



"Shockvertising" as a Method to Advertise Content in Video on Demand Streaming Services

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text (article)

Analítica

Purpose: Most thumbnails promoting movies or series in video on demand (VOD) streaming services contain some form of shock advertising. The intention of this type of appeal is to bring immediate attention of viewers. However, little is known if shock advertising persuades consumers to watch series or movies on VOD streaming services such as Netflix or Amazon Prime Video. This study examines more deeply consumer responses to two types of shock advertising appeals: fetishism and sexual, and compares the results to an experimental condition in which there is an absence of shock advertising. **Design / Methodology / Approach:** This study empirically tests if shock advertising, in the form of fetishism and sexual appeals, persuades consumers to watch series or movies. In the experimental setting, we manipulated romantic feelings and compared how each shock advertising types of appeals influence consumers when deciding what to watch in VOD streaming services. Analysis of variance was utilized to test the main effect of type of shock advertising appeal (fetishism vs. sexual vs. control condition) and to test the moderating effect of romantic feelings. **Results:** Our findings suggest that consumers exposed to fetishism and sexual appeals revealed lower levels of persuasion compared to a control condition. An important finding of the study is the moderating effect of romanticism. When an individual has romantic feelings, conceived as a transitory mood state, the fetishism appeal becomes more persuasive than the sexual or the neutral appeals. **Limitations / Implications:** These results are useful for improving the implementation of shock advertising appeals in the form of fetishism or sexual thumbnails for VOD streaming services. The study uses a single experiment to draw conclusions. Future research can test to generalize the results of this study in different settings. **Originality / Contribution:** The main contributions derived from this research can be classified into two findings

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