

RHETORIC AND PERSUASIVE ADVERTISING: Role of Mental Imagery and Style of Processing

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ABSTRACT

The purpose of the present research paper is to examine the effect of advertising rhetoric on advertising persuasion process and explore the role of mental imagery and style of processing. Experiments were conducted involving a sample of 360 Tunisian students who were exposed to six advertising posters: for every rhetorical poster we made another different one which has not rhetoric content. Structural equations modeling were used by applying the maximum of likelihood method. Results highlight the moderator effect of style of processing as well as the significant effect of the interaction between the advertising rhetoric and mental imagery. A cluster and a discriminant analysis helped us better know about the specificities of our sample: three groups were identified. They are different depending on the level of their mental imagery. The effect on advertising persuasion process differs from one group to another.

KEYWORDS: Advertising rhetoric, Mental imagery, Style of procession, Advertising persuasion process.

JEL Classification: M30, M39

I. INTRODUCTION

The relevant usefulness of figures of speech, usually called rhetorical figures (e.g. metaphor, pun, hyperbole), in advertising traces back to the 17th century, when the publishing industry was first introduced. The enormous growth and rapid spread of the mass media have facilitated the sophistication of communication messages, which in turn lead to more stylistic forms of advertising. McQuarrie and Phillips (2005) have noticed the difficulty to find magazine ads that lead off with straightforward claims in current advertising practice. Similarly, Leigh (1994) showed that 74% of magazine ads relied on rhetorical figures to make up their headlines. Clearly, a wide range of researchers have come to assume that rhetoric is a required tool for the advertisers to make their communication more attractive and persuasive (Le Roux, 2000; Brochand and Lendrevic, 1993).

Several factors could explain the wide adoption of rhetorical figures in advertising. It is obvious to all that contemporary consumers have become advertising resistant. Thus, while the quantity of advertisements is rising, the consumer's interest and attention toward the ad are visibly decreasing. Challenging these general tendencies, advertisers find interest into the use of rhetorical strategies in order to gain the receiver's attention again. The rhetoric devices also enable the advertising practitioners to communicate more efficiently with their target audience. A rhetorical figure, defined as "*an artful deviation, relative to audience expectation, that conforms to a template independent of the specifics of the occasion where it occurs*" (McQuarrie and Mick, 1996), contributes to a higher level of persuasion among the receivers (Leigh, 1994). The most useful figures of speech are metaphor, metonymy, oxymoron, synecdoche, etc. (Barbu-Kleitsch, 2015). Rhetoric certainly arises when these devices are used in advertising. The resulting effect is a more persuasive ad, leading to positive attitudinal judgments among the receivers. A considerable stream of marketing research has showed the positive relationship between advertising rhetoric and persuasion (e.g. McQuarrie and Mick, 1992; 1996; 1999; 2003; Phillips, 1997; Morgan and Reichert, 1999; Kreuz, 2001; McQuarrie and Phillips, 2005; Kayl and Regier, 2006; etc.). Nonetheless, the rhetorical advertisements do not affect the attitudinal responses directly according to other studies. McQuarrie and Mick (1999) suggested that the persuasion process of rhetorical ads could be mediated by the mental imagery process. The authors argued that the suggestive and aesthetic character of rhetorical ads might enhance the generation of mental images by the target audience. From other researchers' opinion, mental imagery is a cognitive process that is related to certain situational and individual variables. Two major individual variables are considered as moderators of mental imagery: style of processing (Ellen and Bone, 1991; Helme-Guizon, 1997; Euzeby, 2001; MacInnis and Price, 1987; etc.) and motivation, ability and occasion (Poiesz and Robben, 1996).

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This paper aims to extend the current thinking about the persuasive effect of advertising rhetoric and to examine empirically how the visual rhetoric might enhance the mental imagery of the consumer. This could allow us to know more about the combined effect of mental imagery and rhetoric on the persuasion process. We attempt also to explore the role of the individual variables in such a context.

II. LITERATURE REVIEW

The effect of rhetorical advertising on the persuasion process can be carried out through two different approaches. The first approach (*e.g.* McQuarrie and Mick, 1992, 1996, 2003; McQuarrie and Phillips, 2005; Kreuz, 2001; Kayl and Regier, 2006; etc.) assumes that the advertising rhetoric's influence on the consumer behavior "*occurs through an automatic, effective and unconscious brand attachment*" (Helme-Guizon, 1998). That is, this mechanistic approach tends to describe the customer reaction toward rhetorical advertisement through his acceptance or rejection of the product without reporting the process behind the decision-making stages.

A second approach assumes that particular stimuli act as a catalytic force for deep cognitive processes (MacInnis and Price, 1987). The presence of such stimuli in the advertisement allows positive effects on the persuasion process through a cognitive information processing (Helme-Guizon, 1998).

In this article, we suppose that rhetorical advertisements influence the attitudinal judgment process as well as the elaboration one.

