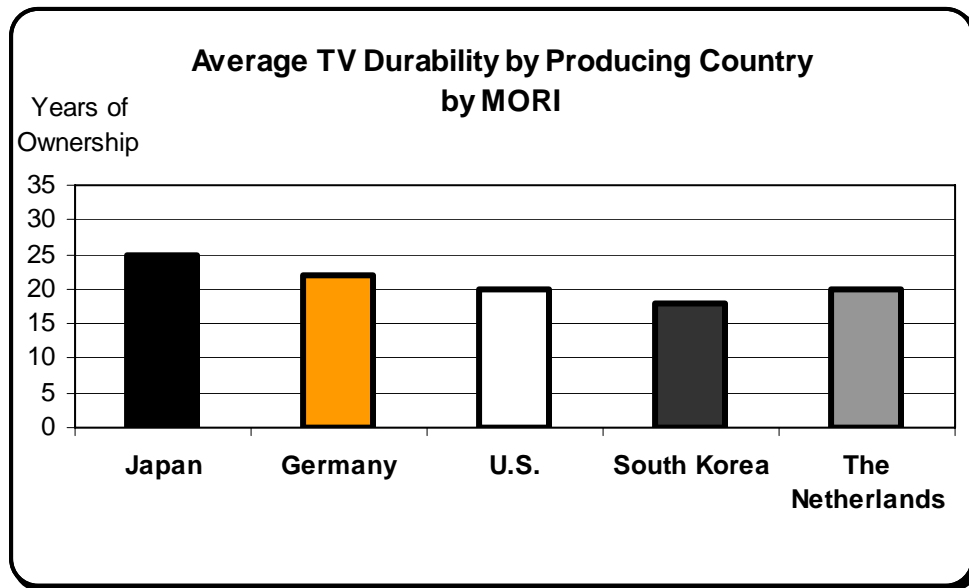
Television sets made in Japan have a positive image for a good reason. Despite this fact, there is a new campaign by competitors underway aimed at tarnishing this image. Some of the appeals of this campaign are so persuasive, they may cause you to question the positive image you have of Japanese made television sets. Many people, just like yourself, who see Japanese made television sets in a positive light, have already started to question their beliefs, and you may be next.

Competitors of Japanese television set manufacturers claim that the positive image held by buyers of Japanese made television sets is misguided, as Japanese made television sets have a very poor sound quality. To support their claims, they offer many testimonials, such as the following one by Julian Marshall, a television set owner: "In the past fifty years, I have owned TVs made in Japan, South Korea, Germany, the U.S., and one year I even owned a Dutch TV. Still, my worse experience by far was with my Japanese made TV. I tell you, I have never had more sound problems with a TV. The sound was never clear and it almost sounded as it was coming from far away. Also, at times, the sound would increase or decrease all by itself. So much for the quality of Japanese TVs." However, testimonials such as this one are not accurately representing the sound quality of television sets made in different countries as experienced by the majority of buyers. In a multi-year study conducted by *J.D. Power and Associates*, the results indicate that Japanese made television sets consistently rate the highest on sound quality, as the following graph indicates.



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Competitors have also attacked the durability of television sets made in the Japan. Some of their statements point to a supposedly short life span experienced by Japanese television sets. They claim that Japanese television sets break down quicker than television sets made in any other country since on average they are owned for a shorter period of time. However, once again, their statements are inaccurate and misleading. Research shows that Japanese television sets are owned for a shorter period of time than those made in other countries, but not because of any problems with Japanese made television sets, but rather, because of the outstanding rebate offers on new television sets supported by Japanese manufacturers of television sets. In fact, a survey by *Market & Opinion Research International (MORI)* shows that if television set durability is assessed by surveying only people who keep their television set until it is no longer functional, Japanese made television sets consistently show highest durability as the following graph indicates.

