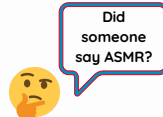


ASMR ads influence on customers' behaviors



MOTIVATION

People perceive messages differently, this challenges marketers in **creating effective content**.



PROBLEM

While ASMR may impact attitudes, not everyone prefers it. Prior research covered ASMR in psychology, leaving a **gap in branding implications**.

METHOD

- 2x2 experimental design
- Online Questionnaire
- 236 respondents

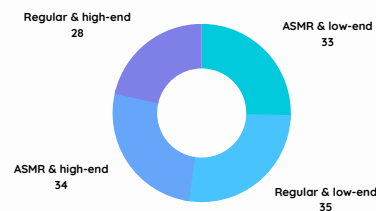
Hunger & mood controlled

Brand **positioning** is **not** as impactful as we thought.

ASMR marketing affects 6 out of 8 variables **positively**.

Regular & high-end ads got the **best** ad attitude.

RESULTS



CONCLUSION

- Explore ASMR advertising effects in **other industries**.
- Investigate **demographics** and **culture**; use **interviews** for deeper insights into ASMR ad perceptions.
- ASMR's **calming** nature can deepen customer-brand bonds if aligned with **brand image**.