



The University of Bradford Institutional Repository

<http://bradscholars.brad.ac.uk>

This work is made available online in accordance with publisher policies. Please refer to the repository record for this item and our Policy Document available from the repository home page for further information.

To see the final version of this work please visit the publisher's website. Access to the published online version may require a subscription.

Link to publisher version: <https://doi.org/10.1108/IJOEM-09-2011-0089>

Citation: Varsha J, Trivedi R, Joshi V et al (2015) Does explicit comparative advertising affect Indian consumers' attitudes towards low and high-involvement product? *International Journal of Emerging Markets*. 10(1): 122-140.

Copyright statement: © 2015 Emerald Publishing Group. Full-text reproduced in accordance with the publisher's self-archiving policy.

more favourable attitudes or feelings and the final two steps (conviction and purchase) were referred to provoke the desire and motivated the purchase action. These functions of advertising were further divided into cognition, affect and conation. Cognition was linked with intellectual, mental or rational states; affect related to emotion or feeling states and conation referred to striving or behavioural states (Lavidge and Steiner, 1961).

Moreover, research in the field of comparative advertising has devoted attention to cognitive, affect and conation variables. Different results were found, with some studies being in favour of comparative advertising format while some produced undesirable outcomes. In the cognitive advertising function, Prasad (1976) suggested that the direct brand comparison advertisement improved the recall of the claim, but not that of the brand, as it lowered the advertisement's perceived credibility. Conversely, Grewal *et al.* (1997) meta-analysis found that comparative advertising usually elicited message and brand awareness and increased the information processing among the consumers. Similarly, Harmon *et al.* (1983) found that comparative advertising actually contained more objective information cues and content than their non-comparative counterparts. The authors had also focused on: (1) Informativeness as perceived by the message audience (that was evaluated on the effect of intensity and directionality) and (2) Informativeness as measured by objectively evaluating the content of information-related cues against a uniform set of criteria (Resnik and Stern, 1977). The authors further examined the product group that had the highest information content and concluded that the advertisements for durable products emphasized on the greatest number of information cues. This was because the durable products were relatively complex and had a greater scope for objective comparison of

