

The Effect of Experiential Analogies on Consumer Perceptions and Attitudes

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Web Appendix

To illustrate the specifics on how we conducted our statistical analysis, we refer to the results of study 1. Similar approaches were used in subsequent studies.

As indicated on page 8 of the manuscript, the key hypothesis outlines a moderating effect of base preference on the effect of emotional inferences on ad and target product attitudes. To test this moderating hypothesis and given that both base preference and emotional inferences were continuous independent variables, we performed a regression analysis in the experiential analogy ad condition (Cohen et al. 2003; Preacher, Curran and Bauer 2006; West, Aiken, and Krull 1996). To do this, we did the following:

1. The base preference and emotional inference measures were centered. This allows for meaningful interpretation of significant effects (West, Aiken, and Krull 1996).
2. The centered base preference and emotional inference variables were multiplied together to create an interaction term. This interaction term was key to assessing the moderating hypothesis.
3. A regression analysis was run with the centered base preference and emotional inference measures and the interaction term entered as predictors into the model. A significant interaction between emotional inferences and base preference on ad attitude was found ($\beta = .18$, $t = 2.03$, $p < .05$). The effect of base preference on ad attitude was not significant ($\beta = .23$, $t = 1.77$, $p > .05$). The effect of emotional inferences on ad attitude was not significant ($\beta = .13$, $t = 1.12$, $p > .25$).
4. Simple slopes tests were performed to allow for the interpretation of the interaction between base preference and emotional inferences. Simple slopes tests are comparable to tests of simple effects in ANOVA (West, Aiken, and Krull 1996). With respect to moderation, an interaction between two continuous variables signifies that the regression of a dependent variable on a predictor variable changes at a constant rate as a function of changes in the moderator (Cohen et al. 2003). Essentially, by conducting simple slopes tests, we were able to determine whether or not there was a significant effect of emotional inferences on ad attitude at specified levels of our moderator, base preference. According to convention (Cohen et al. 2003; Preacher, Curran, and Bauer 2006; West et al. 1996), we performed simple slopes tests at one standard deviation above and below the mean of base preference. This required calculating a simple regression equation whereby ad attitude was regressed on emotional inferences at one standard deviation above the mean of base preference ($Y = 4.90 + .39X$) and one standard deviation below the mean of base preference ($Y = 4.22 - .13X$) (also see Figure 2). The slope coefficient was significant in the equation for those who had a favorable base preference (one SD above the mean) ($\beta = .39$, $t = 2.65$, $p < .05$). However, the slope coefficient was not significant in the equation for those who had a less favorable base preference (one SD below the mean) ($\beta = -.13$, $t =$

-.64, $p > .20$). These results suggest that the positive effect of the analogy on ad attitude was only realized if base preference was positive and emotional inferences were high.