

The Subtle Influence of Nature: Exploring the Effects of Biophilia on Advertising Effectiveness

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In today's crowded media landscape, advertisers face increasing challenges to draw consumer's attention to the ads. Given modern society's increasing detachment from the natural world, biophilia - the innate human tendency to connect with nature and other living organisms - can be a powerful tool for advertisers to forge emotive connections with target audiences. This research aims to offer advancement in advertising research as well as practical implications for advertisers by exploring the effects of biophilia in advertising through the lens of the schema congruity theory. The results show a curvilinear effect of biophilia on ad evaluation. Specifically, indirect biophilia led to the most favorable ad evaluation compared to direct biophilia and no biophilia (control). This demonstrates that incorporating indirect nature-inspired shapes and patterns in ads can forge positive subconscious connections and elicit moderate cognitive processing that enhances ad response.

Keywords: Biophilia, Biomorphism, green advertising, schema congruity, connection with nature