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THE ROLE OF MOMENTARY AND SUSTAINED EMOTIONAL AROUSAL IN ADVERTISING-INFLUENCED AND NON-INFLUENCED PURCHASING DECISIONS

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Abstract

Today's trend in marketing research overlooks the role of lasting personality traits and momentary emotional influence in customer decision-making. This research seeks an answer to consumers who say they consider advertising to be an important factor in their purchasing decisions, and those who do not see advertising as a factor in their purchasing decisions, what kind of personality and compassion they have in their emotional attitudes. The research performed correlation calculations and t-tests involving 899 and 965 persons, completing a validated personality and empathy test. Comparing the two groups, those who consider advertising important are politer, less in control of their emotions, and less willing to meet social expectations.

INTRODUCTION

One of the important components of emotions is the emotional arousal, which has a behavioural motivating effect at the optimal level, but results in anxiety and fleeing behaviour at a higher than optimal level. In specific cases, such as work motivation, this phenomenon can also be captured and examined: work momentum is positively correlated with higher levels and wider variation of emotional arousal (Sosnowska, Hofmans & De Fruyt, 2019). This duality can also be observed in the case of empathy: there are individuals who are able to experience the suffering of others to such an extent that it also has a crippling effect on them, and instead of producing the help society expects, they are reluctant to experience empathy. That is, to the outside observer, they appear to be sociopaths, but for them, it is a self-protective mechanism, as they protect themselves from experiencing extremely unpleasant experiences. This is also supported by the research finding that the nerve activity observed when taking over another person's feelings in the brain centre responsible for empathy shows a similar pattern to that observed during one's own suffering (Yan, 2019).

The question arises as to whether individuals who experience extreme levels of anxiety in empathic situations are always characterized by such a degree of emotional fluctuation, or whether the phenomenon manifests itself only in a given situation. In the former case, emotional instability is a personality trait that can occur in all situations in general and has nothing to do with the specific situation. In the latter case, however, regardless of how the individual reacts emotionally in other situations, the empathic situation itself elicits an extreme emotional reaction and exaggerates the emotional arousal excessively. A similar question was formulated by Johnson and Karcher (2019) in the counselling field, where the situation-based empathy scale was introduced, and their results suggest that instead of trait-based – i.e., personality-based – empathy, situation-based — i.e., evoked by empathic situation — empathy is more common.

The relationships between empathy, anxiety, and personality are interesting in their own right, from a psychological point of view, but marketing research can also use these results or interpret them in a new way. From a theoretical point of view and in general, the present research fits into the field of research on personality traits influencing behaviour and situational determinants, as well as the interactions between the two, especially the topic of different behavioural patterns caused by empathy. The practical importance of the research is reflected in the contexts of everyday empathic situations and in the personalities of empathy. From an economic point of view, the starting point of the research is the difference between individuals who make purchasing decisions in such a way that advertising influences that decision and those who, at least in their own judgment, do not take advertising into account in their purchases.

The question of this research is whether the personal distress of individuals who see advertising as an important purchasing factor for themselves — that is, the elevated arousal that arises while experiencing another person's suffering — is associated with the emotional lability that occurs in everyday life situations. Or, alternatively, for individuals who value advertising, the momentary high arousal that appears to be the effect of the situation causes personal distress or empathic concern, or can it be seen as a stable personality trait that would typically represent a typical response in situations requiring empathy. Second, is there a difference in the above categories between individuals who, according to their own statements, tend to shop as a result of advertising and those who do not feel the effectiveness of advertising in their purchasing decisions.

THE EMPATHY

Theories of empathy

Theories that tried to categorize human nature according to a single trait, have not proven fruitful. Among these, is the simple theory of altruism, according to which, humans are driven by the desire to do something good, and help to each other without counting on any kind of repayment (Trivers, 1971).

