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Increasing Condom-Related Behavioral Intentions, Motivation, and Willingness Via Social Ties in Advertisements

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Poster Presentation P40

**INCREASING CONDOM-RELATED BEHAVIORAL INTENTIONS,
MOTIVATION, AND WILLINGNESS VIA SOCIAL TIES IN ADVERTISEMENTS**

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Although researchers have identified factors associated with increased condom use, condom use rates are still less than ideal. In an attempt to increase condom use, various advertising techniques have been implemented, but, to date, these techniques have been largely self-focused. Based on research in exercise adherence and cognitive interdependence, the current study used advertisements targeting social ties in an attempt to increase condom use. Approximately 120 Illinois Wesleyan University students viewed one of six critical advertisements; these advertisements were either self, relationship, or friendship focused and featured either condoms or sunscreen. After rating the advertisement's effectiveness, participants completed measures assessing their product-related implicit and explicit attitudes, intentions, motivation, willingness, and behaviors. I hypothesized that the social ties condom advertisements would be rated as more effective than the self-focused condom advertisements and would result in more favorable, or approach-related, attitudes, intentions, and behaviors and increased willingness and motivation to use condoms. Additionally, I tested whether demographic variables influenced the hypothesized relations.