

MASTER'S THESIS

Effects of length, frequency and serial position on advertising impact moderated by product involvement: evidence from super bowl broadcast 1992-2012

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**Effects of Length, Frequency and Serial Position
on Advertising Impact moderated by Product
Involvement – Evidence from Super Bowl
Broadcast 1992-2012**

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ABSTRACT

This study explores the role that product involvement plays in the Super Bowl advertising effectiveness. As one of the most visible television program in the United States, Super Bowl has attracted much attention from advertisers. It is also preferred by advertising researchers due to the naturalistic and realistic context it offers. Extant literature provided insight to a number of effective variables contributed to the success of Super Bowl advertisements, such as length, frequency and serial position. However, few studies concerned whether and how they work when involvement-based product type needs to be considered. Therefore, based on a twelve-year longitudinal dataset, this study attempts to reconsider the advertising effectiveness of length, frequency and serial position, as well as to test moderating effect of product involvement in influencing consumers' memory and attitude. Findings from naturalistic quasi-experiments show that in enhancing brand memory and liking of ads, changes on the length, frequency and serial position of commercials are more effective for low-involvement product than for high-involvement product. Theoretical and practical implications were discussed.

Keywords: advertising effectiveness, brand memory, ads liking, involvement, product type

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