

The Effect of Autonomous Sensory Meridian Response (ASMR) Ads on Consumer Reactions

Prof. dr. Lieve Doucé (Hasselt University)

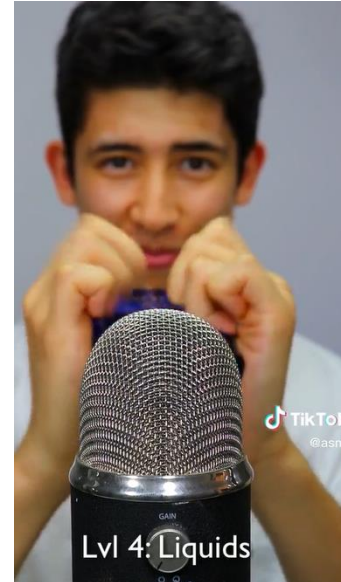
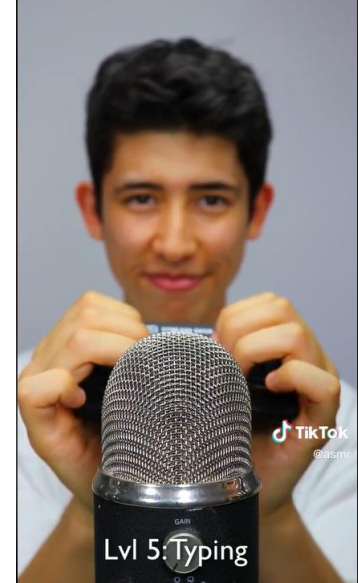


UHASSELT

KNOWLEDGE IN ACTION

Euregio Marketing Colloquium, May 12th 2023

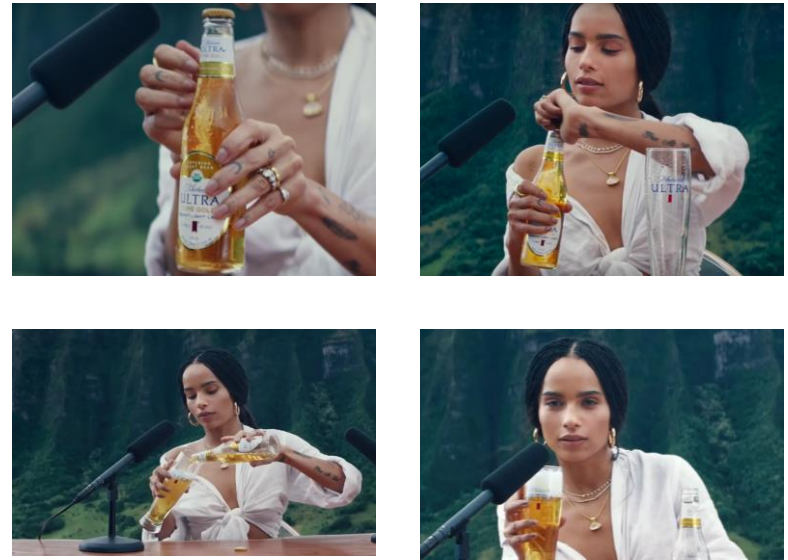
Rise of ASMR videos



ASMR advertisements



Smart water



Michelob Ultra

ASMR advertisements



Do ASMR ads outperform non-ASMR ads?

- ASMR ads (non-ASMR ads) improve recall via
 - tingle intensity,
 - Intensely experience tingling sensations
 - immersion,
 - Able to block distractions and be attentive
 - narrative transportation
 - Easily picture yourself in the ad and being mentally involved in the ad

(Sands et al., 2022)

- Other advertising formats?
- For every product category?

Research objective

- ASMR ads vs. non-ASMR ads

1. Consumer reactions:

- Mental imagery
 - Quantity
 - Affective tone
 - Vividness
- Attitude towards the ad
- Attitude towards the brand
- Purchase intention

H1: ASMR ads will enhance mental imagery (i.e., a higher amount, more positive, and more vivid mental images), ad attitude, brand attitude, and purchase intention compared to non-ASMR ads.

