EFFECT OF INVOLVEMENT ON MESSAGE SIDEDNESS

By

DONGJIN LIM

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To my parents, Eui-Sin Lim and Jung-Sook Shin.
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EFFECT OF INVOLVEMENT ON MESSAGE SIDEDNESS

By

Dongjin Lim

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Chair: Michael Weigold
Major Department: Advertising

Both message sidedness (one vs. two-sided message) and involvement have a long history in social psychology. While a vast amount of research exists on message sidedness and involvement, no known research has studied the effect of involvement on message sidedness. This study examined the moderating effect of involvement on message sidedness.

Participants were split up into six groups: 2 (involvement: high or low) x 3 (message sidedness: one-sided or two-sided unrelated or two-sided related). A total of 217 students participated.

The researcher predicted that under a high involvement situation only, 1) two-sided (vs. one-sided) advertisements lead to more favorable attitudes, 2) the logical relation between negative and positive product attributes mentioned in the two-sided ad (pricy, high quality food) facilitates favorable inferences about the positive attribute, and 3) two-sided (vs. one-sided) advertisements increase source credibility.
However, results did not support these predictions, perhaps because of the study limitations. Future research might yield more conclusive results.
CHAPTER 1
INTRODUCTION

For a number of years, advertisers have been defying conventional wisdom by relaxing the prohibition against saying anything “negative” about the advertised brand. Classic examples include Avis Rent A Car “admitting” to being “Number Two” and Volkswagen with a headline stating the car was a “Lemon” while the copy said there was a scratch on the glove compartment chrome strip.

From the perspective of advertising, a one-sided message is defined as “a message which presents only claims that are supportive of the product or brand” (Kamins & Assael, 1987). A two-sided message is defined as “a message which, in addition to presenting positive claims on important attributes, downgrades or limits product or brand performance claims on attributes of minor significance to the consumer so as to establish credibility without deterring purchase” (Kamins & Assael, 1987). Message sidedness refers to whether a message contains a one-sided or a two-sided appeal.

W. K. Buckley Limited has become one of the leading brands of cough syrup in Canada by using a blunt two-sided slogan, “Buckley’s Mixture. It tastes awful. And it works” (Belch & Belch, 2004). Ads for the brand poke fun at the cough syrup’s terrible taste but also suggest that the taste is a reason why the product is effective. Buckley’s Mixture possessed two strong characteristics: bad taste and tremendous efficacy. Using these two points of difference, Buckley’s produced an award-winning advertising campaign that made Buckley’s Mixture and Frank Buckley household names in Canada (Buckleys, 2005). Even though Buckley’s Mixture achieved a big success with its two-
sided advertising, this is very rare. Traditionally, advertisements present only the positive arguments associated with the product, even though many researchers believe that the two-sided message can be more effective in persuading audiences and increasing sponsors' credibility.

Two-sided messages may ultimately increase aspects of advertising effectiveness. One- versus two-sided messages have been studied for some time in communication, but research has not been developed extensively across a variety of advertising contexts, products or tactical considerations.

With the message sidedness, the term “involvement” had been an important concept in studying advertising effectiveness (Petty & Cacioppo, 1986). Involvement has been defined as personal relevance (Petty & Cacioppo, 1981). Although there are many specific definitions of involvement within both social and consumer psychology, there is considerable agreement that high involvement messages have greater personal relevance and consequences or elicit more personal connections than low involvement messages (Engel & Blackwell, 1982; Krugman, 1965; Petty & Cacioppo, 1979).

This study investigates the involvement influence on message sidedness. In the advertising and marketing research area, level of involvement is very important in the sense that marketers and advertisers need some baselines to segment markets according to consumers’ product involvement. Unfortunately, relatively little scholarship has examined message sidedness and level of involvement. The purpose of this study is to determine the possible role of involvement on message sidedness.
CHAPTER 2
LITERATURE REVIEW

As applied to advertising, a two-sided message involves those instances when a communicator claims that the advertised product performs well on attributes which are important determinants of product (Kamins et al., 1989). Product performance on less-important characteristics might be disclaimed and/or limited in scope (Kamins et al., 1989). Alternatively, a one-sided message only presents positive aspects of the product. Message sidedness refers to whether a message contains a one-sided or a two-sided appeal.

Generally, the two-sided communications are not among the most frequently employed message strategies in advertising (Crowley & Hoyer, 1994). Advertising practitioners are concerned about the negative effects of acknowledging a weakness in their brand or do not want to say anything positive about their competitors.

On the other hand, in the field of personal selling, the "two-sided" argument is often regarded an effective sales approach (Faison, 1961). That is, the salesperson tends to use the two-sided approach presenting both the positive and negative attributes of a product. With every negative argument, the salesperson follows with a counterargument or an offsetting positive argument.

Previous Research on Message Sidedness

The study of message sidedness has a long history in social psychology. The first investigations of one versus two sided messages go back to the work of Carl Hovland. Hovland, Lumsdaine, and Sheffield (1949) reported that presenting the arguments on
both sides (arguments + refutation of arguments) of an issue is more effective in changing opinion than giving only the arguments supporting the point of view being offered when individuals are initially opposed to the point of view being presented. Also they argued that more highly educated men were more favorably affected by presentation of both sides of an argument. In the Hovland et al. experiment, effects of the communication were measured only in terms of immediate changes in opinion; they did not compare the effects of one-sided versus two-sided communications in terms of resistance to the effect of subsequently presented counterarguments. Lumsdaine and Janis (1953) compared the effectiveness of the two forms of presentation after part of the audience had been exposed to a second counterargument (counterpropaganda). They found two-sided presentations are more effective in the long run than a one-sided argument when the audience is exposed to subsequent counterpropaganda.

Faison (1961) found that the effectiveness of two-sided advertising communication depends on the intelligence level of the audience and two-sided arguments are effective in influencing attitudes for audience members who are initially opposed to the point of view being presented.

Another study (Tannenbaum, 1967) has shown that individuals who receive a refutational defense prior to an attack message maintain a higher belief level than those who receive only a supportive defense before the attacking arguments.

Etgar and Goodwin (1982) evaluated the effectiveness of one-sided versus two-sided comparative advertising appeals, in terms of impact on initial attitudes toward new-brand introductions where prior beliefs do not exist yet. Their primary research hypothesis was that "a two-sided comparative appeal (incorporating both positive
arguments and negative arguments) should generate significantly greater initial attitudes toward a sponsor's new brand than a one-sided comparative appeal (incorporating positive arguments only)”(p. 460). Etgar and Goodwin (1982) examined these two types of comparative appeals with two commonly purchased products: beer (fixed at socially utilitarian product) and cold remedy (functionally utilitarian product) using print advertisements. They found that for attitudes toward the sponsoring brand, the two sided comparison appeal received higher attitude (favoring the sponsor's brand) than the one-sided comparison appeal. For attitude toward the advertisement, the ads for the functionally utilitarian product (cold remedy) received higher attitudes than did the socially utilitarian product (beer). Consequently, as hypothesized, it showed that using the two-sided comparative appeal is more effective than using the one-sided comparison appeal in advertising a new-brand.

