

**Anthropomorphised Message Framing and Political Ideology on
Advertisement Evaluation and Willingness to Purchase**

Xinnouvat Phichit

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Department of Marketing

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Abstract

Political ideology has an influence on consumption behaviour. It is certainly influencing how the consumer perceives information from the advertisement. Marketers are trying to exploit this area to further increase consumers' purchase intent (e.g., hereafter: willingness to purchase [WTP]). A small tweak in a message framing in brand advertisement certainly improves consumer products' evaluation to be more appealing and appreciative to some group of consumers, while the same message may not be so effective to another group, providing political ideology context. Using an experimental methodology, this study collected data from 682 M-Turkers in the United State to examine how anthropomorphised brand advertisement message framing as a servant (vs. partner) based on consumers' political ideology as conservative (vs liberal) influence WTP (Study 1). This research also replicated Study 1 to confirm the findings and examine the underlying causal mechanism (e.g., mediator) of the state-based emotion “relaxation” and rule out other alternative discrete emotions (Study 2).

The results of the two studies found that, for politically conservative consumers, anthropomorphised brand message frames as a servant, had a significant impact on purchase intent (WTP) but the same effect was not found significant for politically liberal consumers. The further study also found that the conditional effect of the message framing for politically conservative consumers was driven by a state-based relaxation, evoked by the brand message framing as a servant has a significant indirect effect on purchase intent (WTP). In contrast, the same result was not found significant for politically liberal consumers.

This study provides several contributions to the developing framework in marketing literature. It offers the marketers and retailers in-depth information in improving a

behavioral segmentation in marketing strategy. Precisely, marketers and retailers can utilise this information to generate a greater purchase intent (WTP) among politically conservative consumers. At the same time, this information can also prevent the marketers from using ineffective strategies to the politically liberal consumers' group.

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Attestation of Authorship

“I hereby declare that this submission is my own work and that, to the best of my knowledge and belief, it contains no material previously published or written by another person (except where explicitly defined in the acknowledgement), nor material which to a substantial extent has been submitted for the award of any other degree or diploma of a university or other institution of higher education”.

Signature:

Name: Xinnouvat Phichit

Date: July 29, 2021

Ethics Approval

This research was approved by the Auckland University of Technology Ethics Committee (AUTEC) on May 26, 2021, for three years (i.e., through May 26, 2024) with the Ethics Application number 21/134; See Appendix 1.

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Chapter 1: Introduction

Chapter one provides an overview of the dissertation, its purpose is to introduce the reader to the research topic of Anthropomorphised Message Framing and Political Ideology on Advertisement Evaluation and WTP and highlights research purpose. It also established the research questions as well as addressed the research objectives. This chapter also provides a brief outline of this dissertation as guidance of what to expect from each chapter.

1.1 Introduction

Marketers and managers are always trying to find a new marketing strategy to attract customers' attention toward their products. Behavioural Segmentation strategy has been proven and adopted as one of the important marketing strategies that allow the business to focus on consumer behaviour and purchasing patterns. Hence, with the right execution, the firm would certainly be able to achieve its highest return on investment (Kotler, 1997). Kotler and Keller (2010) described segmentation as the consumers' classification into a specific sub-group within the market which has two main characteristics 1) share related needs and 2) establish related purchasing behavioural habits. Marketers pay more attention to the consumer segmentation advertisement in order to empower firms/retailers to precisely communicate with the consumers (Dibb, Stern, & Wensley, 2002). Wedel and Kamakura (2002) proposed that in a highly competitive market, the idea of demographic alone would not be effective segmentation while psychographic is insufficient to catch the market momentum in the complex market where the consumers have different types of ideology. Hence, a specific tool targeting individuals who share similar preferences or ideologies will amplify consumers' experience with the brands/products (Cleveland, Papadopoulos & Laroche, 2011; Khajvand & Tarokh, 2011).

This strategy allows the retailers to effectively create a product appreciation among a certain group of consumers to the extent of which the brand or product resembled the human-like feature with intentions and behaviours (Rauschnabel & Ahuvia, 2014; Guido & Peluso, 2014). Additionally, brand anthropomorphism allows marketers to target specific consumers and aim to further establish the relationship with the consumers (Zhang, Li, Ye, Qin & Zhong, 2020). The competitive firms have frequently adopted this method to gain a competitive advantage and retain brand loyalty which helps to reduce the consumers' desire to find a product replacement (Chandler & Schwarz, 2010) and appreciation toward their brands/products (Aggarwal & McGill, 2007) while positioning themselves to be apart from the competitors. Additionally, anthropomorphism in advertising according to Kim and McGill (2011) stated that the mechanism will intervene consumers' risk perception toward the product.

The anthropomorphism aims to cultivate a deeper interpersonal relationship between the firms and a specific group of customers as it is designed to cultivate a subconscious bond as if the products themselves are living entities. Those products resembled and were equipped with a human-like characteristic (Delbaere, McQuarrie, & Phillips, 2011). The methods manipulate the customer to inanimate non-living objects as if they are human with personalities, perhaps, with a political ideology, meaning that the brand/products share similar political ideologies with the target consumer leading to mutual personality and traits (Chan, 2020).

The implication of this method in the retail stores is to specifically target a group of customers who have different political ideology spectrums, mainly conservative (vs. liberal). The anthropomorphism is designed to trigger the discrete emotions of the customer once exposed to the products, which influences the process of product evaluation (Landwehr, McGill, & Herrmann, 2011). Thus, the manipulation will enhance

the customer experience with the brand by making the brand message framing advertisement to be more exclusive and personal (Kotler, Wong, Saunders, & Armstrong, 2005). Thereby, this will influence the customer decision-making process by placing the product where the customer ideology aligns with or the product itself reflects and illustrates the consumers' ideology. Therefore, the product provides a sense of familiarity and pleasantness which evoke discrete emotions leading to further increased product appreciation and ultimately increasing purchase intent and willingness to purchase (Zhang et al., 2020).

1.2 Research Purpose, Questions and Objectives

The purpose of this research is to examine anthropomorphised brand advertising based on consumers' political ideology, featuring the brand's role as either a servant or partner. To see if the anthropomorphised brand's message framing advertisement will lead to a greater level of purchase intent (WTP).

The research questions established the premise that whether individuals' political ideology would influence products/brands evaluation when anthropomorphising brands/products that feature the brand's message framing embodies the brand's role as either servant or partner. Additionally, this research aims to examine the underlying mechanism of discrete emotions serving as a mediator, once individuals have been exposed to the brand's advertisement featuring the message framing resemble servant (vs. partner) leading to further appreciation on product evaluation, which ultimately increases purchase intent (WTP).

Consequently, the researcher would like to demonstrate the impact of consumers' political ideology on the brand message framing anthropomorphism. To predict the

politically conservative consumers will appreciate a brand advertisement as a servant in the anthropomorphised brands, which arises from greater stated base emotions.

1.3 Significance of Research

In these research findings, we offer an important contribution in how anthropomorphism can be utilised in order to maximise the benefit in advertising, particularly to convince a certain group of consumers and increase the purchase intent (WTP). Therefore, the marketers can utilise this strategy to reduce and eliminate the uncertainty once the consumers are exposed to unfamiliar products, preventing customers from replacing the current product with alternatives and trying to establish brand attachment within a group of consumers, particularly, politically conservative/liberal consumers. We are trying to provide a deeper layer that anthropomorphising behaviour can be moderated by consumer political ideologies. Additionally, it can increase the product efficacy due to sometimes, the consumers would not be able to try the product. Thus, the message framing in the brand advertisement would capture the consumers' attention and lead to further product evaluation in a more favourable manner.

1.4 Outline of the Dissertation

This dissertation consists of 6 chapters. The first chapter has presented the overview of the objectives, research purpose, research question, and research objective. The second chapter consisted of a literature review, a presentation of a proposed conceptual framework, and developing research hypotheses. The third chapter introduces the methodology and research approaches used for the data collection, developing the measurement tools, the analytical method, and the ethics approval process. The fourth chapter presents the analytical aspect utilising the quantitative test. The use of statistical analysis software, SPSS, is being used to examine the relationships among variables in the research, and the application of the moderated mediation analysis to test the proposed

research hypotheses. The fifth chapter presents and discusses the outcome of the research, especially to the extent of finding the support for the study hypotheses and the contribution of the research result in methodological, theoretical, and practical aspects. The final chapter presents the conclusion of the research, the research limitation, and future research suggestions.

Chapter 2: Literature Review

Chapter two addresses the key literature reviews related to the research topic of Anthropomorphised Message Framing and Political Ideology on Advertisement Evaluation and Purchase Intent (Willingness to Purchase) and demonstrates a proposed framework. It also established the research hypotheses.

2.1 Anthropomorphism

Commonly human beings often see non-living entities that resemble human features and behaviours. Hence, humankind wants to use their knowledge to effectively master and control the surrounding environment to the extent that they are able to predict it (Epley, Waytz & Cacioppo, 2007). The anthropomorphism allows us to cultivate a deeper relationship with the inanimate objects, other living creatures, other non-living entities so much so that they even anthropomorphise the abstract concept (Guthrie 1993). The anthropomorphised entities can be seen in various forms depending on the complexity of the one who anthropomorphising wants them to be, likewise, the anthropomorphic inanimate entities are usually equipped with human traits, as resembling human-like as possible.

Additionally, because human beings are social creatures and most commonly create interaction between human-to-human enriching knowledge about humans, which explains why anthropomorphised entities are resembling humans. The complexity of the anthropomorphised inanimate objects is the result of the personality, beliefs, emotions, intentions, and motivations of one individual (Chen, Wan & Levy, 2017). The tendency to anthropomorphism was explained as 1). It provides a sense of security as these behaviours comfort individuals, forming a relationship and companion in order to fulfil the void, 2). Trying to make things make sense according to oneself-knowledge, using

what they are familiar with to explain something they do not yet know or what they know less about, 3). Trying to make a prediction of how the world should be like, and how it should be according to oneself knowledge (Guthrie 1993).

2.2 Anthropomorphised Brands

Anthropomorphised Brands allow us to see human-like characteristics from non-human entities (e.g., brands or products) (Aggarwal & McGill, 2007; 2012). Consumers commonly view non-human products as humanlike by imbuing those products with humanlike characteristics, emotions, intentions, and motivations (e.g., anthropomorphism) (Epley et al., 2007). Marketers capitalise on consumers' propensity to anthropomorphise products by creating packaging that resembles the physical features of humans (Triantos, Plakoyiannaki, Outra & Petridis, 2016), as well as humanlike mascots to epitomise brands (Yang, Aggarwal, & McGill, 2020). Additionally, according to Aggarwal & McGill (2012) stated that the anthropomorphised brands fuse with human personalities, behaviours or characteristics have a positive effect on consumer behaviour. However, the brands/product do not necessarily need to physically resemble the external appearance (e.g., human face or facial expression) but can demonstrate the internal attributes (Fournier & Alvarez, 2012). Additionally, Sirgy (1982) stated that consumers tend to choose the product that enhances their ability to express their actual ideal or social self-views. Precisely, consumers would appreciate that brands/products represent a part/whole of themselves or their values. Products serve more than just the purpose they have been made for; In the brand anthropomorphising, the products are not just an instrument tool but serving as a relationship builder, creating an interpersonal relationship between consumer and brands or products themselves (Fournier, 1998).