Advertising Rhetoric and Attitudes

It is generally assumed that the use of rhetorical figures in the advertisement leads to positive attitudinal judgments toward the ad (McQuarrie and Mick, 1992, 1996, 1999, 2003; McQuarrie and Phillips, 2005; Kreuz, 2001; Kayl and Regier, 2006, Morgan and Reichert, 1999; Kayl and Regier, 2006; Phillips, 1997). Basically, the persuasion process from an attitudinal perspective is performed through three important variables: Attitude-toward-the ad; Brand Attitude and Purchase Intent. A large persuasion literature has extended the occurrence order of each of those three variables in the persuasion process (*e.g.* Mitchell and Olson, 1981; Hanson and Biehal, 1995; Homer, 2006, Edell and Burke, 1987). According to McQuarrie and Mick (1996), the artistic character of the rhetoric's deviations may result in a more positive attitude toward the ad, which in turn influences the brand attitude and the purchase intent (Mick, 1992). McQuarrie and Mick (1999) provide the notion of "*the pleasure-of-reading*" that refers to the pleasure produced by the texts containing a certain form of rhetoric. The authors also argue that the poetic and aesthetic value characterizing the rhetorical ads is inherently more pleasurable for the readers than the simple texts. Furthermore, the pleasure given by the rhetoric use in the advertisement is conceptually linked to the attitude toward the ad (Mick, 1992). The more the readers enjoy the advertisement, the more their evaluation will be favorable. In McQuarrie and Mick's (1992) investigation, evidence is reported about the positive impact of the use of puns in an advertisement on recipients' attitudes toward the ad. Similarly, McQuarrie and Mick (1999) outline the direct positive effect of the rhetorical devices on the receiver's attitude toward the ad. The evidence provided by the authors' study demonstrates the potential persuasive effect of the rhetorical figures.

Advertising Rhetoric and Elaboration: Role of Mental Imagery

The cognitive persuasion approach may be more relevant in understanding the impact of the advertisement content on the consumer's responses than the attitudinal one, especially in the rhetorical advertising context. It's firstly notable that the cognitive approach is more capable to explore the advertising treatment process that occurs in the consumer's memory (Helme-Guizon, 1998). Additionally, the artfulness of rhetorical ads invokes deeper elaboration than simple and non-dimensional ads (McQuarrie and Mick, 1999). Moreover, McQuarrie and Phillips (2005) argue that the rhetorical figures included in an ad systematically increase the cognitive elaboration of the receiver. McQuarrie and Mick (1999) attempted to provide assorted evidence for rhetoric superiority in producing a cognitive elaboration processes among the target audience. Nonetheless and as reported by MacInnis and Price (1987), the elaboration might be either discursive thought or mental imagery. An intensive literature in this vein shows that mental imagery may help to gain more insight into the role of advertising rhetoric in the persuasion process (MacInnis and Price, 1987; Babin *et al.*, 1992; Helme-Guizon, 1998; Euzeby, 2001; Lao, 2013; Yoo and Kim, 2014). Mental imagery concerns the visual treatment of information through the developing of mental imagery representations (MacInnis and Price, 1987, 1990; Ellen and Bone, 1991; Babin *et al.*, 1992; Helme-Guizon, 1998). Although McQuarrie and Mick's (1999) study failed to show how visual rhetoric enhances the receiver's mental imagery process, there remain certain elements that make us believe that a relationship may exist between rhetorical advertisement and mental imagery process. Based on the assumption of Chamard (2000), rhetorical devices used in the advertisement are considered as

strategic techniques able to stimulate the imagery process of the reader. Besides, MacInnis and Price (1990) reveal the antecedents and consequences of mental imagery. It appears hence that the rhetoric could increase the mental imagery process of the consumer.

Clearly, consumers who are engaged in an imagery elaboration are more likely to develop mental representations from rhetorical figures in order to comprehend the meaning of the advertisement (MacInnis and Price, 1987, 1990; Ellen and Bone, 1991; Babin and al., 1992; Helme-Guizon, 1998). As a consequence, more favorable responses toward the ad are produced leading to increased purchase intent (MacInnis and Price, 1987; Bone and Ellen, 1990). By contrast and according to McQuarrie and Mick (1999), the elaboration depth is not necessarily an indicator of the persuasive effect of rhetorical advertisement. In their research, it appears that increased elaboration can negatively influence the reader's attitudes.

Moderator Effect of Individual Characteristics

The elaboration of a mental imagery process is not automatic, even if the reader is in a rhetorical advertising context. Several individual variables lead to a cognitive processing rather than an emotional evaluation of the stimulus (Helme-Guizon, 1998; Childers, Houston and Heckler, 1985). Those individual variables considerably moderate the mental imagery effect on the consumer behavior (Helme-Guizon, 1998; Lee, 2006). Particularly, two individual variables are considered in the previous studies (MacInnis and Price, 1987, 1990; Euzeby, 2001): (1) style of processing (visual vs. verbal) and (2) Motivation, Opportunity and Ability (MOA).

Style of Processing (S.O.P)

The style of processing gathers several studies in the advertising context (Ellen and Bone, 1991; Helme-Guizon, 1997; Euzeby, 2001; Lee, 2006; MacInnis and Price, 1987). Childers et al. (1985) conceptualize the style of processing as "*a preference and propensity to engage in a verbal and/or visual modality of processing*" (p.130). The style of processing splits advertising receivers into two groups: the *verbalizers* and the *visualizers*. While the verbalizers tend to develop an analytic processing, the visualizers are more likely to generate imagery representations (Helme-Guizon, 1997; Euzeby, 2001; Childers et al., 1985; MacInnis and Price, 1987). Thus, the style of processing may constitute a motivation or a hindrance to imagery processing. In his study, Chamard (2000) found out that the verbal processing consumers were unable to access to higher imagery processing. The explanation provided by the author is related to the style of processing that can enhance or impede the generation of an imagery processing. By contrast, MacInnis and Price (1987, 1990) conceptualize imagery as a processing rather than a structure. In other words, imagery processing and information processing are parts of an elaboration continuum that ranges from simple retrievals of a verbal label to deeply elaborated concepts. Both discursive and imagery processing are considered as the high end of the elaboration continuum. That is, the same receiver can generate elaborated imagery processing and elaborated discursive processing at the same time.