Two large groups of later theories trace altruistic behaviour to internal and external factors relative to the individual. The former standpoint is represented by the psychoanalytic approach. According to this theory altruistic behaviour may occur in two ways: one way is a healthy identification with an altruistic figure, the other is turning anxiety and guilt into altruistic behaviour. The early relationship between the caretaker and the child is determinative in these two possible cases for the development altruism. The identification with the generous, helpful mother will develop the adulthood assistance, while the lack of help and gift in childhood will lead to the neurotic form of altruism (Nielsen, 2017).

Ethology gives an explanation for another internal reason for altruism. Altruism has a survival value, which does not limit to the individual, but extends to the family – for example the „selfless" parental help to the child – moreover the whole species: help for a stranger. So it is not the individual's but rather the genes survival is important (Dawkins, 2016).

The situational approach to altruism is represented by the learning theory. Similar to the psychoanalytic theory, the presence of the altruistic figure is also important in the learning theory, who in this case acts as a model. The helpful attitude develops through the effects of the rewards and punishments and is dependent on the reactions of the individual toward these effects (Caprara, Barbaranelli, Pastorelli, Bandura & Zimbardo, 2000).

During the turning point from the 70'-s into the 80'-s the interaction model started to spread about, which focused on the correlation between the inner dispositions and the outside factors (this way the model's structure resolved the earlier nature-nurture debate too). The internal emotional conditions, and the mood affects the helper's behaviour, at the same time the biological aptitude is influenced by learning and development, even the helper's behaviour is developing. So in an exact situation, another's tough situation evokes an increased internal state – an arousal – which in itself is not sure to lead to a helpful behaviour. A stimulus from the environment is necessary, which the individual will accept as relevant or reject as a result of a decision making process. The emotional and cognitive components create a dynamic, active unity (Pervin, 1982).

The ontogenetic development and progression of empathy: two theories of "west and east" about the development of empathy

In an ontogenetic view there are two basic authors with two different approaches: Martin Hoffman's theory (Hoffman, 2000) about the development of empathy and Takie Sugiyama Lebra's thoughts of Japanese socialisation (Lebra, 1994).

Both author found that altruistic behaviour roots from the early mother-child relationship, but a striking difference is that the former approaches the development of empathy from the side of the child, while the later from the side of the mother, which also represents the fundamental difference in the two cultures.

In Hoffman's theory the child is based on the progressive seclusion of self-other and the empathy development progresses in parallel with it. In the first year of life at the sight of the other's suffering develops the pursuit of comfort. In the second year – at the start of the self-other differentiation – the other's and the self's tranquillization gets in focus. Along the cognitive line the child also experiences a duality in emotions, which is caused by the feeling of his or her own distress and its reduction, and also the anxiety for someone else's distress. It is a precondition for the development of altruistic behaviour, that the child feels that his need for easing his and the others suffering is connected. This phase is a transition between the initial „quasi egoistic distress response" and the real compassion, what's base is the appearance of the tending to another after the second year.

In Japanese culture the omoiyari (the corresponding of empathy) is at the peak of the moral values hierarchy. Parents are consciously striving to achieve, that the sense of omoiyari takes root in their children. The mother in particular is an embodiment of empathy. She must be selfless and self-sacrificingly indigent. In child-rearing, the child is verbally encouraged to mimic empathy and to responding. She exercises the child, to feel just like her. If this is successful, the child will become susceptible to experiencing her mother's feelings, pain and desires. Then the mother can control him/her. In this way the child's previously uncontrolled, egocentric behaviour – which is otherwise accepted and allowed, as an age-specific attribute – gets under control through becoming the motherly empathy. The child abandons such behaviour that would hurt his/her mother's feelings or would make the parents be ashamed of.

Learning empathy also develops the child's social sensitivity towards his/her mother and through her towards others. Later in adulthood it reveals itself in a way, that the person feels obligated to avoid bothering someone else. So the child will become an autonomous being through the empathic upbringing, through the inevitable basis of identity development (Lebra, 1994).

Both theory start out from the mother-child dual union and puts a huge emphasis on the role of the development of empathic feelings in becoming an adult human.