When humans anthropomorphise unfamiliar-non-human entities, they create a human-to-human-like relationship and cultivate a sense of attachment, helping them to enhance their

fluency and able comprehended the objects and forming trust between human and non-living entities (de Visser et al., 2016). Those behaviours consequently provide a sense of comfort and pleasantness (Wan & Chen 2020). Anthropomorphising products/brands can increase consumers' vigour (e.g., the feeling of being alive), notably for individuals who do not feel as though they are either competent or connected (Chen, Sengupta, & Adaval, 2018). Interestingly, consumers with a predisposition to anthropomorphise products, report greater perceived comfort and emotional security from the products (Norberg, Crone, Kwok & Grisham, 2018). Waytz, Cacioppo and Epley (2010) suggested that research, incorporating neuroimaging, highlights how mental processes analogous to perceiving humans are activated when individuals anthropomorphise non-human products. Therefore, anthropomorphising products can turn the usual human-to-object interaction into a human-to-human interaction (Epley, Akalis, Waytz, & Cacioppo, 2008). Through an attachment theory lens, consumers experience varying levels of attachment (e.g., emotional bond) with the product/brand (Khan, Misra, & Singh, 2013; Neave, Tyson, McInnes, & Hamilton, 2016).

In general, individuals understand different human beings' personalities and behaviours (Back et al., 2011). However, when anthropomorphising products that are unfamiliar to consumers, their fluency of comprehending the product is enhanced, and automatically experience the product in a more emotional way (Delbaere et al., 2011). When anthropomorphising products, the emotional responses experienced often include comfort, and pleasure (Schweizer, Rysell, Werner, & Melanie, 2019). Alternatively, for some consumers, anthropomorphising products may evoke negative feelings and emotions (e.g., anger; Wan & Chen, 2020).

2.3 Political Ideology

Political ideologies represent individuals' belief in the political systems helping them cope with events, people, and perspectives by using self-predetermination to justify how individual, group, organisation, or society ought to function. According to Freedman (2006) and Jost, Federico, & Napier (2009), the right-wing spectrum of political ideology (e.g., politically conservative) has a desire to shape society to be where things are in order, structure, closure and how it should be function. At the same time, their counterpart, politically liberal tends to be more open-minded, flexible, adventurous, and ready for changes (Freedman, 2006; Jost, Federico, & Napier, 2009). From the dichotomy between conservative-liberal, the politically conservative group often thinks and acts on the premise of security, assurance, and certainty (Jost, et al., 2009). This behavior may lead to the manifestation in voting for the representative who is more diligent and energetic rather than a candidate who is friendlier and more open-minded (Caprara & Zimbardo, 2004).

Interestingly, the needs for security, assurance, and certainty are not only being demonstrated in the attitude toward the system, social structure, or how it should function but as well as an influence on non-political aspect to the extends that the political ideology influence individuals' daily routine and general behaviour. (Jung, Garbarino & Briley 2017). On the one hand, for example, (Jost, Blount & Pfeffer 2003; Leone & Chirumbolo, 2008) the right-wing in political spectrum tend to have a need psychological to be more cognitive closure. This leading to the conclusion that the political conservatives are more on preserving the tradition and reluctant to changes. On the other hand, liberals are more open to change, revolutions, and progression. Politically liberals are subservient to the judgment that is solely based on stereotypes or social norms as such they are likely to treat others unequally (Kahneman, 2011).

Prior study has conceptualised the political ideology as referring to the left and right-wing in the political spectrums. The groups who tend to value the social structure to be more strictly order, preserve the tradition, conformity and follow the social norms are labeled as the right-wing. Meanwhile, the counterpart of political conservatives (e.g., liberals) who value progression, are open for changes, and are reluctant to make a judgment solely on stereotypes are labeled as the left-wing (Jost & Amodio, 2012; Jost et al., 2009).

2.4 Politically Conservative vs. Liberal Consumers in Relation to the Consumption Behaviour

Through the marketing lens, political ideology can influence the consumer attitude toward brands/products (Kaikati, Torelli, Winterrich, & Rodas, 2017). Unarguably, politically conservative consumers are also manifesting their political ideology into consumer behaviour. It is resulting in the tendencies to avoid uncertainty and preserve the tradition. Likewise, such behaviour can be seen in non-political domains as well (Jung et al., 2017) in product consumption, politically conservative consumers seem to be reluctant to the changes, however, conform to the social norms (Cavazza & Mucchi Faina, 2008). Additionally, these groups of consumers are shown to have a stronger desire to keep things in structure and control, in order, and chaos avoidance. This underlying mechanism led the politically conservative consumers to position themselves highly between them and products in terms of hierarchy to ensure that they take a dominant position.

Politically conservative consumers often anthropomorphise brands (e.g., in comparison to their liberal counterparts) to create a sense of familiarity with products while trying to reduce risk and uncertainty that potentially occur once or if they are moving to other brands/products (Chan, 2020). Hence, the risk and uncertainty avoidance behaviours subconsciously cultivate a brand attachment leading to the limitation in varieties of product consumption choices (Chan & Ilicic, 2019; Fernandes & Mandel, 2014).

Interestingly, the limited number of the preferred in product consumption choices allow the politically conservative consumers to secure and limit errors, maintain order in their hierarchy, and reassurance the outcome; always get what they are paid for (Jost et al., 2004; Jost et al., 2007).

In contrast, liberal consumers tend to more deliberate and tolerance to uncertainty (Jost et al., 2003). Such behavior can trace back to the existential motivation of the conservative consumers' psychological need to cope with anxiety and threat while liberal consumer stand in the opposite end of the spectrum where they are engaging with uncertainty and openly to accept new possibilities (Jung and Mittal 2020). Therefore, these differences between two group of consumers based on their political ideology affect how they would view the product and interpret message framing differently and tend to appreciate one that most reflect to their political value.

2.5 Anthropomorphised Advertising (Servant vs. Partner)

According to Fournier (1998), consumers establish relationships with products/brands by 1) Imbuing human emotions, intentions, and thoughts (Wu & Jiang, 2019). 2) Connecting an advertisement spokesperson's personality to the product/brand (Smith, Gradojevic & Irwin, 2007) and 3) Consumers use personal products to connect with others (He, Zhou, Guo, & Xiong, 2020). Through a marketing lens, products/brands are often created with identifiable features to make them likeable, memorable. When anthropomorphised, products/brands are bestowed personalities and souls, allowing consumers to use criteria and norms to judge interpersonal human interactions as well as anthropomorphized products/brands (Yang et al., 2020).

More recently, when anthropomorphising products/brands, the marketing literature has identified two noticeable brand roles: the roles of servant and that of partner (Kim &

Kramer, 2015). These two brand roles are not to be taken in the literal sense; rather, the first, “servant” – “Works for you, taking care of what is important to you” is interpreted as “the outsource provider of benefits”. The brands are intentionally positioning themselves as they are always under the customer's command, ensuring that they are ready to serve customer's desires. Thus, in another word, the brands/products state that they are totally under control (Kim & Kramer, 2015). This gives a desire for the politically conservative consumers that they are taking control and subconsciously creating a bonding relationship with such products. Therefore, the dynamic between two parties in terms of hierarchy will always be like a master-servant relationship. Hence, this brand role individualism indicates that relationships between two parties may differ in the hierarchy, insofar as one party can dominate the other (Cole, 2004).

The second role, “partner” – “Works with you. Helping you take care of what is important” is characterised as “the co-producer of benefits' (Han, Wang, & Li, 2020; He et al., 2020). The brands/products essentially placing themselves as a partner, providing an opportunity for both parties the sense of exploration, self-developing as well as interacting with each other or alternatively, both parties are equal in terms of hierarchy (e.g., partner; Gruenfeld, Insei, Magee, & Galinsky, 2008). Essentially, products are providing a sense of adventure, enhancing consumer experiences rather than providing an experience. Thus, this product's role certainly gives freedom and allows room for improvement, which is likely to suit liberal consumers who share similar traits in product consumption.

2.6 Discrete Emotions

Discrete emotions have broad theoretical and empirical importance, as shown by congenial evidence from diverse areas of psychology (e.g., developmental behaviours, facial displays, and neuroscience). Consequently, the measurement of these states has not

grown with the theory, for example, when scholars measure subjectively experienced emotions, often they rely on scales assessing dimensions of affect (positivity and negativity), rather than discrete emotions (Ekman, 1993). However, according to Harmon-Jones, Bastian, & Harmon-Jones, (2016) suggested that discrete emotions can be categories according to their dimensions, which include valence (positivity and negativity), arousal (high and low), and motivational direction (approach and avoidance). Interestingly, the literature further explained that ‘discrete emotions’ are responsive to eight (8) distinct state emotions: anger, anxiety, desire, disgust, fear, happiness, relaxation, and sadness (Harmon et al., 2016).

2.7 Anticipate State-Based Emotion “Relaxation”

The concept of relaxation seems to be very simple as the opposite of the stress response, tension, and nervousness. Relaxation generally refers to calmness, peacefulness (Russell & Feldman 1999; Watson & Tellegen 1999). Through the physiology lens, relaxation is a state that reduces the activation of the autonomic nervous system, for instance, slower breathing, reduced the phase of blood flow, or lowering the muscular-skeletal tension.

Theoretically, relaxation by itself is classified as a basic emotion as a result of accomplishment and satisfaction. Therefore, “Relaxation” was labelled under the category of low approach positive emotion (Harmon et al., 2016). It is a byproduct of happiness and joy; however, it is not as strong as “desire” since the arousal dimension is low in this context. Relaxation at an emotional level refers to the state that individuals perceive the feeling of calmness, risk-free, security, and peacefulness, and able to control the situation or surrounding environment (Gilbert et al. 2008).

Interestingly, there are many means to stimulate a state of relaxation (e.g. meditation-based techniques or having a repeat positive phrase (Lichstein 1988). Throughout the

marketing lens, marketers are trying to lead consumers to reach the state of relaxation for two main reasons; 1.) encouraging customers to broaden their thoughts in a more contemplatively manner, which leads consumers to have more global and abstract representations of marketplace information compared to non-relaxed consumers (Fredrickson & Branigan 2005; Mehta & Zhu 2009; Spielberger 1968). 2). Changing the level of representations or level construal of goal objectives, for instance, the higher level of construal leads the customer to evaluate the brands/products based on their desirability while the lower level of construal leads to consumers evaluating the brands/products based on the feasibility aspect. Additionally, Eyal, Liberman, Trope, & Walther (2004). suggested that the lower level of construal usually outweighs the higher-level one even though the higher level of construal tends to lead consumers to evaluate more about potential advantages while the lower level of construal leads to potential disadvantage evaluation. In another word, consumers are usually evaluated on products regarding to their feasibility and potential risk. Moreover, Liu (2008) found that the interruption in the process of decision making which leads to an increase in the higher level of construal thinking will decrease the price sensitivity and increase the desirability aspect in less feasible options. The combination of two reasons leads to the conclusion that the relaxation evokes a more abstract representation which manipulates consumers to value brands/products higher than its monetary aspect, reducing the price sensitivity and increasing the willingness to purchase (Pham, Hung, & Gorn 2011).

2.8 Purchase Intent and Willingness to Purchase

Purchase intent or willingness to purchase refers to the possibility that a consumer might purchase a particular product. The role of purchase intent is the best representative to predict the consumer behaviour in a decision-making process to purchase (Blackwell et.al, 2001). Through a marketing lens, purchase intent is considered as one of the most

important aspects and a deciding factor whether the product will be purchased or not. Therefore, variables that positively influence the purchase intent are highly considered in that regard since those variables have a consequence to directly affect the revenue of the company (Lingyao & Dennis, 2019). The variables that influence purchase intent is usually associated with the consumer's attitude toward a product. For instance, if the customers have a high positive attitude toward the product, the likelihood of the product being purchased will increase and vice versa.