Motivation, Opportunity and Ability to Treat the Ad

The *Elaboration Likelihood Model* (ELM) established by Petty and Caccioppo (1986) assumes two moderators that can potentially determine the level of advertising processing: the motivation and the capacity to treat the ad. Consistent with Petty and Caccioppo's assumption, Poiesz and Robben (1996) argue that individual's treatment motivation and capacity play a central role in the persuasive effect of an ad. Batra and Ray (1986) enriched the ELM by three moderator factors consisting of the Motivation, the Opportunity and the Ability (MOA) to elaborate the advertisement. This conception summarizes the intrinsic elements (motivation and ability) and the extrinsic ones (opportunity) surrounding the moment of the exposure to the advertisement (Gountas and Mavondo, 2005).

- Motivation to process the ad: Broadly speaking, the motivation refers to a goal directed arousal (Park and Mittal, 1985). MacInnis, Moorman and Jaworski (1991) define motivation as the "*consumer's desire or readiness to process brand information in an ad*" (p.34). On the contrary, Batra and Ray (1986) consider motivation rather in a message personal relevance perspective. Consequently, when consumers consider the message personally relevant, they are more likely to be motivated to process it and allocate higher attention to the execution cues included in (Binney, Hall and Shaw, 2003). In the rhetorical advertising context, the motivation is a key variable related to the persuasive effect of the communication (McQuarrie and Mick, 1999).

- Opportunity to process the ad: MacInnis *et al.* (1991) relate the opportunity to "*the extent to which distractions or limited exposure time affect consumers' attention to brand information in an ad*" (p.34). More precisely, a suitable opportunity to treat the ad may increase the amount of the attention allocated to the reading process. As an example, Poiesz and Robben (1996) point out the difference exposure opportunity in the laboratory *versus* in-

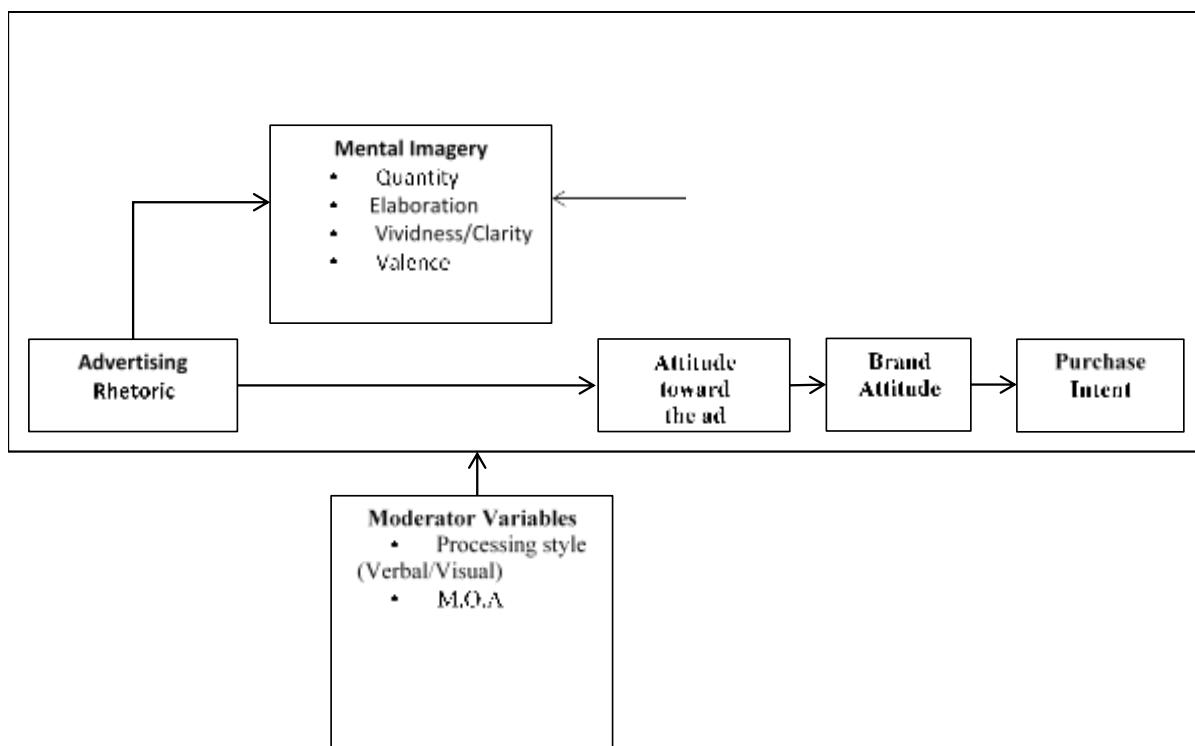
vivo context. While the laboratory context allows a great processing opportunity, the real-life conditions may impede the attention and cause multiple distraction interruptions.

- Ability to process the ad: By contrast to opportunity, the ability to treat the ad is rather an intrinsic variable related to the personal capacities of an individual to elaborate the communication stimulus (Poiesz and Robben, 1996). It is represented as the available consumer's abilities and resources to interact with the ad (Binney, Hall and Shaw, 2003). According to MacInnis *et al.* (1991), the ability is defined as "*consumers' skills or proficiencies in interpreting brand information in an ad*" (p.34). The ability is highly linked to the availability of the prior knowledge that may facilitate the elaboration and the interpretation of the message (Binney, Hall and Shaw, 2003; MacInnis *et al.*, 1991).

Researches focusing on the persuasive effect of the advertising rhetoric that we presented here are summarized in the following conceptual framework.

