



The effect of advertising credibility: could it change consumers' attitude and purchase intentions?

*A research about different advertising formats on the relationship
between advertising credibility and consumers' attitude and
purchase intentions.*

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Abstract

The aim of this research is to investigate whether brand versus experience oriented advertising has an influence on the relationship between advertising credibility and consumers' attitude and purchase intentions. Hereby, it examines what kind of effect different advertising formats have on consumers' perception about advertising. Based on a sample of 100 respondents, acquired from an online survey, this study finds that consumers trust a brand more, believe a brand is more authentic and are able to affirm themselves with a brand more easily when they are exposed to brand oriented ads. Moreover, it is shown that when the semantic memory of consumers is being triggered within ads the brand image consumers have about a brand is stimulated. This indicates that brand oriented advertisements are more effective in creating the perception of a trustworthy, authentic and affirmable brand. Regressions on the multiple relationships between the credibility drivers trust, authenticity, affirmation and consumers' attitude and purchase intentions show that the only significant proven relationship is the one between attitude towards brands and purchase intentions. The three drivers of advertising credibility do not influence this relationship. Consumers do not have a better attitude or higher purchase intentions because of advertising credibility.

Keywords: Advertising Credibility, Trust, Authenticity, Affirmation, Brand Oriented Advertising, Experience Oriented Advertising, Consumer's attitude towards brands, Consumers' purchase intentions

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Enjoy reading my dissertation,

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1. Introduction

As long as marketing and advertisements exists, consumers get influenced by advertising in their purchase decision. Advertisements are an important way for a company to get a product or service known, thus increasing sales and profits. Ads enable communication with consumers, get their attention for products and services, facilitate competition as well as inform and persuade the individual consumer (Fennis & Stroebe, 2010).

One important factor to keep in mind, while creating advertisement, is consumers' perception. Marketers use ads to influence consumers' perception about the product or the brand. But a recurring issue in the history of advertising regarding to consumers' perception is that consumers do not respond positively towards advertisements. A reported survey from the 1930s shows that 49% of respondents in 1934 and 58% in 1938 believed that most advertising statements were based on "exaggerated" rather than "reasonable" facts (Calfee & Jones Ringold, 1994). In a survey from 1936, 46% of respondents stated that '*most advertising fools the public*' (Calfee & Jones Ringold, 1994). What can be concluded is that the early modern consumers were skeptic towards advertising in their time.

According to the report, *Your Brand: At Risk or Ready for Growth?*, by Michael Hulme of the Institute for Advanced Studies at Lancaster University in 2010, advertisement does not influence the consumers' perception about its products or brand in a right way, because 58% believed that companies are only interested in selling products and services to them, not necessarily the fit of the product or service to them. 95% of respondents indicated that they did not trust advertising. 8% trust what companies say about themselves and only 17% of respondents believe companies take what they say seriously (Hulme, 2010). Several decades' later consumers still hold a skeptical attitude towards the advertising of companies. This skeptical attitude can be described as advertising skepticism and can be explained as the tendency toward disbelief of advertising claims (Obermiller & Spangenberg, 1998). The opposite perspective of advertising skepticism is advertising credibility. Advertising credibility refers to the extent to which consumers perceive messages of advertising believable and to the extent to which consumers trust the source of advertisement (MacKenzie & Lutz, 1989).

Advertising credibility can be explained by different dimensions, such as trust, authenticity, transparency, listening, responsiveness and affirmation (Blackshaw, 2008). The factors that determine advertising credibility address mostly the integrity of advertising. Since trust, authenticity and affirmation can directly be inserted in advertising messages, in this paper only these three drivers are elaborated.

Trust is the belief a consumer holds that the advertising is provided in an honest way without manipulation or deception (Choi & Rifon, 2002). Authenticity means that advertising need to be real, sincere, consistent and genuine. Affirmation is the collective judgment of consumers whether they perceive a brand as positive or negative. Brands become more credible when people affirm the brand with positive comments, opinions, recommendations and reviews (Blackshaw, 2008).

Since over several decades advertising credibility did not improve much, the question arises how such image can be set right and what effects it has on consumers' attitude and purchase intentions towards the product. Does consumers' skepticism towards ads lead to negative attitudes, and decreased purchase intentions? According to Ling, Piew and Chai (2010) advertising credibility is a key factor that affects the attitude and behavior of consumers. MacKenzie, Lutz and Belch (1986) even stated that advertising credibility has a positive influence on attitudes towards advertising, which affects purchase intentions of consumers. To look at it from the other perspective, advertising skepticism towards advertising has a negative influence on the attitude towards advertising (Obermiller & Spangenberg, 1998).

An interesting angle would be how advertising types will moderate the relationship between advertising credibility and consumers' attitude. One cannot approach this problem without examining the way how people process information from advertisements. An in-depth investigation need to be implemented to explore how advertising credibility is formed in the mind of consumers. The next step will be how such process differs when different types of ads are broadcasted to the targeted consumers. Because of the wide range of advertising methods, this research will only take a look at brand oriented versus experience oriented advertising. Can brand oriented versus experience oriented advertising make a difference in the abovementioned relationship?

1.1 Research Goal and Question

The goal pursued by this research is retrieving the influences of brand versus experience oriented advertising on the relationship between advertising credibility and consumers' attitude and purchase intentions. Hereby, it tries to explain how different advertising methods affect the consumers' perception about advertising. This goal can be merged into the following research question: "What kind of effect has advertising format on the attitude and purchase intentions of consumers towards brands and what is the moderating effect of brand oriented versus experience oriented advertising on the credibility of advertising perceived by consumers?"

1.2 Relevance

The scientific relevance of this research is to give more insight into the effect of brand versus experience oriented advertising on the advertising credibility perceived by consumers and what kind of effect this has on the attitude or purchase intentions of consumers towards brands. The effect of brand versus experience oriented advertising on advertising credibility and consumers' purchase intentions is a unique research combination. Credibility can be researched in many different ways and in the past researchers have tended to focus more on source and medium credibility (Rieh & Danielson, 2007). Also research topics as corporate and celebrity credibility were more popular (Goldsmith, Lafferty, & Newell, 2000) (Lafferty & Goldsmith, 1999). Besides this, there is no previous research that takes a look at how the different advertising methods, brand and experience oriented advertising, influence the relationship of advertising credibility, consumers' attitude and purchase intentions.

The social relevance of this research can be explained by the negative image that consumers' hold about ads. Over decades consumers are still skeptic about the trustworthiness and believability of advertising. To research if brand oriented or experience oriented advertising can make a difference in this. It can lead to new insights about how to change advertising credibility positively and how it can affect the attitude and purchase intentions of consumers.

1.3 Overview of Results and Practical Implications

From the multiple regressions we did not find enough evidence to show significant impact of Ads credibility drivers on consumers' attitude and purchase intentions. The relationship between consumers' attitude and purchase intentions is the only relationship that can be significantly proven. Purchase intentions are formed by consumers' attitude towards ads and brands, but this is not influenced by the credibility drivers of advertising credibility. This does not support the theory of MacKenzie, Lutz and Belch (1986), where it was researched that advertising credibility has a positive influence on attitude towards advertising and this positively affects purchase intentions of consumers. Consumers are not more likely to make a purchase when they believe an ad or brand is more credible. From this, companies can fetch that making a brand or advertisement more credible will not necessarily lead to a better consumers' attitude or higher purchase intentions.

