

The Impact of Direct and Implied Claims in Advertising

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Abstract

This study investigates the way in which participants can distinguish between direct assertions and implied claims with particular emphasis on accuracy and response times. Building on Gardner's (1975) claim-belief interaction theory, which explains advertisements may indirectly influence consumer beliefs through subtle suggestions. The study focuses on examining if participants can accurately identify both types of claims. Using PsychoPy software participants were asked to judge the truthfulness of the claims. Results showed that subjects could identify direct claims more accurately than they could implied claims ($t(95) = -2.197, p < .050$). They took more time to respond to implied claims ($t(95) = 6.705, p < .001$) than direct claims. Thus, these findings highlight cognitive difficulties associated with processing implied claims and that the direct claims are easier to identify and have a quick response time. The study provides valuable insights into how advertisement claims influence consumer understanding and memory.