

Count Up or Count Down? Effects on Luxury and Value Brand Evaluations

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Abstract

This research compares two counting methods—counting up (1, 2, ..., 9, 10) and counting down (10, 9, ..., 2, 1)—to examine how counting direction in anticipation of a new product launch during an online promotion shapes consumer responses to luxury versus value brands. Across two experimental studies, we find consistent support for our hypothesis. For a luxury brand, counting upward before the product launch heightened consumer responses to both the advertisement and the product, whereas the reverse pattern emerged for a value brand: counting downward enhanced consumer evaluations. We demonstrate this effect using two different products—sneaker in Study 1 and a T-shirt in Study 2.

Track: Advertising & Marketing Communications