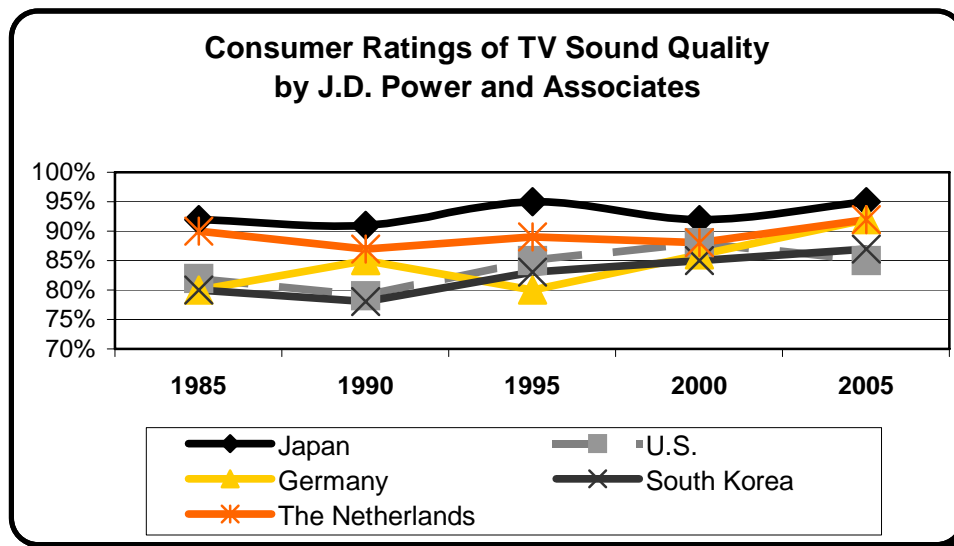


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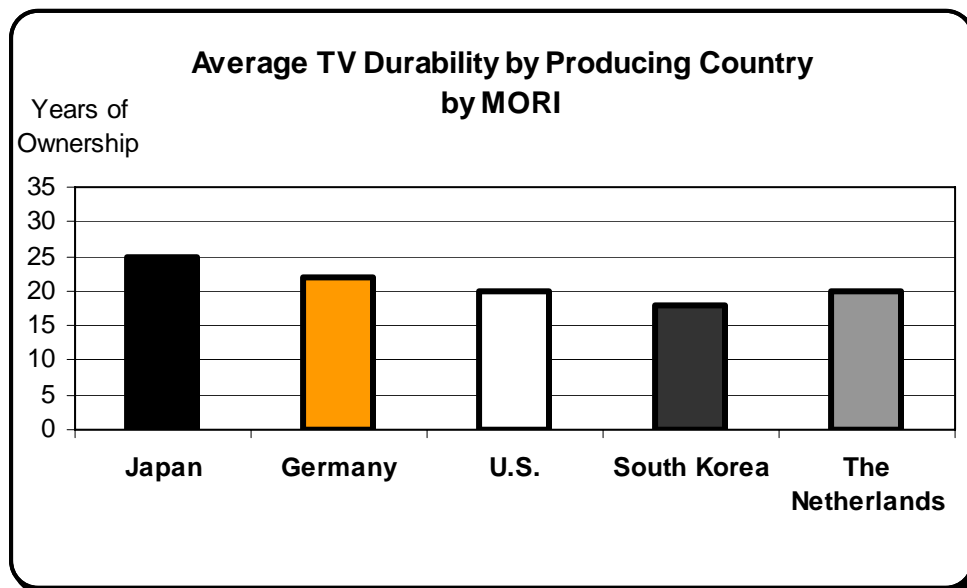
Not many people would question the image of television sets made in Japan nowadays. Televisions made in Japan have a positive image for a good reason. There are many advantages to owning a Japanese made TV. Some of the advantages of Japanese made TVs over the TVs made in other countries are included bellow.

Not many would argue that Japanese made television sets have higher sound quality compared to television sets made by non-Japanese makers. Their crystal clear sound has been widely recognized as it represents a signature feature of Japanese made television sets. For years Japan has lead the research on fiber optics, which is a major reason why Japanese television set manufacturers have been able to achieve such a high success in generating the clearest and most robust sound. The great sound quality of Japanese made television sets is a feature that has contributed to high customer trust, thus increasing the level of confidence that buyers associate with the quality of Japanese made television sets when shopping for one. In a multi-year study conducted by *J.D. Power and Associates*, the results indicate that Japanese made television sets consistently rate the highest on sound quality, as the following graph indicates.



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Once again, most would agree that television sets made in Japan are most durable. Japanese made television sets last longer than television sets made anywhere else. This durability can be attributed to the superior manufacturing capabilities of Japanese television set makers aided by the best parts and labor service support provided by Japanese television set manufacturers that is unmatched by any competitors. Not surprisingly, owners of Japanese made television sets keep their television sets for many years. In fact, a survey by *Market & Opinion Research International (MORI)* shows that if television set durability is assessed by surveying only people who keep their television set until it is no longer functional, Japanese made television sets consistently show highest durability as the following graph indicates.