Empathy in everyday life situations

To not just live in the world as a simple „information processing specialist", people need spontaneity, the ability of spontaneous empathy (Buda, 2012).

According to Kohut (1985), with the help of empathy the other person conveys and impressions on a person, which is similar to the unintentional, intuitive nature of face recognition. The similar nature of empathic tuning and the face recognition roots from the mother-child relationship and both of them start to develop in this relationship. The child's first experience is the mother's face, which represents empathy, reflection, and acknowledgment, ensuring the healthy personality development. Later the information analysis and cognitive stance develops upon this primeval empathic entity. Kohut calls the former primary thinking process and the latter secondary thinking process. In the individual's life both are present, both are working at the same time and neither excludes the other.

In Kohut's personality development theory the mother, as a reflecting self-object, helps in the transformation of the child's grandiose self-illusion. In Mahler's theory (Mahler, Pine &

Bergman, 1987) this phase is the omnipotent, shielded mother-child system, which gradually decomposes and the child with the help of the hatching process becomes an autonomous, healthy being through separation and individuation.

In the kohutian theory grandiosity is replaced by idealization. To the child the parent – especially the father – becomes and ideal, which helps develop the child's super-ego. To be similar to the ideal is called ambition. The ideal is an outer, while the ambition is an inner disposition compared to the individual. From these narcissistic sustenance needs (which is the mother's reflective behaviour) develops the transformed narcissism, which Kohut thinks consists of five components. The complex of creativity, empathy, the acceptance of finiteness, sense of humour and wisdom develops in the hope of overcoming self-interest. So the healthy personality carries within itself the childlike empathy, the ideals – like for example the subject of work – accepts the transcendent existence that is beyond the individual, the manifestation of internal relief and the acceptance of the superiority of values compared to death.

The ability of empathy is vital for the everyday life: according to Kohut, one couldn't interpret even the basic movements without empathy and its intrapsychic counterpart, the introspection. It is indispensable in healing, teaching, even the modern societies play upon this when presenting an advertisement or movie.

The social conditions of the 19th-20th centuries call forth the alienation of individuals. Everything is being automated and sped up, so there is less time and energy to spare for human relations. In the everyday rush, it is the empathy which can connect people and through connecting relations can provide safety (Davis, 2018).

The experimental approach to empathy: a process and a multidimensional model
The emotional state that is congruent with, and was triggered by another individuals' status is called empathy. The state in Batson and Coke's definition is basically the heightened arousal level. The two author's model (ref. Batson and Powell, 2003) is based on this, which distinguishes two phases of assistance. In the first phase the cognitive takeover of the viewpoint (perspective taking) increases the empathic emotional reaction. In an experiment quoted by the authors, the observers who were instructed to take over the viewpoint of the target displayed higher physiological arousal than those who were instructed to watch the movement of the target. Moreover, the former observers labelled the high arousal congruent to the perceived state of the target.

In the second phase the empathic emotion increases the motivation for assistance. In a related experiment the leaders of the experiment varied

two recordings. The test subjects listened to a radio broadcast about a girl's sad fate. The task of one group was to empathize themselves into the girl's position, the other's to pay attention to the technique of the broadcast. In the other recording, the test subject's received a soothing, or rather stimulant placebo. As expected, the test subjects who linked the heightened arousal levels to the girl's emotions were the ones who were instructed to emphasize and thought they had received a stimulant.

So the sight of another person's suffering creates a physiological reaction, which the individual will label congruent to the observed person's feelings, which will then result in a motivation to reduce the victim's suffering.

Batson, Duncan, Ackerman, Buckley and Birch (1981) in an earlier experiment tested the theory, whether aid is motivated by egoism or if genuine help exists. According to Hoffman's empathy theory both have a basis in the early personality development. Experiencing one's own distress – in other word the observer's own arousal – can result in the observer trying to reduce it using aid only as a tool.