Research objective

- ASMR ads vs. non-ASMR ads

2. Moderating role of

- Type of sensory cues (cf. Study 1)

H2: For both audio-visual and auditory ads, ASMR ads will enhance mental imagery (i.e., a higher amount, more positive, and more vivid mental images), ad attitude, brand attitude, purchase intention compared to non-ASMR ads.

- Product category (cf. Study 2)

H3: ASMR ads (vs. non-ASMR ads) will enhance mental imagery (i.e., a higher amount, more positive, and more vivid mental images), ad attitude, brand attitude, purchase intention more for food than for fashion.

STUDY 1 – Research design

- 308 participants
 - $M_{\text{age}} = 26.23$ years; 108 male, 199 female, 1 non-binary
- 2 x 2 between-subjects design
 - ASMR
 - Non-ASMR ad vs. ASMR ad
 - Sensory cues
 - Audio-visual ad vs. Audio ad
- Online questionnaire
 - Consumer responses (mental imagery, attitude ad, attitude brand, purchase intention)
 - Control variables (thirst, mood, and prior ad exposure)

STUDY 1 - Results

Dependent variables	No ASMR (n = 155)	ASMR (n = 155)	P-value
Mental imagery			
• Quantity	4.46 (.12)	4.05 (.12)	.01
• Affective tone	5.21 (.11)	4.46 (.11)	< .001
• Vividness	4.52 (.09)	4.15 (.09)	< .01
Attitude toward the ad	4.96 (.13)	3.95 (.13)	< .001
Attitude toward the brand	4.53 (.15)	3.81 (.16)	.001
Purchase Intention	4.57 (.15)	4.08 (.16)	.03

The table displays the estimated marginal means. The standard error is presented in parentheses. The covariates were prior exposure to ad, thirst, and mood.

STUDY 2 – Research design

- 217 participants
 - Student sample
 - $M_{age} = 21,20$ years;
 - McDo: 65 male, 34 female
 - Coach: 118 female
- 2 x 2 between-subjects design
 - ASMR
 - Non-ASMR ad vs. ASMR ad
 - Product category
 - Food (McDonald's) vs. Fashion (Handbags of Coach)
- Online questionnaire
 - Consumer responses (mental imagery, attitude ad, attitude brand, purchase intention)
 - Control variables (prior ad exposure)

STUDY 2 - Results

Dependent variables	ASMR x Product Category Interaction	
	F(1, 212)	P-value
Mental imagery		
• Quantity	4.55	.03
• Affective tone	.01	.96
• Vividness	10.14	.01
Attitude toward the ad	9.65	.01
Attitude toward the brand	11.01	.01
Purchase Intention	4.81	.03

STUDY 2 - Results

Dependent variables	Food		Fashion	
	EMM (SE)		EMM (SE)	
	No ASMR ^a (N = 49)	ASMR ^b (N = 50)	No ASMR ^c (N = 64)	ASMR ^d Nn = 54)
Mental imagery				
• Quantity	4.20 (.20) b	4.75 (.20) a	3.60 (.17) d	4.97 (.19) c
• Affective tone	4.57 (.17)	4.94 (.17)	4.51 (.15) <i>d</i>	4.87 (.16) <i>c</i>
• Vividness	2.77 (.22)	3.01 (.22)	3.16 (.19) d	4.75 (.21) c
Attitude toward the ad	4.86 (.19)	4.98 (.19)	3.93 (.17) d	5.20 (.18) c
Attitude toward the brand	5.00 (.18)	4.65 (.18)	4.50 (.16) d	5.30 (.17) c
Purchase Intention	4.99 (.22)	4.96 (.22)	3.34 (.19) d	4.25 (.21) c

The table displays the estimated marginal means. The standard error is presented in parentheses. Exposure to ad was added as covariate. Superscripts indicate the significant difference at $p < .05$ (in italic when $p < .10$ and in bold when $p < .01$) with the mean of the respective column. Bonferroni corrections were made. Comparisons were made between the ASMR conditions in a specific product category condition.

Further steps to advance this research

Your feedback matters!



Thank you for your attention!

Questions/Suggestions?

lieve.douce@uhasselt.be



UHASSELT

KNOWLEDGE IN ACTION