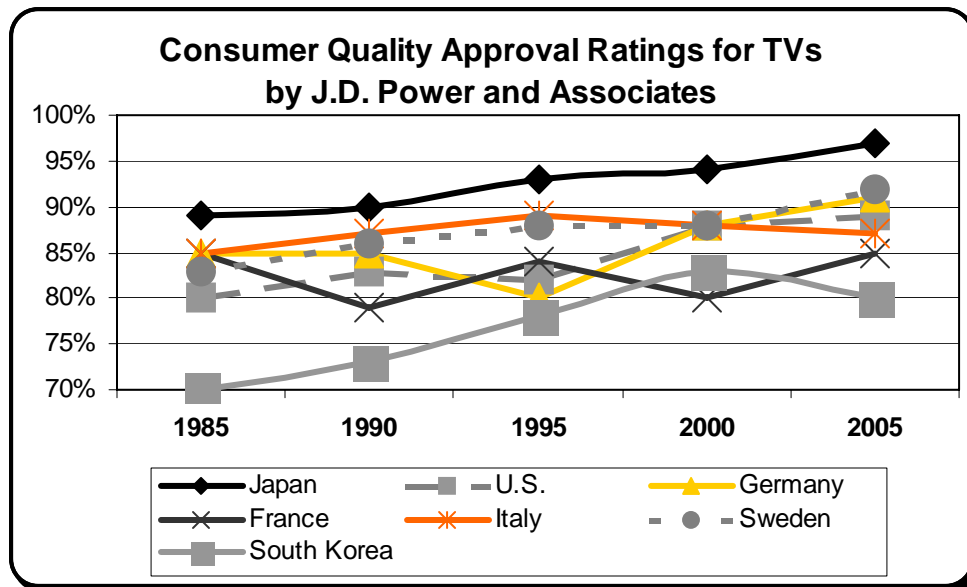


So remember, there is a good reason why you believe that Japanese made television sets have a positive image. As you thought, and the evidence points out, Japanese made television sets have the best quality sound available in the market as well as the highest durability compared to television sets built anywhere else. However, this is only a small sample of the advantage that Japanese made television sets have over television sets made anywhere else. No doubt, the image of Japanese made television sets is positive and the evidence is here to support it.

TELEVISION SETS MADE IN JAPAN HAVE POSITIVE IMAGE

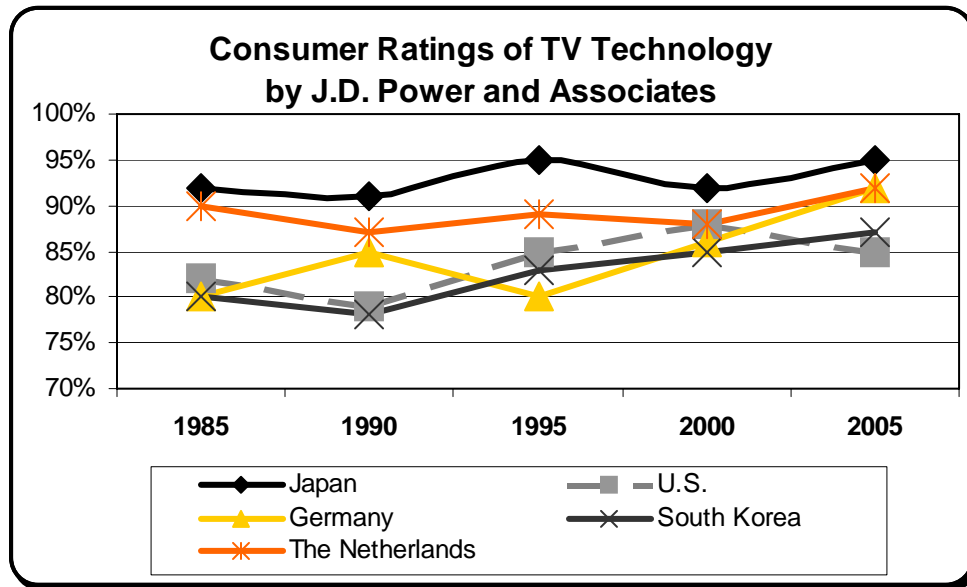
A new campaign by competitors is currently underway aimed at tarnishing the positive image of television sets made in Japan. Some of the appeals of this campaign seem so persuasive that they may have already caused you to question the positive image you once held of Japanese made television sets. Many people, just like yourself, who have previously seen Japanese made television sets in a positive light, have begun to question their beliefs, and perhaps you may have as well.

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Competitors have also attacked the level of technological advancement of television sets made in the Japan. Some of their statements insist that Japanese made television sets are technologically deficient and outdated. However, once again, their statements are inaccurate. Research shows that the most advanced liquid crystal display television sets in the world are made in Japan. In addition, Japanese made plasma screens consistently receive the highest ratings for technological advancement. Thus, not surprisingly, a longitudinal survey by *Market & Opinion Research International (MORI)* shows Japanese made television sets to be considered most technologically advanced by consumers year after year as the following graph illustrates.