Kamins, Brand, Hoeke, and Moe (1989) studied sided message effectiveness in the context of celebrity endorsements. They examined celebrity endorsements that utilize a two-sided format in which the celebrity spokesperson makes both positive and negative statements regarding the advertised product. Their results show that "when compared to a traditional one-sided celebrity endorsement, the two-sided communication elicited significantly higher advertising credibility and effectiveness ratings, higher evaluation of the sponsor in terms of perceived overall quality of service, as well as a significantly great intention to use advertised service" (p. 4). These findings are encouraging that the use of a celebrity appeal with two-sided messages might be an effective advertising strategy.
Some findings about the effectiveness of such two-sided ads have been inconclusive. Pechmann (1992) indicated that in earlier studies critical moderators have been ignored. He found that two-sided advertising was more effective than one-sided only when negatively correlated attributes (e.g., price and quality, and number of calories and number of container sizes) were featured. For example, an ice cream’s number of calories (negative attribute) may be seen as positively related to its rich and creamy taste (positive attribute). Accordingly, when these two attributes were both mentioned in an ad, recipients evaluated the target ice cream more favorably compared to conditions in which either no negative attribute or an unrelated negative attribute (small selection of container sizes) was mentioned (Pechmann, 1992). Pechmann concluded that "the brand's unfavorable positioning on the negatively correlated secondary attribute (i.e. "correlation inferences"), as well as the advertiser's honesty (i.e., "correspondent inferences") jointly enhanced judgments of the brand on the primary attribute and thus overall brand evaluations" (p. 450).

Crowly and Hoyer (1994) developed a framework that encompasses past two-sided persuasion research. One of their propositions is, “Two sided messages are more effective than one-sided messages in changing negative attitudes and in creating favorable new attitudes” (p. 566). With several propositions on two-sided message effectiveness, they confessed that their knowledge regarding low involvement processing of two-sided messages is limited so they suggested that more research on that should be conducted for the future.

Igou and Bless (2003) investigated recipients’ expectations about the order in which arguments are presented. In two-sided communications (pro arguments, con
arguments), recipients expected communicators to present their supportive arguments at the end of the message. On the other hand, in one-sided communications (strong arguments, weak arguments), recipients expected the strong arguments at the beginning of the communication. These findings suggest that the individual holds expectations about the order in which communicators present their arguments. Most importantly, these expectations differ as a function of whether the communicator presents a one- or a two-sided communication.

**Applicable Theories on Message Sidedness Effect**

A two-sided appeal contains some pros and cons of the advertised brand, with the negative information included voluntarily. In attempting to understand two-sided advertising effects, researchers have applied various theories to their research.

**Attribution Theory**

Attribution theory (Jones & Davis, 1965; Kelley, 1973) is about how people make causal explanations. It describes the process an individual goes through in assigning causes to events (Crowley & Hoyer, 1994). Attribution theory has guided some two-sided advertising studies. The finding that two-sided advertising enhances source credibility is the effect that has received the most consistent empirical support in several studies using a variety of products and methodologies (Golden & Alpert, 1987; Kamins et al., 1989; Settle & Golden, 1974). Even in cases in which significant increases in credibility for two-sided treatments have not been found (Stayman et al., 1987), in no instance has a significant decrease in credibility occurred.

As a part of attribution theory, the Discounting Hypothesis argues that a source who fails to meet an expectation or exceeds an expectation produces reevaluation by an audience (Allen, 1991). The omission of an opposing position may lead the audience to
“discount” the opinion of the communicator. Thus, the Discounting Hypothesis recommends using a two-sided message.

The underlying assumption of the Discounting Hypothesis is that persuasion is based on a reaction to the content being presented. The key to the effectiveness of a two-sided message is the refutational properties of the message. Allen (1991) found that a two-sided refutational message was the most persuasive followed by a one-sided message. The least persuasive message was a two-sided nonrefutational message. A two-sided refutational message mentioned the counterarguments to the advocated position and then refuted them. A two-sided nonrefutational message merely mentioned the counterarguments without refuting them.

While attribution theory provides a plausible explanation for the credibility enhancement engendered by two-sided advertising, this theory provides very limited illumination of many other aspects of two-sided advertising effectiveness such as Attitude toward the Ad and Attitude toward the Brand effects (Crowley & Hoyer, 1994).

**Inoculation Theory**

The Inoculation Theory deals with making attitudes resistant to change, usually by giving audience members small doses of opposing arguments (McGuire & Papageorgis, 1961). This theory, developed by McGuire and Papageorgis, gets its namesake from the analogy of inoculating a patient with a weakened form of the disease in order to build up immunity (Severin & Tankard, 2001). In essence, applications of inoculation theory involve strengthening cognitions by including mild attacking arguments and then countering or refuting these negative arguments within the same communication. Inoculation Theory is related to message sidedness because inoculation can be looked at as a form of a two-sided appeal. Inoculation Theory generally deals with
the use of negative statements that attack well-defined prior beliefs concerning an attitude-object or issue.

In the context of messaging, this theory involves the speaker pointing out counterarguments and then refuting them. Thus, the receiver “obtains some ‘practice’ in refuting counterclaims” (Crowley & Hoyer, 1994). The Inoculation Theory is based on the idea that a two-sided refutational message is the most effective because it inhibits counterarguments (Allen, 1991).

**Optimal Arousal Theory (OAT)**

The Optimal Arousal Theory (OAT) is based on the idea that “stimuli that are moderately novel, surprising, or complex will be preferred over stimuli that offer too much or too little novelty” (Crowley & Hoyer, 1994). Extending this theory into message sidedness suggests that a two-sided message will have a positive affect because it is “pleasingly novel.” Conversely, one-sided messages may appear commonplace because that is what is to be expected. The key to success in this theory is the amount of negative information presented in the two-sided message. Large amounts of negative information will cancel out the positive effects of novelty (Crowley & Hoyer, 1994).

**Elaboration Likelihood Model**

The Elaboration Likelihood Model (ELM) proposed there exists two basic routes to persuasion. One is called the central route, and the other is called the peripheral route (Petty & Cacioppo, 1986). The central route is involved when the receiver actively processes the information and is persuaded by the rationality of the arguments (Severin & Tankard, 2001). An understanding of two-sided messages can contribute to our knowledge of central route processing, where argument quality is of paramount importance (Crowley & Hoyer, 1994). The peripheral route is involved when the receiver
does not expend the cognitive energy to evaluate the arguments and process the information in the message and is guided more by peripheral cues such as attractive sources, music, humor and visuals (Severin & Tankard, 2001).

The ELM states that a permanent attitude change is the result of an audience’s cognitive elaborations after receiving a message (Allen, 1991). Inherently, message sidedness is not directly linked to the ELM. However, message sidedness is connected to the ELM when, “motivation and ability to think about the issue will determine the route to persuasion” (Allen, 1991).

Petty and Cacioppo (1986) provide an example that illustrates message sidedness and the ELM. A message advocating a hostile position would likely increase an audience’s desire to process and scrutinize that message. Given this situation, a two-sided message would be more persuasive and thus more effective because “The content appears well-informed and admits that the reason for the audience hostility is rational but not acceptable because a superior set of reasoning exists” (Allen, 1991). Conversely, a one-sided message would be more persuasive for a favorable audience because it only presents arguments supporting the position. Thus, in this example, the factors relating to motivation for processing information and the audience favorableness toward the topic, will determine the effectiveness of message sidedness (Allen, 1991).

