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## Consumers' moment-to-moment processing of television commercials

Woltman Elpers, Josephine Leontine Charlotte Marie

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**CONSUMERS'  
MOMENT-TO-MOMENT PROCESSING  
OF TELEVISION COMMERCIALS**

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OF TELEVISION COMMERCIALS**

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# Contents

<b>1. Introduction</b> .....	<b>1</b>
1.1 Background.....	1
1.2 Avoidance of television advertising .....	2
1.3 Objective.....	11
1.4 Outline.....	14
<b>2. Commercial Avoidance: Trends and Coping</b> .....	<b>17</b>
2.1 Introduction .....	17
2.2 Trends of commercial avoidance.....	17
2.2.1 The remote control device .....	18
2.2.2 The number of channels.....	18
2.2.3 VCR .....	19
2.2.4 PVR.....	20
2.2.5 Conclusions .....	21
2.3 Message strategies to retain attention.....	22
2.3.1 Humor .....	22
2.3.2 Sexual appeals .....	23
2.3.3 “Shock” elements.....	23
2.3.4 Suspenseful elements .....	24
2.4 Medium planning strategies to retain attention.....	25
2.4.1 Roadblock commercials.....	25
2.4.2 Twin commercials .....	25
2.4.3 Interactive commercials .....	26
2.4.4 “Personalized” commercials .....	27
2.4.5 Conclusions .....	28
2.5 Discussion and concluding remarks .....	29
<b>3. Dynamic Aspects of TV Advertising</b> .....	<b>31</b>
3.1 Introduction .....	31
3.2 Pace of information flow .....	31
3.3 Story script.....	32
3.4 Number of scenes.....	34
3.5 Audio track.....	35

5.4.3	Discussion.....	93
5.5	Study 2: Method.....	95
5.5.1	Stimuli .....	95
5.5.2	Data collection .....	96
5.6	Study 2: Results.....	97
5.6.1	MTM surprise and humor.....	97
5.6.2	Overall ad evaluations .....	97
5.6.3	Tests of hypotheses.....	98
5.7	Discussion and concluding remarks .....	100
5.7.1	Role of MTM humor .....	101
5.7.2	Role of MTM surprise .....	103
5.7.3	Limitations and future research .....	104
5.8	Appendix.....	106
5.8.1	Step1: Smoothing .....	106
5.8.2	Step 2: Weighted traces for each commercial.....	107

**6. The Influence of Moment-to-Moment Entertainment and Information Value on Commercial Avoidance..... 109**

6.1	Introduction .....	109
6.2	Entertainment and information value.....	110
6.3	Hypotheses.....	113
6.3.1	Influence of EV and IV level.....	113
6.3.2	Influence of the interaction of EV and IV level.....	114
6.3.3	Influence of EV and IV velocity .....	115
6.4	Data collection .....	116
6.4.1	Stimuli .....	117
6.4.2	Viewing behavior for TV commercials .....	118
6.4.3	Moment-to-moment entertainment value.....	119
6.4.4	Moment-to-moment information value.....	119
6.4.5	Covariates: Uniqueness and familiarity of commercials.....	120
6.5	Analysis framework.....	120
6.5.1	Functional data analysis for EV and IV curves.....	121
6.5.2	A hazard model for probability to stop viewing .....	121
6.6	Results .....	123
6.6.1	Description of viewing behavior during TV commercials....	123
6.6.2	Representing MTM EV and IV .....	126
6.6.3	Performance of the random effects hazard model .....	127
6.6.4	Influence of the control variables.....	131
6.6.5	Baseline hazard to stop viewing .....	131
6.6.6	Influence of EV and IV level.....	133
6.6.7	Influence of EV and IV velocity .....	136
6.6.8	Comparison to benchmark models.....	136
6.7	Discussion and concluding remarks .....	137

3.6	Dynamics in executional advertising cues.....	36
3.7	Dynamics in consumers' responses .....	37
3.8	Concluding remarks.....	38