So in the case of egoistic motivation the goal is to reduce distress via aid or escape, which was caused by the sight of the suffering individual. The former is chosen by the observer, if the latter would invoke more negative emotions like distress, guilt or shame. So if one increases the intensity or number of negative consequences of escape then the degree of wanting to aid will increase as well. But if one decreases the consequences, the will to help will decrease as well. Altruistic motivation on the other hand is independent from the consequences of escape, because in this case the observer wants to reduce the other's suffering.

Batson et al. performed to experiments related to this topic. In the first experiment the test subject had to watch a girl being electrocuted. The leaders of the experiment varied two conditions: the similarity vs. dissimilarity between the observed individual and the test subjects and the easy vs. difficult escape condition. In the case, when the test subject was informed, that the observed individual was like him/her, the result was altruistic help, while the variation of the other condition had no effect on the test subject. But in the other case, when the test subject and the observed individual were different, which called forth an egoistic motivation, the sight of the observed individual's bigger pain (more electrocution – harder escape condition) resulted in help.

In the other experiment instead of the similarity condition, they varied the condition of empathic concern attributed as placebo or the condition of distress. The results supported the claim of the first experiment: in the case of the distress condition, where the motivation was egoistic, the rate of aid

given was lower in an easy escape situation than in a hard one.

Starting out from the aid motivated by egoism and altruism, relating to Hoffman's empathy development, newer research of empathy resulted in a multidimensional approach (Davis, 1983).

Global empathy can be characterized by its four aspects:

· uptake of perspective, which means taking on another perspective for example in an argument,
· fantasy, during which the individual imagines him- or herself in the situation of a hero from a film or novel,
· empathic concern, which expresses sympathy toward another, and
· personal distress, which grabs on the individuals' discomfort and anxiety in a tense interpersonal situation.

Davis worked out the Interpersonal Reactivity Index (IRI), in which each of the four component makes up a subscale. In his investigation he analysed the relationship of the four IRI scales and the 5 constructs related to it: social competence, self-assessment, emotionality, sensitivity toward others and – only with an intention to orient – intelligence. These relate to the IRI scale through theoretical or logical ways. Taking on a perspective correlated positively with social competence, self-assessment, the understanding of others and negatively with self-centred sensitivity (which means, what impression the individual creates in others). The fantasy indicator correlated positively with verbal intelligence and emotional reactivity, and in the case of men with sensitivity. The empathic concern correlated positively with the understanding of others and emotionality. The distress correlated positively with timidity, social anxiety, the emotional vulnerability and the self-centred sensitivity toward others.

Purchase decisions and empathy

One of the factors influencing purchasing decisions is the personality of the customer. There are models present, which describe and analyse customer decisions as communicational process (Héder-Rima & Dajnoki, 2020; Juhász, 2016; Máté, 2011; Pólya, 2019; Tariszka, 2016), but also other which put family on the forefront (Horváthné Kökény, Bálint, Kulcsár & Oravecz, 2012), or operationalized research which takes one aspect of personality into account (Agárdi, 2019; Korpás & Szabó, 2019; Kun & Ujhelyi, 2018; Szakács, 2016; Szentesi, 2007). However, little is said about customer personality, or it is interpreted one-sidedly in general, with little attention payed to the deeper psychological analysis of the personality.

In marketing research, the examination of empathy appears in two areas. One of these is personal selling, where the effect of the empathic attitude of the ones acquiring service or merchandise, and the

providers on the sales process is being examined (Bahadur, Khan, Ali & Usman, 2019; Delpechitre, Rutherford & Comer, 2019; Kiss, Kotsis & Kun, 2014; Ujhelyi, Filep & Barizsné, 2019; Umasuthan, Park & Ryu, 2017; Zerbini, Vergura & Luceri, 2019).

The other area is the area of the charity ads which build upon empathy at its foundation (Al-Daaja & Szabados, 2018; Bartsch & Kloss, 2019; Gergely & Pierog, 2016; Keskin, Akgün, Ayar & Etlioglu, 2017; Kiss & Domicián, 2016; Weiss & Cohen, 2019).