**Involvement**

In the advertising research area, involvement has a long history. Krugman (1965), first drew the involvement issue to the forefront of advertising research. Applying learning theory, Krugman (1965) found that people remembered better those ads which were presented first and last. He also operationalised the involvement as the number of “bridging experiences,” (p. 355) namely connections or personal references per minute
that the viewer made between his/her own life and the advertisement. Since Krugman’s seminal argument about television advertising, the construct of involvement has emerged as an important factor in studying advertising effectiveness. In the study of Petty and Cacioppo (1981), involvement refers to personal relevance to the message and product. On the other hand, Park & Mittal (1985) defined involvement as ‘arousal, interest, or drive evoked by a specific stimulus’, or ‘goal-directed arousal capacity’. Cohen (1983) defined it as ‘a person’s activation level’.

The variables proposed as the antecedents of involvement may be divided into three categories. The first relates to the characteristics of the person, the second relates to the physical characteristics of the stimulus. Thus involvement will be different according to the types of media or content of the communication. The third category relates to the situation. For example, the person’s involvement will be different if he or she watches the advertising when planning to buy that product. These three categories are usually used for ascertaining involvement. Among these proposed antecedents, the second and third categories were based on the assumptions that involvement is activated by external stimulus (Taylor & Joseph, 1984).

Although involvement has been recognized as an interaction between individual and external stimuli, product involvement has been defined as “salience of relevance of a product rather than an individual’s interest in a product” (Salmon, 1986, p. 244). Some researchers divided product involvement into two distinct types. The first type is situational involvement, which reflects product involvement that occurs only in specific situations. The second type is enduring involvement, which represents an ongoing concern with a product that transcends situational influences (Houston & Rothschild,
All these constructs are focused mainly on the external stimulus rather than on an individual’s general interest in a product.

‘Product involvement’ is often used interchangeably with ‘perceived product involvement’ in the marketing literature (Kapferer & Laurent, 1985). The meaning and definition of ‘product involvement’ differs across researchers. For example, Cushing and Douglas-Tate (1985) defined ‘product involvement’ as ‘how the product fits into that person’s life’ (p. 243). To them, product involvement is a sort of degree of importance to a person. To Zaichkowsky (1985), product involvement is referred to as the relevance that individuals perceive in the product’s values according to their own interests and needs. Similarly, Tyebjee (1979) describes product involvement as strength of belief about the product class, but Mitchell (1979) characterizes involvement in the product class as the relevance or salience of a product class to receivers.

According to ELM (Petty & Cacioppo, 1986), a person’s processing of information differs by his or her level of involvement. When consumers have high MAO (Motivation, Ability and Opportunity) to process communication, they are willing or able to exert a lot of cognitive processing effort, which is called high-elaboration likelihood. On the contrary, when MAO is low, consumers are neither willing nor able to exert a lot of effort. However, a person’s elaboration likelihood is also influenced by situational variables such as product type. That is, a high-involvement product situation would enhance a person’s motivation for issue-relevant thinking and increase a person’s “elaboration likelihood”, so the central route to persuasion will probably be induced. A low-involvement product situation would probably create low consumer motivation to process information, which leads to greater possibility of a peripheral route to persuasion.
Attitude

An attitude is an overall evaluation that expresses how much we like or dislike an object, issue, person, or action (Petty & Cacioppo, 1986). Our attitudes also reflect our overall evaluation of something based on the set of associations linked to it. This is why we have attitude towards brands, product categories, ads, people, types of stores, activities, and so forth (Hoyer & Maclnnis, 2004).

Attitude also has been defined as a combining belief, affect, and behavior intervening between stimulus and response. Allport (1935) considered it as one of the most unique and essential concepts in modern social psychology. Conceptually, an attitude is “a psychological tendency that is expressed by evaluating a particular entity with some degree of favor or disfavor” (Eagly & Chaiken, 1993). Eagly and Chaiken (1993) defined psychological tendency as a state that is internal to the person and evaluating as all classes of evaluative responding, whether overt or covert, cognitive, affective, or behavioral.

Mitchell and Olson (1981) defined attitude as “an individual’s internal evaluation of an object such as a branded product”. According to Fishbein and Ajzen (1975), attitude is “a function of his/her salient beliefs at a given point in time”. Beliefs are the subjective associations between any two differentiable concepts and salient beliefs are those activated from memory and considered by the person in a given situation (Fishbein & Ajzen, 1975).

Research shows that the correlation between attitudes and actions can be strong under certain conditions (Fazio & Zanna, 1981). Attitudes play a key role in predicting purchase behavior for particular brands. For this reason, much study has concentrated on the cognitive and affective determinants of attitudes in hopes of predicting the conative
factor. The affective link has become the main player in today’s marketplace (Batra, Myers, & Aaker, 1996). Lindenmann (2002) asserted that attitude research measures not only what people say about something, but also what they know and think (their mental or cognitive predispositions), what they feel (their emotions), and how they are inclined to act (their motivational or drive tendencies).

Brand attitudes are considered important phenomena in consumer behavior, marketing, and advertising (Mitchell & Olson, 1981; Gardner, 1985). Brand attitudes are defined in terms of consumers’ overall evaluations of a brand (Wilkie, 1990). Ajzen and Fishbein (1980) defined attitude toward the brand as a predisposition to respond in a consistently favorable or unfavorable manner to a particular brand. Mitchell and Olson (1981) defined attitude toward the brand as the consumers’ overall evaluation of good or bad. Such evaluations are important to researchers because they often are the basis for consumer behaviors, such as brand choice.

Attitude toward the ad (Aad), attitude toward the brand (Ab), and purchase intention (PI) represent the main outcome variables in many studies in advertising effectiveness (Heath & Gaeth, 1994; MacKenzie & Lutz, 1989).

While several studies on message sidedness show that two-sided messages are more effective than one-sided messages in creating favorable new attitudes, no empirical research has looked at the moderating role of involvement on relationship between message sidedness and attitudes.

Source Credibility

The concept of credibility has been of interest to scholars and practitioners in marketing and advertising (Goldsmith et al., 2000).

Credibility is the extent to which the recipient sees the source as having relevant
knowledge, skill, or experience and trusts the source to give unbiased, objective information (Belch & Belch, 2004). There are two important dimensions to credibility: expertise and trustworthiness (Belch & Belch, 2004). Expertise is derived from knowledge of the subject, and trustworthiness refers to the honesty and believability of the source (McGinnies & Word, 1980).

One of the most reliable effects found in communications research is that expert and/or trustworthy sources are more persuasive than sources who are less expert or trustworthy (McGuire, 1969).

The finding that two-sided messages increases source credibility has been supported by several studies (Golden & Alpert, 1987; Kamins et al., 1989; Settle & Golden, 1974). In advertising contexts where communicators are expected to have a strong vested interest, encountering two-sided messages (which included negative information about the product or brand) should result in positive inferences about communicators’ trustworthiness (Bohner et al, 2003).
Message Sidedness and Level of Involvement

While there is a vast amount of research on message sidedness and level of involvement respectively, there is no known research that has studied the effects of involvement on message sidedness. An understanding of this relationship can help marketers gain a better understanding of the potential impact that message sidedness has on consumers and their perceptions of advertised product.

