

## MASTER'S THESIS

# The impact of imagery ability on image vividness: the case of HPV vaccine advertising

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**The Impact of Imagery Ability on Image Vividness:**

**The Case of HPV Vaccine Advertising**

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## **ABSTRACT**

Exploring disputes over the vividness hypothesis, this study introduces a cognitive psychological perspective to re-examine the conceptual dimensions and operational measurement issues. Two puzzling related components, image and imagery, are scrutinized under the assumptions of the Limited Capacity Model (LCM) to re-conceptualize “visual vividness”. Pictorial superiority is suggested as one of the major cues to provoke imagery processing. Connected by cognitive elaboration and resource allocation for information processing, the individual’s imagery ability is shown to have a moderating impact between pictorial superiority and vividness perception. Two other pivotal advertising variables, free recall and favorable attitude, are also influenced by this interaction effect, in which vividness perception is a mediator between imagery ability and recall.

A 2 (high/low imagery ability) x 2 (pictorial/non-pictorial) experiment using an HPV vaccine advertisement was conducted with 147 female undergraduate students from Shenzhen University. Findings support the moderating effect on all three main dependent variables, and the mediating role of vividness conception is confirmed. Theoretically, it contributes an explanatory mechanism for the discrepant effect of vividness and pictorial superiority while practically, it provides advertisers with more precise details for audience segmentation.

**Keywords: imagery ability, image vividness, vividness hypothesis, Dual Coding Theory, recall**

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