A Dual Process Perspective on Congruent and Incongruent Placements as an Advertising Tactic: An Abstract

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Abstract While advertising planners often seek matching media content, some research suggests ad-medium incongruence can be more effective. We analyze the effects from a dual-process viewpoint and find that ad-medium incongruence can evoke a negative deliberative process, involving persuasion knowledge (pk), which is different from the standard fluency explanation. Experiment 1 shows that under incidental exposure, consumers focus their attention on incongruence, but not congruence. Experiment 2 confirms that incongruence leads to conscious suspicion about manipulative intent. Experiment 3 yields supporting process evidence by showing pk moderates skepticism toward the incongruent media tactic. Managerial implications for advertisers are discussed.

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