Efficacy Driven Persuasion in GLP-1 Advertising: An Appraisal of EPPM

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The rise of GLP-1 agonists such as Ozempic has catalyzed major shifts in public discourse around weight loss and intensified promotional messaging in this category, raising questions about consumer's interpretation of messaging that promotes these drugs. Drawing on the Extended Parallel Process Model (EPPM), this study examines how threat and efficacy appraisals influence the reception of GLP-1 advertising, while accounting for individual susceptibility and normative influences. Survey data from U.S. consumers (N=528) were analyzed using structural equation modelling. Findings show that efficacy perceptions play a central role in the persuasive mechanisms by reducing ad avoidance, increasing positive ad attitudes, and increasing adoption intention. Risk perceptions influence adoption intention but not ad of ads. Individual factors (BMI and prior use) increase perceived threat, while injunctive norms further strengthen efficacy beliefs and adoption intention. Overall, these findings indicate that consumer response to GLP-1 ads is driven primarily by efficacy-based appraisals and normative beliefs, extending the EPPM to weight-loss advertising contexts.

Keywords: GLP-1, EPPM, Efficacy, Normative Beliefs, ad avoidance