From the data analysis we found that for all the three credibility drivers brand oriented advertising has a higher score. When consumers are exposed to a brand oriented ad, consumers will trust the brand more, will believe the brand is authentic and will affirm themselves more easily with the brand. Brand oriented advertising will lead to more advertising credibility and a more credible brand in the mindset of consumers.

If companies want to have the brand image of trustworthy, authentic, and easy to affirm with, they should trigger the semantic memory of consumers within their advertisements. This is enough for consumers to recall their overall judgement about the brand. Companies should show little contextual details and brand oriented features, values and benefits to trigger the consumers' semantic memory to start creating the desired brand image. It is important for companies to be perceived as a credible brand. With the use of brand oriented advertising companies can change the skeptic or negative image of brands consumers have since the 1930's (Calfree & Jones Ringold, 1994).

2. Literature Review

There is a wide range of research that suggests that consumers use different types of processes to store and retrieve information in their memory from advertisements. Episodic and semantic memory are terms that can describe the differences in the encoding processes of storing and retrieving information. Information in advertisements can influence the way consumers' receive information, which can influence their attitudes towards products that are shown in the advertisements. Those attitudes are affected by the perception of how credible ads are. Advertising credibility can be explained with the terms trust, authenticity and affirmation. Do consumers trust brands, do they think they are authentic and can they affirm themselves with the ads companies show?

Also the perception of advertising credibility can be influenced by different advertising types, such as brand oriented and experience oriented advertising. How does the information process of consumers after seeing different types of advertisements work?

2.1 Processing Information from Advertisements

Nowadays consumers get exposed to advertising across all different kinds of media. Research from Media Dynamics, inc. (2014) revealed that the number of ads that adults gets exposed to is about 360 ads per day, but no one can really process the total exposure they get during the day. Only around 150 ads are noted and a fewer make a strong impact on consumers to be able recall the ad while purchasing (Johnson, 2014).

Trying to recall an ad during the purchase process is called brand information processing and can be defined as the consumers' capability to allocate attention and processing resources to understand brand information in an ad. Brand information is any cue that can be found in an ad to communicate the advertising message to consumers, such as information about the brand name, attributes, benefits, usage and much more (MacInnis, Moorman, & Jaworski, 1991). This brand information process can be divided in three different sub processes, namely encoding, storage and retrieval (Lang, 2000). The first sub process encoding is about consumers getting exposed to the advertising message and getting its information into a consumer's mind. To successfully convert this advertising message into the consumers' mind, three steps have to be taken. The first one is that the message must take the attention of the humans' senses: the eyes, ears, nose, mouth, etc. Information gathered by this enters a sensory store, which is the second stage of entering the consumer mind.

This store contains more information than a person can be aware of. If a bit of information is not selected for further processing, it is written over by new information and lost. Only a fraction of the information in the sensory store moves to the active or working memory, which is the third step of converting the message into the humans' mind (Lang, 2000).

The mental representation of the advertising message is not an identical representation, but one that reflects the information the person subjectively select. The selection process is driven by controlled and automatic processes. Controlled selection is determined by the goals, knowledge and environment of the consumer receiving the message. Automatic selection is unintentional and the consumer is unaware of which information gets activated by the stimulus a message gives (Shiffrin & Schneider, 1977). This stimulus can be information that is relevant to the goals and needs of the message receiver or information that represents change in the environment; this means that receiving the message can vary across situations, cultures and individuals (Lang, 2000). So in short, the process of encoding is about how some of the information of the mental representation of the advertising message can get transferred from the sensory memory to the active or working memory.

Individual memories in people's mind are connected to other related memories by associations or links. When a memory is being used, it is activated and it can travel through associations, which is a process that makes related memories more active or available than unrelated memories (Eysenck, 1993). The short-term, or working, memory contains at any given time of activated memories. The new information that is encoded in the encoding process is active, but has only associations with other information that is currently active in the short-term memory. In the process a person thinks more and more about links between the new activated information and old information that has been formed. The more a person can link the new bits of information into the associative memory network, the better information gets stored. This process can be called storage. When there are more associations between the new and old information in the brain, the more complete the new information can be stored (Lang, 2000). Thus, the bits of information that is encoded from the advertising message do not have to be stored equally, because this is affected by the links a person can make between the new information and past memories.

Searching for the associative memory network of a piece of information and reactivating this in the working memory is called retrieval. The more associations between new encoded information and old information, the better it is stored, and therefore better retrievable (Lang, 2000).

Retrieval can be seen as a two-way process. It is reactivating the stored mental representation of some selective information of the advertising message, but retrieval does also take place during receiving the message. In order to store the new information of the message previously stored knowledge from the long-term memory is being activated or retrieved. This continues in the storage process, when the old and new information is being activated to find associations between them (Lang, 2000).

To process brand information and make a memory of an advertising message, which means going through the composition of the sub processes encoding, storage and retrieval, consumers must desire to process the information in the ad, which is called motivation. Motivation moderates the link between ad exposure, processing and the formation of the attitude towards a brand (Krugman, 1965). With motivation, consumers can evaluate the brand; it affects the direction of attention and intensity of processing brand information from the ad. Attention reflects the direction of the mental activity and the duration of the focus. Different cues in advertisements can directly draw consumers' attention. As attention to the stimulus increases, a bigger amount may be allocated to the active information in the working memory (Jaworski & MacInnis, 1989).

The information pieces that can be remembered or recalled by the consumer are affected by the memory the consumer have about the brand information. The memory of the brand information that is encoded, stored and capable to retrieve can anticipate on the needs of consumers during the purchase process (Jaworski & MacInnis, 1989). So, needs that are activated by brand information is the mechanism that stimulates processing. Needs are situationally and personality-based, so processing can vary across situations and individuals (Jaworski & MacInnis, 1989).

2.1.1 Episodic and Semantic Memory

There are two information systems that selectively receive information, a fraction of this information get retained and specific retained information gets transmitted into behavior (Tulving, 1972). People store and retrieve information from their memory using different types of processes. Tulving (1972) used the terms semantic and episodic memory to describe these different encoding processes. When semantic memory is used during processing information, people make use of the overall evaluation or impression about the product. It does not have context specific information about the product quality. Semantic memory stores general knowledge (Jiang, Thomas, & Rajiv, 2014). When the episodic memory is used while processing the information, a person uses the already existing content about all the experiences with the product in detail.

Episodic memory stores personally experienced events that are context specific, such as consumption experience. Episodic memory contains all the context specific information about the product experience that consumer has had over time. Each episode is in detail stored in the person's memory (Jiang, Thomas, & Rajiv, 2014).

Both the memory systems have relevant retrieval characteristics. Information from episodic memory can only be retrieved if that information had been entered into the store on an earlier occasion. This does not include generalizations. This is used in storing semantic memory. With semantic memory, it is possible for a person to know something he did not learn beforehand. Retrieval of both systems is usually entered as an episode into the episodic memory, but retrieval from episodic memory can change the contents and the retrievability of these contents, whereas this stays neutral in the semantic memory (Tulving, 1972).

Accessing information from episodic memory is more difficult than accessing information from the semantic memory. Brown, Keenan and Potts (1986) showed that subjects' recall of stimuli is higher when they can relate words to specific episodes involving personal experiences rather than generalizations. The involvement of consumers and the differences in the circumstances when processing happens is reflected by this. When people want to make a judgement about a product or brand, they use the memory they have encoded, stored and to what extent this can be retrieved to help to make a decision. Depending on the motivation or knowledge level they will more elaborately process their memory with the use of the entire set of experiences or just with a recall of an overall prior judgment (Jiang, Thomas, & Rajiv, 2014).

