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RATIONAL AND EMOTIONAL MESSAGES AMID ONLINE NEWS EXPOSURE OF THE BRAND

Abstract:

Customers receive a large amount of information from today's online world. It has been increasingly difficult for the marketers to monitor and respond to different types of messages affecting their brand. At the same time, marketers also need to communicate with customers through various types of messages. It is interesting to understand the roles of message appeals have while customers expose to different types of online news about the brand. We conduct an experiment with 240 randomly selected subjects on a 2 message appeals (rational and emotion) X 4 online news exposure (no exposure, positive news exposure, negative news exposure and both positive and negative news exposure) factorial design to explore their effects on five aspects of consumer responses: attitude toward the ad, credibility, persuasion, attitude toward the brand and purchase intention. The results revealed both message appeals and online news exposure significantly affect attitudes toward the ad and the brand. Message appeals have a significant effect on persuasion and only the interactions of both factors affect purchase intention. Discussion and implications on the findings will be provided.

Keywords:

message appeals, rational message, emotional message, online news exposure, positive news, negative news, consumer response,

JEL Classification: M30, M31, M37