The Effectiveness of Advertising Embedded in Televised Sport Programming: Re-examining Program-Induced Emotions Effect and Program-Ad Matching Effect through Psychophysiological Approaches

Minkyo Lee, Indiana University
Paul M. Pedersen (Advisor), Indiana University

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The present study aimed to investigate the effect of emotions derived from the unique nature of spectator sport (e.g., intensive emotional responses, uncertainty of outcomes) on sport fans' responses to advertisements presented in a sport broadcasting context. In order to test the study's hypotheses, a repeated measures design (i.e., game outcome [2] x uncertainty about outcome [2] x emotional tone of commercial [2]) was employed. As hypothesized, the emotional reactions to game outcomes (i.e., a win and a lose) have significant carrying over effects on the evaluative judgments to commercials. The study enriches our understanding of how sport fans process information relating to commercials. Furthermore, the results of this study relate to the possible ways in which sport advertising influences consumers' attitudes and thus are of benefit to practitioners (e.g., sport team sponsors, sporting event advertisers) as well as scholars (e.g., sport marketing researchers).