INTRODUCTION

- Advertisement choice is a recent phenomenon where online viewers selectively expose themselves to certain types of content (Eagly & Chaiken, 1993; Jonas, Schulz-Hardt, Frey, & Thelen, 2001).
- Contemporary work found that choice led to more positive attitudes about a product (Schlosser & Shavitt, 2009) because of more positive attitudes about the company providing the choice.
- Additionally, Nettelhorst and Brannon (2012) found that female viewers paid more attention to an advertisement after selecting it rather than it being forced on them. Male viewers, however, showed no difference.
- This study extended the work of Nettelhorst and Brannon (2012) by manipulating the difficulty of the choice provided to viewers and by using need for cognition (Cacioppo & Petty, 1982) as an additional factor.

RESEARCH QUESTIONS

- Do participants attend more to an advertisement after making a difficult advertisement choice compared to an easy or no choice?
- Do participants attend more to an advertisement after making an easy advertisement choice compared to no choice?
- Does need for cognition moderate the relationship between advertisement choice and attention towards the advertisement?

HYPOTHESES

- H1: Attention will be significantly greater for female viewers after making a difficult ad choice compared to an easy or no ad choice.
- H2: Attention will be significantly greater for female viewers after making an easy ad choice compared to no ad choice.
- H3: Attention will be significantly greater for LNC viewers after making a difficult ad choice compared to an easy or no ad choice.
- H4: Attention will be significantly greater for LNC viewers after making an easy ad choice compared to no ad choice.

METHOD

- Two hundred and three introductory psychology students from Kansas State University, Manhattan participated.
- Study used a between-participant quasi-experimental design.
- IV1: Advertisement choice: Difficult Choice, Easy Choice, or No Choice
  - The difficult choice was a MP3 player vs. a digital camera. The easy choice was a MP3 player vs. a vacuum.
  - IV2: Participant sex: Male or Female
  - An open-ended demographic question was used.
  - IV3: Need for cognition: High (HNC) or Low (LNC)
  - The 18-item Need for Cognition Scale (Cacioppo, Petty, & Kao, 1984) was used. Cronbach’s α = .904.
- DV: Attention towards the advertisement
  - A 53 second commercial for a MP3 player was used as the target advertisement.

RESULTS

- Used 3 x 2 x 2 ANOVA
  - No main effect of choice on attention, $F(2, 189) = 1.69, p = .19, \eta^2_p = .017$.
  - No main effect of sex on attention, $F(1, 189) = 1.85, p = .18, \eta^2_p = .010$.
  - No main effect of need for cognition on attention, $F(1, 189) = 0.47, p = .49, \eta^2_p = .003$.
  - No interaction of sex and need for cognition on attention, $F(1, 189) = 0.08, p = .77, \eta^2_p = .000$.
  - Sig interaction of choice and sex on attention, $F(2, 189) = 3.83, p = .02, \eta^2_p = .039$.
  - Sig effect of choice for female but not male participants (see Figure 1).
  - Sig interaction of choice and need for cognition on attention, $F(2, 189) = 3.53, p = .03, \eta^2_p = .036$.
  - Sig effect of choice for LNC but not HNC participants (see Figure 2).
- No interaction of choice, sex, and need for cognition on attention, $F(2, 189) = 0.15, p = .87, \eta^2_p = .002$.

DISCUSSION

- Hypotheses 1 and 3 were supported but Hypotheses 2 and 4 were not
- Female and LNC participants attended to the advertisement more than male and HNC participants after choosing which advertisement to watch.
- The implications of this study suggest that choice should be used in certain online contexts.
  - Choice may be used literally since LNC individuals watch more television (Henning & Vorderer, 2001).
  - Websites with large female populations.
  - Online shows with large female viewship.
  - Products purchased by large number of females.
- Future directions
  - Include other measures of attention and mechanisms.