

WHEN A MISMATCH IS REALLY A MATCH?: THE EFFECT OF INCONGRUITY ON ADVERTISING EFFECTIVENESS

M. Berk Talay, University of Massachusetts Lowell, Lowell, Massachusetts, USA
Eunsang Yoon, University of Massachusetts Lowell, Lowell, Massachusetts, USA

[dx.doi.org/10.18374/JIFE-13-1.12](https://doi.org/10.18374/JIFE-13-1.12)

ABSTRACT

The advertising literature mostly examines the effects of specific ad elements, (e.g., humor or the use of a celebrity presenter) but surprisingly shows relatively less interest in the advertising effectiveness and ad processing from consumers' cognitive structure of brands, products and ads. Hence, the studies on consumer expectations as a way of relating advertising effectiveness to consumer perceptions of products are rather scarce. Based on Foote Cone & Belding (FCB), and the Rossiter-Percy (RP) models, this study provides more insights into the effects of ads that are incongruent with consumer expectations of advertising.

Keywords: *Advertising Effectiveness; Incongruity with Consumer Expectations; Cognitive Models*