The demonstration of product efficacy through brand anthropomorphism certainly influences willingness to purchase as it helps consumers to comprehend the product (Homburg et al., 2005). Therefore, the product message that resembles the human traits provide ease and turn ease into positive encouragement for the consumer to evaluate the product (Laksmidewi, Susianto, & Afiff, 2017). It also creates a brand identity, cultivates positive feelings, and makes products memorable (Lin & Wang, 2012; Pierce, 2002). The anthropomorphic brand can trigger emotional effects on the consumers (Frija, 1994), increase consumer appreciation toward the product allowing them to evaluate the product in a more abstract manner. Once the consumers evaluate the product in a more abstract way (considering potential advantages) they would likely be satisfied with the product more which results in reducing the price sensitivity and increasing willingness to purchase (Lingyao & Dennis, 2019).

This behaviour is subjective to individual preference toward the product, which most of the time, such behaviour is closely related to price sensitivity. In addition, typically, customers are willing to pay higher prices for more satisfying products (Lingyao & Dennis, 2019). The satisfying product is often associated with a high perceived value. According to Dodd and Monroe (1985) the perceived value is one of important factors in the consumer process of decision making. The consumers will buy the product that is

perceived with high value, which could infer that the product with high perceived value is a satisfying product. With this notion, when customers are more satisfied/appreciated toward the products they will reduce the price sensitivity by evaluating the potential benefit of obtaining the product (Peng, Zhang, Wnag, & Liang, 2019). However, if the satisfaction level is low (Bolton & Lemon, 1999), the consumers will consider the monetary aspect (potential disadvantages) to bring the right amount of money to the consideration in order to establish a fair trade or exchange with equity payment (Homburg, Koschate, & Hoyer, 2005).

Purchase intent or willingness to purchase and willingness to pay are closely related concepts as they are a consequence of product evaluation while the product's attributes are the cause of evaluation. The difference between the two concepts was that the purchase intent is measured by the perceived value while the willingness to pay is measured by the monetary value (Anderson, 1994; Folse, Netemeyer, & Burton, 2012; Hanemann, 1991).

2.9 Conceptual Framework

A comprehensive literature review concerning the anthropomorphised brands, consumer political ideologies in the relation to the consumption behaviour of conservative (vs. liberal), the anthropomorphised brand's role servant (vs. partner), and the effect of the state-based emotions particularly "relaxation" informed the development of the conceptual framework.

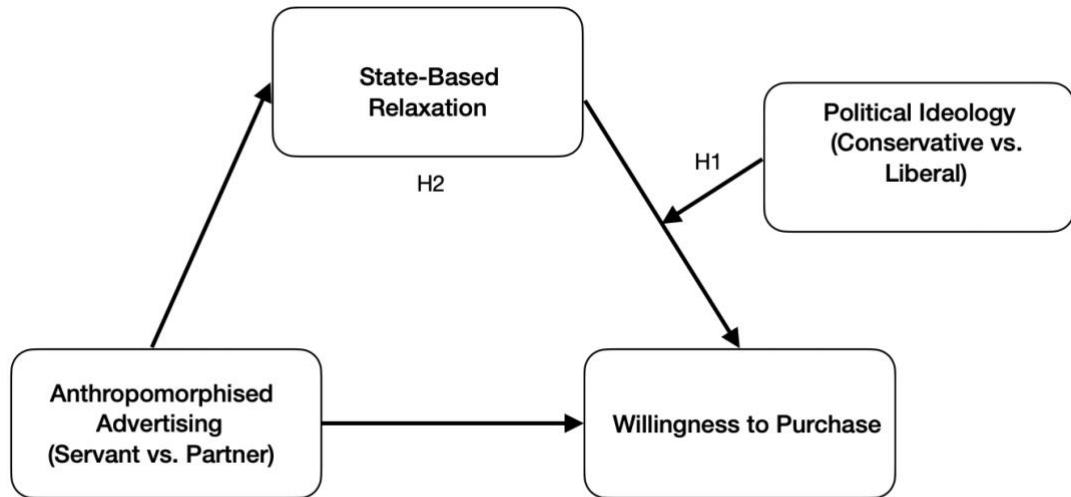
In the United State of America, consumers are politically divided into main fractions, which are conservative and their counterpart liberal. These two ideologies are different in terms of consumption behaviour, presumably that politically conservative consumers (vs. liberal) tend to be more sensitive to change and genuinely comply with the social norms

(Chan, 2020). Therefore, they are likely to maintain order and avoid chaos and seek to dominate in the relationship between themselves and brands/products (Kim & Kramer, 2015). Thus, consumer political ideology plays a significant role in anthropomorphising brands, allowing them to understand the product (Epley et al., 2007). The process of brand anthropomorphisation is expected to help consumers to evoke the stated-base emotions, allowing them to develop the sense of familiarity and forming trust between inanimate objects (e.g., brands/products Guthrie, 1993).

The expectation is that politically conservative consumers (vs. liberal) would be likely to anthropomorphise the brand in order to get the sense of familiarity, understanding the product, and seize to control the potential risk. The anthropomorphising brands/products based on consumer political ideology would evoke state-based emotions, particularly, relaxation, allowing the consumers to evaluate the brands/products in more abstract representations. Thus, favourable brands/products evaluation will help customers to break through the price sensitivity barrier and which ultimately increase the willingness to purchase.

This study examined the impact of anthropomorphised advertising as the brand represents servant (vs. partner) based on the consumers political ideologies as well as the demand for improving the marketing strategy particularly, the behavioural segmentation enable the marketers to narrow down the better strategy to attract a specific group of consumers, conservative (vs. liberal). The research analysis considered three variables associated with anthropomorphised brand advertising servant (vs. partner), namely political ideologies conservative (vs. liberal), stated-base emotion “relaxation” and purchase intent (WTP).

Figure 1. Conceptual Framework



2.10 Hypothesis Development

As the politically conservative consumers who like to seize things under their control and take a dominant position in the relationship between customers and brands/products (Chan, 2020). These groups of customers would likely anthropomorphise brands/products to create a sense of familiarity, risk avoidance so much so that they want to prevent a potential error. Meanwhile, the product's message framing represent itself as a servant, positioning themselves under control of the potential consumers (message framing targets politically conservative consumers in servant condition) (Cole, 2004). Once the consumers are exposed to the display advertisement contains the message framing "Works for you, taking care of what is important to you" the politically conservative consumers would evaluate the said display advertisement in the favorable manner. They would be likely perceiving the message as a servant which explicitly enables them to express their value and ideology (Kim & Kramer, 2015). Thus, with more appreciative in products/brands evaluation, it will likely increase the WTP of the politically conservative consumers

Meanwhile, political ideology conservative vs. liberal does not moderate the relationship between brand anthropomorphism and state-based relaxation, this is because once the participant exposed to the advertisement taking a role of either servant or partner, it does not necessarily lead them to a specific discreet emotion. Hence, after anthropomorphising, consumers may experience other discreet emotions and that could be completely unrelated to their political ideology which lead to assumption that political ideology does not moderate the relationship between anthropomorphised advertisement and state-based relaxation.

The researcher is expecting that the politically conservative consumers would appreciate the brand advertisement taking the role of a servant (vs. partner) but not for politically liberal consumers. The first hypothesis, stated formally:

H₁: The impact of anthropomorphised advertisements (servant vs. partner) is moderated by consumers' political ideology. Specifically, servant (vs. partner) ads will lead to greater willingness to purchase for politically conservative consumers, but not for politically liberal consumers.

Additionally, the anthropomorphised brands advertising, taking a role as a servant, offers a sense of security and a no-risk environment. The politically conservative consumers once evaluating the products, the condition would allow the politically conservative consumers to position themselves in a dominant position in the hierarchy which in turn form a relationship as master-servant with brands/products. The result of such behaviour evokes a feeling of relaxation as the politically conservative consumers would perceive the feeling that things (e.g., brands/products) are under their control, providing a risk-free, order and structure. Thus, these perceptions lead the politically conservative

consumers to evaluate more abstract manners (Fredrickson & Branigan 2005; Spielberger 1968; Mehta & Zhu 2009).

Consequently, when the consumers reach the state-based relaxation after anthropomorphised brand advertisement, the politically conservative consumers would evaluate the brands/product in the potential advantage aspect rather than potential disadvantages.

The researcher is expecting that this behaviour would allow the politically conservative consumers to perceive product value in a more abstract manner and help break through the price-sensitive barrier and ultimately increase the purchase intent (willingness to purchase), while this indirect effect would not be triggered in politically liberal consumers. The second hypothesis, stated formally:

H₂: The conditional effect of servant (vs. partner) ads occurs because for politically conservative consumers, servant (vs. partner) ads evokes greater state-based relaxation, which in turn leads to greater willingness to purchase, but not for politically liberal consumers.

Chapter 3 Methodology

This chapter will discuss the research design, data collection, data analysis method, the significance of the method to achieving the research objectives in order to answer the study questions. This as well discussed the ethical approval for the research study. This research is using the randomised survey to describe the sample dimensions, the measurement scale, the sampling method while considering the ethical aspect involved.

3.1 Aim of the Research

This research aims to examine anthropomorphised advertising featuring brand roles as the servant (vs. partner) based on the difference between consumers' political ideologies, conservative (vs. liberal). The research focuses on three variables, namely, political ideology, discrete emotions, willingness to purchase. The research also took a closer look at the interaction effect (moderation) as the conservative customers anthropomorphism a brand as a servant leads to a more favourable advertisement evaluation, and product/brands appreciation, which ultimately increasing the willingness to purchase. The researcher also sought to determine the conditional effect of the brand's role as a servant (vs. partner) will activate state-based emotions of politically conservative consumers but not for liberal ones.

3.2 Implementation of the Methodology

The questionnaire for the randomised survey consisted of two blocks, one containing the display advertisement with the message framing "work for you, taking care of what's important to you" represents the brand's role as a servant. Meanwhile, another one contains the message framing "works with you, helping you take care of what's important" which represents the brand's role as a partner (Han et al.,2020; He et al., 2020). The whole survey consisted of two main sections, one of the items measures and

the other one of demographic questions. The survey questions were closed-end and were answered using a seven-point Likert scale. During the time of answering a survey question, participants were exposed to the display advertisement contains one of the messages framing either “work for you, taking care of what is important to you” or “works with you, helping you take care of what is important” while answering questions about their political ideology, their emotion toward the display advertisement their willingness to purchase. The participants were randomly from the registered members of the Amazon M-Turk platform to answer the survey questions via Google Form. The collected data is exported to Excel files for organising and filtering. After the process of organising data, SPSS software was used for the statistical analysis.

3.3 Rationale for Utilising the Method

The main method used was, then, two-experimental, between-subjects research design. The researcher chose this method because it provides internal validity and the ability to control the influential factors. The sample control and experimental groups were selected randomly (Turner, 2020). Both groups used the same level of the measured variable to control the statistical regression and the mean at the same level. The sample size was from the United State of America with a HIT score higher than 93%. Additionally, the citizens of the country have a clear political ideology while at the same time, its citizens represent one of the major consumers (Faul, Erdfelder, Lang, & Buchner, 2007). The researcher utilised the online surveys instead and replicated the study to ensure validity and reliability and to confirm the interaction effect of political ideologies and discrete emotion on WTP.

3.4 Objectives of the Study

The study's objective was to detect any differences between the consumers who have a different political ideology to see if those politically conservative consumers will be more

appreciative during the advertisement evaluation process as the brand/product resembles the servant and not so much as a product is taking a role as a partner.

The focus was accordingly on:

- Consumer political ideologies (conservative vs. liberal) and the effect on anthropomorphised brand advertisement appreciation.
- Consumers' discrete emotions after interacting with a particular message frame.
- Consumer willingness to purchase a product after exposure to a specific message frame (servant vs. partner).

3.5 Measurement and Pre-test

The measurement scale of this research is based on the literature previously reviewed relating to the anthropomorphised brands. The measurement scale has been further developed to quantify the interaction between the variables which include the condition display advertisement (servant vs. liberal), political ideology, discrete emotions, and the purchase intent and willingness to purchase which adopted from Harmon et al., (2016).