Relating ads with personal experiences or with overall judgements of consumers about a brand can have beneficial effects on ad effectiveness. Ads with little contextual detail are more helpful in improving brand attitudes and intentions when the semantic memory is being triggered by the ad, whereas contextual detailed ads are more helpful in improving brand attitudes and intentions when the episodic memory is being triggered (Krishnamurthy & Suja, 1999).

Little contextual details in the ad are better when the semantic memory needs to be recalled, because this can support the overall judgements of consumers. Overall judgement about brands and their advertisements tend to be overall positive or negative. When little contextual details are shown in ads, this overall judgement will be less likely to change. When all kind of details are included in the ad, it may clash with that in the consumers' memories, which may reduce consumers' abilities to relate to the ad and the brand. Contextual detail in ads triggering the episodic memory is more likely.

When an ad is processed to someone's past memories, one can remember details of the place, people, objects, other events, and even emotions surrounding the autobiographical memory (Sujan, Bettman, & Baumgartner, 1993). More contextual detail will trigger more of this memory and can help to form a more complete conception of the brand.

2.2 Advertising Credibility

Information in the advertisements can influence how consumers' receive this information and how their attitude is about the products or brands showed in the advertisements. The cues in the advertisements are determining the quality of the advertising message, which affects brand attitudes (Jaworski & MacInnis, 1989). One factor in determining consumers' attitudes towards the ad or brand that will influence information processing is advertising credibility. Credibility is responses of consumers after seeing and processing the advertising message, which influences ad attitudes (Jaworski & MacInnis, 1989).

According to Lutz (1985) advertising credibility is defined as the degree to which the consumer perceives claims made about the brand in the ad to be truthful and believable. It refers to the consumers perceptions of what extent consumers perceive the messages of the ad to be believable and to what extent the consumer really trusts the source of the advertising (MacKenzie & Lutz, 1989). It is about the relationship between the believability of the addressor and the perception in the listener's mind (Adler & Rodman, 2000). Advertising credibility is a key factor that affects the attitude and behavior of consumers (Ling, Piew, & Chai, 2010). Hence, advertising credibility has a positive influence on attitude towards advertising and this then affects purchase intentions of consumers (MacKenzie, Lutz & Belch, 1986). Thus, advertising credibility and perceptions of advertising has a connection with each other (MacKenzie & Lutz, 1989).

Obermiller and Spangenberg (1998) approached the construct of advertising credibility from the opposite direction, which they called "advertising skepticism". They defined it as *'the tendency toward disbelief of advertising claims'* (Obermiller & Spangenberg, 1998). In their research they suggested that advertising skepticism is not different from advertising credibility. It is the same, but it only views advertising credibility from another perspective. Consumer skepticism towards advertising in general is negatively correlated with attitude toward the ad (Obermiller & Spangenberg, 1998).

Credibility in advertising refers mostly to generalized beliefs about advertising's integrity, such as truthfulness, honesty and trust (Soh, Reid, & King, 2007). Credibility of an advertisement can be determined by various factors. It can be affected by the brands credibility and the one who brings a message (Ling, Piew, & Chai, 2010).

Blackshaw (2008) discusses six core drivers of credibility that marketers must strive to achieve. On the basis of this theory the factors that determine advertising credibility can be conducted.

In this research only the drivers' trust, authenticity and affirmation are taking into account, because these three drivers can directly be inserted into advertising messages.

2.2.1. Trust

Trust implies confidence, dependability and faith in a brand. Consumers trust brands that have a good performance. Therefore trust is the credibility driver that is mostly linked to product or service performance, because it relates to the promise a brand makes with its advertising (Blackshaw, 2008). Trustworthiness can be described as the belief of consumers that advertisements are honest, without manipulation or deception (Choi & Rifon, 2002). Communication through advertising must inform consumers about market offerings to help them to make a purchase decision. But to perform effectively as an information source, consumers must trust advertising (Soh, Reid, & King, 2007).

Consumers ask themselves if the brand's advertising exaggerates the truths or if the claims that a brand makes are being kept (Blackshaw, 2008). Trust in advertising is important to research, because consumers tend to distrust advertising (Soh, Reid, & King, 2007). Consumer neutrality in the trustworthiness of ad media is not particularly surprising given the finding that people are skeptical of advertising messages. In the report of Michael Hulme (2010), mentioned before, only 9% of the respondents trust companies to always act with their best interests in mind.

2.2.2. Authenticity

Authenticity is all about what is real and what is true. Advertising needs to be real, sincere, consistent and genuine. Authenticity in advertising can be described as an authentic advertisement that shows the illusion of the reality of ordinary life in a consumption situation (Stern, 1994). Authenticity becomes more important in the digital area because everyone has the tools to proof something is true or not.

Nowadays consumers have a stricter set of criteria for evaluating brands and its advertising. Consumers wonder if advertising motivations are pure or manipulative or if the brand really cares about the consumer (Blackshaw, 2008).

Consumers want to be recognized as personal individuals and are expecting that companies will fit to their needs, but in a real and sincere way (Hulme, 2010). Here arises the relationship between authenticity and trust. Consumers trust brands that come across as real and sincere (Blackshaw, 2008). But the consumers experience reveals that consumers do not fool themselves with the idea that companies actually care about what consumers personally think.

From the report of Michael Hulme has been found that 58% of the respondents felt that *'companies are only interested in selling products and services to me, not necessarily the product or service that is right for me'* (Hulme, 2010).

2.2.3. Affirmation

Affirmation is an assertion of the truth; it is something that can be declared to be the truth. In advertising this happens when consumers agree about a brand to be either positive or negative. Here truth is the collective judgment of consumers. Brands become credible when they are affirmed with positive comments, opinions, recommendations and reviews. This "truth" can continue to grow if a growing number of consumers and buyers share the same image about brands (Blackshaw, 2008).

People want to be accepted and value group affirmation of their beliefs and actions. With advertising, brands can associate products or services with this affirmation (O'Shaugnessy & O'Shaugnessy, 2003).

Nowadays with the Internet, affirmation can increase quickly. Individual consumers rather compare or verify information before buying. 84% of consumers used some form of internet comparison site from formal and informal locations, friends, families, professional reviews and people they believe are similar to themselves (Hulme, 2010). 71% sought as many information sources as possible to verify something. Consumer often look for similar others for credible commentaries and reviews (Hulme, 2010).

Previous research about advertising credibility is rather limiting, it does not consider the impact of brand oriented versus experience oriented advertising on the credibility perceived by consumers and thereby on the attitude and purchase intentions of consumers towards brands.

2.3 Brand Oriented Advertising

Kotler (1988) defined a brand as *'a name, term, sign, symbol or design or combination of them, which is intended to identify the goods of one seller or group of sellers and to differentiate them from those of competitors.'* Advertising can be seen as an investment in promoting a brand. It involves building a "personality" or "identity" for the brand.

Brand identity is the way a company chooses to identify itself to the public (Meenaghan, 1995). There are different mediums of communicating this brand identity with consumers. A brand creates a brand identity and wants to communicate this with consumers through for example an advertising slogan. With this slogan brands can establish their brand identity and stability in the mind of the consumer. It is not about advertising a specific product or service, but about advertising the brand.