FIGURE 1

Conceptual Framework



III. Methodology

An experimental design has been developed to test our model. Experiments can be used when researchers need to compare the effect of different stimuli (Kantowitz *et al.*, 2008). In our research, two types of stimuli were used: rhetorical and non-rhetorical advertisements.

Experimental Design

The advertisements chosen were collected from foreign magazines. We tried not to choose local ads as respondents can be affected by their past experiences with these ads or with local brands. The figure of speech in the advertisement is important for our research. The ad needs to be not only rhetorical but should also produce mental imagery (Chamard, 2000). Visual rhetoric was chosen; images are generators of mental imagery (Rossiter and Percy, 1978), visual signals can have much more effect on consumers than words (McQuarrie and Mick, 1999). The initial advertisements were about twenty and were related to different products' categories and from various countries (France, Japan, Canada, and England). Only three ones were maintained.

In the other hand, it is important to well choose the products' categories. The respondent needs to be familiarized with the product to produce a mental imagery about it (MacInnis and Price, 1987; Rossiter and Percy, 1978). Three products' categories were selected:

- Male deodorant

- Hair dressing salon for women
- Hair gel for both men and women

The ads selected were personalized by two graphic designers. The changes concerned the brand name (a fictitious brand name was chosen), the slogan (translation into French and sometimes into Tunisian dialect) and the product.

A qualitative study was also conducted. The objectives of this first step was to (1) verify if the ads are rhetorical (2) examine the importance degree of the figures of speech, (3) identify the figure(s) related to each advertisement and (4) get a full picture about the ads' details. We asked two specialists in French linguistic to read the uncontrolled advertisements. Each judge tried to give us his own reading about the three ads after identifying the figures of speech that it contains.

Advertising rhetoric is a qualitative variable which cannot be measured by a scale. So we have created two types of ads: rhetorical *vs* non-rhetorical. The linguists helped us better understand the rhetorical ads and then conceive the non-rhetorical ones. The graphic designers conceived three non-rhetorical ads by making some changes on our initial rhetorical ads : (1) they used the same brand name (2) gave to the text a more explicit form coherent with the rhetorical ad (3) changed the image. The ads' final versions were color printed ([Appendix 1](#)).

Participants and Scales Used

360 face-to-face interviews with students were conducted using a questionnaire in three Tunisian universities. We choose students to assure homogeneity in our sample and guaranty a better comparison between the effects of different stimuli on respondents, as recommend Calder, Philips and Tybout (1981). Our experiment was conducted in two major steps:

- (1) Identification of the respondents' style of processing: we tried to make sure that the respondents develop a mental imagery process. They answered, individually, the questions. These questions were about their style of processing (Childers et al., 1985) as well as their "*symbolic habits*" (Gutmann, 1988) which can concern respondents' activities (TV, reading, etc.) ([Appendix 2](#)).
- (2) Test of the theoretical model: the objective of the second part of our questionnaire is to test our conceptual model. The table 1 resumes the different scales used as well as the dimensionality and the reliability of the variables. We choose those who are the more used in the literature, have led to a good psychometric quality and go with our research objectives (Chamard, 2000). We verified the dimensionality of each scale and realized the test of Bartlett as well as the KMO to examine the scales' dimensions. Only the MOA scale was not reliable ($KMO=0.419$). Then, this variable will not be included in the model.

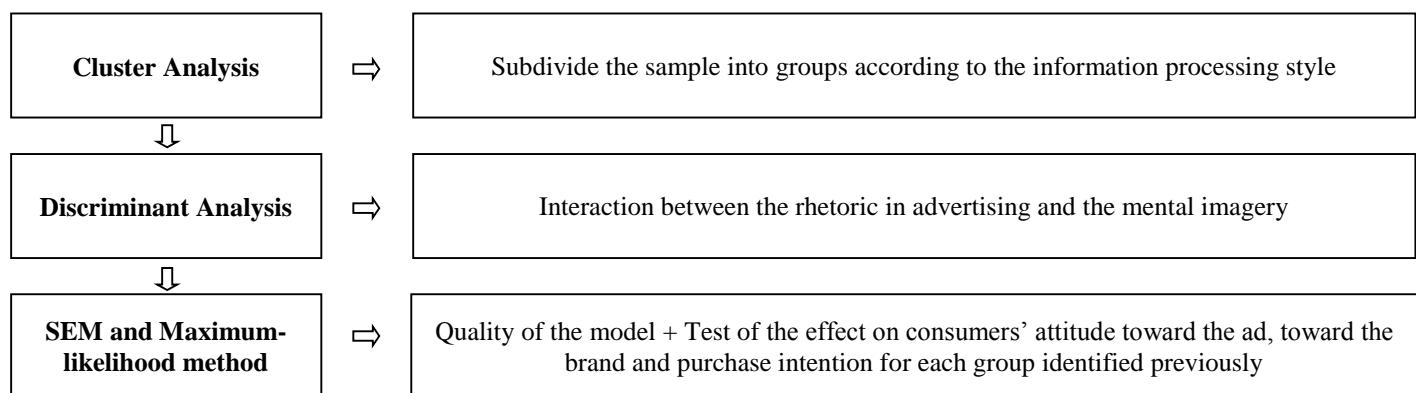
TABLE 1
Dimensionality and reliability of the Variables

