

Rhetorical Repetition: A Fluency Perspective on Marketing Communications

Lennart Kehl

Goethe University Frankfurt

Niklas Schröder

Goethe University Frankfurt

JAN LANDWEHR

Goethe University Frankfurt

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ABSTRACT

Consumers exhibit preferences for sounds associated with brands. This phenomenon finds particular application in a brand's slogan, which is usually intended to positively contribute to the two pillars of brand equity: memorability and likeability. We suggest that the presence of rhetorical repetition (i.e., the strategical usage of sound repetition in marketing communications) is an unexplored yet effective means to achieve these important branding goals. Further, we propose that processing fluency, the subjective experience of ease or difficulty of processing information, acts as the underlying mechanism. We demonstrate the positive impact of rhetorical repetition across real-life phenomena, a survey study, and an experiment. The results suggest, however, that not all forms of rhetorical repetition (i.e., alliterations, rhymes, pure repetition, brand repetition) are created equal.

Keywords: Advertising Language, Processing Fluency, Psycholinguistics.

Track: Consumer Behavior