

Soumission au Séminaire Marsouin

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Title.-

Click behavior on neutral vs. action-oriented worded sponsored results: A test and analysis of potential moderators

Abstract.-

Sponsored results represent the majority of advertising expenses on the Internet. However academic knowledge is still at its early stages and it is important to assess consumers' reactions. Sponsored results have mainly been investigated in relation to the IS and Marketing fields. Most of the seminal investigations stem from studies of search engines in the IS domain. In the marketing field, studies adopt the point of view of either the search engine company or the advertiser in identifying efficient pricing or bidding strategies and efficient advertising strategies. However to this date no attention has been dedicated to the issue of wording. The objective of this research is then to investigate the weight of words in sponsored advertising. Based on previous research exploring the role of wording in persuasion, we examine the impact of neutral versus action-oriented wording and explore the role of three potential moderators: attitude toward sponsored ads, product involvement and behavioral control in terms of information search. An online experimental study is conducted. Behavioral data are collected over a sample of 704 surfers. Empirical results tend to show the superiority of neutral writing and the moderating role of the three tested variable is ascertained. Particular attention should be given to behavioral control. Surfers with low or medium levels of behavioral control behave significantly differently depending on the wording, while surfers with a high level of behavioral control exhibit a stable behavior of avoidance whatever the ads' writing. Managerial as well as conceptual implications of this study are discussed.