Variable	Scale	Dimensionality	Average Variance Extracted (AVE)	Rho Joreskog
Information processing style	Childers et al. (1985)	- Verbal treatment process - Mental imagery process - Troubles of words' usage	0.492 0.568 0.738	0.793 0.796 0.849
Motivation, Opportunity and Aptitude to treat the ad	Heer and Poiesz (1998)	<i>Unreliable</i>	-	-
Attitude toward the ad	McQuarrie and Mick (1999, 2003)	One dimension	0.780	0.914
Attitude toward the brand	Gardner (1985).	One dimension	0.551	0.829
Purchase intention	Severn et al. (1990)	One dimension	0.847	0.940
Mental imagery	Ellen and Bone (1991) adapted by Helme-Guizon (1997,1998).	- Facility of mental imagery - Mental images' sensitivity	0.770 0.644	0.870 0.783

IV. FINDINGS

An original approach was adopted to test our conceptual model. As shown in figure 1, we firstly tried to subdivide the sample into groups according to their style of processing via a cluster analysis. Three major groups were highlighted. A discriminant analysis was then conducted in order to test the interaction between the rhetoric in advertising and the mental imagery. Finally, Structural Equation Modeling (SEM) was adopted using a maximum-likelihood procedure to examine the quality of the model and test it for each group identified previously.

FIGURE 2
Data Analysis Process

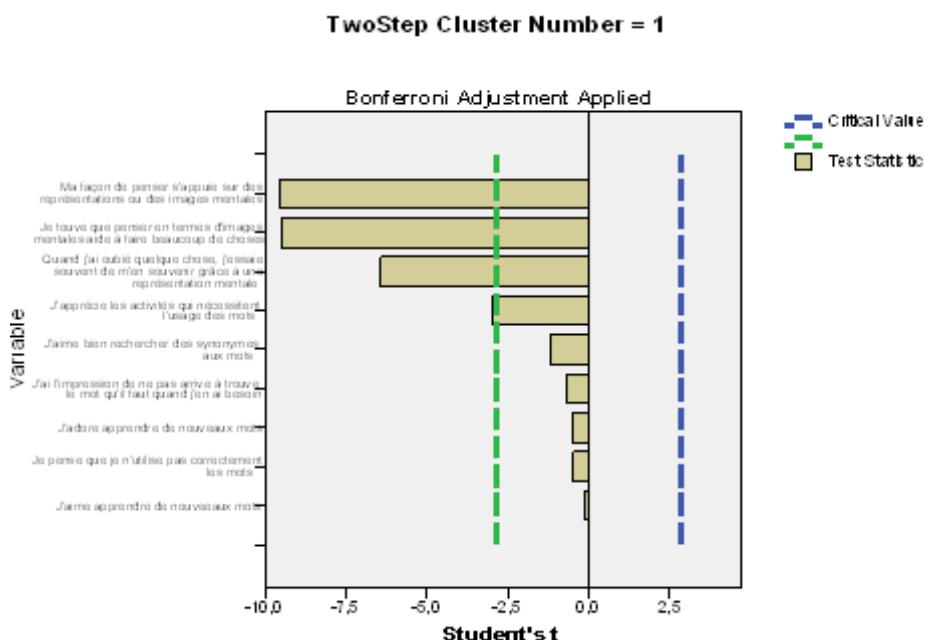


Defining Subgroups: A Cluster Analysis

To test the moderating effect of the style of processing, we have opted for a multi-group analysis. A two-step cluster analysis was used. As shown in figures 2, 3 and 4, three groups appear differently depending on the style processing. The variable assures a clear distinction between each group when the length of the corresponding stick exceeds the critical zone which the lower and superior limits are indicated by both vertical lines in dotted lines.

The first group is characterized by a low level of mental imagery.

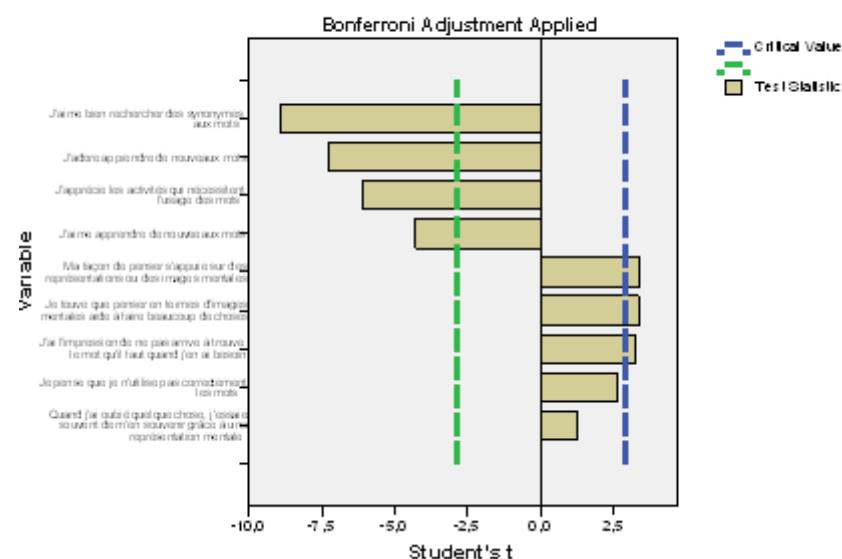
FIGURE 3
A cluster Analysis: Group 1



Only items related to the mental imagery are significant and indicate a very low level of respondents' capacity to develop a mental imagery process.