So remember, there is a good reason why you once believed that Japanese made television sets have a positive image. As the evidence points out, the majority of claims made by competitors may not be substantiated. Resist and oppose the efforts of competitors to Japanese made television sets to sway your beliefs, as they attempt to tarnish the positive image of Japanese made television sets that you hold.

APPENDIX C: ATTACK MESSAGES

On the following pages the attack messages will be provided. The order in which the messages will be presented follows below.

The first set of attack messages were given during Phase 3 (AT1). The messages incorporated both affective and cognitive content (B). To avoid order effect, the content order was randomized so that some participants were presented first with affective and then with cognitive content (Bac), while other participants were presented first with cognitive and then with affective content (Bca). Only the attack messages in which the affective preceded the cognitive content (Bac) are presented in Appendix C. The attack messages in which the cognitive content precedes the affective content can be reconstructed by reversing the order of the content presented in the attack messages introduced in Appendix C.

Each set of messages will be presented by product-country condition in the following order and indicated with the first set of letters on the messages: cars made in the U.S. (CU); cars made in Japan (CJ); television sets made in the U.S. (TU); and television sets made in Japan (TJ).

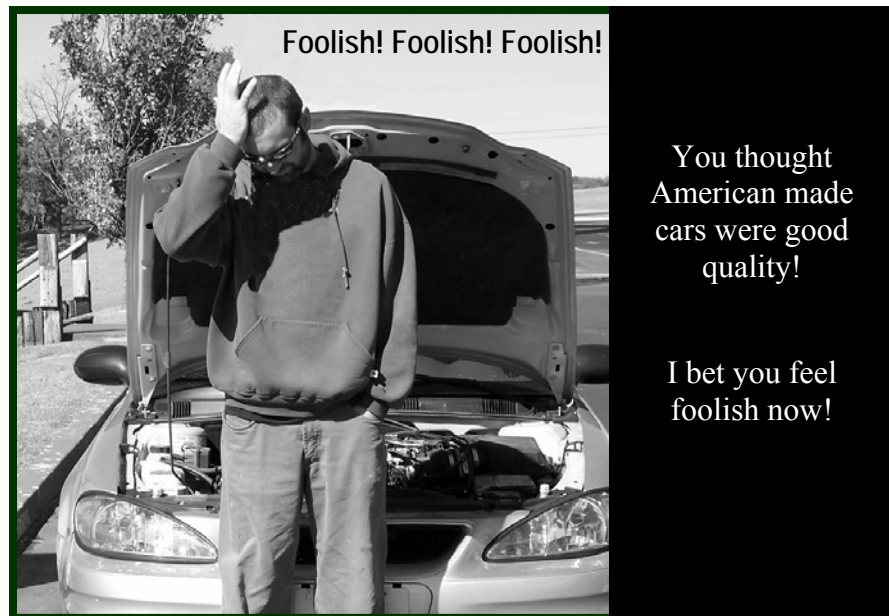
Finally, the second set of attacks (AT2) will be presented following the same guidelines as above. The second attacks were constructed so that some participants received exactly the same attacks as before (AT2-Same), while others received new attacks (AT2-Different). Since the first set of attacks are already presented with the above section, only the new and different second attacks will be presented following the same order as outlined above. Once again, only the messages in which the affective component precedes the cognitive content are presented. The order reversal can be reconstructed by the reader.

IT IS TIME TO FACE IT:
THE POSITIVE IMAGE OF U.S. MADE CARS IS AN ILLUSION

It is time to uncover the ugly lie that has been fed to us for years concerning the positive image of U.S. made cars. Where is the proof? For too long we have accepted this notion as true, but not anymore. It is time to fight back and challenge unsubstantiated claims such as this.

Did you know that U.S. cars actually are much more likely to frustrate you and make you angry when it comes to their quality as they break down much easier compared to cars made in Japan, Italy, Germany, South Korea, or many other countries? This should come as no surprise, since U.S. manufacturers' undoubtedly feel more confidence in their ability to fool you, than pride in the quality of their products.

So, to accept statements designed to trick you into feeling confident or happy is rather foolish, don't you think? Yet, many people such as yourself continue to feel secure and confident without questioning the justifications for these feelings. Have we become so prideful that we would feel good about any kind of emotional appeal made to us without questioning its sincerity? Should you feel this way now? We sure don't feel it, and we're happy to point out the foolishness of this approach. Therefore, don't be so naive as to feel overly confident in the apparent positive image of U.S. made cars. We feel pretty sure you're not as foolish and naive as that. Take the following advertisement, for instance.



