

# The Influence of Time Personality on the Persuasive Effect of Brainwashing Advertisements

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**Keywords:** Time Personality, Brainwashing Advertising, Purchase Intention, Brand Cognition.

**Abstract:** This paper discusses the persuasion effect of different time personality on brainwashing advertising, and analyzes the questionnaire by SEM, Draw the following conclusions: brand familiarity (pre advertising brand attitude) has a positive and significant impact on advertising cognitive response and brand cognitive response; advertising cognitive response has a positive and significant impact on brand cognitive response and advertising attitude; brand cognitive response and advertising attitude have a positive and significant impact on brand attitude; brand attitude has a positive and significant impact on purchase intention; advertising style and time Interpersonal personality plays a moderating role in the influence of brand cognition, advertising attitude and brand attitude on purchase intention.

## 1 INTRODUCTION

The core of advertising is "creative." Research shows that advertising has a positive effect on corporate performance in the long run, and can also expand its brand effect (Huang 2018). Therefore, more and more enterprises are trying to make their products and services stand out in the fierce homogeneous competition through a large amount of investment in advertising. However, in the early years, there appeared a batch of "brainwashing" TV commercials that used "violent repetition" without creativity and innovation, which left a deep impression on viewers and brought huge profits to the products they promoted. Although the survey shows that most people are disgusted with repetitive "brainwashing" advertisements, the above advertisements still bring substantial growth in product sales and significant increase in website popularity and visits. In China's advertising environment, brainwashing advertising does not necessarily have a negative impact on brand image, and to a certain extent can still cause sales growth to achieve the effect of advertising (Li 2019).

However, in today's precision marketing environment, it is not suitable for enterprises to simply use brainwashing advertising strategy and "violent repetition" means to put circular advertising

images and advertising words into the minds of all audiences. Because potential consumers have different time personalities, that is, their time insight, time urgency, time consciousness and time motivation are also different, brainwashing advertisements may also produce different persuasive effects for consumers with different time personalities. From the past achievements of brainwashing advertising and the research on the influence of existing brainwashing advertising on brand image, brainwashing advertising is not undesirable. However, in order to achieve precise marketing and rationally allocate resources, the first thing to do is to accurately place advertisements, and then it is very important to find potential consumers who can accept brainwashing advertising.

Therefore, this research is based on the application of TRA's model theory and advertising persuasive effect model to clarify the current research status of time personality, the characteristics of brainwashed advertising, and accurately identify these potential consumers. Secondly, based on the comparative research results of the difference between the persuasive effect of brainwashing advertising and non-brainwashing advertising, it provides marketing method recommendations for advertising investment in commercial activities.

## 2 MATERIALS AND METHODS

### 2.1 Attitude and Cognitive Response before Advertising

According to Lutz (1977) and other scholars' theory, brand attitude before advertising will affect consumers' brand cognitive response, and brand attitude before advertising may even have an impact on advertising cognitive response or attitude. Thus, we propose: H1a: brand attitude before advertising has a significant positive impact on advertising cognitive response. H1b: brand attitude before advertising has a significant positive impact on brand cognitive response.

### 2.2 Advertising Cognition Response and Brand Cognition

Advertising persuasion refers to the process that consumers understand and accept the content of advertising information that advertisers intend to send out (Richard 1977). In the extension of the two mediating hypothesis model of advertising persuasion, consumers' cognition of advertising affects their advertising attitude, which in turn affects their brand cognition and brand attitude, and the hypothesis that advertising cognitive response will affect brand cognitive response has been confirmed (Cai 2016). Thus, we propose: H2: advertising cognitive response has a significant positive impact on brand cognitive response.

### 2.3 Brainwashing Advertising and Cognitive Response

In the process of advertising, repetitive brainwashing advertising and elegant non-brainwashing advertising will make consumers have different cognitive reactions to advertising and the corresponding brand. Advertising will affect consumers' purchase intention through emotion and cognition (Meng 2019). Thus, we propose: H3: Advertising style has a significant positive impact on advertising cognitive response. H4: Advertising style has a significant positive impact on brand cognitive response.