The investigation shown in this paper was inspired by Kohut's realization, that empathy is an indispensable condition in everyday life, which advertising takes advantage of. The investigation is based upon three additives: first, empathic arousal (Pervin, 1982) and the statement that the higher arousal will result in a higher degree of aid (Batson et al., 1981); second, linking to this, Hebb's known diagram (Hebb, 1975) about the correlation between arousal levels and the effectiveness of behaviour governing stimuli: the increase of the arousal level above the optimal will cause an emotional disturbance; third, Davis's results in personal distress correlation (Davis, 1983).

METHODS

Test individuals

In the first stage of the research there was filled a questionnaire by 1864 adults. According to the test results the individuals were divided into two groups, the first group professed, that they do not feel ads a decisive factor during their shopping decisions, while the other marked it as an influencing factor. In two earlier publications (Molnár, 2020a; 2020b) the results of the two groups were presented, in this paper the summary about the analytics of the results will be presented, as well as the relations between the distinctive groups.

Tools

To measure empathy and anxiety was utilized Davis' IRI scale (Davis, 1983) The test individuals had to decide about 28 questions how much it applies to them and indicate this on a five degree scale (0 = doesn't apply, 4 = applies much). The questionnaire contains both direct and converse statements. The score given for the statements equals the numbers given by the individual. The subscales must be summarised separately. Each subscale contains seven statements, so 0 to 28 points can be given.

The personality was measured with the Big Five personality test (Caprara, Barbaranelli, Borgogni & Perugini, 1993). The questionnaire contained 132 items, and answers were required on an agreement

scale of five, the scoring was the same as previously. The five personality factors were divided into subscales of two by the authors, and they also added a scale measuring desirability, which shows the test person's tendency, to distort his or her own self concept because of the desire to be approved by others. Each scale consists of 12 items.

Procedure

Test individuals filled both the questionnaires on the same occasion, first the Big Five, then the IRI. There are instructions on both the questionnaires, and the tested person fills the answer sheets alone.

RESULTS

The first group's results – the one that disregards advertisement, 899 people – are demonstrated in Table 1-3. The second group's results – those who consider ads important, 965 people – are readable in Table 4-6.

The average results and standard deviation of the first group are readable in Table 1.

The IRI questionnaire's subscales were correlated by the Big Fives' subscales. The correlations between IRI and the divided Big Five subscales are mentioned in Table 2.

The correlations between the IRI subscales and the five personality dimensions and also the Social Desirability are in Table 3.

For the sake of orientation, the correlation was also looked at between the subscales in both the questionnaires, where no significant relation were found.

The second group's average results and deviations on each subscale can be seen in Table 4.

There was also correlated the IRI questionnaire's subscales with the Big Fives' subscales. The correlations between IRI and the divided Big Five subscales can readable in Table 5.

The second group's correlations between the IRI subscales and the five personality dimensions, as well as the Social Desirability are in Table 6.

For the sake of orientation, the correlation was also looked at between the subscales in both the questionnaires. In the IRI between the Fantasy Scale and the Empathic Concern, and also between Fantasy Scale and Personal Distress the correlation is significant. In Big Five the most significant correlations were between Energy – and in it Dynamism –, Conscientiousness, Openness – and in it Openness to Culture – and Social Desirability subscales.

As a next step t-tests were made on two groups' results. In three cases a significant difference was found, which leads to an interesting conclusion. The average result of those who consider ads important is significantly higher on the Gallantry and on the Emotional Control subscales then the first group's. On the Social Desirability subscale, the average of the ones who disregard ads is higher. The significant results of t-test are mentioned in Table 7.

The t-test's prerequisite is that the deviations are equal. For this reason, the F-test was made as well. The deviations did not differ significantly. The results of F-test are in Table 8.