Etgar and Goodwin (1982) evaluated the effectiveness of one-sided versus two-sided comparative advertising appeals, in terms of impact on initial attitudes toward new-brand introductions where prior beliefs do not exist yet. They found that for attitudes toward the sponsoring brand, the two-sided comparison appeal received higher attitude (favoring the sponsor's brand) than the one-sided comparison appeal. Consequently, as hypothesized, it showed that using the two-sided comparative appeal is more effective than using the one-sided comparison appeal in advertising a new brand.

This result, with notions that message sidedness is the matter of argument and an argument involves the central route of persuasion, suggests the following hypothesis. **H1:** For people in high-involvement situations only, a two-sided advertisement leads to more favorable attitudes than a one-sided advertisement does.

Pechmann (1992) found that two-sided advertising was more effective in enhancing judgments on the primary attribute of the brand than one-sided only when negatively correlated attributes (e.g., price and quality, and number of calories and number of container sizes) were featured. Pechmann (1992) argued that a critical ingredient of effective two-sided advertisements was a connection between the negative and positive attributes that are mentioned.

This finding, with notions that message sidedness is the matter of argument and
an argument involves the central route of persuasion, suggests the following hypothesis.

**H2:** For people in high-involvement situations only, a **two-sided related advertisement** leads to more favorable evaluations of its primary positive attribute than either a **two-sided unrelated advertisement** or a one-sided advertisement does.

* message contained negative product attribute that is related to positive attribute

** message contained negative product attribute that is unrelated to positive attribute

Attribution theory has guided a majority of the existing two-sided advertising studies. The finding that two-sided advertising enhances source credibility is the effect that has received the most consistent empirical support in several studies using a variety of products and methodologies (Golden & Alpert, 1987; Kamins et al., 1989; Settle & Golden, 1974).

This finding, with notions that message sidedness is the matter of argument and an argument involves the central route of persuasion, suggests the following hypotheses.

**H3:** For people in high-involvement situations only, a two-sided advertisement leads to higher source credibility than a one-sided advertisement does.
CHAPTER 3
METHODOLOGY

An experiment was conducted to investigate the level of involvement influence on message sidedness effect.

Study Design

To test the hypotheses, 2 x 3 factorial between subject design was used with the level of involvement (high vs. low) and message sidedness (one-sided vs. two-sided unrelated vs. two-sided related) as independent variables. In this study, dependent variables are attitude toward the brand, evaluation of positive attributes, and source credibility.

Subjects

The sample consists of 217 students enrolled in an undergraduate course at a large Southeastern university. There are six experimental groups. All participants will receive minor extra credit in return for their collaboration.

Group 1 (38 students): High involvement + One-sided advertisement

Group 2 (36 students): High involvement + Two-sided unrelated advertisement

Group 3 (36 students): High involvement + Two-sided related advertisement

Group 4 (35 students): Low involvement + One-sided advertisement

Group 5 (36 students): Low involvement + Two-sided unrelated advertisement

Group 6 (36 students): Low involvement + Two-sided related advertisement
Product

A fictitious new restaurant named “Fresco Francesco” (Bohner et al, 2003) was chosen because the preconceptions of established brand name could bias experimental results.

Pretest

A pretest with a small group of subjects was conducted prior to the main experiment to find out the level of importance on attributes when they choose the Italian restaurant. A total of 10 undergraduate students participated. Seven attributes (quality of food; taste and freshness, price, cozy atmosphere, proximity, parking availability, service) were evaluated on a scale ranging from 1 (not important) to 7 (very important).

3-1. Mean and standard deviation of each attribute

<table>
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<tr>
<th>Attribute</th>
<th>N</th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quality of food (taste, freshness)</td>
<td>10</td>
<td>6.70</td>
<td>.48</td>
</tr>
<tr>
<td>Quality of service</td>
<td>10</td>
<td>5.90</td>
<td>.99</td>
</tr>
<tr>
<td>Cozy atmosphere</td>
<td>10</td>
<td>5.80</td>
<td>.92</td>
</tr>
<tr>
<td>Price</td>
<td>10</td>
<td>5.60</td>
<td>.97</td>
</tr>
<tr>
<td>Parking availability</td>
<td>10</td>
<td>3.80</td>
<td>.79</td>
</tr>
<tr>
<td>The number of selection of dishes</td>
<td>10</td>
<td>3.10</td>
<td>1.20</td>
</tr>
<tr>
<td>Proximity</td>
<td>10</td>
<td>3.10</td>
<td>.88</td>
</tr>
</tbody>
</table>

Among seven attributes, quality of food (taste, freshness) was the primary featured attribute because it was the most important factor the subject considered when they choose an Italian restaurant. The quality of food was statistically more significant than the second most important attribute; the quality of service (scale: 0 to 7, M = 6.70 vs. 5.90, t = 2.23, p < 0.05). Therefore in this study, the quality of food was selected as the primary positive attribute when people choose an Italian restaurant. Price was selected as
a correlated attribute with the quality of food, and cozy atmosphere selected as an unrelated attribute with the quality of food. These two attributes (price, cozy atmosphere) were about equally important to the subjects when they evaluated the Italian restaurant (scale: 0 to 7, M = 5.60 vs. 5.80, t = -.51, p > 0.1).

Procedure

Before the experiment began, the participants were told that the study is designed to find out students’ beliefs and thoughts on a new Italian restaurant “Fresco Francesco”. Then, their informed consent was secured. In the experiment, each participant was randomly exposed to one of six types of manipulation (high involvement + one-sided message, high involvement + two-sided unrelated message, high involvement + related message, low involvement + one-sided message, low-involvement + two-sided unrelated message, low-involvement + two-sided related message).

High involvement subjects were told that the restaurant would soon be opened in Gainesville; low involvement subjects were told that the restaurant is going to be opened only in New York City. High involvement subjects were led to believe that University of Florida students would get a 40 percent discount if they bring their Gator 1 card to the restaurant. Low involvement subjects, on the other hand, were led to believe that the restaurant would not be available in their area in the foreseeable future.

Following the exposure, they were asked to list anything about the restaurant they recalled seeing in the advertisement. Then they were asked to complete the questionnaire. Upon completing the questionnaire, they were debriefed and thanked.

Stimulus Materials

Three restaurant advertisements (similar ads used in the study of Bohner et al., 2003) were used to manipulate the message sidedness, such that one version employs a
one-sided message appeal and the other versions represent a two-sided unrelated message, and a two-sided related message respectively. In all conditions, the ad features the same set of positive claims, including the taste and freshness of food. For the one-sided advertisement, the following body paragraph was used.

Fresco Francesco….

Our home-made pasta and other dishes are prepared by Francesco from fresh ingredients, preserving the food’s natural flavor. Therefore, our dishes are a rare treat. Our hearty salads, also made only from fresh ingredients, are uniquely refined by Francesco’s special dressing. The culinary experience is completed by a selection of five Italian wines. You can enjoy all these delicacies and incomparable taste at Fresco Francesco.

For two-sided unrelated advertisement, the following body paragraph was used.

Fresco Francesco….