The questionnaire was designed and created using Google Form while the distribution of the survey was via Amazon M-Turk where the researcher can publish the questionnaire and ask the registered members of such a platform in the United State of America to answer the survey.

There were two blocks of the question distributed a different time to ensure that there will not be repeated attempts to answer the survey or the same person to answer both two blocks of the survey. Each block of the questionnaire contains variables: 2 items of manipulation control, 3 items relating to the political ideology, 8 items relating to the discrete emotions, 3 items relating to purchase intent, 3 items relating to the willingness to purchase, and the question related to demography, which includes gender, age,

educational level, and the employment status. The survey consisted of four main sections; the first three sections of the question were answered using a seven-point Likert scale while the demography section was a closed-ended question with multiple choices. The survey questionnaire included the participant information sheet on the first page with a consent choice to process to answer the questions.

As previously mentioned, participants will be exposed to one of the display advertisement conditions with the message framing that represents the brands' role either be servant or partner. Those participants were asked to study the advertisement closely and answer the survey. The researcher used pre-existing scales to measure customer evaluation and willingness to purchase toward the display advertisement. The independent variable corresponded to the manipulated advertisements and the moderating variable measured consumers' political ideology. (Kaikati et al., 2017; Northey, Dolan, Etheridge, Septianto & Van Esch, 2020). The items for the mediator variable were designed to measure the effect of state-based emotion toward the anthropomorphise brand's advertisement (Harmon et al., 2016). Lastly, the measurement of the dependent variable was willingness to purchase (White, Lin, Dahl & Ritchie, 2016), and purchase intent which was adopted from Chiu, Hsieh and Kuo (2012).

3.6 Sampling Plan

To measure American consumer attitudes accurately, a large number of participants was required; specifically, each group (servant and partner) was expected to include 240 participants in Study 1. The online experiment replicates the result of study 1 with 440 participants in total (Study 2). The age of participants selected for the research ranged from 18 to 65 years of age. The sample included both males and females. American participants were selected randomly via the Amazon M-Turk platform. The platform provides the space for research to distribute the survey across the United State of America.

The platform as allow the user (potential participants) to easily participate in the study. However, the researcher has to pay for the service fee when using in a certain amount but did not directly pay any incentive to participants.

3.7 Survey Procedure

The online survey for collecting the research data was approved by the Ethics Committee of the Auckland University of Technology. The first page of the survey application consisted of an information sheet, at the end of which potential participants were asked to decide whether to start the questionnaire or not to participate in the study, see Appendix 1. Starting the questionnaire was considered consent to be involved in the study. Thus, the researcher ensured that all the participants were fully informed regarding all the items in the survey.

After examining the questionnaire and ensuring that all the criteria were met, the researcher published it through the platform Amazon M-Turk while the survey was opened through Google Form, from June 08 to June 30, 2021. This timeframe was selected to ensure that the target sample size was achieved.

The product category from the questionnaire simulation were randomly selected base on the normal products type that consumer may potentially encounter daily. This is because the researcher was trying to prevent the categories of product may interfere in the experimental and become one of designing factor the affect consumer emotions.

3.8 Data Analysis

Study 1 was analysed using SPSS software. The researcher analysed data from the first study with respect to:

- Frequency, to examine the multivariate distribution and identify missing values.

- Reliability, using Cronbach's alpha to determine validity.
- Correlation, to determine any relationships among the research variables.
- Hayes Process

The researcher also performed a t-test to detect any significant differences in the means of both condition groups as well as performing moderation analysis to test the boundary condition and research hypotheses.

Study 2 replicated the boundary condition of political ideology, serving to confirm the findings from Study 1 and to improve its reliability. This procedure also effectively confirmed, via moderated mediation, the discreet emotion (i.e. state-based relaxation) as the mediating variable, as well as ruling out other discreet emotions as alternate explanations. The reasons behind ruling out other emotions was because the researcher trying to find out the most significant factor (emotion) that leads to increase consumer willingness to purchase as an ideal scenario and "if" one emotion that could potentially trigger the effect

3.9 Research Ethics

As the research involves the data collection from individuals, ethical approval was required for this research. The researcher has met with the Auckland University of Technology's Ethics Committee (AUTEK) and received ethical approval for the research assuring that the data collection method was lawful, respectful to the participants' privacy, and avoiding any potential ethical issues.

The researcher carefully designs the survey not to discomfort the participants or lead to any potential risk to the participants in any shape or form. The survey questionnaires were essentially not to be harmful to individuals associated with their involvement in this research. Their actual participation involved sharing information about their political

ideology, their emotions toward the display advertisement and their willingness to purchase toward the brands/products while all participants remain anonymous, and there is no possible way for the researcher to identify any participants from their answers. Precisely, the questionnaire requested no personal or sensitive data about the respondents. The information sheet informed the participants that participation was voluntary and assured them that they would not be asked to disclose personal information. Therefore, the participants were given a limited amount of time to complete the questionnaire. They were well-informed and received the contact information for the researcher, the supervisor of the project, and the Ethics Committee to express any further concerns that they could possibly have had before, during, and after their involvement with the data collection process.

Chapter 4: Data Analysis

This chapter presents the analytical and outcome aspects of the two experimental studies, the analysis included the statistical information about the frequency, a t-test, a reliability test, and total correlation to measure the data validity. Additionally, the researcher utilised the Hayes Process Model 1, 10,000 bootstrapped samples: (Hayes, 2018) to prove the interaction effect. in Study 1. Moreover, the online experiment replicated the moderation analysis in Study 2 and effectively confirmed, via moderated mediation, the discreet emotion (i.e., state-based relaxation) as the mediating variable, as well as ruling out other discreet emotions.

4.1 Study 1

4.1.1 Method

Participant and Design. This study featured a 2 (advertisement framing: servant vs. partner) x 2 (political ideology [measured]: liberal vs. conservative) between-subjects design. 236 participants recruited through Amazon M-Turk (40.3% Female, 36.9% of participants were 26-35 years old) were randomly assigned to one of the two advertising framing conditions and indicated their political ideology.

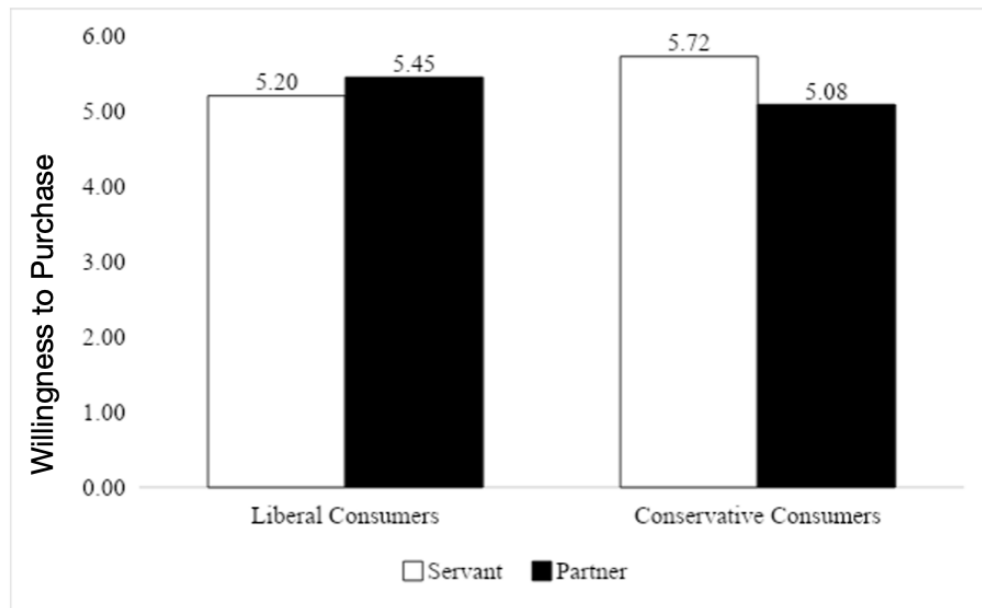
Method and Measure. Participants were exposed to an advertisement, in which the brand featured either a servant (in the servant condition) or a partner (in the partner condition) to them. Next, participants indicated their willingness to purchase after viewing the advertisement (Cronbach's $\alpha = .88$). To examine H₁, they reported their political ideology using a three-item, seven-point scale (Cronbach's $\alpha = .86$; Kaikati et al., 2017; Northey et al., 2020). Finally, participants were asked to indicate their perception regarding brand role to verify the validity of the manipulation (anchored by servant [1] and partner [7]), and reported their demographic information, and thanked for their participation.

4.1.2 Results and discussion

Manipulation Check. The results of a one-way ANOVA showed that our manipulation performed as intended such that participants in the servant (vs. partner) condition perceived the advertisement represented a servant (vs. partner) brand role ($M_{Servant} = 4.06$, $SD = 1.94$ vs. $M_{Partner} = 5.21$, $SD = 1.77$, $F(1, 234) = 22.65$, $p < .001$; $\eta^2 = .09$).

The Interaction Effect. To examine H_1 , we conducted a moderation analysis (Model 1, 10,000 bootstrapped samples; Hayes, 2018) with advertisement framing as the independent variable, willingness to purchase as the dependent variable, and political ideology as the moderator. The analysis yielded a significant interaction effect ($\beta = -.24$, $SE = .11$, $t = -2.28$, $CI_{95\%}: -.45, -.03$). To probe the detailed interaction pattern, further analysis showed that for politically liberal consumers, advertisement frame did not alter consumers' willingness to purchase ($\beta = .25$, $SE = .26$, $t = .97$, $CI_{95\%}: -.26, .75$). In contrast, for politically conservative consumers, the advertisement featuring the brand as a servant led to a significantly higher willingness to purchase ($\beta = -.64$, $SE = .26$, $t = -2.43$, $CI_{95\%}: -1.15, -.12$; political ideology scores higher than 4.92, Johnson-Neyman [J-N] technique; Spiller, Fitzsimons, Lynch Jr, & McClelland (2013).; Figure 2).

Figure 2. Results of Study 1 Willingness to Purchase as a Function of Advertisement Framing and Consumer Political Ideology



Note: * $p < 0.05$.

4.2 Study 2

In Study 2, an online experiment, we attempt to further replicate the findings of Study 1 as well as examine the underlying mechanism. Two important features of Study 2 are worthwhile to highlight: a) we examined the mediating role of the state-based emotion: relaxation (H_2), and b) we empirically ruled out the alternative discrete emotions: disgust, fear, anxiety, sadness, happiness, desire and anger, as potential drivers of the findings.

4.2.1 Method

Participants and Design. Following the same procedure as Study 1, 436 M-Turkers (51.8% Male, 41.7% of participants were 26-35 years old) were randomly assigned

between-subjects to one of the two message frame conditions (servant vs. partner; Appendix 2-5).

Procedure and Measures. The experimental procedure mirrored that of Study 1, albeit with a different advertisement (e.g., Appendix 6-7). Next, we measured respondent's willingness to purchase after viewing the advertisement ($\alpha = .91$) and political ideology ($\alpha = .87$; higher scores indicate a more conservative political ideology). Additionally, to examine the mediating role of state-based relaxation (H₂), we used the discrete emotions scale (Harmon et al., 2016; Appendix 2-5). To exclude alternative explanations of other state-based emotions, participants indicated their *state-based* emotions using the balance of the discrete emotions scale: angry, disgust, fear, anxiety, sadness, happiness, relaxation and desire. Finally, as a manipulation check, we measured participants' perceptions regarding whether the message specified servant/partner information, depending on experimental conditions.