According to the results both those who consider ads important and those who disregard them gave similar answers to the questionnaires, except the above mentioned three differences: those who consider advertisements important are politer, control their emotions less, and want to befit social expectations less.

A comparison between the correlations of the groups that consider or disregard advertisements was also made. Those correlations were chosen which proved significant in one pattern. Results are shown in Table 9. Correlations where difference is small are marked with grey. The p value in this case can be maximum 1, which means corresponsive correlation.

The Empathic Concern and Gallantry correlated originally as well in both pattern. Empathic Concern and Agreeableness were not correlated in the first group, but the correlation in the p test did not appear to be much smaller than the significant correlation in the second group. The Empathic Concern and the Emotional Discontrol correlated in both patterns as well. Between Empathic Concern and Neuroticism, in the case who disregard ads, the correlation was not significant, but was high enough to be quasi equal with the other group.

Personal Distress and Emotional Discontrol was also significant. Personal Distress and Neuroticism and also Social Desirability did not show any correlation in the case of the people disregarding advertisement, but in this p-analysis their rating proved high.

DISCUSSIONS

It can be seen from the table of those who disregard advertisement (Tables 2 and 3), that there is a significant positive correlation between Emotional Control and the Empathic Concern, and also the Personal Distress. So this means that in situations that require empathy, the use of altruistic or egoistic empathy depends on – and comes with – how high the observing person's neuroticism is, so in general, in emotional situations how much he/she gives into his/her emotions without controlling them. Those individuals, who experience high levels of discomfort or empathic resonance are often characterised as "emotional" or someone who lives a heightened emotional or impetuous life by their environment. On the other

hand, those who are unable to feel anxiety or has low levels of personal distress are prone to high levels of emotional control. There was not any significant result in the contracted Neuroticism dimension, only tendentious relation and only with the Empathic Concern.

The correlation is significantly positive between Cooperation and Perspective Taking, so friendly individuals are generally more able to take over the perspective of others during arguments or discussions.

The relationship is tendentious between Gallantry and Empathic Concern. Individuals who are polite and friendly experience high levels of altruistic empathy in empathic situations.

Energy – and within it Dynamism – correlates negatively with Personal Distress. This result confirms one of the conclusions of Davis' investigation, namely the one which states that Personal Distress and Introversion is positively correlated.

Summarised: inside the Neuroticism personality dimension the Emotional Control correlates with Empathic Concern and Personal Distress, but Impulse Control shows no relation. According to this, Neuroticism comes tendentiously with the formers.

It can be seen from the table of those who consider advertisement as an important factor, that there is a significant positive correlation between Neuroticism – and within it the lack of Emotional Control – and the Empathic Concern, furthermore the Personal Distress. So this means that in situations that require empathy, the use of altruistic or egoistic empathy depends on – and comes with – how high the observing person's neuroticism is, so in general, in emotional situations how much he/she gives into his/her emotions without controlling them.

The correlation between the Gallantry and the Fantasy Scale and Empathic Concern scales is significant, and tendentious between Agreeableness and Empathic Concern. Polite, friendly individuals experience high levels of altruistic empathy in empathic situations.

The Perspective Taking and Personal Distress correlates negatively with Social Desirability. The observer who cannot really take over his opponent's point of view in an argument, or feel less anxiety at the sight of another's suffering will take social demands in consideration much more. Society demands attention and the facing of those in need, so it would imply, that there is a positive correlation between Social Desirability and Perspective Taking. It is also possible, that someone who lies, lies exactly that he/she doesn't feel anxious, in order to protect him- or herself. Such distortion is imaginable in favour of self defense. The result is strange, but the relationship is

tendentious. A new survey would perhaps yield a different result.

Summarized: looking at the personality factors and the IRI scales, Social Desirability shows a negative tendency toward Perspective Taking and Personal Distress, also tendentious is the relationship between Agreeableness and Empathic Concern. In accordance with the expectation a significant positive relationship can be detected between Neuroticism and Empathic Concern, and Neuroticism and Personal Distress. One has to be careful with the interpretation, because one can easily make a mistake by taking the high degree of neuroticism as a cause for altruistic or egoistic empathizing. The results only show that the two empathic approach comes hand in hand with emotional instability.