Our home-made pasta and other dishes are prepared by Francesco from fresh ingredients, preserving the food’s natural flavor. Therefore, our dishes are a rare treat. Our hearty salads, also made only from fresh ingredients, are uniquely refined by Francesco’s special dressing. The culinary experience is completed by a selection of five Italian wines. Although we can’t provide you the cozy atmosphere you might expect at Italian restaurant, you can enjoy incomparable taste at Fresco Francesco.

For two-sided related advertisement, the following body paragraph was used.

Fresco Francesco….

Our home-made pasta and other dishes are prepared by Francesco from fresh ingredients, preserving the food’s natural flavor. Therefore, our dishes are a rare treat. Our hearty salads, also made only from fresh ingredients, are uniquely refined by Francesco’s special dressing. The culinary experience is completed by a selection of five Italian wines. Although it is somewhat pricy, you can enjoy incomparable taste at Fresco Francesco.
CHAPTER 4
RESULTS

Manipulation Checks

The involvement question items consisted of four semantic differential scales: interesting/boring (1 = very boring, 7 = very interesting), important/not important (1 = not important at all, 7 = very important), involving/not involving (1 = not involving at all, 7 = very involving), relevant/not relevant (1 = not relevant at all, 7 = very relevant).

In this study, involvement is the most important construct. Therefore, item internal consistency for four involvement scales (interesting/boring, important/not important, involving/not involving, relevant/not relevant) was evaluated in a reliability test. The reliability was satisfactory (Cronbach’s $\alpha = 0.84$). And the high involvement group showed higher involvement scores than the low involvement group did.

4-1. Summary of involvement scales

<table>
<thead>
<tr>
<th>Scale</th>
<th>N</th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interesting/boring</td>
<td>217</td>
<td>5.02</td>
<td>1.47</td>
</tr>
<tr>
<td>Important/not important</td>
<td>217</td>
<td>4.34</td>
<td>1.26</td>
</tr>
<tr>
<td>Involving/not involving</td>
<td>217</td>
<td>4.63</td>
<td>1.28</td>
</tr>
<tr>
<td>Relevant/not relevant</td>
<td>217</td>
<td>4.56</td>
<td>1.31</td>
</tr>
</tbody>
</table>

Cronbach’s $\alpha = 0.84$
### 4-2. Comparison (high vs. low involvement group) of involvement scales

<table>
<thead>
<tr>
<th>Group</th>
<th>N</th>
<th>Mean (Std. dev.)</th>
<th>t-value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interesting/boring</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>High</td>
<td>110</td>
<td>5.27 (1.45)</td>
<td>2.61*</td>
</tr>
<tr>
<td>Low</td>
<td>107</td>
<td>4.76 (1.47)</td>
<td></td>
</tr>
<tr>
<td>Important/not important</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>High</td>
<td>110</td>
<td>4.55 (1.30)</td>
<td>2.45*</td>
</tr>
<tr>
<td>Low</td>
<td>107</td>
<td>4.13 (1.20)</td>
<td></td>
</tr>
<tr>
<td>Involving/not involving</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>High</td>
<td>110</td>
<td>4.82 (1.27)</td>
<td>2.25*</td>
</tr>
<tr>
<td>Low</td>
<td>107</td>
<td>4.43 (1.27)</td>
<td></td>
</tr>
<tr>
<td>Relevant/not relevant</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>High</td>
<td>110</td>
<td>4.85 (1.26)</td>
<td>3.30*</td>
</tr>
<tr>
<td>Low</td>
<td>107</td>
<td>4.27 (1.30)</td>
<td></td>
</tr>
</tbody>
</table>

*P ≤ 0.05

Next, the relatedness between the primary positive attribute and other attributes was checked. In this study, the quality of food was selected as the primary positive attribute when people choose an Italian restaurant. Price was selected as a correlated attribute with the quality of food, and cozy atmosphere selected as an unrelated attribute with the quality of food.

### 4-3. Relatedness between primary positive attribute and other attributes

<table>
<thead>
<tr>
<th>Attribute</th>
<th>N</th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quality of food - Price</td>
<td>217</td>
<td>4.94</td>
<td>1.39</td>
</tr>
<tr>
<td>Quality of food – Proximity</td>
<td>217</td>
<td>3.53</td>
<td>1.57</td>
</tr>
<tr>
<td>Quality of food – Parking availability</td>
<td>217</td>
<td>2.93</td>
<td>1.65</td>
</tr>
<tr>
<td>Quality of food – The number of selection of dishes</td>
<td>217</td>
<td>3.79</td>
<td>1.62</td>
</tr>
<tr>
<td>Quality of food – The quality of service</td>
<td>217</td>
<td>5.38</td>
<td>1.43</td>
</tr>
<tr>
<td>Quality of food – Cozy atmosphere</td>
<td>217</td>
<td>4.34</td>
<td>1.51</td>
</tr>
</tbody>
</table>

The relatedness between quality of food and price was statistically more significant than the relatedness between quality of food and cozy atmosphere (scale: 0 to 7, M = 4.94 vs. 4.34, t = 4.51, p < 0.05). Participants thought that the price related to the quality of food more than the cozy atmosphere did.
Demographics

A total of 217 undergraduate students from the large Southeastern university participated in this study. The sample included 70 males and 147 females.

4-4. Demographics statistics

<table>
<thead>
<tr>
<th></th>
<th>N</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Gender</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Female</td>
<td>147</td>
<td>67.7</td>
</tr>
<tr>
<td>Male</td>
<td>70</td>
<td>32.3</td>
</tr>
<tr>
<td><strong>Academic Classification</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Freshman</td>
<td>12</td>
<td>5.5</td>
</tr>
<tr>
<td>Sophomore</td>
<td>95</td>
<td>43.8</td>
</tr>
<tr>
<td>Junior</td>
<td>82</td>
<td>37.8</td>
</tr>
<tr>
<td>Senior</td>
<td>28</td>
<td>12.9</td>
</tr>
<tr>
<td>Graduate Student</td>
<td>0</td>
<td>0.0</td>
</tr>
<tr>
<td><strong>Age</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>18-21</td>
<td>189</td>
<td>87.1</td>
</tr>
<tr>
<td>22-24</td>
<td>25</td>
<td>11.5</td>
</tr>
<tr>
<td>25-29</td>
<td>3</td>
<td>1.4</td>
</tr>
<tr>
<td>30 or older</td>
<td>0</td>
<td>0.0</td>
</tr>
<tr>
<td><strong>Marital Status</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Single (not divorced or separated)</td>
<td>217</td>
<td>100</td>
</tr>
<tr>
<td>Married</td>
<td>0</td>
<td>0.0</td>
</tr>
<tr>
<td>Divorced</td>
<td>0</td>
<td>0.0</td>
</tr>
<tr>
<td>Widowed</td>
<td>0</td>
<td>0.0</td>
</tr>
<tr>
<td><strong>Race</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Caucasian/White</td>
<td>159</td>
<td>73.3</td>
</tr>
<tr>
<td>African American/Black</td>
<td>7</td>
<td>3.2</td>
</tr>
<tr>
<td>Hispanic/Latino</td>
<td>38</td>
<td>17.5</td>
</tr>
<tr>
<td>Asian/Asian American</td>
<td>9</td>
<td>4.1</td>
</tr>
<tr>
<td>Native American</td>
<td>2</td>
<td>0.9</td>
</tr>
<tr>
<td>Other</td>
<td>2</td>
<td>0.9</td>
</tr>
</tbody>
</table>

Of the 217 students, most students were ages 18-21 (87.1%), followed by ages 22-24 (11.5%). Approximately 43.8% of the participants were college sophomores and 37.8% were juniors, followed by seniors with 12.9% and freshman with 5.5%.
All participants were single (not divorced or separated). Reportedly, 73.3% were Caucasian/White; 17.5% Hispanic/Latino; 4.1% were Asian/Asian American/Pacific Islander and 3.2% were African American/Black.