### 2.4 Cognitive Response and Post-advertising Attitude

According to the affective transfer hypothesis, advertising attitude influences individual behavior intention through brand attitude (Scott 1986). Combined with the double mediation model, we propose: H5: advertising cognitive response has a significant positive impact on advertising attitude. H6: brand cognitive response has a significant positive impact on brand attitude. H7: advertising attitude has a significant positive impact on brand attitude.

### 2.5 Brainwashing Advertising and Post-advertising Attitude

In the process of accepting advertisements, consumers may have different cognitive reactions to brainwashing advertising and non-brainwashing advertising, and cognitive response will affect consumers' attitudes. Thus, we propose: H8: advertising style has a significant positive impact on consumer's advertising attitude. H9: advertising style has a significant positive impact on consumer brand attitude.

### 2.6 Post-advertising Attitude and Behavioral Intention

According to the rational behavior theory (TRA), consumer attitudes affect their behavior. Drawing on the assumptions of cognitive response and post-advertising attitude, thus, we propose: H10: post-advertisement attitude has a significant positive impact on purchase intention. H11: post-advertising brand attitude has a significant positive impact on purchase intention.

### 2.7 Brainwashing Advertising and Behavioral Intention

Different advertising styles affect consumers' cognition of advertising content, information reception and emotional attitude towards advertising, thus affecting consumers' purchase intention. H12: advertising style has a significant positive impact on purchase intention.

### 2.8 The Regulating Effect of Time Personality

Time personality can control the individual's response to time-related situations. Because

brainwashing advertising is a video advertising with time length, when consumers receive advertising information, their time personality may have an impact on it. This paper selects four dimensions of linear economic time, time orientation, time compliance and time duration to describe consumers' time personality. Thus, we propose:

1) the influence of linear economic time on the persuasive effect of brainwashing advertising

H13a There is a significant difference in consumers' advertising cognitive response between economic time and non-organized time when they accept brainwashing advertising.

H13b There is a significant difference in consumers' brand cognitive response between consumers in economic time and non-organized time when they accept brainwashing advertising.

H13c There is a significant difference in consumers' advertising attitude between economic time and non-organized time when they accept brainwashing advertising.

H13d There is a significant difference in consumers' brand attitude between economic time and non-organized time when they accept brainwashing advertising.

H13e There is a significant difference in consumers' purchase intention between economic time and non-organized time when they accept brainwashing advertising.

2) the influence of time orientation on the persuasion effect of brainwashing advertising

H14a There is a significant difference in consumers' advertising cognitive response between the past trend and the future trend when they accept brainwashing advertising.

H14b There is a significant difference in consumers' brand cognitive response between the past trend and the future trend when they accept brainwashing advertising.

H14c There is a significant difference in consumers' advertising attitude between the past trend and the future trend when they accept brainwashing advertising.

H14d There is a significant difference in consumers' brand attitude between the past trend and the future trend when they accept brainwashing advertising.

H14e There is a significant difference in consumers' purchase intention between the past trend and the future trend when they accept brainwashing advertising.

3) the influence of time compliance on the persuasive effect of brainwashing advertising

H15a There is a significant difference in consumers' advertising cognitive response between time compliance and time-anxious consumers when they accept brainwashing advertising.

H15b There is a significant difference in consumers' brand cognitive response between time compliance and time-anxious consumers when they accept brainwashing advertising.

H15c There is a significant difference in consumers' advertising attitude between time compliance and time-anxious consumers when they accept brainwashing advertising.

H15d There is a significant difference in consumers' brand attitude between time compliance and time-anxious consumers when they accept brainwashing advertising.

H15e There is a significant difference in consumers' purchase intention between time compliance and time-anxious consumers when they accept brainwashing advertising.