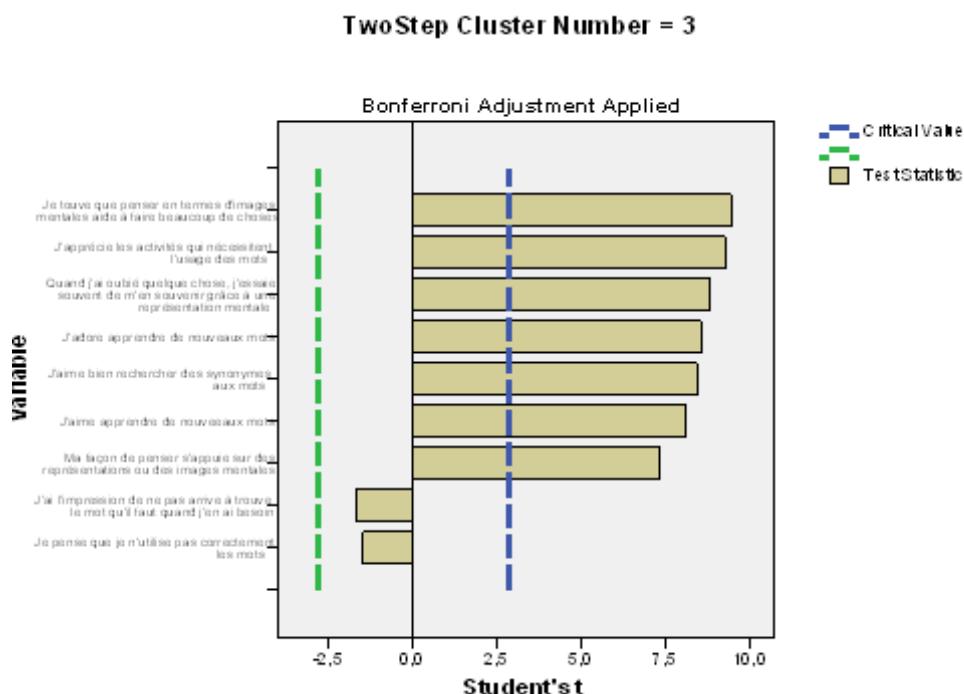
For the second group, we can notice that only the items related to the verbal treatment process are significant. Respondents in group 2 are unable to develop a verbal treatment process. The items related to the mental imagery are slightly above the threshold and indicate a low capacity to develop mental images. This second group is thus characterized by two features: (1) incapacity to produce a verbal treatment and (2) very low capacity to develop the mental imagery.

FIGURE 4
 A Cluster Analysis: Group 2
TwoStep Cluster Number = 2



As shown in figure 5, the third group has a high ability to develop a mental imagery. The items related to the mental imagery and the verbal process treatments are significant and reveal a very high ability to develop a verbal process as well as a mental imagery.

FIGURE 5
 A Cluster Analysis: Group 3



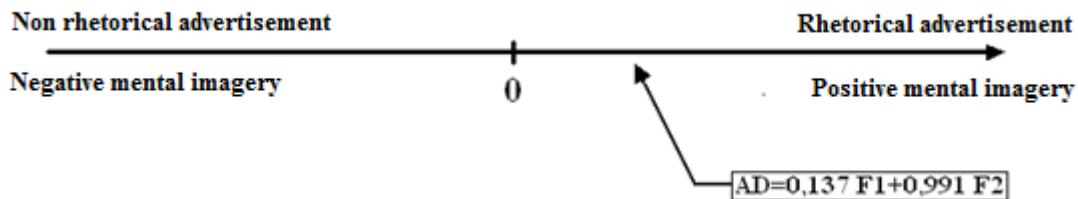
The cluster analysis highlights three groups. These groups seem to be differentiated by their verbal treatment and mental imagery mode:

- Group (1): Absence of mental imagery*
- Group (2): Low level of mental imagery*
- Group (3): High level of mental imagery*

Interaction Between Rhetoric in Advertising and Mental Imagery: a Discriminant Analysis

A discriminant factorial axis represents the interaction between advertising rhetoric and the development of mental imagery. We try, via this axis, to discriminate between two types of advertisements (rhetorical *vs* non-rhetorical) depending on the two dimensions of then mental imagery presented previously: facility of mental imagery and mental images' sensitivity. The discriminator factorial axis represents the part of mental imagery determined by the existence of rhetoric. As shown figure 6, the axis associates an important part of developed mental imagery by the respondents exposed to the rhetorical ad.

FIGURE 6
The Discriminant Axis



The results of the discriminant analysis are presented in table 2. Developing mental imagery seems to be much more important with rhetorical ad. Chi-square test indicates, with a significance of 0.017, that the two dimensions of mental imagery do not discriminate between the two ads.

TABLE 2
Discriminant Analysis: Wilks' Lambda

Test of Fonction(s)	Wilks' Lambda	Chi-square	Df	Sig.
1	0.975	8.161	2	0.017

The position of both ads on the discriminator axis is shown in table 3: the rhetorical advertisement represents a positive value with a right position while the non-rhetorical advertisement has a negative value and takes the left position. Advertisement rhetoric is, thus, positively correlated to the facility of mental imagery and the mental images' sensitivity.

TABLE 3
Functions at Group Centroids

Rhetoric	Function
With	0,187
Without	-0,135

However, table 4 indicates that only the dimension of the mental images' sensitivity has a significant discriminate effect.

TABLE 4
Tests of Equality of Group Means

	Wilks' Lambda	F	df1	Sig.
Axe 1 (F1)	1	0.149	1	0.700
Axe 2 (F2)	0.976	8.133	1	0.005

In the first line of table 4, we try to test the following hypotheses:

H₀ : *The facility of mental imagery does not allow us to discriminate between the two types of advertisements.*

H₁ : *The facility of mental imagery allows us to discriminate between the two types of advertisements.*

This test is significant and the hypothesis H₀ is not rejected: the facility of mental imagery does not allow us to discriminate between the two types of ads

However, the second line of same table concerns the following test:

H₀ : *the mental images' sensitivity does not allow as to discriminate between the two types of advertisements.*

H₁ : *the mental images' sensitivity allows as to discriminate between the two types of advertisements*

This test is not significant and the hypothesis H₀ is rejected: the mental images' sensitivity allows us to discriminate between the two types of advertisements.