**Test of Hypotheses**

**H1:** For people in high-involvement situations only, a two-sided advertisement leads to more favorable attitudes than a one-sided advertisement does.

**Attitude toward the Brand (Fresco Francesco)**

The attitude toward the brand question items consisted of three semantic differential scales: favorable/unfavorable (1 = very unfavorable, 7 = very favorable), good/bad (1 = very bad, 7 = very good), attractive/unattractive (1 = very unattractive, 7 = very attractive). These three scales were internally consistent (Cronbach’s α = 0.70).

<table>
<thead>
<tr>
<th>Type of Advertisement</th>
<th>One-Sided</th>
<th>Two-Sided, Unrelated</th>
<th>Two-Sided, Related</th>
</tr>
</thead>
<tbody>
<tr>
<td>High involvement</td>
<td>5.45 (1.06), N=38</td>
<td>5.11 (1.14), N=36</td>
<td>4.94 (1.31), N=36</td>
</tr>
<tr>
<td>Low involvement</td>
<td>5.17 (1.15), N=35</td>
<td>4.97 (1.21), N=36</td>
<td>4.78 (1.33), N=36</td>
</tr>
</tbody>
</table>

Mean (Std. dev.)

In a high involvement situation, two-sided advertisements (whether it is unrelated or related) did not lead to more favorable attitudes than a one-sided advertisement did. In this study, the one-sided advertisement led to more favorable attitude than two-sided advertisements did (M = 5.45 vs. 5.11, t = 1.32, p > 0.05; M = 5.45 vs. 4.94, t = 1.82, p > 0.05). Therefore, hypothesis 1 was not supported.

Also in a low involvement situation, two-sided advertisements (whether it is unrelated or related) did not lead to more favorable attitudes than a one-sided
advertisement did (M = 5.17 vs. 4.97, t = 0.71, p > 0.1; M = 5.17 vs. 4.78, t = 1.33, p > 0.05).

**H2:** For people in high-involvement situations only, a **two-sided related advertisement** leads to more favorable evaluations of its primary positive attribute than either a **two-sided unrelated advertisement** or a one-sided advertisement does.

**Evaluations of Primary Positive Attribute**

In this study, the quality of food (taste and freshness) is the primary positive attribute. Participants reported their evaluation of positive product attributes on two items that read: “I believe the ingredients used at ‘Fresco Francesco’ are…” on a scale ranging from 1 (not at all fresh) to 7 (very fresh); “I believe the dishes at ‘Fresco Francesco’ taste…” on a scale ranging from 1 (not good) to 7 (very good).

**4-6. Evaluation of positive product attribute (freshness)**

<table>
<thead>
<tr>
<th>Type of Advertisement</th>
<th>One-Sided</th>
<th>Two-Sided, Unrelated</th>
<th>Two-Sided, Related</th>
</tr>
</thead>
<tbody>
<tr>
<td>High involvement</td>
<td>5.45 (1.20), N=38</td>
<td>5.31 (1.17), N=36</td>
<td>5.42 (1.23), N=36</td>
</tr>
<tr>
<td>Low involvement</td>
<td>5.31 (1.28), N=35</td>
<td>5.67 (0.93), N=36</td>
<td>5.44 (1.05), N=36</td>
</tr>
<tr>
<td><strong>Mean (Std. dev.)</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

In the high involvement situation, participants who were exposed to the two-sided related ad did not judge the food to be more fresh (M = 5.42) than did participants who were exposed to either the two-sided unrelated ad (M = 5.31) or one-sided ad (M = 5.45). (M = 5.45 vs. 5.31 vs. 5.42, F = 0.14, p > 0.1).

Likewise, in the low involvement situation, participants who were exposed to the two-sided related ad did not judge the food to be more fresh (M = 5.44) than did participants who were exposed to either the two-sided unrelated ad (M = 5.67) or the one-sided ad (M = 5.31). (M = 5.31 vs. 5.67 vs. 5.44, F = 0.94, p > 0.1).
When it comes to the taste, in the high involvement situation, participants who were exposed to the two-sided related ad did not judge the food to be more tasty \((M = 5.08)\) than did participants who were exposed to either two-sided unrelated ad \((M = 5.17)\) or the one-sided ad \((M = 5.37)\). \((M = 5.37\) vs. \(5.17\) vs. \(5.08\), \(F = 0.69\), \(p > 0.1\)).

Also in the low involvement situation, participants who were exposed to the two-sided related ad did not judge the food to be more tasty \((M = 5.17)\) than did participants who were exposed to either the two-sided unrelated ad \((M = 5.53)\) or the one-sided ad \((M = 4.97)\). \((M = 4.97\) vs. \(5.53\) vs. \(5.17\), \(F = 2.48\), \(p > 0.05\)).

Overall, a two-sided related advertisement did not lead to more favorable evaluations of its primary positive attribute than either a two-sided unrelated advertisement or a one-sided advertisement did regardless of involvement condition. Therefore, hypothesis 2 was not supported.

**H3:** For people in high-involvement situations only, a two-sided advertisement leads to higher source credibility than a one-sided advertisement does.

**Source Credibility**

Four semantic differential items were used to assess perceived source credibility:

“The people running the restaurant ‘Fresco Francesco’ seem to be…” on a scale ranging from 1 (unbelievable/dishonest/untrustworthy/not credible) to 7 (believable/honest/
trustworthy/credible), respectively. These four scales were internally consistent (Cronbach’s α = 0.77).

### 4-8. Source credibility mean and standard deviation of each group

<table>
<thead>
<tr>
<th>Type of Advertisement</th>
<th>One-Sided</th>
<th>Two-Sided, Unrelated</th>
<th>Two-Sided, Related</th>
</tr>
</thead>
<tbody>
<tr>
<td>High involvement</td>
<td>5.11 (0.89), N=38</td>
<td>4.75 (1.05), N=36</td>
<td>4.92 (1.08), N=36</td>
</tr>
<tr>
<td>Low involvement</td>
<td>4.74 (0.82), N=35</td>
<td>5.22 (0.80), N=36</td>
<td>4.72 (1.03), N=36</td>
</tr>
</tbody>
</table>

In the high involvement situation, participants who were exposed to the two-sided ads (unrelated, related) did not judge the advertiser to be more honest (unrelated M = 4.75, related M = 4.92) than did participants who were exposed to one-sided ad (M = 5.11). (M = 5.11 vs. 4.75 vs. 4.92, F = 1.15, p > 0.1).

On the other hand, in the low involvement situation, participants who were exposed to the two-sided unrelated ad (M = 5.22) judged the advertiser to be more honest than did participants who were exposed to either the one-sided ad (M = 4.74) or the two-sided related ad (M = 4.72). (M = 4.74 vs. 5.22 vs. 4.72, F = 3.63, p < 0.05).