**4. Moment-to-Moment Processing of TV Commercials ..... 41**

4.1	Introduction .....	41
4.2	Evaluation of hedonic temporal sequences.....	42
4.2.1	Peak and end note.....	43
4.2.2	Direction and rate of change.....	44
4.3	Post-process versus in-process assessments .....	45
4.4	Moment-to-moment responses to TV advertising .....	46
4.5	Moment-to-moment consumers' attention .....	49
4.5.1	Exposure time.....	49
4.5.2	Watching the screen .....	50
4.5.3	Electrical demand and water pressure .....	51
4.5.4	Physiological measures .....	51
4.5.5	Conclusions .....	52
4.5.6	Eye tracking .....	53
4.6	Moment-to-moment affective responses .....	55
4.6.1	Warmth .....	55
4.6.2	Favorable versus unfavorable feelings.....	56
4.6.3	Hopefulness and fear.....	57
4.6.4	Facial expressions .....	58
4.6.5	Physiological measures .....	59
4.6.6	Conclusions .....	60
4.7	Moment-to-moment cognitive responses .....	61
4.7.1	Usefulness of information .....	61
4.7.2	Physiological measures .....	62
4.7.3	Conclusions .....	63
4.8	Moment-to-moment behavioral responses.....	64
4.9	Discussion and outline of empirical studies.....	71

**5. Humor in TV Advertising: A Moment-To-Moment Analysis ..... 77**

5.1	Introduction .....	77
5.2	Theoretical development .....	79
5.3	Study 1: Method.....	84
5.3.1	Overview .....	84
5.3.2	Stimuli .....	84
5.3.3	Respondents and measures.....	85
5.3.4	Analytical approach .....	86
5.4	Study 1: Results.....	87
5.4.1	MTM measures .....	87
5.4.2	Tests of hypotheses.....	91

<b>7. Branding Effects on Commercial Avoidance: An Eye Movement Analysis .....</b>	<b>143</b>
7.1 Introduction .....	143
7.2 Branding in television advertising .....	145
7.3 Hypotheses .....	150
7.3.1 First brand name identification .....	151
7.3.2 Brand name identification after the first time .....	154
7.3.3 The brand name in the video or audio track .....	155
7.3.4 Heterogeneity in product categories .....	156
7.4 Eye movements and attention to the brand .....	157
7.5 Data collection .....	159
7.5.1 Eye tracking .....	159
7.5.2 Branding moments and surfaces .....	160
7.5.3 Brand familiarity .....	161
7.5.4 High versus low involvement product categories .....	161
7.5.5 Transformational versus informational product categories .....	162
7.6 Method of analysis .....	162
7.6.1 Analysis of attention to the brand in foveal vision .....	162
7.6.2 Analysis of attention to the brand in parafoveal vision .....	163
7.6.3 A hazard model for probability to stop viewing .....	166
7.7 Results .....	168
7.7.1 Descriptives of consumer's attention to TV commercials ...	168
7.7.2 Estimation of visual fields .....	169
7.7.3 Results of the random effects hazard model estimation ....	171
7.7.4 Control variables .....	171
7.7.5 Baseline hazard .....	173
7.7.6 Influence of consumer's attention to the brand .....	173
7.8 Discussion and concluding remarks .....	174
7.9 Appendix .....	179
<b>8. Conclusion and Discussion .....</b>	<b>185</b>
8.1 Introduction .....	185
8.2 Summary .....	185
8.3 Insights and methodologies .....	187
8.3.1 Insights .....	187
8.3.2 Methods .....	189
8.4 Managerial implications .....	192
8.4.1 Message structure decisions .....	193
8.4.2 Managerial ad research .....	195
8.5 Future research .....	196
<b>References .....</b>	<b>201</b>



<b>Subject Index .....</b>	<b>241</b>
<b>Author Index.....</b>	<b>247</b>
<b>Samenvatting (Summary in Dutch).....</b>	<b>255</b>