This helps consumers to associate with the company values the brands slogan is promoting. Another way to establish this is to use images in ads to raise brand awareness and attract customers. Some brands use social media to engage their consumers. They ask questions, invite to comment and respond to feedback in order to create a connection between consumer and the brand (Lindblad, 2015).

With advertising, companies can expose the brand to potential consumers to give them the opportunity to accept the brand and its identity (Meenaghan, 1995). A company can develop their brand through brand oriented advertising (Krishnamurthy S. , 2000). Brand oriented advertising influences the way a consumer perceives the brand that is being advertised, because a company wants to create the brand's personality in the consciousness of consumers. It communicates specific features, values and benefits of a particular brand (Aaker & Biel, 1993). With this communication a brand promotes the brand image using brand oriented advertisements.

Brand oriented advertising provides consumers with information about the brand's value and image to encourage consumers to choose the advertised brand over competitors (Krishnamurthy S. , 2000). Brand image is the perception of a brand that is held by the consumer (Aaker & Biel, 1993), and is variously defined as *'the set of beliefs held about a particular brand'* (Kotler, 1988) or *'a set of associations, usually organized in some meaningful way'* (Aaker, 1992).

A brand is what someone knows, thinks and feels about a particular product or service. In a certain way, it only exists in the consumers' minds. The value and image attached to the brand are basically a result of marketing communication such as advertising. Advertising positions the brand in the mind of the consumer to build a positive brand attitude that leads to a strong brand value or image. This positioning explains to the consumer who the brand is and what it offers. Advertising can build and maintain brand salience (Hansen & Christensen, 2003). According to Keller (2013) *'brand salience measures various aspects of the awareness of the brand and how easily and often the brand is evoked under various situations or circumstances.'* Sharp (2010) takes it a step further and describes brand salience as *'the propensity for a brand to be noticed and/or come to mind in buying situations.'*

In a buying situation a consumer can recall certain feelings and start to associate these feelings with certain brands. This happens because through brand oriented advertising the brand image is established in the consumer mind. To establish this brand image consumers combine features associated with a specific cue within the ad to make an overall judgement at the semantic level of processing information (Cohen & Basu, 1987).

Semantic memory stores general knowledge, such as the overall brand evaluation that is continuously updated as the consumer gets more and more consumption signals. It does not have context specific information about the product quality; it is about updating the belief of the consumer (Jiang, Thomas, & Rajiv, 2014).

The ultimate goal of advertising is to create positive purchase intentions and behavior towards brands. If a brand with advertisement can create a credible story in the mind of the consumer, it is therefore seen as a credible brand. The attitude towards advertising and the brand will be positively affected. A brand can achieve this by creating and maintaining the salience of the brand. If brands are established in the consumer mindset it can create certain attitudes towards the brand and influence purchase intentions (Percy & Rossiter, 2006).

2.4 Experience Oriented Advertising

A product purchase is not only the purchase of a good or service itself, but the purchase of an experience that the product or service provides. An experience is an ongoing transaction that arises from the interaction between an individual consumer and an object or environment. This experience can be gained from advertising (Li, Daugherty, & Biocca, 2001). Advertising that is presenting consumer experiences will try to give the consumer the direct experience of using a product or service without actually using it (Chiou, Wan, & Lee, 2008).

Besides focusing on the needs and wants of consumers, experience oriented advertising concentrates on the experience of the consumer with regards to the product or service that is provided. It shows a consumption experience with the product and focuses on the shopping experience of consumers and their reasons to purchase (Day, 2015).

The envisioned advertising should be able to integrate into consumers' lives. Certain experiences or feelings and emotions are inserted into consumers' minds with experience oriented advertising to trigger positive feelings or inspire action (Rayport, 2013). When consumers are happy with the product or service they will attach a positive image to it, and the opposite happens when they have a negative experience with the product or service.

Still, after seeing the experience oriented advertising and when the purchase is being made, the consumer experience continues. Consumers start to evaluate the product or service they bought and will try to find similarities or differences with the promises that were made in the advertising (Day, 2015).

Advertising the consumer experience can only be verified by direct experience which means using the product or service after seeing the advertising (Daugherty, Li, & Biocca, 2008). With advertising, companies can promote and sell experiences.

During decision making consumers trust their experiences the most (Hoch, 2002). Advertising helps consumers to interpret these experiences. It can create impressions of experiences, it can copy the feeling or image that consumers retain from experiences.

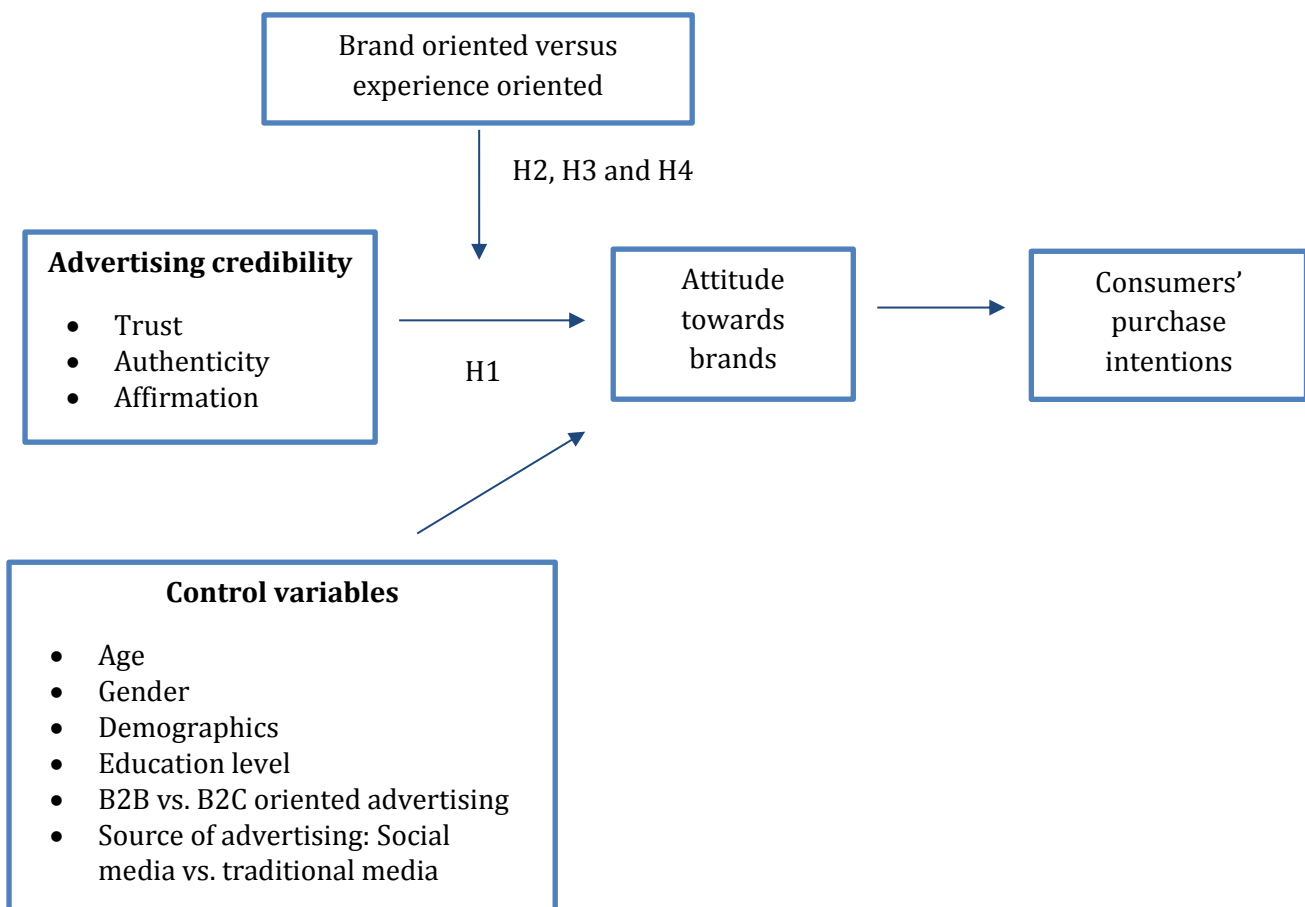
Cues must be introduced in the advertisements so that consumers can understand and appreciate their feelings. These cues ensure that consumer recognize certain experiences. With these cues the impressions can be made that create the experience in the mind of the consumer (Pine II & Gilmore, 1998). This can transform the nature of the consumer experience. When the consumer comes in contact with the product or service the cues of the advertising will help him to understand the experience he is having at that moment (Wells, 1986). Advertisers try to find the appropriate cue for consumers to recall the representations of experiences to unlock memory and use this in decision making. Consumers have a memory trace for the ad and for their experience. Consumers need a motivating cue to recollect these memories, which can best be done through advertisements (Braun-LaTour, LaTour, Pickrell, & Loftus, 2004). The consumer will the motivating cue used in advertisements combine with all the context specific information about the product experience that consumer has had over time. Each episode of experiences is in detail stored in the person's episodic memory, where consumers can make an explicit judgement about the ad, brand or product with recall of past experiences (Cohen & Basu, 1987).