4) the influence of time duration on the persuasive effect of brainwashing advertising

H16a There is a significant difference in consumers' advertising cognitive response between time-tough and fast-returning consumers when they accept brainwashing advertising.

H16b There is a significant difference in consumers' brand cognitive response between time-tough and fast-returning consumers when they accept brainwashing advertising.

H16c There is a significant difference in consumers' advertising attitude between time-tough and fast-returning consumers when they accept brainwashing advertising.

H16d There is a significant difference in consumers' brand attitude between time-tough and fast-returning consumers when they accept brainwashing advertising.

H16e There is a significant difference in consumers' purchase intention between time-tough and fast-returning consumers when they accept brainwashing advertising.

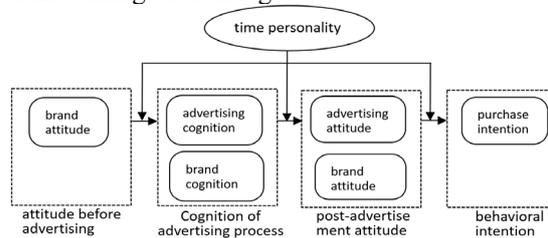


Figure 1: Research models.

### 3 RESEARCH DESIGN

#### 3.1 Research Object

This study selects the Internet brand "boss direct employment network" as the experimental material. "Boss direct employment" is a recruitment tool for employers and job seekers to chat and communicate directly under the brand. Its platform covers mainstream cultural media, Internet companies, finance, real estate and other industries. According to the video advertising characteristics of the "boss direct employment" brand adopted in this study, the following criteria are followed when selecting the respondents: the respondents themselves or their relatives and friends may need to apply for a job now or in the future, pay attention to and understand the job information, so as to ensure the accuracy and authenticity of the collected data.

#### 3.2 Questionnaire Design and Data Collection

This questionnaire is divided into seven parts: the first part is the basic information of the sample. The second part is about the evaluation of consumers' attitude before advertising, which is measured by Algesheim (2005) brand familiarity scale. The third part is the broadcast of online video ads. the respondents need to watch a 15s video ad in the questionnaire. The video ads embedded in volume A are brainwashing ads, and volume B are non-brainwashing ads. The fourth part is about the evaluation of consumers' cognitive response in the advertising process, namely, advertising cognitive response and brand cognitive response. The fifth part is about the evaluation of consumers' post advertising attitude, namely advertising attitude and brand attitude. The sixth part is about the evaluation of consumer behavior intention, namely purchase intention. The above three parts all refer to the scale of CAI Peier (2016) which studies the brand persuasion effect under Internet video patch advertising. The seventh part is the evaluation of consumer's time personality, which adopts the Likert seven scale proposed by usunier.

225 questionnaires were collected in the pre-test, and the Cronbach's alpha less than 0.5 was deleted. A total of 700 questionnaires were collected and 584 of them were valid, including 289 in volume a and 295 in volume B. the effective rate was 83.4%.

### 4 RESULTS & DISCUSSION

The Cronbach's  $\alpha$  value of the overall reliability of the questionnaire is 0.929, and the  $\alpha$  value of each variable of the questionnaire is greater than 0.8. The kmo values of volume a and volume B were 0.933 and 0.922 respectively. In Bartlett spherical test, the significance probability was 0.000, which met the condition of factor analysis. Principal component analysis and Kaiser standardized orthogonal rotation method were used for factor analysis. Four common factors were extracted by principal component analysis. The cumulative contribution rates of common factors were 72.567% and 68.134% respectively. The common factors extracted could explain the variables better. The number of factors after orthogonal rotation is less than the number of variables assumed in the model, but the factor load is all greater than 0.4, almost no double load situation, indicating that the scale has good construction validity. In addition, the model  $\chi^2 / DF = 3.114$ , GFI = 0.942, RMSEA = 0.086, NFI = 0.876, CFI = 0.912, RFI = 0.859, TLI = 0.900, PNFI= 0.765, PCFI = 0.800) shows that the model has good fitting effect and is suitable for subsequent analysis.

