

# The Impact of Stimuli Person's Arousal Depicted in Video Advertising Clips

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# The Impact of Stimuli Person's Arousal Depicted in Video Advertising Clips

## **Abstract**

This study investigates the portrayal of human arousal in brief advertising video clips. Findings from two experiments reveal the significant impact of the depicted person's arousal on product evaluation. Given humans' sensitivity to information conveyed by others, the findings underscore that the arousal level of a portrayed individual serves as an additional influential factor affecting receivers and their evaluations. The results highlight that the depiction of arousal in advertising videos can influence viewers by impacting their own experienced arousal, with misattribution and excitation transfer mechanisms elucidating the observed trend towards more positive evaluations.

**Subject Areas:** *Advertising, Attitude, Cognition*

**Track:** Advertising & Marketing Communications