Thus, when consumers are able to recall the ad and the experience it is showing in a credible manner, experience oriented advertising is capable of creating credible advertising and with this influence certain attitudes towards the brand and influence purchase intentions.

3. Conceptual Framework

In this section we discuss how the effect of advertising credibility is divided into three dimensions on the attitude and purchase intentions of consumers. The conceptual framework of the paper is shown in Figure 1. The conceptual model shows how the relationship between advertising credibility and consumers' attitude and purchase intentions is affected by different factors.

Figure 1: Conceptual framework of the relationship between advertising credibility and consumers' attitude and purchase intentions.



The rationale of the above conceptual framework is as follows. It is assumed that advertising credibility affects consumers' attitude and behavior with regard to purchase intentions. MacKenzie, Lutz & Belch (1986) has shown that advertising credibility influences attitudes toward advertising positively, where the attitude affects purchase intentions of consumers. We use trust, authenticity and affirmation to measure advertising credibility. Since these three drivers can be directly inserted into advertising messages, they might also directly influence consumers' attitude and purchase intentions.

First, when consumers trust a brand and its advertisements, they will perceive it as more credible. This is because trust can be created, in terms of brand image, in the consumer mindset. If advertising can deliver their advertising message as confident, dependent and faithful a brand can be considered as trustworthy. Second, consumers perceive a brand as more credible if it is real and sincere. If the advertising of brands are assumed as real and sincere a brand will be considered as more authentic. Third, brands are perceived as credible if the “truth” in the mind of consumers is affirmed by positive (or negative) comments, opinions, recommendations and reviews. This “truth” can be seen as a positive or negative perception of a brand or as the general judgement about the brand and its ads. The three dimensions of advertising credibility will have a positive influence on the attitude of consumers’ and their behavior during purchase decisions, if they are all positively inserted into advertising messages. Interesting to research is if these relationships are significantly correct. Are consumers’ attitudes more positive if they response positive towards certain advertisements they are exposed to and does this also causes higher purchase intentions? And how will advertising credibility affect the likeliness of consumers to buy? To answer the question if consumers are more likely to buy when they think advertising is more credible, the following hypothesis is formulated:

H1: When consumers perceive advertising to be more credible they have a better attitude towards brands and are more willing to make a purchase.

Introducing brand oriented and experience oriented advertising will have an effect on the abovementioned relationships. The expectation is that brand oriented advertising will positively affect the credibility drivers trust, authenticity and affirmation. From this it can be expected that using the right advertising method for the right credibility driver the relationship between advertising credibility and consumers’ attitude towards brands will be positively stimulated, which will lead to more willingness to buy, in order words, higher purchase intentions.

A “personality” or “identity” of a brand is created with brand oriented advertising. It is not necessarily about advertising a specific product or service, but about advertising the brand and to help consumers to associate with the company’s values (Lindblad, 2015). It influences the way consumers perceive the brand in their mind, where the brand image is conducted. With brand oriented advertising the semantic memory is being triggered. In order to create a more complete conception, ads with little contextual details in brand oriented ads are more helpful in improving brand attitudes and purchase intentions (Krishnamurthy & Sujan, 1999).

Established brand oriented advertising can influence attitudes toward the brand, but also the beliefs of consumers about the brand. With this kind of advertising a brand can create the belief of consumers that they are honest, and not manipulative.

Trust can be created with the help of brand oriented advertising, to create a general judgement about the brand which stands for confidence, dependability and faith in a brand; all notions that explain trust (Blackshaw, 2008). Can it be true that when consumers trust a brand and its advertisements, more consumers will have the perception that it is a credible brand, with credible advertising? Will brand oriented advertising have more influence on advertising credibility rather than experience oriented advertising? In other words, is creating the image a company wants to have in the mind of consumers more successful than triggering positive feelings and emotions with reliving certain consumer experiences? These questions can be answered with the following hypothesis:

H2: Brand oriented advertising is more effective than experience oriented advertising on the credibility driver trust.

Authenticity is one of the drivers that explain advertising credibility. If consumers believe that advertising of a brand is real, sincere and genuine, it will appear as more credible. Authenticity also has a close connection with trust, because consumers also trust brands more when they come across as real and sincere (Blackshaw, 2008). With brand oriented advertising this real, sincere and genuine image can be built as the identity the brands radiate towards consumers. It will influence the brand image in the consumers' mind and trigger the semantic memory, where the general judgement about brands is stored (Cohen & Basu, 1987). Brand oriented advertising can create the belief that they are honest and not manipulative towards consumers.

It needs to be examined whether a brand is more credible if it comes across as being real and sincere. Is brand oriented advertising a better fit than experienced oriented advertising when it comes to creating an authentic advertising message toward consumers? So, is creating a certain brand image in the consumers' mind better than focusing on needs and wants with the help of recalling consumers' experiences to show consumers companies are sincere? This can be tested with the following hypothesis:

H3: Brand oriented advertising is more effective than experience oriented advertising on the credibility driver authenticity.

Affirmation happens when consumers are having the perception of a brand being positive or negative. It confirms when a brand's advertisement is the "truth" for them. This truth will become more reliable when more consumers are sharing the same positive or negative image about the brand. When this truth is affirmed with positive or negative comments, opinions and recommendations, brands are perceived as more credible (Blackshaw, 2008). Through brand oriented advertising this brand image or "truth" can be established.

Consumers make an overall judgement at the semantic level of processing information. Semantic memory stores general knowledge, such as the overall brand evaluation (Cohen & Basu, 1987).