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For many years we have been operating under the illusion that U.S. made cars generate good gas mileage. This statement is just simply not true. In fact, U.S. made cars consume on average more gas per mile than most cars produced by non-U.S. car makers. As Dr. Gary Stevens, engineer with the Automotive Institute of Technology in Rochester, NY states: “U.S. made cars are just bulkier than other cars. They have larger average size and weight than cars produced in other countries. So, it should not be a surprise to us that U.S. made cars spend more gas per mile. It just takes more energy to get them moving”.

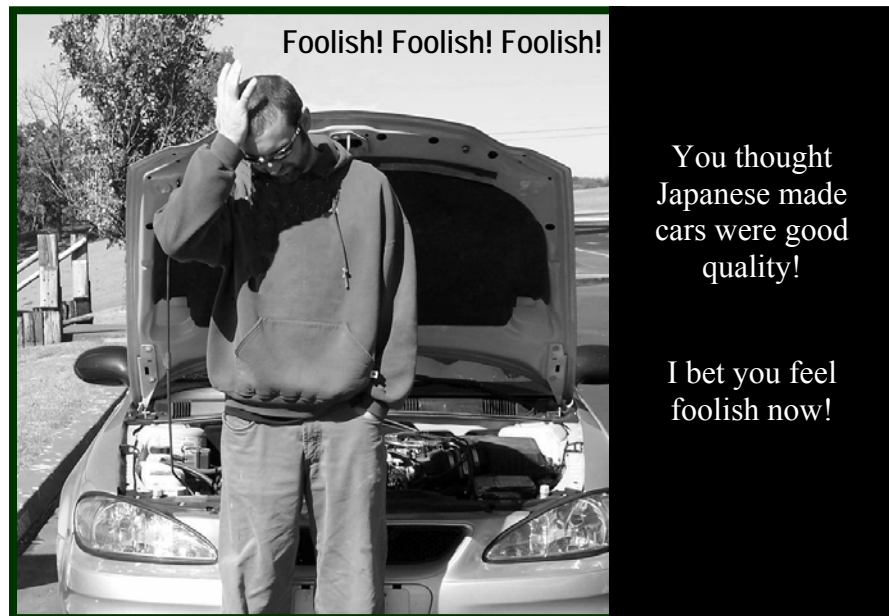
So, the evidence is here to question the wisdom of statements made without support. Do not be a victim to an inaccurate stereotype even if it is a positive one, as with the image of U.S. made cars. Resist the temptation to rely on erroneous claims or foolish emotional appeals.

IT IS TIME TO FACE IT:
THE POSITIVE IMAGE OF JAPANESE MADE CARS IS AN ILLUSION

It is time to uncover the ugly lie that has been fed to us for years concerning the positive image of Japanese made cars. Where is the proof? For too long we have accepted this notion as true, but not anymore. It is time to fight back and challenge unsubstantiated claims such as this.

Did you know that Japanese cars actually are much more likely to frustrate you and make you angry when it comes to their quality as they break down much easier compared to cars made in the U.S., Italy, Germany, South Korea, or many other countries? This should come as no surprise, since Japanese manufacturers' undoubtedly feel more confidence in their ability to fool you, than pride in the quality of their products.

So, to accept statements designed to trick you into feeling confident or happy is rather foolish, don't you think? Yet, many people such as yourself continue to feel secure and confident without questioning the justifications for these feelings. Have we become so prideful that we would feel good about any kind of emotional appeal made to us without questioning its sincerity? Should you feel this way now? We sure don't feel it, and we're happy to point out the foolishness of this approach. Therefore, don't be so naive as to feel overly confident in the apparent positive image of Japanese made cars. We feel pretty sure you're not as foolish and naive as that. Take the following advertisement, for instance.



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For many years we have been operating under the illusion that Japanese made cars generate good gas mileage. This statement is just simply not true. In fact, Japanese made cars consume on average more gas per mile than most cars produced by non- Japanese car makers. As Dr. Juntaro Moriyama, engineer with the Automotive Institute of Technology in Tokyo, Japan states: “Japanese made cars have more sport features than other cars. These features are standard on most Japanese cars and not on cars made in other countries. So, it should not be a surprise to us that Japanese made cars spend more gas per mile. The sporty features are nice, but they consume more energy”.

So, the evidence is here to question the wisdom of statements made without support. Do not be a victim to an inaccurate stereotype even if it is a positive one, as with the image of Japanese made cars. Resist the temptation to rely on erroneous claims or foolish emotional appeals.