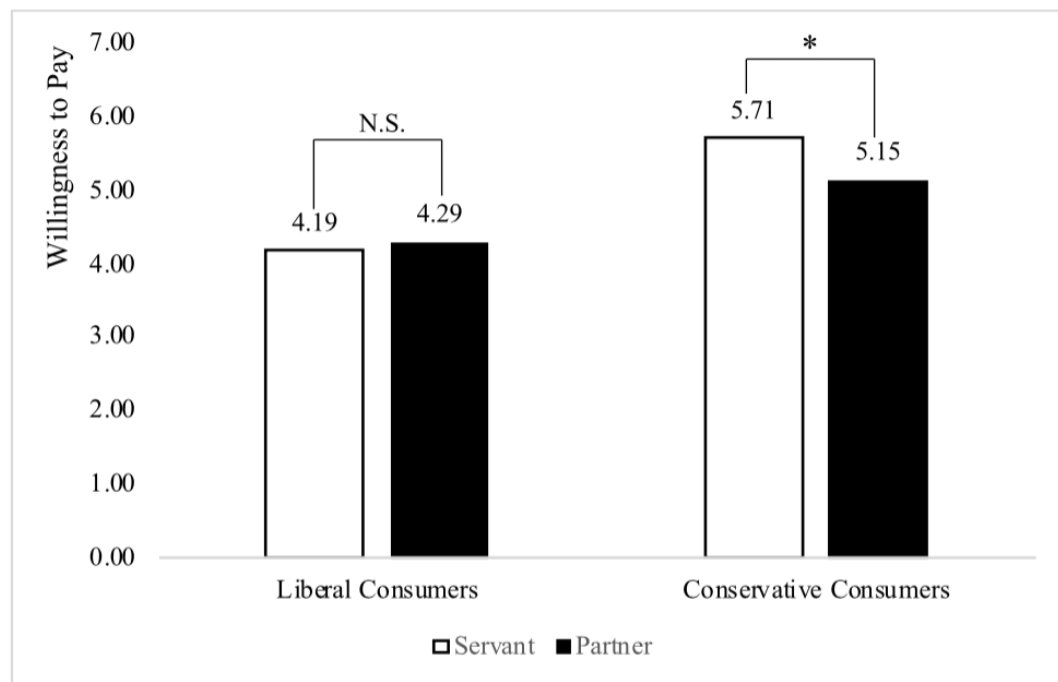
4.2.2 Results and discussion

Manipulation Check. The results of a one-way ANOVA showed that our manipulation performed as intended such that participants in the servant (vs. partner) condition perceived the advertisement featured a servant (vs. partner) brand role ($M_{\text{Servant}} = 4.64$, $SD = 1.94$ vs. $M_{\text{Partner}} = 5.41$, $SD = 1.59$, $F(1, 434) = 20.33$, $p < .001$; $\eta^2 = .05$).

The Interaction effect. To examine H₁, we conducted a moderation analysis (Model 1, 10,000 bootstrapped samples; Hayes, 2018) with advertisement framing as the independent variable, willingness to purchase as the dependent variable, and political ideology as the moderator. The analysis yielded a significant interaction effect ($\beta = -.19$, $SE = .09$, $t = -2.07$, $CI_{95\%}: -.38, -.01$). To probe the detailed interaction pattern, further analysis showed that for politically liberal consumers, advertisement frame did not alter

consumers' willingness to purchase ($\beta = .09$, $SE = .22$, $t = .41$, $CI_{95\%}: -.35, .53$). In contrast, for politically conservative consumers, the advertisement featuring the brand as a servant led to significantly higher willingness to purchase ($\beta = -.56$, $SE = .22$, $t = -2.50$, $CI_{95\%}: -1.00, -.12$; political ideology scores higher than 4.76, Johnson-Neyman [J-N] technique; (Spiller et al., 2013; see Figure 3).

Figure 3. Results of Study 2 Willingness to Purchase as a Function of Advertisement Framing and Consumer Political Ideology



Note: * $p < 0.05$.

4.2.3 Moderated Mediation

Willingness to Purchase. To further test whether the conditional effect of the message frame for politically conservative consumers was driven by state-based relaxation evoked by the (servant) message frame (H₂), we conducted a moderated mediation analysis (Model 14, 10,000 bootstrapped samples: Hayes, 2018). The focal independent variable was message frame, the dependent variable was willingness to purchase, the moderator was political ideology, and the mediator was state-based relaxation. Parallel mediators to rule out the alternate explanation included the state-based emotions: disgust, fear, anxiety,

sadness, happiness, relaxation, and desire. The analysis yielded a significant moderated mediation model (MMI = -.06, SE = .03, CI_{95%}: -.1326, -.0094). There was a significant main effect of message frame on level of relaxation ($\beta = -.51$, $t = -3.01$, $p < .01$, CI_{95%}: -.8431, -.1775). For politically conservative participants, the indirect effect of relaxation was significant ($\beta = -.12$, SE = .06, CI_{95%}: -.2496, -.0221; political ideology scores higher than 4.98, [J-N] technique). However, for politically liberal participants, the indirect effect of relaxation was not significant ($\beta = .08$, SE = .07, CI_{95%}: -.0176, .2364).

4.2.4 Alternative Explanations

Willingness to Purchase. To empirically examine the alternative explanations of other state-based emotions, the analysis yielded insignificant results for disgust (MMI = -.00, SE = .05, CI_{95%}: -.1069, .0768), fear (MMI = .02, SE = .05, CI_{95%}: -.0833, .1253), anxiety (MMI = -.01, SE = .04, CI_{95%}: -.0778, .0823), sadness (MMI = -.01, SE = .06, CI_{95%}: -.1273, .0957), happiness (MMI = .04, SE = .03, CI_{95%}: -.0078, .1074), anger (MMI = -.02, SE = .06, CI_{95%}: -.1386, .0977), and desire (MMI = .03, SE = .02, CI_{95%}: -.0042, .0767), as alternative explanations.

Chapter 5 Discussion and Contribution

Chapter five discusses the finding presented in chapter four about the outcome of two studies and its conclusion regarding to either support or against the research hypotheses and consistent with the result of the literature review.

5.1 Interpretation of the Result

5.1.1 The Link Between Anthropomorphised Message Framing Advertisements and WTP

Study 1 was conducted to measure the interaction between anthropomorphised message framing and WTP that is moderated by political ideologies conservative (vs. liberal). The results were as expected that show a significant positive effect on politically conservative consumers. The result points out that politically conservative consumers anthropomorphised brands to better understand or try to understand the product. Thus, the advertising message “Work for you, taking care of what is important to you”, which represents a brand role as a servant, had a positive impact on the purchase intent (willingness to purchase) compared to their counterpart liberal. Conceptually, WTP correlates with the anthropomorphised message framing.

There are several possible explanations for this result. The anthropomorphised brand allows consumers to see the human characteristic from inanimate objects (e.g., products) (Aggarwal & McGill, 2007; 2012). The manipulation check in this study indicated that the participants could anthropomorphise the brand message framing advertisement as a servant, in another word, the participants are able to perceive a product as a servant in a servant condition (Kim & Kramer, 2015). Interestingly, there was no significant difference in the participants' demography to the anthropomorphism, leading to the assumption that in general, all participants are able anthropomorphise brands advertisement based on their political ideology in this research context. Additionally,

anthropomorphised brands allow politically conservative consumers to evaluate a product in a more appreciative manner and form a relationship when they are anthropomorphising the message framing as a servant. The message framing on the advertisement, “Work for you, helping you take care of what is important to you” indicated that the brand/product is positioning itself under the consumer’s command by readying to serve whatever the consumer’s desire. Therefore, such messages provide a better sense of security and allow consumers to better understand the products (Wan & Chen 2020). Moreover, the products were intentionally positioning themselves under the social norms as the products were created to serve consumers (Cole, 2004; Cavazza & Mucchi Faina, 2008). As a consequence, once the politically conservative consumers perceive the sense of security during the brands/products evaluation, the cognitive process will increase consumers’ product appreciation as if the products are sharing the same value as they are. Moreover, consumers tend to be more appreciative of the brands/products that managed to explicitly express the consumers’ personal values and beliefs (e.g., products reflect consumers’ ideology (Sirgy, 1982).

The result also showed a significant positive difference in anthropomorphising brands/products advertisement as a servant (vs. partner). This difference is evidence that acceptance of the anthropomorphised brand’s advertisement as a servant can enhance the purchase intent (willingness to purchase). Therefore, the positive effect of the anthropomorphised brand’s advertisement that emerged from the analysis results was that consumers are able to perceive a sense of security and assurance. This perception allows consumers to put themselves in the dominant position in terms of hierarchy as a master-servant in a relationship. Thus, the perception of structure and order allows the consumer to evaluate the brands/products in a more appreciative manner, which increases the WTP (Frija, 1994; Lingyao & Dennis, 2019).

The research, then, established a link between the anthropomorphised brand's advertisement and consumers' political ideologies, particularly politically conservative consumers who anthropomorphised brands message framing as a servant. This result required a replication study to confirm that anthropomorphised brand's advertisement as a servant has an influence on the WTP that is moderated by political ideology conservative (vs. liberal). The results of study 2 confirmed the interaction between anthropomorphised brand's advertisement as a servant (vs. partner) and WTP in study 1. This find in Study 2 confirmed the significant positive effect of anthropomorphised brand's advertisement as a servant on WTP moderated by political ideologies conservative (vs. liberal). The result also showed that politically conservative participants have a higher WTP when anthropomorphising brands/products as a servant. In contrast, the same effects were not found significant in political liberal consumers.

5.1.2 The Link Between State Based Relaxation and WTP

The researcher measured the interaction between state-based relaxation and WTP moderated by political ideology. The results showed a significant positive effect of state-based relaxation on WTP. As the politically conservative consumers tend to a higher level of relaxation once exposed to the advertisement represent the brand's role as a servant. This result was expected based on the reasoning that the participant experienced the positive low arousal emotion (Harmon et al., 2016). The emotion state "Relaxation" allows the participant to evaluate the product in a more abstract way and tend to consider the potential advantages (perceived product value in a more abstract way) rather than potential disadvantages (product value in a monetary aspect) (Fredrickson & Branigan 2005; Spielberg 1968; Mehta & Zhu 2009). This can be explained as the participants (politically conservative consumers) viewing the brand's advertisement that reflects their values. The anthropomorphised brand message framing as a servant allows the politically

conservative consumers to see potential advantages as if the product is a real servant who is ready to serve. It is allowing them to think that they do not need to input additional effort for the product to work. providing a sense of taking control of the product and placing themselves in a higher hierarchy.

In contrast, once the politically conservative consumers see a message framing to represent a partner condition “Work with you. Helping you take care of what’s important”, it does not evoke the feeling of stated base relaxation. The result could possibly explain as the politically conservative consumer did not perceive that the message framing as a source positive emotion neither in a partner condition. Since the brand message initially positioned itself in the equal position with the consumer as a co-benefit creator, the message advertisement did not reflect the conservative value in putting themselves in a dominant position. (Jost et al., 2004; Jost, Napier, Thorisdottir, Gosling, Palfai, & Ostafin, 2007). Therefore, this message possibly creates uncertainty toward the product as the consumer might need to add additional input in order to perceive the product's full potential. Additionally, the politically conservative consumers may perceive a sense of unorganised and disorder, which is opposite to their ideology (Jost, et al., 2009). As a result, a partner's condition does not evoke the feeling of state-based emotion.

This result leads to the conclusion that in the partner condition, the politically feel more relaxation toward the product which helps them to evaluate the product in a more appreciative manner. Once the politically conservative consumer feels more appreciation to the product attribute, they are likely to evaluate the product about its potential advantages (perceived abstract value) (Lingyao & Dennis, 2019). At the same time, they will be less likely to be concerned about potential disadvantages (monetary aspect)

(Homburg, Koschate, & Hoyer, 2005) which explains the link between WTP and state-based emotion relaxation.

