

HKIBS Research Webinar Series

The Persuasive Impact of Single versus Multiple Narrator Voices

We posit that more voices narrating an ad message encourages consumers' processing of the message in a video ad, thereby facilitating persuasion. Results from four studies – including two large-scale datasets with over 11,000 product videos and 1,400 global ads as well as two experiments (plus replications) with over 1,900 participants – provide support for the hypothesized effect. We show that the hypothesized effect (1) has consequential, economic implications in real-world settings, (2) is more pronounced when consumers have the capacity to process the ad message, and (3) applies mainly to consumers who tend to enjoy and engage in effortful cognitive endeavors.

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Dr. Hannah H. Chang is Associate Professor of Marketing at Lee Kong Chian School of Business (LKCSB), Singapore Management University (SMU). She is Director of PhD Programmes (Research) at LKCSB, SMU. Her research interests include consumer behavior, the influence of affect (mood and feelings) on consumer decision making, and information processing.

Her recent research efforts examine consumer behavior with respect to emerging digital technologies, as well as their strategic marketing and public policy implications. Her work has appeared in leading journals, including *Journal of Consumer Research*, *Journal of Marketing Research*, and *Psychological Science*. Dr. Chang has developed and taught numerous courses spanning undergraduate, MSc, MBA, PhD, and DBA programs. She is frequently recognized for teaching excellence in the various programs since joining SMU in 2008. She holds a PhD in Marketing and MPhil in Marketing from the Graduate School of Business, Columbia University, and a BA in Economics from University of California, Irvine.

Date: 29 April 2021 (Thursday)

Time: 15:30 – 17:00

Venue: Webinar  Meeting ID: 924 4391 6516

Please join Zoom Meeting, link: <https://lingnan.zoom.us/j/92443916516>

Language: English

*** All are Welcome ***

