Motivation

There are two marketing appeals firms and marketers commonly use in their ads and promotions to attract consumers:
1. Self-focused appeals (e.g., American Express “My Life, My Card”, discount-based promotions).
2. Other-focused appeals (e.g., P&G “Thank You, Mom”, donation-based promotions).

Along with these marketing appeals, firms have also evoked positive emotions through their ads and campaigns. However, most of these ads and campaigns have typically employed the classical conditioning principle to induce a general positive emotion on consumers (e.g., humour).

Given that there are different, discrete positive emotions, it is important for firms to examine how specific positive emotions can differentially leverage the effectiveness of different marketing appeals. In this research, we specifically examine pride and gratitude because, although these emotions are positive emotions, they differ in the primary referent of focus. Pride (vs. gratitude) focuses on oneself (vs. other people) as the responsible agent of the positive event(s) that occur.

Hypotheses Development

Pride functions to signal self-accomplishment (Lazarus, 1991). As a consequence, proud people are motivated to reward themselves (Wilcox, et al., 2011). In contrast, gratitude functions to appreciate the positive in life (Wood, et al., 2010). As a consequence, grateful people are more likely to appreciate not only what life can give to oneself but also what one can give to other people (Wood, et al., 2010).

We propose that different marketing appeals will moderate pride and gratitude effects on consumer likelihood to purchase, such that:

**H1:** Gratitude (vs. pride, neutral) will increase consumer likelihood to purchase a product promoted with other-focused appeals.

**H2:** Both pride and gratitude (vs. neutral) will increase consumer likelihood to purchase a product promoted with self-focused appeals.

Pride and gratitude have distinct appraisals of self-responsibility, and these appraisals will act as a “switch” and further activate distinct behavioral tendencies of pride and gratitude (Gross & Barrett, 2011). Hence,

**H3:** The appraisal of self-responsibility will mediate pride and gratitude effects on consumer likelihood to purchase.

Conceptual Model

- Emotion: Pride and Gratitude
- Self-responsibility
- Likelihood to Purchase
- Appeal: Self and Other

Study 1. Slogans
(Self-focused Slogan vs. Other-focused Slogan)

<table>
<thead>
<tr>
<th>Slogan Type</th>
<th>Self-Appeal</th>
<th>Other-Appeal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Neutral</td>
<td>3.26</td>
<td>3.8</td>
</tr>
<tr>
<td>Pride</td>
<td>4.62</td>
<td>4.24</td>
</tr>
<tr>
<td>Gratitude</td>
<td>4.8</td>
<td>3.86</td>
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</table>

Study 2. Promotions
(Discount [Self-Appeal] vs. Donation [Other-Appeal])

<table>
<thead>
<tr>
<th>Slogan Type</th>
<th>Self-Appeal</th>
<th>Other-Appeal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Neutral</td>
<td>3.98</td>
<td>3.9</td>
</tr>
<tr>
<td>Pride</td>
<td>4.76</td>
<td>4.02</td>
</tr>
<tr>
<td>Gratitude</td>
<td>4.6</td>
<td>3.96</td>
</tr>
</tbody>
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Research Design

Across two studies, we tested our proposed hypotheses. Participants initially completed a well-established written task to induce pride, gratitude, or a neutral condition (Garg et al., 2006). Afterwards, participants saw a bottled water ad and indicated their likelihood to purchase, ranged from 1 = not likely to 7 = very likely. We use the same bottled water ad with different slogan (Study 1) or promotion (Study 2) manipulations.

In Study 1, the slogan for self-focused (other-focused) appeal is: “Especially produced with you (your loved ones) in mind”.

In Study 2, the discount (donation) appeal is: “For a limited time, get 25¢ off (we will donate 25¢) for each bottle purchased”.

We selected bottled water, a relatively neutral and utilitarian product because the hedonics of a product could influence consumer evaluation of cause-related marketing (e.g., donation) (Winterich & Barone, 2011).

Findings and Implications

Across two different contexts, we found that gratitude (vs. pride, neutral) increases consumer likelihood to purchase a product promoted with other-focused appeals (e.g., slogan, donation-based promotion) (H1). However, both pride and gratitude (vs. neutral) increase consumer likelihood to purchase a product promoted with self-focused appeals (e.g., slogan, discount-based promotion) (H2).

Mediation analyses using Andrew Hayes’ PROCESS SPSS macro show that the indirect effect of pride versus gratitude was significant with B = -.2045, SE = .0995, and 95% CI excluded zero (-.4153 and -.0238). Hence, H3 is supported.

This paper provides three main theoretical and practical contributions. First, this research adds understanding on the extant literature by examining the distinct effects of discrete positive emotions, specifically pride and gratitude. Second, we extend the implications of gratitude in consumer research and advertising because prior works on gratitude in marketing have simply examined the reciprocal role of gratitude in the context of customer-firm relationship. Finally, the implications of our findings could benefit firms and marketers to integrate their marketing programs. Our findings highlight the use of the appropriate positive emotions to leverage the effectiveness of advertising and promotional activities with different marketing appeals.