5.1.3 The Relationship Between Brand Anthropomorphism and State Based Emotions “Relaxation”

State-based relaxation as a mediator variable between the independent variable (Anthropomorphised Band Advertisement) and the dependent variable (WTP) the result shows a significant positive interaction between stated base relaxation and willingness to purchase. This outcome was expected for the politically conservative consumers once engage with the brand advertisement in a servant condition with the message containing a phrase “Work for you, taking care of what is important to you”. The key tendency of implementing anthropomorphism in the advertisement is to enhance consumers’ perception toward the product, helping them to better understand the product by equipped human personality into product and making the product seems like a human being (Aggarwal & McGill, 2007; 2012). Once the consumers (politically conservative) get familiar with the product, it evokes the stated base emotion which in this study context is Relaxation as positive low arousal (Harmon et al., 2016). According to Pham et al. (2011) stated relaxation has an influence on purchase intent (WTP) as they allow the consumer to breakthrough price sensitivity which in a way increase willingness to purchase. The respondents to the survey in this study likewise indicate that the state-base relaxation was a major affective in influencing willingness to purchase.

Report that relaxation can significantly influence the willingness to purchase. Therefore, there is no insignificant result regarding the participant demography, which leads to the assumption that all participants were able to reach the state-based relaxation in this study context.

5.1.4 The Moderated Mediation Interaction

The researcher applied moderated mediation analysis to determine whether the conditional effect for politically conservative consumers were driven by the state-based relaxation evoked by the servant message framing condition. The political ideology served as the moderator variable and the stated base relaxation served as the mediator. The result showed that the higher level of state-based relaxation for participants correlated with a higher level of political conservative ideology regarding the anthropomorphised brand advertisement as a servant and had a significant positive effect as an indirect effect between the anthropomorphised band advertisement as a servant and willingness purchase. However, the indirect effect on politically liberal consumers was not significant.

The positive effect refers to perceived state-based relaxation of the anthropomorphised brand advertisement in a servant condition for politically conservative consumers. The positive effect of the anthropomorphised brand advertisement has been attributed to the perceived value (Hanemann, 1991; Folse, Netemeyer, & Burton, 2012). The anthropomorphised brand advertisement provides politically conservative consumers the sense of security, able to control the situation and perceive that they are in a dominant position between the consumers and product and perceive the notion that the advertisements of the brands/product are able to express their ideology (politically conservative). The perceived values of the product increase the product appreciation which raises the positive product evaluation leading to reduced consumers' price sensitivity and ultimately increase the purchase intent (WTP) (Dodds et al., 1985). In another word, the perceived value describes as what politically conservative consumers received in relation to what is spent. Precisely in this case the politically conservative consumers have evaluated the anthropomorphised brand advertisement in a more abstract

manner and consider the potential benefit aspect rather than the potential disadvantage aspect which refers to the monetary factor (Peng et al., 2019; Mehta & Zhu, 2019).

The indirect positive effect of state-based relaxation for politically conservative consumers when anthropomorphised brand advertisement refers to the perceived benefit associated with anthropomorphised brand advertisement as a servant. Here, state-based relaxation serves as a mediator between anthropomorphised brand advertisement and willingness to purchase and political ideology as a moderator of state-based relaxation. The positive effect of state-based relaxation correlated with politically conservative ideology, a result that supports H2. The research outcome showed statistically in the change of direct relationship between anthropomorphised brand advertisement as a servant on willingness to purchase in a positive direction. The key attribute of anthropomorphised brand advertisements provides the sense of familiarity of the product to politically conservative consumers, the sense of security in terms of product utilities as the message framing include the phrase “Work for you. Taking care of what is important to you” as if product intentionally position itself under consumer command, the sense of maintaining order and structure which is one of the core values of politically conservative ideology and the product itself enables the politically conservative to express themselves. So, when the politically conservative consumers engage with a brand advertisement, it evoked state-based relaxation once the consumer identify themselves and politically conservative (vs. liberal) it amplifies the effect even more as the process of brand anthropomorphism allow the individual to build an interpersonal relationship with an inanimate object.

Overall, then the state-based relaxation has a positive effect on the relationship between the anthropomorphised brand advertisement as a servant and willingness to purchase. Meanwhile, the relationship between anthropomorphised brand advertisement has also

proven to be significantly positive. Moreover, the researcher did empirically examine the alternative explanations of other state-based emotions which include disgust, fear, anxiety, sadness, anger, happiness, and desire to further rule out the insignificant state-based emotion. The results were statistically concluded that the other seven stated based emotions were not significant in this researcher context.

5.2 Research Contribution and Implementation

5.2.1 Theoretical Contribution

Anthropomorphism was not a new concept in the marketing lens, however, in the field of anthropomorphism about consumers' political ideology, it still needs more research for an in-depth understanding. This study is the first to assess the anthropomorphised brand advertisement message framing that embodies the brand's role as a servant (vs. partner). Therefore, this study's primary result was to further support that the consumer political ideology has a significant positive impact on purchase intent (WTP). Additionally, its contribution to the marketing literature is the consideration of the consumers' behaviour concerning brand anthropomorphism involving discrete emotions, particularly, relaxation. The finding that the message framing embodies a brand's role as servant reflects conservative ideology values influenced the product evaluation in an appreciative manner leading to the greater purchase intent (WTP). In contrast, there was no significant results when politically conservative consumers anthropomorphise the brand role as a partner. Interestingly, there is no statistically significant result for the political liberal consumers to brand anthropomorphism in both roles (servant and partner).

The findings further contribute to the literature on the anthropomorphised brand advertisement by accounting for the impact of state-based relaxation on WTP. Precisely, perusing the parallel mediator to rule out the alternate discrete emotions, the researcher

found the state-based relaxation has an indirectly significant effect on purchase intent (WTP) for politically conservative consumers. However, for the politically liberal consumers, such effects were found insignificant.

5.2.2 Practical Implications

Anthropomorphised brand message framing advertisement as a servant targeting politically conservative consumers offers emotional benefit to the consumers in the retailers' environment. The study contributes to the marketing literature by providing a practical insight strategy in brand advertising utilising the behavioural segmentation strategy for retailers and marketers to attract a certain group of consumers. Thus, the result found that politically conservative consumers tend to respond positively to the brand message framing advertisement taking a role as a servant. The results encourage the retailers to implement the strategy concerning brand anthropomorphism resembling the role of servant. Additionally, it will enhance the consumer experience by providing a feeling of relaxation allowing the politically conservative consumers to feel more exclusive as the brands/products are reflecting their ideology. Thus, the implementation will reduce the price sensitivity and increase the purchase intent (WTP).

Another implementation of the results is that the retailers should have a better understanding of where the implementation should be initiated. For instance, the implementation of the result should take place in the area that has a higher density of politically conservative consumers (e.g., red states) in the United States. Meanwhile, the results of the study will prevent retailers from implementing an ineffective advertisement (e.g. in blue states). Indeed, with this knowledge of how anthropomorphised brand message framing advertisement influences the purchase intent (WTP), it will help the retailers to maximise the benefit in the most effective way possible.

To sum up, this researcher provides several theoretical and practical contributions to the existing literature. the result enriching the knowledge in the field of marketing and anthropology. Especially the anthropomorphised brand message framing advertisement to enhance the consumers' experience in relation to the concept of political ideology and state-based emotion "relaxation". The finding can inform current and future marketing, management, and retail research about the anthropomorphised brand advertisement in relation to purchase intent (WTP). The results provide a solid tool for retailers in developing a better strategy that will benefit the retail industry especially in the United State and other places where consumers share a similar ideology.

Chapter 6 Conclusion

Chapter Six provides details discussion about a research summary, research limitation, suggestion to the future research and conclusion

6.1 Summary of the Research

Consumer behaviours toward anthropomorphised brand message framing advertisement as a brand taking role were understood here in this research context. The aims of this research were highlighted on the impact of anthropomorphised brand advertisement embody the role as a servant (vs. partner) based on political ideology conservative (vs. liberal) on willingness to purchase. This research, therefore, emphasis the impact of brand anthropomorphism in the marketing field particularly about the message framing on display advertisement. The researcher particularly investigated the effect of anthropomorphised brand advertisement in relation to the consumers' political ideology (conservative vs. liberal) and the state-based emotion "Relaxation" and purchase intent by conducting two online experimental studies.

The main findings of this research are as follows. First, there was a positive correlation of the direct effect on anthropomorphised brand advertisement and purchase intent (WTP) that was moderated by political ideology conservative (vs. liberal). Second, there a cross-over effect through the mediation effect. The finding showed a positive correlation between anthropomorphised brand advertisement and purchase intent (WTP) when political ideology the state-based relaxation applied as a mediator. Lastly, the result from Study 2 ruled out other alternative discrete emotions namely fears, anxiety, sadness, happiness, anger, desire and happiness. Additionally, the political ideology partly moderated state-based relaxation, indicate indicating a positive correlation between political ideology conservative (vs. liberal) and state base relaxation.

Marketers and retailer would benefit from the knowledge provide a better understanding about the brand anthropomorphism of how relaxation increase the purchase intent providing the context of consumer political ideology which taking place in United State market.

Lastly, this research contributes to the marketing literature. Precisely, the scales development to measure consumer behaviours once implementing brand anthropomorphism related to the consumer political ideology, which will be useful for in the marketing research. Furthermore, the researcher has adopted, and developed questions based on the seven-point scale to measure consumer behaviour toward the anthropomorphised brand advertisement featuring brand role as a servant (vs. partner) based on consumer political ideology conservative (vs. liberal) which can be used in future research. This research can also be useful for the retail effort in capturing consumers' attention as well as provide a better understanding, especially for politically conservative groups.

6.2 Limitation of the Study

This study was conducted based on the researcher's knowledge as Study 1 to examine the impact of anthropomorphised brand message advertisement as the brand embodies the role of a servant (vs. partner) based on the political ideology conservative (vs. liberal), and as all research, it is subject to several limitations. Therefore, there limitations need to be acknowledged that this research primarily places on researcher interpretation and because it represents a piece of information for future research.

This study was conducted online by using an online platform, Amazon M-Turk to distribute the survey for data collection. Although participants were sufficient to conduct the research and provide a generalised result, those participants might not be perfect

representatives as a whole citizen of the United State for instance, for those time frame they survey were launching, there may be more participants from red states and vice versa. This is because, the researcher assumes that all participants are potential consumers that are exposed to the brand message framing advertisement as servant or partner. The study result showed that politically conservative consumers tend to anthropomorphise the message framing and tend to respond to the message framing that resembles a servant in a more appreciative manner. The results informed that state-based relaxation has indirect influence to purchase intent (WTP). However, the method of answering survey questions was to rely on participants' honesty in self-reporting emotion toward the message framing. Precisely, even though participants' identities were to remain anonymous for the entire time, they might fail to report their honest feeling toward the advertisement, for instance, they do not want to express themselves to the extent of feeling as if they are extremists.

A further limitation related to the fact that the sample of this research may be drawn from the United States population as the most obvious source in terms of political ideology, therefore, it may help to generalise the politically conservative consumer behaviours but not to populations outside the United States.

6.3 Suggestion of Future Research

This study points to several pieces of information for future research into anthropomorphised brand message framing advertisement as brands taking a role of a servant (vs. partner) based on consumer political ideologies influence purchase intent (WTP). Therefore, the future researcher should further research in-depth about how the message framing evokes the state-based relaxation or other related emotions in the areas of positive approach emotions. Furthermore, the future researcher should take this online

experiment into a field study (e.g., using facial expression to detect emotions) or conduct qualitative research (e.g., interviewing consumers) which would allow the future researcher to discover new mediators and improve the result.

