

# Exploring arousal formation in advertising using GSR test: Comparing Hispanic versus Non-Hispanic Consumers

The goal of this FYAP project was to collect preliminary data to investigate the extent to which the four-dimensional theory of arousal formation can contribute to the understanding of cognitive and emotional reactions among multi-ethnic and ethnic specific groups.

**HYPOTHESIS:**

*Low and medium levels of arousals produce positive intention to behave, while high levels of arousal produce negative intentions.*

**Data Collection:**

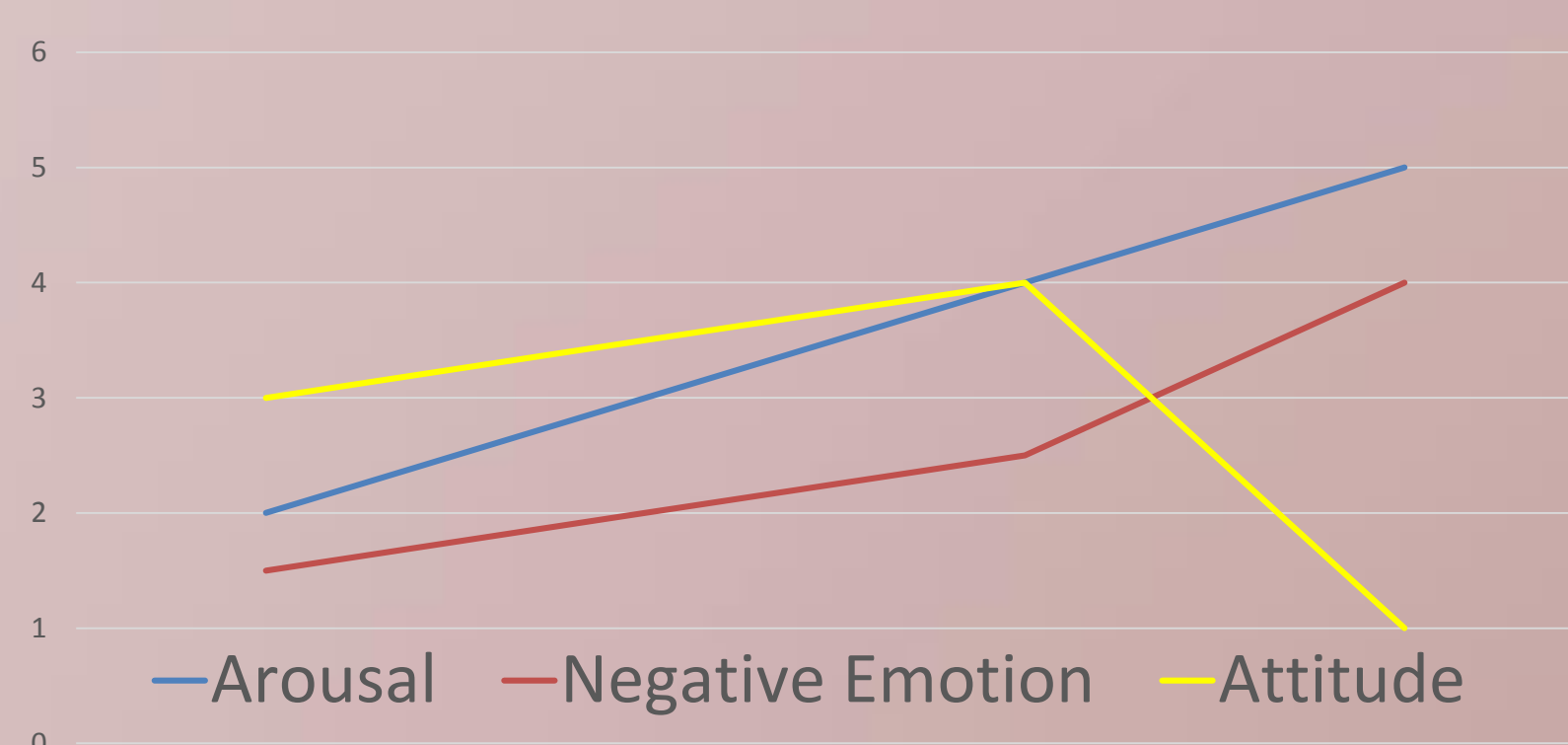
- Emotional scale was validated using CFA (Sample = 120)
- Total of the variance explained is .75 level of reliability = .91
- The four-dimensional theory has been pre-tested with 87 subjects
- A one-ad experimental design was used
- Unit of Analysis: An anti-drinking and driving televised ad

## EXPERIMENTAL STIMULUS & RESULTS



In the context of advertising, different levels of tension produces different emotional reactions – as tension increases, emotional reactions produce negative attitudes.

Attitude Formation



The Impact of *Emotional Responses* – on **intention to stop driving and drinking**

- Shame = .451\*\*
- Fright = .429\*\*
- Worry = .384\*\*
- Hostility = .015

**Future research** will explore and compare the effect of fear-appeals as an arousal stimulator in commercial product advertising versus social advertising across multi-ethnic consumers - by using GSR.



GSR is a nonverbal, physiological measure of arousal based on the electrical activity generated by the sweat glands in the skin.