Is it better to create a brand image or “truth” in the consumers’ mind with brand oriented advertising, or should a brand give consumers the opportunity to recall certain experiences with a brand to help them create their own “truth”, with experience oriented advertising? This will be researched with the following hypothesis:

H4: Brand oriented advertising is more effective than experience oriented advertising on the credibility driver affirmation.

There are also control variables included in the conceptual framework. Control variables are variables that have the possibility to influence the relationship between the dependent variable and independent variables, but it is not part of the hypotheses. By adding control variables to the conceptual framework it can be determined whether they disturb the cohesion between variables (Moore, McCabe, Alwan, Craig, & Duckworth, 2011).

4. Research Methodology

4.1 Research Design

The data that is used to investigate whether that more credible advertising will lead to a better consumers' attitude and purchase intentions is conducted from an online experiment. Basically, this is a web-based experiment. A survey is taken online, where the respondents can fill the survey in. With this research method large amount of data from a wide range of various people and location can be conducted. There is also a higher degree of participation, because filling in a survey online have fewer constraints than filling it in at a lab for instance (Reips, 2002).

An online experiment is representative for this research, because everyone is a consumer in the end. Consumers, who are representative for the population, can also be found online. This increases the validity of this research. This means that a research actually measures what it says it measures (Babbie, 2013). With online experiment consumers as respondents are actually measured.

In order to overtake the difference between brand oriented and experience oriented advertising on advertising credibility respondents, who have filled in the online surveys, are randomly assigned into two treatments. Randomization is a technique for assigning subjects to different treatment groups (Kohavi, Longbotham, Sommerfield, & Henne, 2009). One treatment will be exposed to an ad that is created with the brand oriented advertising method and the other treatment will be exposed to an ad that is created with the experience oriented advertising method. Hence, treatment 1 is the brand oriented advertising treatment and treatment 2 is the experience oriented advertising treatment. Hereafter, the two treatments are again randomly divided into two treatments.

Here an experiment is being included in the online survey. Experiments involve the observation of an experiment group, which is exposed to a stimulus, whereas the control group has not received this stimulus (Babbie, 2013). In this research this stimulus is the manipulation effect of distraction (Gilbert, 1991). The treatment group will be manipulated by interrupting their answering in the survey by answering some IQ test questions. The respondents will be interrupted in recalling the information pieces from the advertisement they saw in the beginning of the survey.

A research design as mentioned above can be called a 2X2 in between subjects design. Here there are multiple independent variables on the dependent variable tested. In this study there are two independent variables that are tested, which are types of advertisement and the (non-) included manipulation effect.

Each independent variable has two levels. In the case of types of advertisement the levels are brand oriented advertising and experience oriented advertising, and for the manipulation effect the two levels are recall and no recall. In this case the credibility drivers are the dependent variables to see whether type of advertisement has an effect on advertising credibility. In a between-subjects design subjects will be randomly assigned into four groups as elaborated above (Hall, 1998). The 2X2 in between subjects design is shown in Figure 2.

Figure 2: The 2X2 in between subjects design.

		Type of advertisement	
		Brand oriented advertising	Experience oriented advertising
Manipulation effect	Recall	Recall in BOA	Recall in EOA
	No recall	No recall in BOA	Recall in EOA

The included experiment in the online survey is a double-blind experiment. By including this kind of experiment the recalling process of consumers can be tested and the effect of this on the consumers' attitude and purchase intentions will be taken into account. The double-blind experiment is an experimental design, where neither the subjects nor the experimenter knows which group is the experimental group and which is the control group (Berg, Dickhaut, & McCabe, 1995).

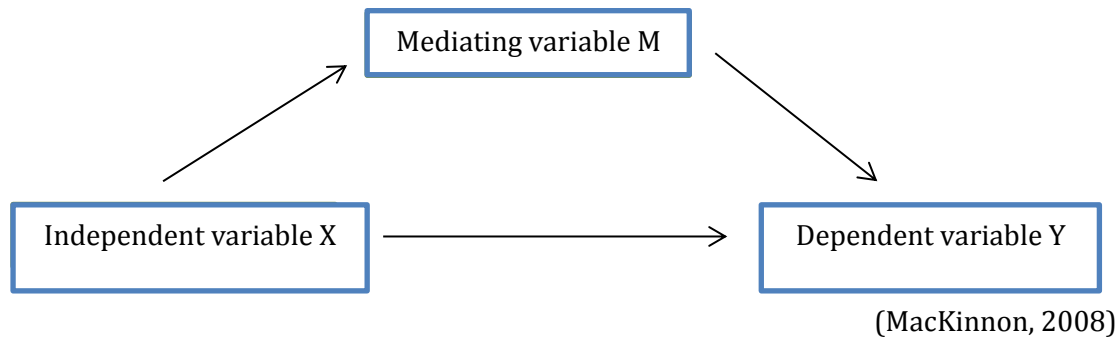
4.2 Online Survey

Surveys contain of questions and statements. In the survey, used for this research, a combination of questions and statements are presented to the respondents through the Internet. The statements are used in order to determine the extent to which the respondents hold a particular attitude (Babbie, 2013). The best scaling method to measure someone's attitude or behavior is the Likert-scale. Attitudes and behaviors are being measured with a Likert-scale by using answer choices that range from one extreme to another, such as strongly disagree to strongly agree. This way the degree of opinions of the respondents can be discovered (Likert, 1932). In the online survey questions about the credibility drivers and consumers' attitude and purchase intentions are asked. In Appendix A the formulated survey questions are shown.

In order to test the relationship between advertising credibility, consumers' attitude and purchase intentions, the questions in the online survey are used to measure the independent, dependent and mediating variable. The conceptual model derives a causal relationship between the independent variable X and dependent variable Y.

Besides, this relationship is affected with a mediating variable M. A mediating variable has an indirect effect on the causal relationship between X on Y. It explains and identifies the causal process of the effect of the independent variables X_i on the outcome or, in other words, the dependent variable Y (MacKinnon, 2008). In this research the mediating effect will be as follows:

Figure 3: Causal effect between X and Y and the mediation effect of M on this relationship.



Referring back to the conceptual model the independent variable in the multiple regression are the credibility drivers, the mediating variable is the attitude towards brands and the dependent variable consumers' purchase intentions. This way the effect of advertising credibility on the attitude towards brands and indirect the effect on consumers' purchase intentions can be measured.

All the questions that are presented to the respondents in the online survey are close-ended questions. These kinds of questions are used in order to provide a greater uniformity of responses. In order to achieve this, the close-ended questions must include all the possible responses that might be expected and the answer categories must be exclusive. Respondents should not be compelled to select more than one answer (Babbie, 2013).

4.3 Operationalization

In this section it will be discussed how the online survey design is depicted and how the concepts of the conceptual model are defined and operational measured. Appendix A shows the full overview.

First, the respondents are exposed to several statements about the credibility drivers trust, authenticity and affirmation. Trust is measured on a five-item, seven-point Likert scale anchored by strongly disagree to strongly agree to measure whether consumers think advertising is trustworthy or not trustworthy (Choi & Rifon, 2002). Authenticity is measured on a five-item, seven-point Likert scale anchored by strongly disagree to strongly agree to measure whether consumers believe that an authentic advertisement replicated the illusion of the reality of ordinary life in a consumption situation (Stern, 1994).

