

The Impact of Atypical Smartphone Swiping on Attention and Brand Recall in Social Media

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Abstract

Consumers' smartphone swiping determines their exposure to social media advertisements. According to embodied cognition and enactment theory, advertisers might leverage atypical smartphone swiping to increase attention and thus brand recall. The authors first identify typical swiping types in social media newsfeed browsing (Study 1). An eye-tracking experiment then reveals how typicality of smartphone swiping affects participants' advertising reception (Study 2). The results indicate that atypical smartphone swiping increases consumers' visual ad attention, but surprisingly, it decreases their brand recall. These findings suggest a vampire effect of atypical swiping: It appears to demand the allocation of cognitive resources to the odd motor action, which diverts cognitive resources away from the ad. Thus, atypical swiping poses a threat to advertising effectiveness, and advertisers need continued research to identify ways to mitigate these negative effects.

Subject Areas: *Advertising, Branding, Consumer Behaviour, Information Processing*

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