

The interaction effect of ingredient presentation and message appeal type on affective responses and willingness to buy home coffee: a moderated mediation model from the perspective of SOR theory

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Abstract

Based on the stimulus, organism, and response (SOR) theory, this study examined the interaction effects of ingredient presentations and message appeals on affective responses and willingness to buy in the home coffee consumption context. Through a 2 (ingredient presentation: roasted coffee beans vs. coffee berries) X 2 (message appeal type: short-term sensory benefits vs. long-term health benefit), our results showed that message appeal type moderates the relationship between ingredient presentation and emotional responses, which further influence willingness to buy. Pleasure and arousal mediate the relationship between ingredient presentation and willingness to buy. The message appeal type moderates this mediation relationship. When participants are exposed to the roasted coffee beans condition with short-term benefits message appeal, they experience a higher level of arousal, increasing their willingness to buy. When participants are exposed to the coffee berries condition with long-term benefit message appeal, they experience a higher level of pleasure, which further leads to an increase in willingness to buy.

Subject Areas: *Advertising, Consumer Behaviour, Decision-Making, Information Processing, Retailing*

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