Affirmation is also measured on a five-item, seven-point Likert scale anchored by strongly disagree to strongly agree to measure whether consumers believe the advertisement they were exposed to can be declared as the truth or not (Blackshaw, 2008). Hereafter, the respondents are randomly assigned into two different treatments, in treatment 1 they are exposed to a brand oriented advertisement and in treatment 2 they are exposed to an experience oriented advertisement. After seeing one of the two advertising types respondents will answer the same questions as in the first round of the online survey. This is done to investigate whether respondents change their beliefs or opinions about the different statements about trust, authenticity and affirmation after seeing a certain type of advertisement. Storytelling is the best way to measure the effect of brand oriented and experience oriented advertising on advertising credibility. A well-told story consists of a great amount of information in relatively few words in a format that can be easily processed by the viewer. Storytelling is more effective than using images, because when a viewer sees an image, they might guess quickly the message the image wants to tell them. Images are prone to uncertainties and might require clearer statements to clear them up. But to really represent the author's message integrating storytelling with an image would work best (Gershon & Page, 2001).

In the third round of the online survey the two groups with respondents are again randomly assigned to two different treatments. As well for the group that is exposed to a brand oriented advertisement as for the group that is exposed to an experience oriented advertisement will be divided into treatment 1.1, where they will be involved with a manipulation effect, and treatment 1.2, where they will not be stimulated by a manipulation effect. The manipulation effect contains of IQ test questions. Including a manipulation effect will interrupt the answering process of the respondent, wherefore they will be interrupted in the recalling process of recalling the advertisement they saw in round two of the survey. This is included to research whether it matters if consumers will be interrupted in their thinking process about advertising credibility or not, if it will change their beliefs about advertising credibility or their attitude and purchase intentions.

Next, respondents will be exposed to different statements about their attitude towards the advertisement and its brand they saw in round two of the survey. Attitude towards brands will be measured on a five- item, seven-point Likert scale, where they get the choice between strongly disagree to strongly agree, to measure whether consumers hold a positive or negative belief towards a brand (Fishbein & Ajzen, 1975). The respondents also answer statements about their purchase intentions. Purchase intentions are measured on a three-item, seven-point Likert scale anchored by strongly disagree to strongly agree to indicate the willingness of consumers to buy a product (Chi, H.R., & Tsai, 2011), (Fishbein & Ajzen, 1975), (Schiffman & Kanuk, 2000).

At last, the respondents have to fill in some question to cover the control variables that are included into the conceptual framework. The first four questions are multiple choice questions to indicate the respondents' gender, age, demographics and education level. The beliefs about advertising credibility or attitude towards brand may differ across these factors. Also different formats used for advertising can lead to a different belief or attitude towards advertising credibility and brands. B2B versus B2C advertising can differently affect consumers' beliefs, attitude and purchase intentions. But also different beliefs and attitudes can be derived from the communication systems of traditional media versus social media.

4.4 Statistical Methods

To be able to test the conceptual model different statistical tests need to be used. For all the statistical tests applies the significance level of $\alpha = 0.05$. If the significance level of the test is larger than $\alpha = 0.05$ the null hypotheses may not be rejected at the 95% significance level. In the case where the significance level of the test is smaller than $\alpha = 0.05$ the null hypotheses will be rejected at the 95% significance level (Janssens, Wijnen, de Pelsmacker, & van Kenhove, 2008).

4.4.1 Independent Sample T-Test

With the independent sample t-test the average of the responses of the questions about the credibility drivers' trust, authenticity and affirmation are being compared between brand oriented advertising and experience oriented advertising. Also the manipulation effect of distraction is taken into account. What is tested with the independent t-test is shown in Table 1. First average 1 and 2 are compared. Here the difference between brand and experience oriented is measured in order to test if different types of ads have an effect on the different credibility drivers of advertising credibility.

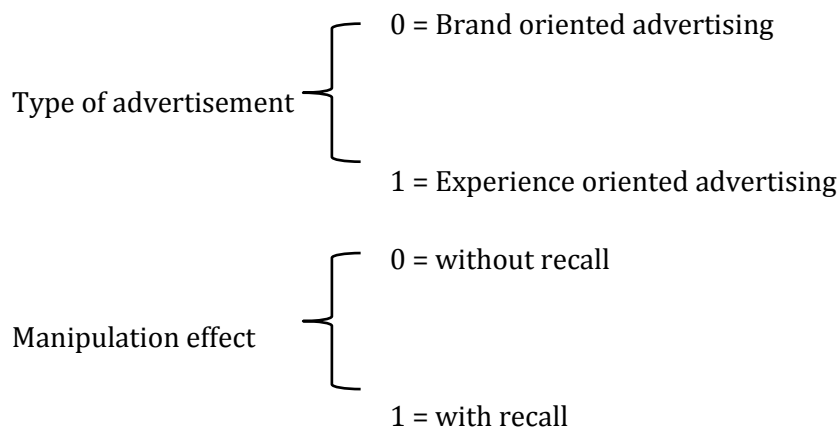
Next, the difference in answering between the groups who got the manipulation effect and the group who did not will be measured (average 3 and 4). This will be done in order to see if changing the recalling process has an effect on the different credibility drivers of advertising credibility. This will be done for each of the credibility drivers.

Table 1: Comparing types of advertisements and the manipulation effect.

Credibility Driver	Brand oriented advertising	Experience oriented advertising	
With recall	A	B	Average 3
Without recall	C	D	Average 4
	Average 1	Average 2	

There are a couple of assumptions that must be met in order to do an independent sample t-test. First, the dependent variable must be measured on a continuous scale; it is measured on the interval or ratio scale (Moore, McCabe, Alwan, Craig, & Duckworth, 2011). The statements about the credibility drivers trust, authenticity and affirmation are all measured on a Likert-scale, which means respondents got a wide range of possible answers. This is an interval scale. Second, the independent variable should consist of two categorical, independent groups (Moore, McCabe, Alwan, Craig, & Duckworth, 2011). This means the variable can only consist of two options, 0 or 1. Here, both types of ads and manipulation effect consist of these two options, see Figure 4.

Figure 4: Independent variables consist of two categorical, independent groups.



Third, there should be independence of observations. There is no relationship between the observations within or between groups (Moore, McCabe, Alwan, Craig, & Duckworth, 2011). The results of the sample contain different people, who also answered different questions. Fourth, there is homogeneity of variances to know if the group variances are equal or not. Before interpreting the independent t-test, the Levene's test for equality of variances needs to be performed.

If the null hypotheses of the variances are assumed to be equal is rejected, the t-value from the output of the equal variances must be interpreted and in the other case, the t-value from the output of the unequal variances must be interpreted (Janssens, Wijnen, de Pelsmacker, & van Kenhove, 2008).

4.4.2 2X2 ANOVA

With the 2X2 ANOVA test the different levels between the factors in Table 1 on a dependent variable are being tested. For each individual factor the averages are compared, but also for the interaction effects between the factors. This means that combinations of the independent variables may have a significant influence on the dependent variable (Janssens, Wijnen, de Pelsmacker, & van Kenhove, 2008). This is called moderating or interaction effects. For instance the interaction effect of experience oriented advertising and recalling the message of the advertisement may influence the credibility of advertising. This will be tested for every combination between a credibility driver and the independent variables brand or experience oriented advertising and with or without recall. Hence, the 2X2 ANOVA method is used to find out if the different dichotomous variables (brand oriented advertising versus experience oriented advertising and recall versus no recall) have a significant influence on the credibility drivers. The same assumptions for the independent t-test obtain for the 2X2 ANOVA test (Moore, McCabe, Alwan, Craig, & Duckworth, 2011).