4.3 Style of processing moderator effect: a MES approach

The discriminant analysis provides a new variable, which appears as the interaction between the mental images' sensitivity and the advertising rhetoric. Mathematically, this variable is a linear combination between the two dimensions of the mental imagery: rhetoric/mental imagery. To test the effect on consumers' style of processing and attitudes, we include this new variable into the conceptual model so that we don't need any more to subdivide our sample into groups. Multi-groups analysis suppose an important sample as we need to have six groups, depending on the three dimensions of the style of processing as well as the presence (*versus* absence) of rhetoric in advertisements. Thus, the idea is to test the combined effect of rhetoric on the style of processing via the mental imagery using this new quantitative variable.

Model Fit

The table 5 represents the major statistic indicators verified. As shown in this table, all the indicators are significant

TABLE 5
Model Quality Criteria

Indices	Valeurs
ABSOLUTE FIT INDICES	
Chi 2	149.582
RMSEA	0.042
Heolter	262
INCREMENTAL FIT INDICES	
NFI	0.877
TLI	0.920
CFI	0.956
PARSIMONY FIT INDICES	
Chi square	1.511
PNFI	0.6
INTERNAL CONSISTENCY MEASURE	
RFI	0.796

- RMSEA is significant (0.042<0.05)
- Heotler indicator is also significant (262>200).
- TLI and CFI significant with a value higher than 0.9 (0.920 and 0.956)
- Chi2 significant with a value lower than 2 (1.511)
- PNFI higher than 0.5 (0.6)
- RFI higher than 0.7 (0.796).

Then, we can conclude that (1) the theoretical model captures the real model (2) the variables are correlated (3) the constructs are reliable.

Maximum-Likelihood Method

As shown in table 6, the more the person presents a visual style of processing, the more CR indicator is high (Significance level at 1.96). This indicator is especially high in the third group, composed by respondents who have a high mental imagery. For the first group (absence of mental imagery), the effect of ads' content is negligible. For this group, the style of processing significantly moderates the ads' reading, which affects the communications' efficiency.

TABLE 6
Model Estimation: The Use of Maximum-Likelihood Method by an MES Approach

	Group 1		Group 2		Group 3	
	C.R	λ	C.R	λ	C.R	λ
Measurement model						
Item 3.3 ← Aad		0.644		0.724		0.743
Item 3.2 ← Aad	4.532 ***	0.943	6.474 ***	0.739	9.501 ***	0.885
Item 3.1 ← Aad	4.584 ***	0.791	6.795 ***	0.885	9.596 ***	0.900
Item 5.4 ← Ab		0.787		0.765		0.686
Item 5.3 ← Ab	6.049 ***	0.840	6.593 ***	0.721	3.265 ***	0.343
Item 5.2 ← Ab	5.586 ***	0.781	7.326 ***	0.812	6.363 ***	0.735
Item 5.1 ← Ab	5.762 ***	0.803	6.537 ***	0.715	6.279 ***	0.720
Item 4.2 ← P.I.		0.888		0.818		0.806
Item 4.1 ← P.I.	5.210 ***	0.912	5.114 ***	0.960	6.806 ***	0.903
Structural model						
Aad ← Imag./Rhet.	1.340	0.207	2.323	**0.262	5.429 ***	0.516
Ab ← Aad	1.796	*0.301	2.895	***0.366	4.744 ***	0.581
P.I. ← Ab	3.299 ***	0.551	3.218 ***	0.440	4.627 ***	0.622

-Imag. : Mental Imagery ; Rheto. : Advertising Rhetoric; Aad : Attitude Toward the Ad; Ab : Attitude Toward The Brand ; P.I. : Purchase Intention *** Significant at 1% ** Significant at 5% * Significant at 10%

We can also notice that for the third group, composed by respondents with a high mental imagery, the attitude toward the ad is positive and have a positive effect on the attitude toward the brand as well as the purchase intention. However, in the first group, the variables related to the persuasion (attitude toward the ad, attitude toward the brand and purchase intention) present the lowest indicators. Then, the mental imagery is an information processing treatment that has a combined effect between the content of the rhetorical ad and the advertising persuasion process. This effect is moderated by the style of processing.

V. DISCUSSION AND CONCLUSION

The purpose of the present research paper was to test the effect of advertising rhetoric on mental imagery and then on the persuasion process as well as the moderator effect of the style of processing. After a cluster analysis, we have identified three groups: (1) people without mental imagery (2) people with a low level of mental imagery and (3) people with a high level of mental imagery. The discriminant analysis allowed us to combine the mental imagery to the advertising rhetoric. We have come to the conclusion that when the ad is rhetorical, we can develop an imagery process. The maximum of likelihood method was applied to test the effect on advertising persuasion process. Results highlight the positive effect of rhetorical advertisements on mental imagery which can affect the variables related to the advertising persuasion process: attitude toward the ad, attitude toward the brand and purchase intention.

These results converge with previous researches (MacInnis and Price, 1987; Bone and Ellen, 1990; McQuarrie and Mick, 1999; etc.). However, in our research we have tested the interaction between rhetoric advertising and

mental imagery on the advertising persuasion process. We also present a clear apprehension of the rhetorical figures' effect on the mental imagery process.

Communication experts are intended to better use figures of speech in advertisements to produce an efficient persuasive communication. They should reconsider their market segmentation by including the mental imagery as an important variable to understand their target and to affect consumers' reactions.