These results do not support hypothesis 3. Therefore, the hypothesis 3 was rejected.

**Other Findings**

All participants (217) reported their degree of liking for Italian food: “Do you like Italian food” on a scale ranging from 1 (not at all) to 7 (very much). Most students liked Italian food very much (M = 6.43, SD = 1.01). The general liking for Italian food might lead to a more favorable evaluation on the Italian restaurant regardless of involvement manipulation. In fact, even in the low involvement situation, the attitude toward the brand (Fresco Francesco) was somewhat favorable (scale: 0 to 7, M = 4.97,
SD = 1.23) and so was the belief on taste (scale: 0 to 7, M = 5.22, SD = 1.08). Other food restaurants such as Chinese or Japanese may generate different results.

In the group of high involvement participants (N=110), 58 students (53%) recalled that they would get a 40% discount if they bring their Gator 1 card to the restaurant (noted on the first page of the questionnaire; section for free recall seeing in the advertisement). Actually that section asked students to list anything they recalled seeing in the advertisement. A 40% discount offer was not mentioned in the advertisement, but in the instruction page. It seems that a considerable number of high involvement participants were stimulated by that condition.
CHAPTER 5
DISCUSSION AND CONCLUSION

Although two-sided communications are not among the most frequently employed message strategies, it is still a topic of considerable importance to both practitioners and theoretical researchers. From a theoretical perspective, understanding two-sided messages can contribute to our knowledge of central route of processing (high involvement), where argument quality is important. As mentioned in the literature review, message sidedness relates to the matter of argument and an argument involves the central route of persuasion. From a practical perspective, a two-sided message has the potential to be an effective persuasive device in a difficult communication situation: when consumers already hold negative beliefs or attitudes about the brand. Given the tremendously competitive communication environment of today, it may be possible that, with better research, we can address how and under what conditions two-sided messages are effective.

Most previous research on two-sided communications has involved two-sided advertising (Crowley & Hoyer, 1994). While a vast amount of research exists on two-sided advertising, no known research has studied the effect of involvement on message sidedness (one-sided ad vs. two-sided ad). This study mainly investigated the effect of involvement on message sidedness. Participants were randomly assigned to the conditions of a 2 x 3 (the level of involvement: high vs. low) x (message type: one-sided vs. two-sided, unrelated vs. two-sided, related) factorial design. The fundamental proposition of this study is: message sidedness is the matter of argument and an argument
involves the central route of persuasion. Based on fundamental proposition of this study and previous two-sided message research results, this paper generated three hypotheses, but none were supported, perhaps because of the study limitations.

**Summary of Results**

According to H1, under the high involvement situation only, a two-sided advertisement leads to more favorable attitudes than a one-sided advertisement does. Data bearing on this hypothesis are shown in the Table 4-5. The results showed that two-sided advertisements (whether it is unrelated or related) did not lead to more favorable attitudes than a one-sided advertisement did regardless of involvement condition. Therefore H1 was rejected. Even though previous research (Etgar & Goodwin, 1982) showed that using the two-sided comparative appeal is more effective than using the one-sided comparison appeal in advertising a new brand, that research finding was not supported here.

According to H2, under the high involvement situation only, participants’ evaluations of positive attributes should be higher in the two-sided related ad conditions compared to both the one-sided and two-sided unrelated conditions. Data bearing on this hypothesis are shown in Tables 4-6 and 4-7. The results showed that participants who were exposed to the two-sided related ad did not judge the food to be more fresh or tasty than did participants who were exposed to either the two-sided unrelated ad or one-sided ad under the high involvement situation. Therefore H2 was rejected. This result was inconsistent with the finding of Pechmann (1992). Pechmann found that two-sided advertising was more effective in enhancing judgments on the primary attribute of the brand than one-sided only when negatively correlated attributes (e.g., price and quality, and number of calories and number of container sizes) were featured.
According to H3, under the high involvement situation only, judgments of source credibility should be higher in both two-sided ad conditions than in one-sided ad conditions. Data bearing on this hypothesis are shown in Table 4-8. The results indicated that participants who were exposed to the two-sided ads (unrelated, related) did not judge the advertiser to be more honest than did participants who were exposed to one-sided ad under the high involvement situation. Therefore H3 was rejected. This result was inconsistent with the previous two-sided message research (Golden & Alpert, 1987; Kamins et al., 1989; Settle & Golden, 1974) which showed that two-sided advertising enhanced source credibility.

As mentioned earlier, the message sidedness is the matter of argument and an argument involves the central route of persuasion (high involvement situation). However, the relatedness between involvement and message sidedness (one-sided vs. two-sided, unrelated vs. two-sided, related) was not found in this study.

**Limitations**

This study had several limitations.

First, message sidedness manipulation did not work very well.

5-1. The number of participants who recalled negative attribute

<table>
<thead>
<tr>
<th>Type of Advertisement</th>
<th>One-Sided</th>
<th>Two-Sided, Unrelated (atmosphere is not cozy)</th>
<th>Two-Sided, Related (somewhat pricy)</th>
</tr>
</thead>
<tbody>
<tr>
<td>High involvement</td>
<td>N/A</td>
<td>10 participants, N=36</td>
<td>13 participants, N=36</td>
</tr>
<tr>
<td>Low involvement</td>
<td>N/A</td>
<td>8 participants, N=36</td>
<td>7 participants, N=36</td>
</tr>
</tbody>
</table>

In the group of two-sided ad participants (N=144), more than 70% of them recalled the headlines (The taste of Italy!), the name of restaurant (Fresco Francesco), but only 38
participants recalled the negative attribute. The negative attribute was introduced in the last part of the body of the paragraph. Because of this, the negative attribute was not salient enough to make a difference. Therefore, in the end, the manipulation was not successful.

Second, the manipulation for the group 3 (High involvement + Two-sided related advertisement) was problematic. Because the 40 percent discount might weaken the effect of negative attribute (Although it is somewhat pricy) in the two-sided related ad.

Third, the students might be distracted or tired. The undergraduate students had to take a course quiz before they participated in this experiment. Some students did not pay much attention when the researcher explained the instructions.

Finally, most students liked Italian food very much ($M = 6.43$, $SD = 1.01$). The general liking for Italian food might cause more a favorable evaluation on an Italian restaurant regardless of involvement manipulation.

**Future Research**

Although hypotheses were not supported in this study, research on the effect of involvement on the message sidedness should still continue, because it is an important area for marketers and advertisers to understand. If the researcher proves that the two-sided ad is more effective than a one-sided ad under the high involvement situation, marketers and advertisers may use the two-sided message strategy only for highly involved consumers.

In this study, the fictitious magazine advertisements were used to manipulate the message sidedness. In the case of two-sided ads, the message manipulation occurred in the body paragraph but it was not as salient as the headlines. Therefore, it is recommended to manipulate headlines along with the body copy. Other aspects of two-
sided persuasion that require future research include repetition effects and later stages in the processing of the two-sided message. It would be beneficial for future two-sided advertising research to include these aspects.

