

HOW ADVERTISING WORKS: THE ROLE OF MOTIVATION

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ABSTRACT

Despite the fact that several authors have tried to pin down and explain the effects that advertising exerts on the consumer, there is still the impression that the various levels of consumer's response have never been examined simultaneously. The tested model is based on the assumption that advertising communication has a series of mental effects on the consumer, which precede the behavioral response. Advertising is represented as a stimulus for the consumer. The emotional and cognitive responses are described as the greatest intermediaries of the purchase behavior. The will to purchase and to use the product represents the consequence, the conative-behavioral response to the advertising stimulus. But behavior acts as a feedback for experience, which represents thus the third intermediate effect of an advert. Finally, individual responses to an advert cannot but be mediated by factors such as motivation or the capacity to process information and, above all, by the importance of advertising in the choice processes. Those mediating factors can alter, more or less radically, consumer responses and can hence be considered "filters" with regard to the initial input.

Keywords: *advertising, structural equation models, motivation, recall, attractiveness, consumption habits*