The result of present inquiry adds to Davis' results and to the question about the effectiveness of advertisement. In the group who disregarded advertisements uncertainty, timidity, vulnerability, but also emotional discontrol marks the individuals who, at the sight of others suffering will feel discomfort or have high levels of altruistic empathy. In an empathic situation heightened arousal will result in a sufficient or an overly excessive level of anxiety. The former will lead to altruistic, the latter to egoistic empathy. However, this is not a momentary state. Rather these people are generally prone to extreme emotional reactions.

In the case of those who deemed ads important, next to uncertainty, timidity and vulnerability also instability describes those individuals who at the sight other's suffering will feel discomfort, anxiety or by even putting themselves in harm's way experience the desire to help. In an empathic situation the heightened arousal cause high – at times too high – levels of anxiety, but this is not just a momentarily state, rather these individuals are prone to extreme emotional reactions.

In the comparison of the two groups, those who consider advertisement important are politer, control their emotions less and want to satisfy social expectations less. These demonstrable differences, as well as the tendentious relations indicated earlier call for additional studies in this field. But even this result shows that investigating the usefulness of advertisement in shopping decision making requires a more sophisticated approach to personality with the exploration of more subfields like empathy, anxiety or other personality characteristics.

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LIST OF TABLES

Table 1
Averages and deviation of the group that disregards advertisement

		Averages	Deviation
IRI	Fantasy Scale	18.60	5.49
	Perspective Taking	16.87	5.19
	Empathic Concern	17.53	3.58
	Personal Distress	13.60	5.58
Big Five	Dynamism	38.80	8.05
	Dominance	37.53	5.89
Dynamism + Dominance	Energy (Extroversion)	76.33	12.17
	Cooperation	43.47	6.16
	Gallantry	36.80	5.39
Cooperation + Gallantry	Agreeableness	80.27	7.27
	Accuracy	35.47	7.34
	Endurance	42.60	6.50
Accuracy + Endurance	Conscientiousness	78.10	11.32
	Emotional Control	34.67	6.43
	Impulse Control	39.00	8.94
Emotional + Impulse Control	Neuroticism	73.67	14.42
Openness for Culture + Experiences	Openness to Culture	40.33	8.58
	Openness to Experiences	39.00	6.85
	Openness	79.33	11.69

Own source, own editing

Table 2
The correlation of the results on the personality and empathy tests of those, who disregarded advertisements

	Fantasy Scale	Perspective Taking	Empathic Concern	Personal Distress
Dynamism	0.31	0.06	0.15	-0.64 *
Dominance	0.33	0.02	0.11	-0.21
Cooperation	-0.17	0.70 **	-0.22	-0.29
Gallantry	-0.05	0.21	0.46 +	0.15
Accuracy	-0.15	0.42	0.27	0.21
Endurance	0.24	0.22	0.15	0.20
Emotional Control	0.17	-0.25	0.52 *	0.52 *
Impulse Control	0.40	-0.15	0.41	0.32
Openness to Culture	0.067	-0.33	0.34	0.20
Openness to Experiences	0.19	0.40	0.06	-0.38

(+ p<0.1, * p<0.05, ** p<0.01)
Own source, own editing

Table 3
The correlation between the five personality traits and four empathy-rate in the group that disregarded advertisements

	Fantasy Scale	Perspective Taking	Empathic Concern	Personal Distress
Energy	0.37	0.05	0.15	-0.52 *
Agreeableness	-0.18	0.75 **	0.15	-0.14
Conscientiousness	0.04	0.39	0.26	0.25
Neuroticism	0.33	-0.20	0.48 +	0.43
Openness	0.16	-0.01	0.29	-0.07
Social Desirability	0.39	0.23	-0.38	-0.41

