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Abstract
Because people nowadays get used to pay selective attention to information, the competition among mass media is getting intense. Fear appeal has been found to increase the interest and persuasiveness of health-related campaigns, therefore we try to investigate the potential power of fear appeal with message framing in marketing.

In this paper, we take full mask helmet as the product, and exentd Witte's Extended Parallel Process Model (EPPM) by segmenting audience into three groups as the mediating factor, gender as blocking factor, conducting a 2(postitve /negative message) × 2(message order) design to examine the attitude toward the ad, comsumers' purchase intention for the product, and the perceived ethicality toward the ad. This study recruites sample of about 393 undergrates from the Southern Taiwan University of Thechology. The results of the study are as follows:

1.People with different cognition process have significant different ad attitude, purchase intension, and perceived ethicality. This finding is consistent with what EPPM proposes the danger controllers will take active actions and more appreciate for ad than the fear controllers or indifferent reveivers do.

2.The influence of fear appeal with different framed message is statistically significant on after-ad purchase intension and perceived ethicality. Overall, audience who receive positively framed message show great after-ad purchase intension and perceived ethicality than those who receive negative message.

3.The position order of the attribute plays a large role in advertising cognition, and the audience's changed purchase intension between before-ad and after-ad. Overall, primary order effect occures in our study.

4.Each frame doesn't interact with message presentation order in our study.

5.The influence of gender is statistically significant on the attitude toward the ad, and the after-ad purchase intension, suggesting gender is a meaningful blocking factor when it comes to feal appeal advertising.

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