"Brand A is as good as Brand B" or "Brand A performs as well as Brand B" (Hill and Bradford 1991). This phrase accurately portrays the nature of the comparison, replacing the negated antonym without distortion of the intended meaning. Moreover, the phrase specifically indicates the source of the comparison (i.e., attribute or benefit), and clarifies the comparison referent. Moreover, the information presented by such a parity statement is more likely to be accurately recalled over time, as it is more easily integrated with other brand information.

H3: False superiority inferences are less likely when a parity claim is phrased as a comparison of equality than when the claim is in negated form.

H4: After delay, consumers recall sponsor superiority over the parity brand on the depicted attribute when the claims are presented in negated form. When the claims are presented in a linguistically simplified format, consumers recall the parity comparison between the sponsor and the parity brand.

Study 2

Overview

The focus of the current study is to investigate the role of the linguistic form of parity claims on their susceptibility to framing effects. The study specifically concentrates on the biasing impact of comparative superiority claims made against one brand on negated parity claims against another brand.

Sample

Two hundred and twenty marketing students were recruited for the experiment and received extra credit points for their participation. In order to ensure a minimal level of personal relevance, respondents were representative of the universe of consumers targeted by the advertisement (e.g., prior users or potential users of the product).