Instead of using only the magazine advertisement, it seems worthwhile to test the fictitious TV advertisements, because previous research on message sidedness focused on print advertisements. Future research should attempt to test TV advertisements instead.
APPENDIX A
INFORMED CONSENT FORM

Purpose of the research study:
The purpose of this study is to evaluate audience attitudes toward the advertisement which includes one-sided (positive attribute only) message or two-sided (both positive and negative attributes) message.

What you will be asked to do in the study:
If you choose to participate in this study, you will first view the introductory statement about the Italian restaurant. Then you will be exposed to an Italian restaurant advertisement. Afterwards, you will be asked to answer questions related to your attitudes about what you saw. There are no right or wrong answers. This study will take approximately 15 minutes.

Risks: There are no personal discomfort, stress, or personal risks associated with participating in this study.

Benefits: By participating in this study, you will earn extra credit from your instructor. The number of extra credit points awarded will be at the discretion of the instructor. There are no direct benefits to you for participating in this study.

Confidentiality:
Your responses will be anonymous. Your participation is completely voluntary and you may withdraw your consent at any time during the experiment without penalty. In the event that you do withdraw consent, the results of your participation, to the extent that they can be identified as yours, will be returned to you, removed from the research records, or destroyed.

Whom to contact if you have questions about the study:
If you would like to learn more about the study, you may contact Dongjin Lim by telephone at (352) 381-1941 or by email at djlim@ufl.edu or Dr. Michael Weigold in the Department of Advertising (2018 Weimer Hall) by telephone at (352) 392-8199 or by email at mweigold@jou.ufl.edu.

Whom to contact about your rights as a research participant in the study:
UFIRB Office, Box 112250, University of Florida, Gainesville, FL 32611-2250; ph 392-0433.

Agreement:
I have read the procedure described above. I voluntarily agree to participate in the procedure and I have received a copy of this description.

Participants Signature: ___________________________ Date: ________________

Principal Investigator Signature: ___________________________ Date: ________________
The Taste of Italy! The Taste of Authenticity! A Passion for Italy!

FRESCO FRANCESCO

Our home-made pasta and other dishes are prepared by Francesco from fresh ingredients, preserving the food’s natural flavor. Therefore, our dishes are a rare treat. Our hearty salads, also made only from fresh ingredients, are uniquely refined by Francesco’s special dressing. The culinary experience is completed by a selection of five Italian wines. You can enjoy all these delicacies and incomparable taste at Fresco Francesco.
The Taste of Italy!  The Taste of Authenticity!  A Passion for Italy!

FRESCO FRANCESCO

Our home-made pasta and other dishes are prepared by Francesco from fresh ingredients, preserving the food’s natural flavor. Therefore, our dishes are a rare treat. Our hearty salads, also made only from fresh ingredients, are uniquely refined by Francesco’s special dressing. The culinary experience is completed by a selection of five Italian wines. Although we can’t provide you cozy atmosphere you might expect at Italian restaurant, you can enjoy incomparable taste at Fresco Francesco.
APPENDIX D
TWO-SIDED MESSAGE ADVERTISEMENT (RELATED)

The Taste of Italy!  The Taste of Authenticity!  A Passion for Italy!

FRESCO FRANCESCO

Our home-made pasta and other dishes are prepared by Francesco from fresh ingredients, preserving the food’s natural flavor. Therefore, our dishes are a rare treat. Our hearty salads, also made only from fresh ingredients, are uniquely refined by Francesco’s special dressing. The culinary experience is completed by a selection of five Italian wines. Although it is somewhat pricy, you can enjoy incomparable taste at Fresco Francesco.
APPENDIX E
QUESTIONNAIRE

*Please do not go back to any of the previous page.

Q1. Please list anything about the restaurant you recall seeing in the advertisement in the space below.
Q2. Please circle one number between 1 and 7 that best describes how you feel.

Based on my general impression, the restaurant ‘Fresco Francesco’ is…

1) Unfavorable  1  2  3  4  5  6  7  Favorable
2) Good        1  2  3  4  5  6  7  Bad
3) Unattractive 1  2  3  4  5  6  7  Attractive

Q3. Please rate your level of agreement with the following statements.

1) I believe the ingredients used at ‘Fresco Francesco’ are fresh.
   Strongly Disagree 1  2  3  4  5  6  7  Strongly Agree
2) I believe the salads at ‘Fresco Francesco’ taste good.
   Strongly Disagree 1  2  3  4  5  6  7  Strongly Agree
3) I believe the dishes at ‘Fresco Francesco’ taste good.
   Strongly Disagree 1  2  3  4  5  6  7  Strongly Agree
4) I believe eating at ‘Fresco Francesco’ is somewhat pricy.
   Strongly Disagree 1  2  3  4  5  6  7  Strongly Agree
5) I believe the atmosphere at ‘Fresco Francesco’ is cozy.
   Strongly Disagree 1  2  3  4  5  6  7  Strongly Agree
6) I would like very much to eat at ‘Fresco Francesco’
   Strongly Disagree 1  2  3  4  5  6  7  Strongly Agree

Q4. Please circle one number between 1 and 7 that best describes how you think.

The people running the restaurant ‘Fresco Francesco’ seem to be…

1) Unbelievable  1  2  3  4  5  6  7  Believable
2) Honest       1  2  3  4  5  6  7  Dishonest
3) Untrustworthy 1  2  3  4  5  6  7  Trustworthy
4) Credible       1  2  3  4  5  6  7  Not credible
Q5. Please circle one number between 1 and 7 that best describes how you feel about Fresco Francesco.

1) Interesting 1 2 3 4 5 6 7 Boring
2) Not important 1 2 3 4 5 6 7 Important
3) Involving 1 2 3 4 5 6 7 Not involving
4) Not relevant 1 2 3 4 5 6 7 Relevant

Q6. Do you like Italian food?

Not at all 1 2 3 4 5 6 7 Very much

Q7. Please rate your level of agreement with the following statements.

1) High quality food correlates with high price.
   Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree

2) High quality food correlates with the proximity of restaurant.
   Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree

3) High quality food correlates with parking availability of restaurant.
   Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree

4) High quality food correlates with the large number of selection of dishes.
   Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree

5) High quality food correlates with high quality services.
   Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree

6) High quality food correlates with cozy atmosphere of restaurant.
   Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree

Q8. Demographics

1. What is your gender? (Check one) Female _____ Male _____

2. What is your academic classification? (Check one)
   Freshman _____ Sophomore _____ Junior _____ Senior _____ Graduate Student _____
3. What is your age? (Check one)
   18-21____  22-24 ____  25-29____  30 or older ____

4. What is your marital status? (Check one)
   ____ Single (not divorced or separated)
   ____ Married
   ____ Divorced or legally separated
   ____ Widowed

5. What is your race? (Check one)
   ____ Caucasian/White
   ____ African American/Black
   ____ Hispanic/Latino
   ____ Asian/Asian American/Pacific Islander
   ____ Native American
   Other _____________________ (Please specify)

Thank you very much for your participation!
REFERENCES


BIOGRAPHICAL SKETCH

Dongjin Lim was born in Seoul, South Korea, on July 3, 1976. He lived in Seoul until July 2004. He earned a BA in advertising from Chung-Ang University, in Seoul, South Korea. He earned a Master of Advertising degree from the University of Florida in August 2006. After graduation, he plans to join the PhD program in communication at University at Buffalo.