

Five Seconds to the Ad: How Program-Induced Mood Affects Ad Countdown Effects: An Abstract

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Abstract The study examines what effects a 5 s countdown warning will have on consumer's attitudes toward the advertisement depending on the main program content. This study builds upon several theoretical models concerning program-induced moods in relation to viewer's judgment to commercial advertisements. Findings from two studies suggest that program-induced mood systematically influences attitude toward the inserted ad with (vs. without) a 5 s countdown: for the negative-affect program, attitude toward the ad was *more positive* when the ad was preceded by the countdown than when the ad was not preceded by the countdown. However, for the positive-affect program, attitude toward the ad was *more negative* when the ad was preceded by the countdown than when the ad was not preceded by the countdown. A similar interaction was found with purchase intent.

References Available Upon Request

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