Additionally, the future researcher can conduct similar experiment research in different areas (e.g., other countries outside the U.S). The further in-depth research could be related to gender or product type in categories which might provide alternative results for specific products.

6.4 Conclusion

With the highly competitive retail industry in the United States, retailers strive to improve how the brand should be advertising and appealing to capture the consumers' attention. Anthropomorphised brand message framing advertisement could be one method helping marketers, retailers and managers to exploit the benefit.

This research documented American consumers' behaviours on anthropomorphised brand message framing advertisement based on political ideologies on purchase intent (WTP). As the result indicated that there was a significant positive impact between anthropomorphised brand advertisement on purchase intent (WTP). Additionally, state-based relaxation is proven to have an indirect effect on purchase intent (WTP). The further study further needs to explicate the factors that evoke state-based relaxation.

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Appendices

Appendix 1. Ethics Approval



Auckland University of Technology Ethics Committee (AUTEC)

Auckland University of Technology
D-88, Private Bag 92006, Auckland 1142, NZ
T: +64 9 921 9999 ext. 8316
E: ethics@aut.ac.nz
www.aut.ac.nz/researchethics

26 May 2021

Patrick van Esch
Faculty of Business Economics and Law

Dear Patrick

Re Ethics Application: **21/134 Anthropomorphised messaging framing and political ideology on advertisement evaluations and purchase intent**

Thank you for providing evidence as requested, which satisfies the points raised by the Auckland University of Technology Ethics Committee (AUTEC).

Your ethics application has been approved for three years until 26 May 2024.

Non-Standard Conditions of Approval

1. Amendment of the Information Sheet as follows:
 - a. In the 'how do I agree' section, please delete the two sentences beginning 'If you choose to withdraw from the study' and 'However, once the findings have been produced';
 - b. In the 'An Invitation' section please remove the reference to withdrawing at any time.

Non-standard conditions must be completed before commencing your study. Non-standard conditions do not need to be submitted to or reviewed by AUTEC before commencing your study.

Standard Conditions of Approval

1. The research is to be undertaken in accordance with the [Auckland University of Technology Code of Conduct for Research](#) and as approved by AUTEC in this application.
2. A progress report is due annually on the anniversary of the approval date, using the EA2 form.
3. A final report is due at the expiration of the approval period, or, upon completion of project, using the EA3 form.
4. Any amendments to the project must be approved by AUTEC prior to being implemented. Amendments can be requested using the EA2 form.
5. Any serious or unexpected adverse events must be reported to AUTEC Secretariat as a matter of priority.
6. Any unforeseen events that might affect continued ethical acceptability of the project should also be reported to the AUTEC Secretariat as a matter of priority.
7. It is your responsibility to ensure that the spelling and grammar of documents being provided to participants or external organisations is of a high standard and that all the dates on the documents are updated.

AUTEC grants ethical approval only. You are responsible for obtaining management approval for access for your research from any institution or organisation at which your research is being conducted and you need to meet all ethical, legal, public health, and locality obligations or requirements for the jurisdictions in which the research is being undertaken.

Please quote the application number and title on all future correspondence related to this project.

For any enquiries please contact ethics@aut.ac.nz. The forms mentioned above are available online through <http://www.aut.ac.nz/research/researchethics>

(This is a computer-generated letter for which no signature is required)

The AUTEC Secretariat
Auckland University of Technology Ethics Committee
Cc: joey.phichit@gmail.com

Appendix 2. Study 1 Survey Questionnaire (Servant Condition)

Survey Questionnaire (A)

Project Title: Anthropomorphised messaging framing and political ideology on advertisement evaluations and purchase intent.

*Required

Participation Information Sheet

About the study

Greeting, my name is Xinnouvat Phichit, currently a master student at the Business School, Auckland University of Technology. You are invited to take part in the research project study on Anthropomorphised messaging framing and political ideology on advertisement evaluations and purchase intent. The participant in this online survey is voluntary and you have right to withdraw your participation anytime from this research without impacting you in anyway shape or form. This study is part of a research conducted in Auckland University of Technology and will contribute to achieving my master's degree in business, marketing qualification.

What is the purpose of this research?

This study aims to examine anthropomorphised advertising featuring brands as either a brand's role. Particularly, the researcher want to examine the impact of the political ideology towards consumers appreciation of brand's messaging framing on display advertisement accordingly to their political ideology spectrum. It is predicting that a certain group consumer would anthropomorphise a brand and express their appreciation toward the brand's message that align with their political ideology. Thus, this study wants to examine whether the brand messaging framing on display advertisement will arise the state-base emotion once they encounter with their favourable message framing compare to it counterpart. Additionally. The findings of this research may be used for academic publications and presentations.

How was I identified and why am I being invited to participate in this research?

This invitation is sent to potential participants who are using the Amazon M-Turk and aged over 18 or higher only.

How do I agree to participate in this research?

Your participation in this research is voluntary (it is your choice) and whether or not you choose to participate will neither advantage or disadvantage you. You are able to withdraw from the study at any time during the survey answering session by existing. However, once you click submit, withdrawal is not possible. Also, the data will be collected anonymously so there will be no way to identify any participant.

What will happen in this research?

You are asked to see a brand messaging framing in a form of display advertisement then answer the survey question voluntarily. The collected data will be analysed to answer the research question of the related research. Statistical measures such as means, medians and standard deviation of questionnaire items will be used in the report, not individual responses.

What are the discomforts and risks?

Participants of this survey will remain anonymous throughout all states and there will be no personal identifying information collected such as names, address, and email. If you do not want to answer any of the questions, you are able to withdraw from the study at any time.

What are the benefits?

This research purpose is to explore more about the consumer reaction toward the brand messaging framing in a form of display advertisement base on their political ideology as they anthropomorphise the brand as a servant (vs. partner) expecting a certain group of consumers would appreciate a messaging framing and urge their purchase intention. The finding results will be a benefit to retailers, marketers, brands, and researchers. Additionally, this research will assist the researcher to achieve his Master of Business, Marketing at Auckland University of Technology as it is a requirement to obtain the mentioned degree.

<https://docs.google.com/forms/d/1EBVeIBRO9ePjqHLm-5leyY4ZGg8HSHcf3wLOlUmXdDw/edit>

1/9

How will my privacy be protected?

The survey will not require your name or any data that will be anonymised. The data will not be linked back to any individual and it will be stored and destroyed safely. Additionally, the data collected will remain confidential and the information will be kept in a safe place. You will not be identified in the final or any stages of research and reporting. Therefore, the findings will be reported in aggregate.

What are the costs of participating in this research?

Participation is free of charge and completion time is expected to take about 15-20 minutes at a maximum.

What opportunity do I have to consider this invitation?

Taking part in this survey will be available for three weeks from the date of survey publication.

Will I receive feedback on the results of this research?

The results of this research will be published via the Amazon M-Turk platform in the form of a PDF file reporting the result.

What do I do if I have concerns about this research?

Any concerns regarding the nature of this project should be notified in the first instance to
- The Project Supervisor, Dr Patrick van Esch, patrick.van.esch@aut.ac.nz +64 99219999 ext 7437.
- The Primary Researcher, Xinnuvat Pichit, Auckland University of Technology, New Zealand.
Email: nwc6348@autuni.ac.nz

Concerns regarding the conduct of the research should be notified to the Executive Secretary of AUTC,
ethics@aut.ac.nz, (+649) 921 9999 ext 6038.

Consent

- I understand that I should complete the survey only if I am 18 years old or over.
- I have been given information about the study "Anthropomorphised Messaging Framing and Political Ideology on Advertisement Evaluations and Purchase Intent."
- I have read the Participant information Sheet on the first page and have had the opportunity to ask the researcher further questions I may have had.
- I understand that my participation in this research is voluntary and that I can withdraw from the study by simply clicking "exit" or close the survey questionnaire, once participants click "submit", the withdrawal will not be possible.
- I understand that the information from this study will be used as a part of a master's dissertation and may be published in journal articles or presented at conferences.
- I understand that my name and any personal information will not be identified in any analysis or publication of the result.
If I have any concerns regarding the way the research is or has been conducted, I can contact the primary researcher Xinnuvat Pichit email nwc6348@autuni.ac.nz

1. By completing the survey, I am consenting to participate in the research study. *

Tick all that apply.

☐ Yes, I am consent to participate in the survey

Political Ideology

This section requires you to answer questions regarding your political ideology

Please, carefully study the display advertisement and answer questions below:

Display Advertisement Condition A



2. The advertisement shows the brand/product to be more of a: *

Mark only one oval.

	1	2	3	4	5	6	7	
Servant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Partner

3. The advertisement shows the brand/product is more like a 'servant' to you *

Mark only one oval.

	1	2	3	4	5	6	7	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

4. Please indicate the political label with which you most identify *

Mark only one oval.

	1	2	3	4	5	6	7	
Extremely Liberal	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Extremely Conservative

5. I think of myself as a *

Mark only one oval.

	1	2	3	4	5	6	7	
A strong Democrat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	A strong Republican

6. Politically, I would describe myself as *

Mark only one oval.

	1	2	3	4	5	6	7	
Extremely liberal	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Extremely conservative

Discreet
Emotion

This section will be about discreet emotions toward message framing of the product.

Please, carefully study the display advertisement and answer questions below:

Display Advertisement Condition A



7. While viewing the advertisement, to what extent did you experience "Anger" emotions? *

Mark only one oval.

	1	2	3	4	5	6	7	
Not at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Extreme of amount

8. While viewing the advertisement, to what extent did you experience "Disgust" emotions? *

Mark only one oval.

	1	2	3	4	5	6	7	
Not at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Extreme of amount

9. While viewing the advertisement, to what extent did you experience "Fear" emotions? *

Mark only one oval.

	1	2	3	4	5	6	7	
Not at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Extreme of amount

10. While viewing the advertisement, to what extent did you experience "Anxiety" emotions? *

Mark only one oval.

	1	2	3	4	5	6	7	
Not at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Extreme of amount

11. While viewing the advertisement, to what extent did you experience "Sadness" emotions? *

Mark only one oval.

	1	2	3	4	5	6	7	
Not at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Extreme of amount

12. While viewing the advertisement, to what extent did you experience "Happiness" emotions? *

Mark only one oval.

	1	2	3	4	5	6	7	
Not at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Extreme of amount

13. While viewing the advertisement, to what extent did you experience "Relaxation" emotions? *

Mark only one oval.

	1	2	3	4	5	6	7	
Not at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Extreme of amount

14. While viewing the advertisement, to what extent did you experience "Desire" emotions? *

Mark only one oval.

	1	2	3	4	5	6	7	
Not at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Extreme of amount

Willingness to Purchase

This section will be the question regarding the willingness to purchase
Please, carefully study the display advertisement and answer questions below:

Display Advertisement Condition A



15. How Likely would you be to buy the product: *

Mark only one oval.

	1	2	3	4	5	6	7	
Very unlikely to buy this product	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very likely to buy this product

16. How Willingly would you be to buy the product: *

Mark only one oval.

	1	2	3	4	5	6	7	
Very unwillingly to buy this product	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very willingly to buy this product

17. How incline would you be to buy the product: *

Mark only one oval.

	1	2	3	4	5	6	7	
Very uninclined to buy this product	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very inclined to buy this product

Purchase Intention Company's Product

This section will be about the purchase intention toward the company's product

Please, carefully study the display advertisement and answer questions below:

Display Advertisement Condition A



18. I am likely to purchase the products from this company *

Mark only one oval.

	1	2	3	4	5	6	7	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

19. I would consider buying the product from this company if I need a product of this kind *

Mark only one oval.