The major limit of the present research is related to the reliability of the MOA scale which was eliminated from the model. This can be the result of the fictitious stimuli used and the experiment conditions. In future research papers, we can try to test the model with real and fictitious advertisements and compare the results. We also can compare different figures of speech and try to combine verbal and visual rhetoric in experiments.

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Appendix 1. Advertising posters used in experiments**Appendix 1.1 Deodorant ad****Appendix 1.2 Hair dressing salon for women ad**

Appendix 1.3 Hair gel for men and women ad



Appendix 2. Scales used

Appendix 2.1 Style of processing scale

Items	1	2	3	4	5
I enjoy learning new words					
I like learning new words					
I spend very little time attempting to increase my vocabulary					
I enjoy doing work that requires the use of words					
I like to think of synonyms of words					
I find it helps to think in terms of mental pictures when doing many things					
My thinking often consists of mental "pictures" or images					
There are some special times in my life that I like to relive by mentally "picturing" just how everything looked					
When I have forgotten something I frequently try to form mental "picture" to remember it					
Je pense que je n'utilise pas correctement les mots					
J'ai l'impression de ne pas arriver à trouver le mot qu'il faut quand j'en ai besoin					

Appendix 2.2 Motivation, Opportunity and Ability (M.O.A) to process the ad scale

Items	1	2	3	4	5
To what extent do you think information on this home page is interesting?					
To what extent do you think the information about advertiser's brand on this homepage is understandable?					
To what extent do you have enough time to absorb the information on this homepage (that is, if you want to do so)?					

Appendix 2.3 Attitude toward the ad scale

Items	1	2	3	4	5
I liked the advertisement					
I found the advertisement pleasant					
I enjoyed the advertisement					

Appendix 2.4 Brand attitude scale

Items	1	2	3	4	5
This brand is bad					
This brand is unpleasant					
This brand is of poor quality					
I dislike this brand					

Appendix 2.5 Purchase intent scale

Items	1	2	3	4	5
The intent to purchase this brand seems unlikely					
The intent to purchase this brand seems possible					

Appendix 2.6 Mental imagery scale

Items	1	2	3	4	5
Mental images arouse quickly					
It is easy to create mental images from the ad					
Mental images formed are strong					
Mental images formed are pleasant					

Table 1. Dimensionality and reliability of the variables

Variable	Scale	Dimensionality	Average Variance Extracted (AVE)	Rho Joreskog
Information processing style	Childers et al. (1985)	- Verbal treatment process - Mental imagery process - Troubles of words' usage	0,492 0,568 0,738	0,793 0,796 0,849
Motivation, Opportunity and Aptitude to treat the ad	Heer and Poiesz (1998)	<i>Unreliable</i>	-	-
Attitude toward the ad	McQuarrie and Mick (1999, 2003)	One dimension	0,780	0,914
Attitude toward the brand	Gardner (1985).	One dimension	0,551	0,829
Purchase intention	Severn et al. (1990)	One dimension	0,847	0,940
Mental imagery	Ellen and Bone (1991) adapted by Helme-Guizon (1997,1998).	- Facility of mental imagery - Mental images' sensitivity	0,770 0,644	0,870 0,783

Table 2. Discriminant analysis : Wilks' Lambda

Test of Fonction(s)	Wilks' Lambda	Chi-square	df	Sig.
1	0,975	8,161	2	0,017

Table 3. Functions at Group Centroids

Rhetoric	Function
With	0,187
Without	-0,135

Table 4. Tests of Equality of Group Means

	Wilks' Lambda	F	df1	Sig.
Axe 1 (F1)	1	0,149	1	0,700
Axe 2 (F2)	0,976	8,133	1	0,005

Tableau 6. Model estimation: the use of maximum-likelihood method by an MES approach

	Group 1		Group 2		Group 3	
	C.R	λ	C.R	λ	C.R	λ
Measurement model						
Item 3.3 ← Aad		0.644		0.724		0.743
Item 3.2 ← Aad	4.532	***0.943	6.474	***0.739	9.501	***0.885
Item 3.1 ← Aad	4.584	***0.791	6.795	***0.885	9.596	***0.900
Item 5.4 ← Ab		0.787		0.765		0.686
Item 5.3 ← Ab	6.049	***0.840	6.593	***0.721	3.265	***0.343
Item 5.2 ← Ab	5.586	***0.781	7.326	***0.812	6.363	***0.735
Item 5.1 ← Ab	5.762	***0.803	6.537	***0.715	6.279	***0.720
Item 4.2 ← P.I.		0.888		0.818		0.806
Item 4.1 ← P.I.	5.210	***0.912	5.114	***0.960	6.806	***0.903
Structural model						
Aad ← Imag./Rhet.	1.340	0.207	2.323	**0.262	5.429	***0.516
Ab ← Aad	1.796	*0.301	2.895	***0.366	4.744	***0.581
P.I. ← Ab	3.299	***0.551	3.218	***0.440	4.627	***0.622

-Imag. : Mental imagery ; Rheto. : advertising rhetoric ; Aad : Attitude toward the ad ;
Ab : Attitude toward the brand ; P.I. : Purchase intention

*** Significant at 1%

** Significant at 5%

* Significant at 10%

Table 5. Model quality criteria

Indices	Valeurs
ABSOLUTE FIT INDICES	
Chi 2	149.582
RMSEA	0.042
Heolter	262
INCREMENTAL FIT INDICES	
NFI	0.877
TLI	0.920
CFI	0.956
PARSIMONY FIT INDICES	
Chi square	1.511
PNFI	0.6
INTERNAL CONSISTENCY MEASURE	
RFI	0.796