IT IS TIME TO FACE IT:
THE POSITIVE IMAGE OF U.S. MADE TELEVISION SETS IS AN ILLUSION

It is time to uncover the ugly lie that has been fed to us for years concerning the positive image of U.S. made television sets. Where is the proof? For too long we have accepted this notion as true, but not anymore. It is time to fight back and challenge unsubstantiated claims such as this.

Did you know that U.S. television sets actually are much more likely to frustrate you and make you angry when it comes to their quality, since they break down more often compared to television sets made in Japan, Germany, South Korea, or many other countries? This should come as no surprise, since U.S. manufacturers' undoubtedly feel more confidence in their ability to fool you, than pride in the quality of their products.

So, to accept statements designed to trick you into feeling confident or happy is rather foolish, don't you think? Yet, many people such as yourself continue to feel secure and confident without questioning the justifications for these feelings. Have we become so prideful that we would feel good about any kind of emotional appeal made to us without questioning its sincerity? Should you feel this way now? We sure don't feel it, and we're happy to point out the foolishness of this approach. Therefore, don't be so naive as to feel overly confident in the apparent positive image of U.S. made television sets. We feel pretty sure you're not as foolish and naive as that. Take the following advertisement, for instance.



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For many years we have been operating under the illusion that U.S. made TVs are the most technologically advanced in the world. This statement is just simply not true. In fact, for the past ten years, the technological gap between U.S. producers of television sets and producers from other countries has consistently widened at the expense of U.S. manufacturers. As a result, based on today's standards, U.S. made TVs are considered outdated and archaic. As Dr. Gary Stevens, engineer with the Plasma Screen Institute of Technology in Rochester, NY states, "U.S. technology has some catching up to do. We have a ways to go before we are considered a major player in the plasma screens market. It pains me to say that despite our best efforts, unfortunately, we still can't compete with the big boys".

So, the evidence is here to question the wisdom of statements made without support. Do not be a victim to an inaccurate stereotype even if it is a positive one, as with the image of U.S. made television sets. Resist the temptation to rely on erroneous claims or foolish emotional appeals.

IT IS TIME TO FACE IT:
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It is time to uncover the ugly lie that has been fed to us for years concerning the positive image of Japanese made television sets. Where is the proof? For too long we have accepted this notion as true, but not anymore. It is time to fight back and challenge unsubstantiated claims such as this.

Did you know that Japanese television sets actually are much more likely to frustrate you and make you angry when it comes to their quality, since they break down more often compared to television sets made in the U.S., Germany, South Korea, or many other countries? This should come as no surprise, since Japanese manufacturers' undoubtedly feel more confidence in their ability to fool you, than pride in the quality of their products.

So, to accept statements designed to trick you into feeling confident or happy is rather foolish, don't you think? Yet, many people such as yourself continue to feel secure and confident without questioning the justifications for these feelings. Have we become so prideful that we would feel good about any kind of emotional appeal made to us without questioning its sincerity? Should you feel this way now? We sure don't feel it, and we're happy to point out the foolishness of this approach. Therefore, don't be so naive as to feel overly confident in the apparent positive image of Japanese made television sets. We feel pretty sure you're not as foolish and naive as that. Take the following advertisement, for instance.



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IT IS TIME TO FACE IT:
THE POSITIVE IMAGE OF U.S. MADE CARS IS AN ILLUSION

It is time to uncover the ugly lie that has been fed to us for years concerning the positive image of U.S. made cars. Where is the proof? For too long we have accepted this notion as true, but not anymore. It is time to fight back and challenge unsubstantiated claims such as this.

Did you know that U.S. cars actually are much more likely to frustrate you and make you angry when it comes to warranty repairs compared to cars made in Japan, Italy, Germany, South Korea, or many other countries? This should come as no surprise, since U.S. manufacturers' undoubtedly feel more confidence in their ability to fool you, than pride in the quality of their products.

So, to accept statements designed to trick you into feeling confident or happy is rather foolish, don't you think? Yet, many people such as yourself continue to feel secure and confident without questioning the justifications for these feelings. Have we become so prideful that we would feel good about any kind of emotional appeal made to us without questioning its sincerity? Should you feel this way now? We sure don't feel it, and we're happy to point out the foolishness of this approach. Therefore, don't be so naive as to feel overly confident in the apparent positive image of U.S. made cars. We feel pretty sure you're not as foolish and naive as that. Take the following advertisement, for instance.



Foolish! Foolish! Foolish!

You thought
American made
cars offered
good
warranties!

I bet you feel
foolish now!