(+ p<0.1, * p<0.05, ** p<0.01)
Own source, own editing

Table 4
Averages and standard deviations of the group which consider ads important

		Average	Deviation
IRI	Fantasy Scale	14.50	6.75
	Perspective Taking	17.05	5.13
	Empathic Concern	18.05	6.32
	Personal Distress	17.45	6.27
Big Five	Dynamism	36.60	5.97
	Dominance	36.00	5.87
Dynamism + Dominance	Energy (Extroversion)	72.60	10.24
	Cooperation	44.30	4.84
	Gallantry	40.40	5.00
Cooperation + Gallantry	Agreeableness	84.70	8.67
	Accuracy	39.40	8.13
	Endurance	40.30	7.54
Accuracy + Endurance	Conscientiousness	79.70	13.14
	Emotional Control	44.15	11.15
	Impulse Control	38.60	9.70
Emotional + Impulse Control	Neuroticism	82.75	18.83
	Openness to Culture	41.00	6.99
to Culture + to Experience	Openness to Experience	39.95	6.62
	Openness	80.95	12.33
Social Desirability	Social Desirability	38.20	4.53

Own source, own editing

Table 5
Correlation of results on personality and empathy tests of the group that consider ads important

	Fantasy Scale	Perspective Taking	Empathic Concern	Personal Distress
Dynamism	0.14	-0.01	0.28	0.02
Dominance	-0.01	-0.02	-0.19	-0.20
Cooperation	0.073	-0.08	0.31	-0.14
Gallantry	0.45 *	0.14	0.45 *	0.15
Accuracy	-0.11	-0.17	0.06	-0.27
Endurance	0.07	-0.11	-0.02	-0.15
Emotional Control	0.34	0.10	0.61 **	0.65 **
Impulse Control	0.13	0.11	0.38	0.34
Openness to Culture	0.16	-0.32	0.14	-0.19
Openness to Experience	-0.11	-0.20	-0.06	-0.25

(+ p<0.1, * p<0.05, ** p<0.01)
Own source, own editing

Table 6
The correlation between the five personality traits and four empathy-rate in the group that consider advertisements important

	Fantasy Scale	Perspective Taking	Empathic Concern	Personal Distress
Energy	0.08	-0.02	0.05	-0.10
Agreeableness	0.30	0.03	0.43 +	0.01
Conscientiousness	-0.02	-0.17	0.02	-0.26
Neuroticism	0.27	0.12	0.56 *	0.56 *
Openness	0.03	-0.29	0.05	-0.24
Social Desirability	-0.13	-0.44 +	-0.33	-0.41 +

$(+\ p<0.1,\ *\ p<0.05,\ **\ p<0.01)$
Own source, own editing

Table 7
Significant differences between the averages of the groups that consider ads important/unimportant

	Average of those who consider ads important	Average of those who disregard ads	t value
Gallantry	40.40	36.80	2.04
Emotional Control	44.15	34.66	2.94
Social Desirability	38.20	41.13	-2.06

Own source, own editing

Table 8
F values of the groups that consider ads important and the one that disregard them

	Average of those who consider ads important	Average of those who disregard ads	F value
Gallantry	5.00	5.39	1.16
Emotional Control	11.15	6.43	3.00
Social Desirability	4.53	3.60	1.58

Own source, own editing

Table 9
Comparison of correlations

Correlated subscales	p value
Fantasy Scale – Politeness	0.16
Perspective Taking – Cooperation	0.02
Perspective Taking – Agreeableness	0.02
Perspective Taking – Social Desirability	0.07
Empathic Concern – Gallantry	0.98
Empathic Concern – Agreeableness	0.42
Empathic Concern – Emotional Control	0.71
Empathic Concern – Neuroticism	0.79
Personal Distress – Dynamism	0.05
Personal Distress – Energy	0.22
Personal Distress – Emotional Control	0.61
Personal Distress – Neuroticism	0.67
Personal Distress – Social Desirability	0.99

Own source, own editing