#### 4.1 Main Effect Test

The path coefficient of the overall model standardization is shown in the figure, and H1a, H1B, H2, H5, H6, H7 and H11 are all verified. Brand familiarity (brand attitude before advertising) has a significant positive impact on advertising cognitive response and brand cognitive response; consumers' brand cognition and advertising attitude are dependent on the level of advertising cognitive response. If the advertising design is complex and consumers' advertising cognitive response is low, then consumers' cognition and advertising attitude to the brand will be poor, which will lead to consumers' dissatisfaction Brand attitude and purchase intention also decreased.

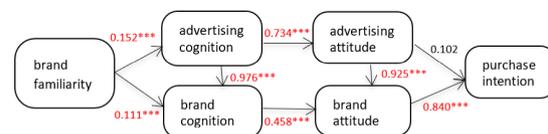


Figure 2: Results of testing hypotheses for the total sample.

## 4.2 The Difference of Persuasion Effect between Brainwashing and Non-Brainwashing Advertisements

In this paper, independent sample t-test method is used to verify whether the persuasion effect of different advertising styles is different. The results are shown in Table 1. H4, H8, H9 and H12 are verified. Brainwashing advertising has a more significant positive impact on brand cognitive response and advertising attitude. Non- brainwashing advertising has a more significant positive impact on brand attitude and purchase intention. There is no significant difference between the two types of advertising cognitive response. H3 is not valid. Therefore, in order to achieve the final sales goal, enterprises should invest more in non-brainwashing advertising.

Table 1: Persuasion Effect of Brainwashing and Non-Brainwashing Advertisements.

	t	Mean difference	Standard error
Cad	1.646(0.1000)	0.0099	0.0060
Cb	22.551***(0.0000)	0.1323	0.0059
Aad	8.920***(0.0000)	0.0439	0.0049
Ab	-14.498***(0.0000)	-0.1055	0.0073
PI	-18.568***(0.0000)	-0.1501	0.0081

\*\*\* means significant at the level of 0.1%

## 4.3 The Effect of Time Personality on Persuasion of Brainwashing Advertisements

Independent sample t-test is also used to test the influence of time personality on the persuasion effect of brainwashing advertising. The results are as follows.

### 4.3.1 The Test of the Influence of Linear Economic Time on the Persuasion Effect of Brainwashing Advertisements

As shown in Table 2, there is a more significant positive effect of economic time consumers' cognitive response to brainwashing advertising, and a more significant positive effect of non-organizational time consumers' attitude to brainwashing advertising. H13a and h13c are verified.

Table 2: The Effect of Linear Economic Time on Persuasion of Brainwashing Advertisements.

	t	Mean difference	Standard error
Cad	-2.197*(0.029)	0.0099	0.0060
Cb	-1.814(0.071)	0.1323	0.0059
Aad	-2.072*(0.039)	0.0439	0.0049
Ab	-0.489(0.625)	-0.1055	0.0073
PI	0.018(0.986)	-0.1501	0.0081

\* means significant at the level of 5%

However, there is no significant difference in brand cognitive response, brand attitude, purchase intention between economic time and non-organizational time.

### 4.3.2 The Test of the Influence of Time Orientation on the Persuasion Effect of Brainwashing Advertisements

As shown in Table 3, there are no significant differences between the past and future trends in consumers' cognitive response, brand cognitive response, advertising attitude, brand attitude and purchase intention to accept brainwashing advertisements, so the hypotheses are not verified.

Table 3: Time Orientation on Persuasion Effect of Brainwashing Advertising.

	t	Mean difference	Standard error
Cad	0.562(0.575)	0.0051	0.0090
Cb	0.422(0.674)	0.0042	0.0100
Aad	0.435(0.664)	0.0033	0.0076
Ab	-0.761(0.447)	-0.0067	0.0088
PI	-0.531(0.596)	-0.0049	0.0093

### 4.3.3 The Test of the Influence of Time Compliance on the Persuasion Effect of Brainwashing Advertisements

As shown in Table 4, there is a more significant positive impact of time-abiding consumers on the purchase intention of the brand promoted by brainwashing advertising. H15e was verified. However, there is no significant difference in the cognitive response, brand cognitive response, advertising attitude and brand attitude between the time-abiding and time anxious consumers.

Table 4: Time Compliance on Persuasion Effect of Brainwashing Advertising.

	t	Mean difference	Standard error
Cad	-0.471(0.638)	-0.0043	0.0090
Cb	0.36(0.719)	0.0036	0.0100
Aad	0.061(0.952)	0.0005	0.0076
Ab	1.3(0.195)	0.0114	0.0088
PI	2.058*(0.04)	0.0189	0.0092

\* means significant at the level of 5%

#### 4.3.4 A Test of the Influence of Time Duration on the Persuasive Effect of Brainwashing Advertisements

As shown in Table 5, fast return preference consumers have a more significant positive impact on brand attitude of brainwashing advertising, and h16d is verified. However, there are significant differences in advertising cognitive response, brand cognitive response, advertising attitude and purchase intention between time tough consumers and quick return consumers.

Table 5: The Effect of Time Duration on Brainwashing Advertising Persuasion.

	t	Mean difference	Standard error
Cad	-1.625(0.105)	-0.0146	0.0090
Cb	-0.75(0.454)	-0.0075	0.0100
Aad	-1.075(0.283)	-0.0081	0.0076
Ab	-2.324*(0.021)	-0.0202	0.0087
PI	-1.52(0.13)	-0.0140	0.0092

\* means significant at the level of 5%

## 5 CONCLUSIONS

This paper selects the brand of "boss direct employment" Internet recruitment platform to study the effect of advertising persuasion and the influence of advertising style and time personality on it. Through empirical analysis, we draw the following conclusions: brand attitude before advertising has a positive impact on consumers' advertising cognitive response and brand cognitive response. If consumers have a knowledge of the brand before contacting the corresponding advertising, then consumers can be more confident Good understanding of the corresponding advertising information and brand information. In addition, advertising cognitive response is an important factor affecting consumers' brand cognitive association, which is an important

premise for consumers to produce advertising attitude; good brand cognitive response and advertising attitude will enhance brand attitude and purchase intention. For brainwashing advertising, consumers have higher brand awareness and advertising attitude, while non-brainwashing advertising has higher brand attitude and purchase intention. For enterprises, non-brainwashing advertising has higher conversion rate. Time personality has a differential impact on the effect of brainwashing advertising. Specifically, economic time consumers have higher advertising cognitive response, non-group advertising The consumers with time weaving preference and quick return preference have better advertising attitude and brand attitude respectively, while the consumers with time following preference have stronger purchase intention to the brand promoted by brainwashing advertisement.

According to the conclusion of this paper, the following suggestions are put forward for enterprises. 1: When consumers come into contact with the brand advertising again, the level of advertising cognition and brand cognition will be better. 2: When choosing advertising strategies, advertisers should focus on the impact on consumers' advertising cognition and attitude, which will directly affect consumers' brand attitude and final purchase intention. 3: When choosing the advertising style, we should not only seek to improve the advertising attitude of consumers, but blindly choose brainwashing advertising, in order to improve the advertising communication effect and ignore the sales effect of advertising. Non-brainwashing advertising is a better choice as the mainstream advertising of brand promotion. At the same time, a small amount of brainwashing advertising flow is used to improve consumers' advertising attitude, in order to achieve the best advertising persuasion effect. 4: If the advertising mainly chooses brainwashing advertising, in order to make the advertising persuasion effect better, the target audience can choose consumers with the following time personality: non- organizational time personality under the linear economic time dimension, time compliance personality under the time compliance dimension, and quick return preference personality under the time persistence dimension.

## ACKNOWLEDGEMENTS

Thanks for the support from The National Social Science Fund of China (18BGL110).

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