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For many years we have been operating under the illusion that U.S. made cars have the best features available. Once again, this statement is simply not true. In fact, for over seven years now, U.S. made cars have offered less features than cars made anywhere else. For example, too many U.S. made cars don't have the car navigator feature offered as a standard feature on cars made in countries such as Japan, Italy, Sweden, and Germany. On top of that, U.S. made cars are considered to be less stylish when compared to many cars made elsewhere. If that is not enough, U.S. made cars are a part of, what can today be considered, a rare club of cars that only match but do not exceed the safety standards prescribed by *Safe Automotive Means People First*, a non-for-profit group that establishes and inspects safety standards on automotive vehicles. As Mr. John Parker, the president of *Safe Automotive Means People First* states: "U.S. made cars just seem to try to get by. They cut back on standard features and I have no problem with that for as long as it focuses on things such as spoilers, leather seats and other stylish features. It is their prerogative after all. But when they try to cut back on safety features, then it is my job to call them on it and get some heads to turn around and notice."

So, the evidence is here to question the wisdom of statements made without support. Do not be a victim to an inaccurate stereotype even if it is a positive one, as with the image of U.S. made cars. Resist the temptation to rely on erroneous claims or foolish emotional appeals.

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THE POSITIVE IMAGE OF JAPANESE MADE CARS IS AN ILLUSION

It is once again time to uncover the ugly lie that has been fed to us for years concerning the positive image of Japanese made cars. Where is the proof? For too long we have accepted this notion as true, but not anymore. It is time to fight back and challenge unsubstantiated claims such as this.

Did you know that Japanese cars actually are much more likely to frustrate you and make you angry when it comes to warranty repairs compared to cars made in the U.S., Germany, South Korea, or many other countries? This should come as no surprise, since Japanese manufacturers' undoubtedly feel more confidence in their ability to fool you, than pride in the quality of their products.

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For many years we have been operating under the illusion that Japanese made cars have the best features available. Once again, this statement is just simply not true. In fact, for over seven years now, Japanese made cars have offered less features than cars made anywhere else. For example, too many Japanese cars don't have the car navigator feature offered as a standard feature compared to cars made in countries such as the U.S., Italy, Sweden, and Germany when equivalent car models are compared. On top of that, Japanese made cars are considered to be less stylish when compared to many cars made elsewhere. If that is not enough, Japanese made cars are a part of, what can today be considered, a rare club of cars that only match but do not exceed the safety standards prescribed by *Safe Automotive Means People First*, a non-for-profit group that establishes and inspects safety standards on automotive vehicles. As Mr. Juntaro Moriyama, the president of *Safe Automotive Means People First* states: "Japanese made cars just seem to try to get by. They cut back on standard features and I have no problem with that for as long as it focuses on things such as spoilers, leather seats and other stylish features. It is their prerogative after all. But when they try to cut back on safety features, then it is my job to call them on it and get some heads to turn around and notice."

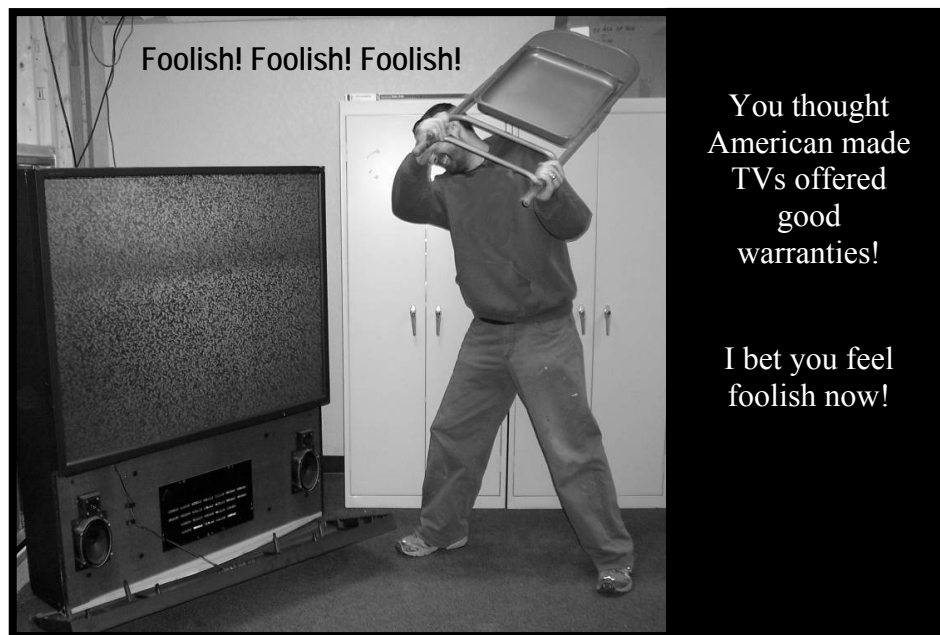
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IT IS TIME TO FACE IT:
THE POSITIVE IMAGE OF U.S. MADE TELEVISION SETS IS AN ILLUSION

Once again it is time to uncover the ugly lie that has been fed to us for years concerning the positive image of U.S. made television sets. Where is the proof? For too long we have accepted this notion as true, but not anymore. It is time to fight back and challenge unsubstantiated claims such as this.

