

How to overcome negative effects of media multitasking on advertising effectiveness: The moderating role of advertising appeal

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Cite as:

Garaus Marion, Wolfsteiner Elisabeth (2020), How to overcome negative effects of media multitasking on advertising effectiveness: The moderating role of advertising appeal. *Proceedings of the European Marketing Academy*, 49th, (64226)

Paper from the 49th Annual EMAC Conference, Budapest, May 26-29, 2020.



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Abstract

Several studies confirm detrimental effects of media multitasking on advertising effectiveness. Some research attention has already been devoted to the exploration of strategies that reduce these negative effects. Nevertheless, no research has investigated the differential effects of emotional vs. informative advertising appeals on advertising outcomes in media multitasking situations. Drawing on the two system perspective of information processing, we develop a conceptual framework on the moderating influence of advertising appeal on the influence of media multitasking on brand recall, brand attitude and purchase consideration. An online experiment with real-world stimuli confirms that the negative influence of simultaneous media use can be reduced by employing emotional advertising appeals. The results do not only contribute to the understanding of the new audience behavior media multitasking, but also offers specific implications for advertisers and marketers.

Keywords: *Media multitasking; Advertising appeal; Dual process model*

Track: Advertising & Marketing Communications