

Does a parody attack ad influence the ad effect? a case of Taiwan.

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ABSTRACT

Any market competitors, anti-commercial organizations, or Internet users have the right to produce parody attack ads, which can indeed reduce consumers' positive attitudes toward the brand if the parody attack ad reveals a true brand defect. This research investigates how consumers' attitudes toward the ad, attitudes toward the brand, and purchase intentions are influenced by parody ads that use different presentation styles and that have different types of appeal. The 396 participants in this research were graduate and undergraduate students in Taiwan, and the results showed that they responded more positively toward parody than non-parody ads. Their attitudes toward the brand and purchase intentions were negatively influenced by parody attack ads. Overall, humorous parody ads cause possibly effective in Asia societies. Companies should pay close attention to parody attack ads, because parody attack ads communicate strongly with consumers.

Keyword : *Parody Ads, Presentation Styles, Advertising Appeals, Advertising Effects*

1. INTRODUCTION

Humor is an effective advertising method in Western countries. One question is whether it is also effective in Asian societies. People in the East are generally thought to lack a sense of humor. As Zhang and Neelankavil (1997) explain, Confucian ideals, which emphasize unity and mutual respect, are advocated in Eastern culture (Hoare and Butcher, 2008). Humor is regarded as individualism, and the exaggeration and satire in humor may endanger unity. Thus, some scholars believe that humor is not acceptable in Eastern societies. Laroche et al. (2011) hypothesized that there would be fewer humorous magazine ads in Asia than in the United States and Europe. Contrary to this hypothesis, they found that humorous ads are more widely adopted in Asia than Europe. This may be because Western culture and economy have changed Eastern societies (Zhang and Harwood, 2004). In far Eastern countries, especially China, markets became competitive as capital poured in, and advertising investments grew exponentially. In 2000, approximately 4 billion U.S. dollars were invested in China's advertising market. By 2009, the investment reached 36 billion U.S. dollars. Facing this fierce competition, advertisers began to resort to humor to attract more consumer attention and carve a niche to distinguish themselves from competitors (Laroche et al., 2011).

Traditionally, parody in advertising is one way to create funny advertising messages. The principal intention of parody in advertising is to play with humor to favor brand evaluation (positive attitudes), recall, and recognition (Jean, 2011). Some ads use parody to promote one

brand as better than the parodied brand (a take on a comparison ad). In other ads, parody is used to promote social welfare rather than a brand message. These types of ads serve very different purposes. Mocking the brand can be achieved by changing the characteristics (e.g., words, images) in the original ads. Parody attack ads are just one type of parody ad. Parody attack ads may come from competitors, anti-mainstream non-profit organizations like Adbuster Media Foundation in Canada, or individuals who are unhappy with certain brands. Any market competitors, anti-commercial organizations, or Internet users have the right to produce parody attack ads that may lower consumers' positive attitude toward the brand. Vanden Bergh et al. (2011) discovered that if parody ads contain positive messages and unveil a truth, more consumers will be willing to spread the information in the ads. This research adopted aspects of Jean (2011). The purpose of a parody attack ad is to unveil the truth about or defect in a brand, mock consumers for following a brand, and attack the reputation of a leading brand.

There are numerous studies on humorous ads, yet research on parody ads is limited. This limited area of research can be divided into two types. One investigates the appropriateness of attacking another brand in parody ads (Zinkhan and Johnson, 1994), while the other studies categorization of parody ads (Vanden Bergh et al., 2011). In this research, the focus will be on the extent to which people in Taiwan accept parody ads and the impact of these ads. The goal is to contribute to the overall study of parody ads. Numerous studies have investigated how humor is used in ads. However, studies on parody ads are relatively rare in Taiwan. Given the background and motive mentioned above, this research investigates how consumers' attitudes toward the ad, attitudes toward the brand, and purchase intentions are influenced by parody ads that use different presentation styles and that have different types of appeal. Do parody ads affect consumer attitudes and intentions in Taiwan?

2. EFFECTS OF ADVERTISING

Lavidge and Steiner (1961) categorized the effects of advertising into two types: communication and sales. Communication effects are measured as the extent to which ad messages are noticed, perceived, and accepted by consumers. Consumers need to understand and accept messages delivered by ads to form purchase intentions. Analyzing this process helps advertisers determine whether they have successfully communicated with consumers through ads. Sales effects reflect the extent to which ads stimulate purchase behavior. Factors such as economic conditions, number of overall ads, quality and price of the product, and purchasing channels interfere with the measurement of sales effects. Lavidge and Steiner (1961) noted that there is a hierarchy of effects influencing consumers' attitudes toward the ad and brand, and purchase intentions. This hierarchy of effects demonstrates that purchasing decisions involve multiple phases from the low level of awareness to the high level of actual purchasing. Therefore, research on measuring sales effects mostly uses purchase intentions as an indicator.

3. ATTITUDES TOWARD THE ADVERTISEMENT

Attitudes toward the advertisement are defined as viewers' beliefs, feelings, and impressions about the way an ad is displayed and designed. Evaluating attitude toward the ad is important because it influences overall advertising effects. Bauer et al. (1968) discovered that positive or negative feelings formed when consumers read or watch ads reflect their so-called attitude toward the ad. Kotler and Keller (2006) proposed that attitude toward the ad reflects whether one's response is consistently favorable or unfavorable, one's emotions, and one's intention to act. MacKenzie and Lutz (1989) defined attitude toward the ad as a consumer's consistent positive or negative identification with the ad. In other words, when consumers are exposed to an ad, they form cognitive and affective feelings.

According to Mitchell and Olson (1981), attitudes toward the ad influence consumers' beliefs about the ad, their attitudes toward the brand, and their purchase intentions. In this research, attitude toward the ad is defined as "one's consistently favorable or unfavorable response, emotion, and intention to act after being exposed to the ad." The questionnaire regarding attitude toward the ad used in this research is mainly related to level of preference. Generally, if consumers like an ad, they will have a positive attitude toward the ad.

4. ATTITUDES TOWARD THE BRAND

Attitudes toward the brand refer to consumers' impressions, evaluations, and feelings toward the brand advocated in the ad. Wilkie (1986) defined attitude toward the brand as consumers' overall evaluation of the brand. Kotler (1991) noted that a brand could be a name, term, sign, symbol, design, or a combination of these. The purpose of a brand is to help consumers differentiate products and services provided by different competitors. Kotler and Keller (2006) defined a brand as an object perceived through cognition. Consumers use their cognitive abilities to evaluate if one brand satisfies their current needs in a positive (i.e., rational simulation and social recognition) or negative (i.e., total dissatisfaction and regular consumption) manner.

When faced with various brands, consumers try to select the product they appreciate most. Their fixed positive and negative impressions and attitudes toward the brand play a crucial role in making purchasing decisions. According to Mitchell and Olsen (1981), whether consumers like the ad determines their attitudes toward the brand. Advertisers must understand consumers' opinions about the brand to determine what their purchasing decisions will be. After all, purchasing behavior and even brand loyalty may be further influenced (Arjun, 1999).

According to Neal (2000), attitude toward the brand is a deciding factor in purchasing decisions. Consumers' purchase intentions and purchasing behaviors are affected either directly or indirectly. This research investigates whether consumers will form negative attitudes toward the brand after being exposed to parody attack ads that highlight brand defects. When a brand's defects are unveiled and consumers like parody ads, they consequently develop negative attitudes toward the brand featured in the ad (Jean, 2011). Parody attack ads not only create positive attitudes toward the ad, but also negative attitudes toward the brand.

5. PARODY ATTACK ADS

"Parody ads" are one way of delivering interesting ad messages. Parody is defined as an imitation of the style of a particular writer, artist, or genre with deliberate exaggeration for comic effect. Such comic effect does not necessarily have to convey defect. A brand can be attacked by changing the characteristics of the original ad. For other ads, parody is intended to promote social welfare rather than promote a brand message. Zinkhan and Johnson (1994) pioneered research investigating parody ads. The success of parody ads is determined by the extent to which the original ads are recognized. If audiences are very familiar with the original ads, parody effects are more likely.

Parody attack ads are produced not only by competitors, but also by anti-commercial organizations such as Adbuster Media Foundation in Canada, or Internet users who are unhappy with certain brands. According to Jean (2011), consumers generally hold positive attitudes toward parody attack ads, regarding them as interesting ways to deliver messages. Any market competitors, anti-commercial organizations, or Internet users have the right to produce parody attack ads, which can indeed reduce consumers' positive attitudes toward the brand if the parody attack ad reveals a true brand defect. Vanden Bergh et al. (2011) found that if parody attack ads contain positive messages and unveil truths, more consumers will be willing to spread the ad message. Parody attack ads may be shared via the Internet, and the products introduced by non-profit organizations or Internet users are often supported and advocated. Consumers may share parody attack ads over the Internet or even buy products introduced by non-profit organizations or Internet users to show support. Thus, the following hypothesis is tested in this research:

H₁: Consumers' attitudes toward the ad change when they are exposed to a parody attack ad. Their attitudes will be more positive toward the parody attack ad than the original ad.

6. PRESENTATION OF PARODY ATTACK ADS

Marketing communications are both verbal and non-verbal. The print ads investigated in this research use mostly non-verbal communication (e.g., images). In the 1920s, images were widely adopted and text in ads became more concise. Consumers began to understand the

importance of images and learned to associate images with messages (Leiss, Kline, and Jhally, 1990). Consumers devote 70% of their attention to images in print ads, which is much higher than the percentage of attention devoted to text. Consumers remember images better than text (Rosbergen, Pieters, and Wedel, 1995). Moriarty (1991) noted that images will be more important than text in future print ads. Whether information about a product can be effectively delivered in ads depends on how the images are presented. We hypothesized that image intensity has different effects on parody ads, such that image-intensive parody attack ads will be more favorable to consumers than text-intensive parody attack ads. Thus, the following hypothesis was tested:

H₂: Consumers' attitudes toward the parody attack ad will depend on how it is presented. Consumers will have more positive attitudes towards image-intensive than text-intensive parody attack ads.

7. APPEAL OF PARODY ATTACK ADS

Rose (1993) and Hutcheon (2000) defined parody ads according to the following two dimensions: (1) humor and wit, and (2) depreciation and exaggeration. All parody ads contain humor and wit to attract attention, while the use of depreciation and exaggeration in parody ads depends on the purpose of the ad. The purpose of the ad could be, for example, to unveil the fact that the original brand succeeds by deceiving society, to reveal the brand's unethical acts such as damaging the environment and exploiting workers, or to mock consumers for blindly following the brand regardless of product performance (Jean, 2011).

Kotler (1991) defined advertising appeal as a clear expression of certain benefits, encouragements, or reasons why consumers should care about or buy the product. Kotler categorized ad messages into rational, emotional, and moral appeal. Rational appeal focuses on consumer benefits by emphasizing the product's quality, function, or characteristics. Emotional appeal triggers buying interest by arousing emotions such as happiness, fear, or humor. Moral appeal aims to evoke sympathy or a sense of justice on issues like environmental protection.

In parody attack ads, emotional appeal includes humor, rational appeal emphasizes the original brand's functional defects, and moral appeal is relevant to the brand's moral defects. We hypothesize that moral appeal has a greater influence on consumers than rational appeal. Ads are accessible in the mass media (Blackwell, Miniard, and Engel, 2001), and humor is a very common approach to drawing consumers' attention to ads (Weinberger et al., 1995). Parody is one form of humor. By imitating or changing characteristics of original ads, parody can be produced while unveiling the brand's defects and attacking its reputation.

How parody influences the effects of advertising is the focus of this research. The researched subject is print ads, which can include images or text. This research is based on Kotler's classification of ad appeal. Depending on whether the parody ads feature the original brand's functional or moral defects, the following hypotheses are tested:

H₃: Consumers' attitudes toward the original brand will differ based on the appeal of the parody attack ad. Consumers' attitudes will be more negative toward the brand with moral defects than the brand with functional defects.

H₄: Consumers' purchase intentions for the original brand will differ based on the appeal of the parody attack ad. Consumers' purchase intentions will be more negative for the brand with moral defects than the brand with functional defects.

8. RESEARCH MODEL

Humor has been widely adopted in current ads, and parody is a form of humor. This research aims to investigate how consumers' attitudes toward the ad, attitudes toward the brand, and purchase intentions are influenced by parody ads that are displayed differently and that differ in their appeal. In this research, following Jean (2011) and Vanden Bergh et al. (2011), whether consumers' emotions influence their attitudes toward the ad, attitudes toward the brand featured in the ad, and purchase intentions are analyzed. Figure 1 shows the research model.

9. EXPERIMENTAL DESIGN AND PROCEDURE

The participants were sampled from a University (Taiwan). During the ten-day experiment, participants were exposed to experimental ads. The participants were chosen randomly and divided into two groups. Fifteen participants were chosen to select ads for the experiment. Some of the parody ads used in this experiment came from the Internet, and some were made by the researchers. Each set consisted of three parody ads, which were then ranked by the strength of their advertising effects according to participants' opinions. In each group, participants made their rankings based on their willingness to deliver the ads. The ad ranked highest scored 3 points, the second highest scored 2 points, and the third highest scored 1 point. Ads with the top three highest scores were chosen for the formal experiment. The chosen ads featured McDonald's (40 points in the presentation group), UPS (37 points in the functional appeal group), and Apple (38 points in the moral appeal group).

The theory proposed by Rosbergen, Pieters, and Wedel (1995) was adopted to classify the presentation of parody ads. Consumers devote 70% of their attention to images, which is much more than they devote to text, and they can remember images better than text. Marketing communication generally consists of both verbal and non-verbal elements. The focus of this research is print ads, which can include either text or images. An ad containing only text is considered a text-intensive ad. An ad containing mostly images is an image-intensive ad. To take a parody ad featuring McDonald's as an example, an ad containing only the slogan "I'm fat" is a text-intensive ad. In contrast, an ad that shows the back of a boy who became fat because of McDonald's is an image-intensive ad. Figure 2 shows the McDonald's ads.

According to Kotler (1991), parody ads can have rational, emotional, or moral appeal. The purpose of parody attack ads is to highlight functional or moral defects. An ad that specifies a brand's drawbacks in terms of its products or services features functional defects. An ad that highlights pollution and labor exploitation during production features moral defects. For example, in a parody attack ad targeting UPS, consumers have to rely on FedEx rather than UPS to deliver goods. This ad highlights the brand's functional defects. In contrast, in a parody attack ad targeting Apple, the comparison between one emaciated child and the slimness of the iPad indicates that starving children are waiting for assistance while consumers are rushing for consumable electronic devices. This ad highlights moral defects. Figure 3 shows the different kinds of appeal.

10. MANIPULATION CHECK

To check the manipulations, the items on the questionnaire were developed in prior research and have adequate reliability and validity. Cronbach's α coefficient were all above 0.7 in this study. There were 25 participants in the preliminary experiment. Graduate students were divided into two groups: the ad presentation group ($N = 14$) and ad appeal group ($N = 11$). Each group completed two phases. First, participants were exposed to the original ad. Second, participants were exposed to parody ads that varied in presentation or appeal. In the ad presentation group, the image-intensive ad got the highest (5.52) while the original ad got the lowest (3.98) average ad rating on a 7-point Likert scale. A one-way ANOVA indicated that subjects' attitudes were significantly lower toward the original than the parody ad ($F(2,39) = 7.87, p < .001$).

In the ad appeal group, the ad featuring the brand's moral defects got the lowest (2.75) and the original ad got the highest (5.64) average brand rating. The ad featuring the brand's moral defects got a lower (2.36) purchase intention score than the original brand (5.52) on a 7-point Likert scale. A one-way ANOVA showed that after subjects were exposed to both the original and the parody ad, their attitude toward the brand ($F(2,30) = 31.725, p < .001$) and their purchase intention ($F(2,30) = 42.139, p < .001$) were significantly lower. Based on these analyses, we conclude that the manipulation used in this research was successful. Table 1 shows the results of the manipulation check.

11. RESULTS OF THE SAMPLE FRAME

The formal experiment procedures were the same as those used in the manipulation check. There were 423 participants, with 210 assigned to the ad presentation group and 213 assigned to the ad appeal group. There were 27 invalid questionnaires (14 from the ad presentation group and 13 from the ad appeal group), resulting in a total of 396 valid questionnaires (196 for the ad presentation group and 200 for the ad appeal group). Table 2 shows the participant demographics.

12. HYPOTHESIS TESTING AND DISCUSSION

The data from the ad presentation and ad appeal groups were analyzed separately. We did not consider any interaction effects between the two groups. Table 3 shows the results of the analyses. For the ad presentation group, we investigated whether consumers' attitude toward the ad were influenced by exposure to the original ad, text-intensive parody ad, and image-intensive parody ad. An ANOVA showed that there were significant differences in consumers' attitudes toward the ad between these three conditions ($F(2,585) = 219.381, p < .001$). Table 4 shows the results of post hoc tests. According to the post-hoc (Scheffé) tests, the average score was significantly higher for the text-intensive parody ad than the original ad. The average score was significantly higher for the image-intensive parody ad than the text-intensive parody ad. Overall, when it comes to consumers' attitudes toward the ad, the original ad got the lowest score (3.66), followed by the text-intensive ad (4.85), and the image-intensive ad got the highest score (5.55). Consumers had more positive attitudes toward the parody ad than the non-parody ad, supporting H_1 . Consumers had more positive attitudes toward the image-intensive parody ad than the text-intensive parody ad, supporting H_2 .

In the ad appeal group, whether consumers' attitudes toward the brand and their purchase intentions are differentially influenced by exposure to the original ad, the parody ad featuring functional defects, and the parody ad featuring moral defects was examined. The ANOVA revealed significant differences in consumers' attitudes toward the brand ($F(2,597) = 306.342, p < .001$) and purchase intentions ($F(2,597) = 278.711, p < .001$) between these three conditions. Table 5 shows the results of post hoc tests. According to the post-hoc (Scheffé) tests, the average score was significantly lower for parody ads featuring moral vs. functional defects. Consumers hold more negative attitudes toward the brand with moral defects than the brand with functional defects, supporting H_3 . The average score was significantly lower for the parody ad featuring moral than functional defects. Consumers have more negative purchase intentions toward the brand with moral defects than the brand with functional defects, supporting H_4 . The parody ad featuring moral defects got a lower average brand score (2.95) than the parody ad featuring functional defects (3.52). Likewise, the parody ad featuring moral defects got a lower average purchase intention score (2.80) than the parody ad featuring functional defects (3.56). Overall, attitudes toward the brand and purchase intentions were higher for the original than parody ads.

13. CONCLUSIONS AND MANAGERIAL IMPLICATIONS

The fact that consumers held positive attitudes toward parody ads is consistent with Vanden Bergh et al. (2011). The fact that consumers held more positive attitudes toward image-intensive than text-intensive ads is also consistent with Moriarty (1991). In other words, consumers favor parody ads containing humorous elements, and they prefer images over text because images can more directly deliver ad messages. In terms of attitudes toward the parodied brand, consumers held negative attitudes toward defective brands. They held more negative attitudes toward morally than functionally defective brands. In other words, parody ads can negatively influence consumers' attitudes toward the parodied brand, especially when it comes to moral defects. Consequently, consumers have lower purchase intentions for morally defective brands.

In terms of managerial implications, parody ad producers should use images to present ad messages. In print ads, images are more important than text (Moriarty 1991). Images can lead to more direct and stronger effects than text. Consumers can remember images better than words, and the purpose of an ad is to help viewers remember the ad message (Rosbergen,

Pieters, and Wedel 1995). Advertising is the medium for communicating with consumers. Advertising effects can be achieved by adopting images in parody ads.

Advertising can be used not only to market products and brands, but also to attack specific corporate images. The participants in this research were graduate and undergraduate students in Taiwan, and the results showed that they responded more positively toward parody than non-parody ads. Their attitudes toward the brand and purchase intentions were negatively influenced by parody attack ads. Therefore, companies may consider adopting parody in Taiwan to attack competitors because our results suggest that it is effective. Additionally, companies should pay close attention to parody attack ads, because parody attack ads communicate strongly with consumers.

Building a brand requires millions of dollars (Keller, 2008), yet creating a parody ad that reveals a brand's defects is relatively inexpensive. Because they can be disseminated via the Internet, parody ads may potentially damage a brand. Business suffers when consumers' attitudes toward the brand and their purchase intentions are negatively influenced. Parody attack ads have excellent communication ability based on their use of humor. It is very easy to attract consumers' attention. Therefore, paying attention to parody ads can help companies understand the defects of their own brand and product so that they can respond immediately.

In terms of ad appeal types, moral defects (e.g., environmental pollution during production) are more unacceptable to consumers than functional defects (e.g., ineffective products). Therefore, companies should keep social responsibility in mind by, for example, paying attention to environmental and health issues. Corporate image can indeed be protected by avoiding moral defects. Companies must respond quickly to parody attack advertising and implement solutions to avoid damage to their image.

14. LIMITATIONS AND FUTURE RESEARCH

Advertising effects can be influenced by many factors. For example, subjects' emotions could affect the results, as shown in past research (Batra, Rajeev, and Stayman, 1990). If subjects have already developed brand loyalty for the parodied brand, their attitudes toward the parody ad, attitudes toward the brand, and purchase intentions may also be affected. Virtual brands could be used in experiments to prevent subjects' pre-existing impressions of the brands from influencing the experimental outcomes. Additionally, using print rather than multi-media ads may lead to experimental errors. Indeed, advertising effects may be larger for ads that contain visual (i.e., videos) and audio (i.e., sounds) elements.

The experimental design is the post-test only repeated measure design in each experimental group. The testing effect might be a threat to internal validity. In this study, subjects were randomly assigned to different experimental conditions. The samples may not be representative. Future studies should examine demographic variables so that when a brand is parodied and consumers are negatively influenced, companies can understand which demographic segment the consumers belong to, and what response strategies will be most effective. Parody ads can be categorized according to how they are presented and what their appeal is, but there are ads that cannot be classified. Market segmentation has long been mainstream in marketing research. Future research should apply the idea of market segmentation to the study of parody ads.

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Figure 1. Research framework

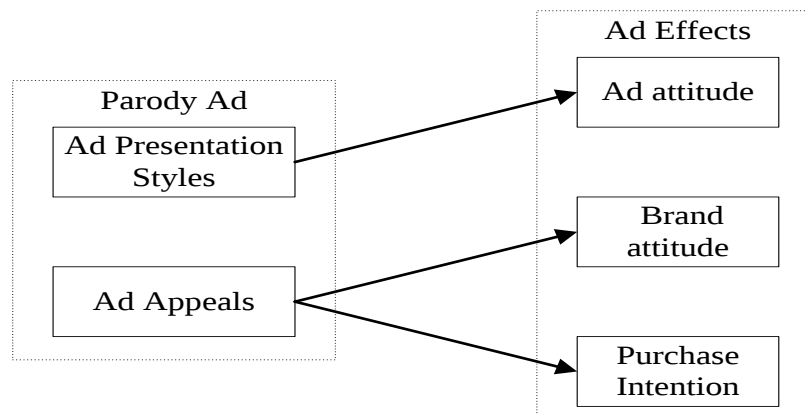


Figure 2. Text-Intensive vs. Image-Intensive





Source: Retrieved Oct 5, 2014, from <https://www.adbusters.org/content/theres-little-mcdonalds-everyone>

Figure 3. Functional Defects vs. Moral Defects



Source: Retrieved Oct 5, 2014, from
<http://cybernetnews.com/helpful-tip-track-ups-and-fedex-packages-via-email/>



Source: Retrieved Oct 5, 2014, from <https://www.adbusters.org/content/thinner-ever>

Table 1. Result of Manipulation Check

		Std	Std error			
Source		Mean	deviation	mean	df	F
Ad Presentations						
	Original ads	3.98	1.01	0.27		
Ad Attitude	Text-intensive	5.07	1.02	0.27	2	7.87***
	Image-intensive	5.52	1.13	0.30		
Ad Appeals						
	Original ads	5.64	0.94	0.28		
Brand Attitude	Functional appeals	3.27	1.02	0.31	2	31.73***
	Moral appeals	2.75	0.73	0.22		
	Original ads	5.52	1.77	0.23		
Purchase Intention	Functional appeals	3.33	1.05	0.32	2	42.14***
	Moral appeals	2.36	0.59	0.18		

*p < .05. **p < .01. ***p < .001.

Table 2. *Participant Demographics*

Group	Ad Presentations		Ad Appeals	
Gender	Count	Proportion	Count	Proportion
Male	117	59.7%	120	60%
Female	79	40.3%	80	40%
Age				
20 to 29	196	100%	200	100%
Education				
Undergraduates	49	25%	47	23.5%
Graduate Students	147	75%	153	76.5%
Income (\$1US ÷ \$30NT)				
Under NT\$7,000	80	40.8%	82	41%
NT\$7,000 to NT\$15,000	92	46.9%	91	45.5%
NT\$15,000 to NT\$20,000	4	2%	9	4.5%
Above NT\$20,000	4	10.2%	18	9%

Table 3. *Results of Analysis*

		Std		Std error		
Source		Mean	deviation	mean	df	F
Ad Presentations						
	Original ads	3.66	0.88	0.06		
Ad Attitude	Text-intensive	4.85	0.89	0.06	2	219.38***
	Image-intensive	5.55	0.93	0.07		
Ad Appeals						
	Original ads	5.25	1.01	0.07		
Brand Attitude	Functional appeals	3.52	0.97	0.07	2	306.34***
	Moral appeals	2.95	0.93	0.07		
	Original ads	5.03	10.7	0.08		
Purchase Intention	Functional appeals	3.56	0.93	0.07	2	278.71***
	Moral appeals	2.80	0.87	0.06		

*p < .05. **p < .01. ***p < .001.

Table 4. Group of ad presentations

DV: Attitude toward the ad		Mean Difference	Std.	95% Confidence Interval	
Group		(I-J)	Error	Lower Bound	Upper Bound
Original ad	Text-intensive	-1.198***	0.091	-1.422	-0.974
	Image-intensive	-1.889***	0.091	-2.113	-1.665
Text-intensive	Original ad	1.198***	0.091	0.974	1.422
	Image-intensive	-0.691***	0.091	-0.915	-0.467
Image-intensive	Original ad	1.889***	0.091	1.665	2.113
	Text-intensive	0.691***	0.091	0.167	0.915

*p < .05. **p < .01. ***p < .001.

Table 5. Group of ad appeals

Group		Mean Difference	Std.	Lower	Upper
DV: Attitude toward the Brand		(I-J)	Error	Bound	Bound
Original ad	Functional defects	1.733***	0.0969	1.495	0.970
	Moral defects	2.301***	0.0969	20.64	2.539
Functional defects	Original ad	-1.733***	0.0969	-1.970	-1.495
	Moral defects	0.569***	0.0969	0.331	0.806
Moral defects	Original ad	-2.301***	0.0969	-2.539	-2.064
	Functional defects	-0.569**	0.0969	-0.806	-0.331
DV: Purchase intention					
Original ad	Functional defects	1.477***	0.09634	1.240	1.713
	Moral defects	2.237***	0.09634	2.000	2.473
Functional defects	Original ad	-1.477***	0.09634	-1.713	-1.240
	Moral defects	0.760***	0.09634	0.524	0.996
Moral defects	Original ad	-2.237***	0.09634	-2.473	-2.000
	Functional defects	-0.760***	0.09634	-0.996	-0.524

*p < .05. **p < .01. ***p < .001.

95% Confidence Interval