Did you know that U.S. television sets actually are much more likely to frustrate you and make you angry when it comes to warranty repairs compared to television sets made in Japan, Germany, South Korea, or many other countries? This should come as no surprise, since U.S. manufacturers' undoubtedly feel more confidence in their ability to fool you, than pride in the quality of their products.

So, to accept statements designed to trick you into feeling confident or happy is rather foolish, don't you think? Yet, many people such as yourself continue to feel secure and confident without questioning the justifications for these feelings. Have we become so prideful that we would feel good about any kind of emotional appeal made to us without questioning its sincerity? Should you feel this way now? We sure don't feel it, and we're happy to point out the foolishness of this approach. Therefore, don't be so naive as to feel overly confident in the apparent positive image of U.S. made television sets. We feel pretty sure you're not as foolish and naive as that. Take the following advertisement, for instance.



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Over the years we have been taught that U.S. made TVs have the best features available. Once again, this statement is just simply not true. In fact, for over seven years now, U.S. made television sets have offered less standard features than television sets made anywhere else. For example, U.S. television sets require and occupy more space than television sets made in countries such as Japan, the Netherlands, South Korea, and Germany when equivalent models are compared. They are just bulkier. On top of that, U.S. made television sets are considered to be less stylish when compared to many television sets made elsewhere. If that is not enough, U.S. made television sets are a part of, what can today be considered, a rare club of television sets that do not use SP400 film in their production of screens, which drastically reduces the instances of electrostatic shock, experienced during dusting. Thus, not surprisingly, Mr. John Parker, owner of *TV World*, a store chain in the upper northwest, states: "U.S. made TVs just don't seem to have all the nice features available on TVs made in other countries for whatever reason. We need to be familiar with the features of each and every TV we sell, and to our surprise, American made TVs consistently turn out to have less features available."

So, the evidence is here to question the wisdom of statements made without support. Do not be a victim to an inaccurate stereotype even if it is a positive one, as with the image of U.S. made television sets. Resist the temptation to rely on erroneous claims or foolish emotional appeals.

IT IS TIME TO FACE IT:
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Did you know that Japanese television sets actually are much more likely to frustrate you and make you angry when it comes to warranty repairs compared to television sets made in the U.S., Germany, South Korea, or many other countries? This should come as no surprise, since Japanese manufacturers' undoubtedly feel more confidence in their ability to fool you, than pride in the quality of their products.

So, to accept statements designed to trick you into feeling confident or happy is rather foolish, don't you think? Yet, many people such as yourself continue to feel secure and confident without questioning the justifications for these feelings. Have we become so prideful that we would feel good about any kind of emotional appeal made to us without questioning its sincerity? Should you feel this way now? We sure don't feel it, and we're happy to point out the foolishness of this approach. Therefore, don't be so naive as to feel overly confident in the apparent positive image of Japanese made television sets. We feel pretty sure you're not as foolish and naive as that. Take the following advertisement, for instance.



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For many years we have been operating under the illusion that Japanese made television sets have the best features available. Once again, this statement is simply not true. In fact, for over seven years now, Japanese made television sets have offered less standard features than television sets made anywhere else. For example, Japanese television sets require and occupy more room space than television sets made in countries such as the U.S., the Netherlands, South Korea, and Germany when equivalent models are compared. They are just bulkier. On top of that, Japanese made television sets are considered to be less stylish when compared to many television sets made elsewhere. If that is not enough, Japanese made television sets are a part of, what can today be considered, a rare club of television sets that do not use SP400 film in their production of screens, which drastically reduces the instances of electrostatic shock, experienced during dusting. Thus, not surprisingly, Mr. John Parker, owner of *TV World*, a store chain in the upper northwest, states: “Japanese made TVs just don’t seem to have all the nice features available on TVs made in other countries for whatever reason. We need to be familiar with the features of each and every TV we sell, and to our surprise, Japanese made TVs consistently turn out to have less features available.”

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