



When Vivid Presentations Backfire: Evaluating the Combined Effects of Dynamic Presentations and Physical Distance on Consumers' Intentions from An Attentional Resources Perspective

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論文内容の要約

When Vivid Presentations Backfire: Evaluating the Combined Effects of Dynamic Presentations and Physical Distance on Consumers' Intentions from An Attentional Resources Perspective

(情報のビビッド表示形式の逆効果:注意資源の視点から見る動的表示形式と物理的距離との組み合わせが消費者の意図に及ぼす影響)

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Dynamic presented information is widely used in mass communication. It is believed that dynamic formats of information are more vivid to attract consumers' attentions and they could persuade consumers to form a positive attitude to the products that the information described. However, the results of such vivid information in prior research were vague. Both positive and negative effects of dynamic information are argued in prior research. It is very important for both practical and managerial fields to clarify the direction of the impact of it. The existed literatures suggested proximal information is more persuasiveness than a distal one. However, when it comes to the effects of dynamic information, there is little consideration of physical distance. Therefore, we supposed the vague effects of such vivid information are caused by the physical distance between consumers and information. The physical distance may influence the attentional resource which used in information comprehension. Based on the theory of vividness effects, perceptual load theory of attentional resources, by employing the physical distance we demonstrated the direction of vividly dynamic presentations.

Three experiments examined the hypothesis in this research. Study 1 demonstrated the effect of the vivid format of verbal information. Study 2 clarified the influence of attentional resources in the processing of dynamic presented of verbal information. Study 3 examined the effect of the vivid format of verbal information. Our findings on the effectiveness of dynamic presentations and physical distance are mixed. Specially, we suggested that for verbal information, dynamic presented information positively affects consumers' intentions when consumers are distal with the information. Reversely, when consumers get close to the information, the effects of dynamic information backfired. For visual information, dynamic presented information positively affects consumers' intentions when they are proximal to the information, while dynamic information backfires in the distal condition. Attentional resource plays a role in the influences.

We make it clear that the impacts of vividly presented information is not linear, and it became the inversed U-shape by the increase of the vivid factor. Moreover, we suggest some guidelines for marketers when they employ dynamic presentations into mass communication messages in different places, taking the physical distance into account of different type of information.