	1	2	3	4	5	6	7	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

20. It's possible for me to buy the product from this company *

Mark only one oval.

	1	2	3	4	5	6	7	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

Participant's
Demographic

This section will ask the basic information about you, yet your identity will remain anonymous

21. Gender *

Mark only one oval.

- ☐ Male
☐ Female
☐ Other
☐ Prefer not to say

22. Age *

Mark only one oval.

- ☐ 18-25
☐ 26-35
☐ 36-45
☐ 46-55
☐ Over 56

23. Highest Education *

Mark only one oval.

- ☐ High School
- ☐ Under Graduated
- ☐ Post Graduated
- ☐ Master
- ☐ Ph.D
- ☐ Other: _____

24. Employment Status *

Mark only one oval.

- ☐ Unemployed
- ☐ Part-time employed
- ☐ Full-time employed
- ☐ Self-employed
- ☐ Retired
- ☐ Other: _____

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Google Forms

Appendix 3. Study 1 Survey Questionnaire (Partner Condition)

6/22/2021

Survey Questionnaire (B)

Survey Questionnaire (B)

Project Title: Anthropomorphised messaging framing and political ideology on advertisement evaluations and purchase intent

*Required

Participation Information Sheet

About the study

Greeting, my name is Xinnouvat Phichit, currently a master student at the Business School, Auckland University of Technology. You are invited to take part in the research project study on Anthropomorphised messaging framing and political ideology on advertisement evaluations and purchase intent. The participant in this online survey is voluntary and you have the right to withdraw your participation from this research without impacting you in any way shape or form. This study is part of a research conducted in Auckland University of Technology and will contribute to achieving my master's degree in business, marketing qualification.

What is the purpose of this research?

This study aims to examine anthropomorphised advertising featuring brands as either a brand's role. Particularly, the researcher want to examine the impact of the political ideology towards consumers appreciation of brand's messaging framing on display advertisement accordingly to their political ideology spectrum. It is predicting that a certain group consumer would anthropomorphise a brand and express their appreciation toward the brand's message that align with their political ideology. Thus, this study wants to examine whether the brand messaging framing on display advertisement will arise the state-base emotion once they encounter with their favourable message framing compare to it counterpart. Additionally. The findings of this research may be used for academic publications and presentations.

How was I identified and why am I being invited to participate in this research?

This invitation is sent to potential participants who are using the Amazon M-Turk and aged over 18 or higher only.

How do I agree to participate in this research?

Your participation in this research is voluntary (it is your choice) and whether or not you choose to participate will neither advantage or disadvantage you. You are able to withdraw from the study at any time during the survey answering session by existing. However, once you click submit, withdrawal is not possible. Also, the data will be collected anonymously so there will be no way to identify any participant.

What will happen in this research?

You are asked to see a brand messaging framing in a form of display advertisement then answer the survey question voluntarily. The collected data will be analysed to answer the research question of the related research. Statistical measures such as means, medians and standard deviation of questionnaire items will be used in the report, not individual responses.

What are the discomforts and risks?

Participants of this survey will remain anonymous throughout all states and there will be no personal identifying information collected such as names, address, and email. If you do not want to answer any of the questions, you are able to withdraw from the study at any time.

What are the benefits?

This research purpose is to explore more about the consumer reaction toward the brand messaging framing in a form of display advertisement base on their political ideology as they anthropomorphise the brand as a servant (vs. partner) expecting a certain group of consumers would appreciate a messaging framing and urge their purchase intention. The finding results will be a benefit to retailers, marketers, brands, and researchers. Additionally, this research will assist the researcher to achieve his Master of Business, Marketing at Auckland University of Technology as it is a requirement to obtain the mentioned degree.

<https://docs.google.com/forms/d/10oQtPO5SzL-68WYTm0T1HZy2B3il6EKlqEQpf8q-zl8/edit>

1/9

How will my privacy be protected?

The survey will not require your name or any data that will be anonymised. The data will not be linked back to any individual and it will be stored and destroyed safely. Additionally, the data collected will remain confidential and the information will be kept in a safe place. You will not be identified in the final or any stages of research and reporting. Therefore, the findings will be reported in aggregate.

What are the costs of participating in this research?

Participation is free of charge and completion time is expected to take about 15-20 minutes at a maximum.

What opportunity do I have to consider this invitation?

Taking part in this survey will be available for three weeks from the date of survey publication.

Will I receive feedback on the results of this research?

The results of this research will be published via the Amazon M-Turk platform in the form of a PDF file reporting the result.

What do I do if I have concerns about this research?

Any concerns regarding the nature of this project should be notified in the first instance to
 - The Project Supervisor, Dr Patrick van Esch, patrick.van.esch@aut.ac.nz +64 99219999 ext 7437.
 - The Primary Researcher, Xinnouvat Phichit, Auckland University of Technology, New Zealand.
 Email: nwc6348@autuni.ac.nz

Concerns regarding the conduct of the research should be notified to the Executive Secretary of AUTECH, ethics@aut.ac.nz . (+649) 921 9999 ext 6038.

Consent

- I understand that I should complete the survey only if I am 18 years old or over.
- I have been given information about the study "Anthropomorphised Messaging Framing and Political Ideology on Advertisement Evaluations and Purchase Intent."
- I have read the Participant Information Sheet on the first page and have had the opportunity to ask the researcher further questions I may have had.
- I understand that my participation in this research is voluntary and that I can withdraw from the study by simply clicking "exit" or close the survey questionnaire, once participants click "submit", the withdrawal will not be possible.
- I understand that the information from this study will be used as a part of a master's dissertation and may be published in journal articles or presented at conferences.
- I understand that my name and any personal information will not be identified in any analysis or publication of the result.
- If I have any concerns regarding the way the research is or has been conducted, I can contact the primary researcher Xinnouvat Phichit email nwc6348@autuni.ac.nz

1. By completing the survey, I am consenting to participate in the research study. *

Tick all that apply.

☐ Yes, I am consent to participate in the survey

Political
Ideology

This section requires you to answer questions regarding your political ideology

Please, carefully study the display advertisement and answer questions below:

5. I think of myself as a *

Mark only one oval.

	1	2	3	4	5	6	7	
A strong Democrat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	A strong Republican

6. Politically, I would describe myself as *

Mark only one oval.

	1	2	3	4	5	6	7	
Extremely liberal	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Extremely conservative

Discreet
Emotion

This section will be about discreet emotions toward message framing of the product.

Please, carefully study the display advertisement and answer questions below:

Display Advertisement Condition B



7. While viewing the advertisement, to what extent did you experience "Anger" emotions? *

Mark only one oval.

	1	2	3	4	5	6	7	
Not at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Extreme of amount

5. I think of myself as a *

Mark only one oval.

	1	2	3	4	5	6	7	
A strong Democrat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	A strong Republican

6. Politically, I would describe myself as *

Mark only one oval.

	1	2	3	4	5	6	7	
Extremely liberal	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Extremely conservative

Discreet
Emotion

This section will be about discreet emotions toward message framing of the product.

Please, carefully study the display advertisement and answer questions below:

Display Advertisement Condition B



7. While viewing the advertisement, to what extent did you experience "Anger" emotions? *

Mark only one oval.

	1	2	3	4	5	6	7	
Not at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Extreme of amount

8. While viewing the advertisement, to what extent did you experience "Disgust" emotions? *

Mark only one oval.

	1	2	3	4	5	6	7	
Not at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Extreme of amount

9. While viewing the advertisement, to what extent did you experience "Fear" emotions? *

Mark only one oval.

	1	2	3	4	5	6	7	
Not at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Extreme of amount

10. While viewing the advertisement, to what extent did you experience "Anxiety" emotions? *

Mark only one oval.

	1	2	3	4	5	6	7	
Not at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Extreme of amount

11. While viewing the advertisement, to what extent did you experience "Sadness" emotions? *

Mark only one oval.

	1	2	3	4	5	6	7	
Not at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Extreme of amount

12. While viewing the advertisement, to what extent did you experience "Happiness" emotions? *

Mark only one oval.

	1	2	3	4	5	6	7	
Not at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Extreme of amount

13. While viewing the advertisement, to what extent did you experience "Relaxation" emotions? *

Mark only one oval.

	1	2	3	4	5	6	7	
Not at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Extreme of amount

14. While viewing the advertisement, to what extent did you experience "Desire" emotions? *

Mark only one oval.

	1	2	3	4	5	6	7	
Not at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Extreme of amount

Willingness to
Purchase

This section will be the question regarding the willingness to purchase

Please, carefully study the display advertisement and answer questions below:

Display Advertisement Condition B



15. How Likely would you be to buy the product: *

Mark only one oval.

	1	2	3	4	5	6	7	
Very unlikely to buy this product	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very likely to buy this product

16. How Willingly would you be to buy the product: *

Mark only one oval.

	1	2	3	4	5	6	7	
Very unwillingly to buy this product	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very willingly to buy this product

17. How incline would you be to buy the product: *

Mark only one oval.

	1	2	3	4	5	6	7	
Very uninclined to buy this product	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very inclined to buy this product

Purchase Intention Company's Product

This section will be about the purchase intention toward the company's product

Please, carefully study the display advertisement and answer questions below:

Display Advertisement Condition B



18. I am likely to purchase the products from this company *

Mark only one oval.

	1	2	3	4	5	6	7	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

19. I would consider buying the product from this company if I need a product of this kind *

Mark only one oval.

	1	2	3	4	5	6	7	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

20. It's possible for me to buy the product from this company *

Mark only one oval.

	1	2	3	4	5	6	7	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

Participant's Demographic

This section will ask the basic information about you, yet your identity will remain anonymous

21. Gender *

Mark only one oval.

- ☐ Male
☐ Female
☐ Other
☐ Prefer not to say

22. Age *

Mark only one oval.

- ☐ 18-25
☐ 26-35
☐ 36-45
☐ 46-55
☐ Over 56

23. Highest Education *

Mark only one oval.

- ☐ High School
☐ Under Graduated
☐ Post Graduated
☐ Master
☐ Ph.D
☐ Other: _____

24. Employment Status *

Mark only one oval.

- ☐ Unemployed
☐ Part-time employed
☐ Full-time employed
☐ Self-employed
☐ Retired
☐ Other: _____

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Appendix 4. Survey Questionnaire Manipulation

Scales (inc. items) & Manipulations

Political Ideology (Kaikati et al., 2017; Northey et al., 2020)

1. Please indicate the political label with which you most identify? (*1 = Extremely liberal, 7 = Extremely conservative*).
2. I think of my
3. self as a ... (*1 = Strong Democrat, 7 = Strong Republican*).
4. Politically, I would describe myself as ... (*1 = Extremely liberal, 5 = Extremely conservative*).

Discrete Emotions (Harmon-Jones, Bastian, & Harmon-Jones, 2016)

While viewing the advertisement, to what extent did you experience these emotions?

1. Anger
2. Disgust
3. Fear
4. Anxiety
5. Sadness
6. Happiness
7. Relaxation
8. Desire (*1 = "Not at all" and 7 = "An extreme amount"*)

Willingness to Purchase (White, Lin, Dahl, & Ritchie, 2016).

How Likely would you be to buy the product:

- 1 = Very unlikely to buy this product and 7 = Very likely to buy this product
- 1 = Very unwilling to buy this product and 7 = Very willing to buy this product
- 1 = Very uninclined to buy this product and 7 = Very inclined to buy this product

Purchase Intention Company's Products (Chiu, Hsieh, & Kuo, 2012)

1. I am likely to purchase the products from this company
2. I would consider buying the product from this company if I need a product of this kind
3. It's possible for me to buy the product from this company (*1 = "Strongly disagree" and 7 = "Strongly agree"*)

Servant condition:



Partner condition:

