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Selling Fear Across Ethnic Consumers: Modeling Emotional Arousal and Validating The Impact of Galvanic Skin Responses in Advertising

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The purpose of this study is to explore how fear-appeal advertising impacts young adults in a multi-ethnic society. This study combines self-reported measures and a skin-galvanic psychological test to measure the impact that fear-appeal advertising has among ethnic groups. Using a one-ad experimental design, results shows significant differences among ethnic groups indicating that the levels of arousal evoked by a “fear-appeal” advertisement were highest across Asian Americans followed by Hispanic American, African-Americans, and then Non-Hispanic Whites. Overall, a proposed model reveals emotions outweigh attitudes toward the ad on the manipulation of fear-appeal advertising.

ABOUT THE AUTHORS

Sindy Chapa is an Assistant Professor and Director of The Center for Hispanic Marketing Communication in the College of Communication and Information at Florida State University. Her research focus on multicultural marketing, advertising, consumer behavior, and Hispanic marketing. Olivia Bravo is a Ph.D student in Communication at the School of Communication at Florida State University. Her research is in the areas of consumer behavior and advertising.