4.4.3 Multiple Regression

Multiple regression is used to test the whole conceptual model. Regression analysis assumes causality between one dependent variable Y and one or more independent variables X_i . Multiple regression is used when multiple independent variables are involved in the regression analysis. The dependent variable should be an interval or ratio scaled variable and the independent variables can be interval or ratio scaled but also categorical variables (Janssens, Wijnen, de Pelsmacker, & van Kenhove, 2008). When categorical variables are involved in the regression these variables are converted to dummy variables. Dummies are dichotomous variables, with values 0 or 1. Dummies indicate the presence of some categorical effect (Garavaglia & Sharma, 1998). Hence, dummies show the presence or absence of an effect that influence the outcome of the regression analysis.

In the multiple regression analyses mediation will be taken into account, as elaborated in section 4.2. The multiple regression needs to be done three times: the effect of the independent variable on the mediating variable, the effect of the mediating variable on the dependent variable and the effect of the independent variable on the dependent variable. With multiple regression and taking mediation into account it can be tested if advertising credibility really has a positive influence on attitude towards brand and that this then positively affects consumers' purchase intentions (MacKenzie, Lutz & Belch, 1986).

Also the moderation or interaction effect is included in the regression model in order to account for the effect of one independent variable that depends upon the value of another independent variable (Moore, McCabe, Alwan, Craig, & Duckworth, 2011). This way it can be determined whether the values trust, authenticity and affirmation on attitude or purchase intentions will change when the moderation effect is taken into account.

In the multiple regression gender, age, demographics, education level, opinions towards Business-2-Business versus Business-2-Consumer and towards social versus traditional media are the control variables. The control variable age is in the multiple regression analysis a dummy variable, which has the value 0 when the respondent is a male and the value of 1 when the respondent is a female.

The last step for the multiple regressions is that the regressions needs to be hierarchical based. This way the impact of a different set of independent variables on the dependent variable can be taken into account. By including each variable one at a time in the multiple regressions the impact of each of those independent variables can be determined without taking the other important variables into account (Petrocelli, 2003).

Taking all the discussed methods into account and doing the multiple regressions hierarchical will increase the reliability of the research. Reliability means that when a particular technique or measurement is repeatedly applied to the same objects this will lead to the same results each time (Babbie, 2013). By doing the multiple regressions hierarchical, the same test is being applied to the same objects several times. This indicates the same results every time. Taken all the discussed methods into account the following multiple regressions will be tested:

Multiple regression of credibility drivers on attitude towards brands:

$$Y = \beta_0 + \beta_1 * Trust + \beta_2 * Authenticity + \beta_3 * Affirmation + \beta_4 * Trust \times Authenticity + \beta_5 * Trust \times Affirmation + \beta_6 * Authenticity \times Affirmation + \beta_7 * Female + \beta_8 * Age + \beta_9 * Demography + \beta_{10} * Education + \beta_{11} * B2B_vs_B2C + \beta_{12} * Trad_vs_Soc + \varepsilon.$$

Multiple regression of attitude towards brands on consumers' purchase intentions:

$$Y = \beta_0 + \beta_1 * attitude + \beta_2 * Female + \beta_3 * Age + \beta_4 * Demography + \beta_5 * Education + \beta_6 * B2B_vs_B2C + \beta_7 * Trad_vs_soc + \varepsilon.$$

Multiple regression of credibility drivers on consumers' purchase intentions:

$$Y = \beta_0 + \beta_1 * Trust + \beta_2 * Authenticity + \beta_3 * Affirmation + \beta_4 * Trust \times Authenticity + \beta_5 * Trust \times Affirmation + \beta_6 * Authenticity \times Affirmation + \beta_7 * Female + \beta_8 * Age + \beta_9 * Demography + \beta_{10} * Education + \beta_{11} * B2B_vs_B2C + \beta_{12} * Trad_vs_Soc + \varepsilon .$$

In the Appendix B it is depicted how each variable will be included one at a time in the three multiple regressions to measure hierarchical based multiple regressions.

5. Data

5.1 Selection Process

After the data from the online survey is collected some selection decisions need to be made. The survey provided a lot of data, whereof not everything is important for the research. There is a chance of non-response, this means that respondents are not willing or cannot answer some questions in the survey (Babbie, 2013). The dataset showed the seen but unanswered questions. By deleting respondents with unanswered questions left the data from 179 to 133 respondents. Also the respondents who opened the survey and did not finish it are deleted from the dataset. This decreased the dataset to 106 respondents. This is a completion rate of 59.22%¹. The completion rate is the number of people who completed the survey divided by the number of people who entered the survey (Babbie, 2013).

The 106 respondents randomly assigned to the four treatments have resulted in an unbalanced data design. This means that the data from the survey have generated an unequal number of respondents or useful answers (Park & Cho, 2005). This design need to be transformed to a balanced data design, because for the balanced design errors are independent and have constant variance. For unbalanced design this is not the case. This means that statistical tests such as analysis of variances do not apply on unbalanced data. Analyzing unbalanced data is much more difficult than analyzing balanced data (Park & Cho, 2005). To transform the unbalanced data to balanced data the respondents who took the least amount of time to fill in the survey were deleted. About these respondents could be said that they took the survey less “seriously” than others who took more time to fill in the survey. This transformation decreased the data from 106 to 100 respondents, see Table 2.

Table 2: Transformation from an unbalanced to a balanced design.

	Unbalanced design	Balanced design
Treatment 1.1	29 respondents	25 respondents
Treatment 1.2	25 respondents	25 respondents
Treatment 2.1	25 respondents	25 respondents
Treatment 2.2	33 respondents	25 respondents

¹ Completion rate = $106 / 179 * 100\%$

5.2 Descriptive Statistics

The most important factors in the dataset are the credibility drivers. From Table 3 it can be concluded that for all the credibility drivers the statements are answered around 4 on average, which means that the respondents somewhat agree with all the statements about trust, authenticity and affirmation. The answers on the statements on affirmation fluctuates the most with a standard deviation of 0.99. This means that the opinion of respondents towards affirmation of advertising credibility differ the most. The summary statistics for all credibility drivers are shown in Table 3.

Table 3: Descriptive statistics for credibility drivers.

Credibility drivers	Mean	Standard error
Trust	3.9980	0.70867
Authenticity	3.9820	0.72144
Affirmation	4.0640	0.99163

5.3 Data Analysis

To test whether there is a difference between brand oriented and experience oriented advertising for every credibility driver the independent sample t-test is performed. The summary of the outcomes of the Independent sample t-test for the different ad types are shown in Table 4.

Before interpreting this test homogeneity of variances must be measured. For trust applies that the t-test output must be checked for equal assumed variances, because $0.809 > 0.05$. This indicates that there is a significant difference between brand oriented and experience oriented advertising for trust, because the value 0.016 is smaller than the significance level of 0.05. Also, the mean of brand oriented advertising for trust scores higher than the mean of experience oriented advertising ($4.168 > 3.828$). This means that brand oriented advertising scores better than experience oriented advertising on the credibility driver trust.

For authenticity there is homogeneity of variances, because the F-value of 0.115 is higher than the significance level of 0.05, which indicates equal assumed variances. The t-test from this output shows that there is a marginal significant difference between brand oriented advertising and experience oriented advertising for authenticity. The t-test value of 0.091 is slightly higher than the significance level of 0.05, which means a marginal significant difference. The mean of brand oriented advertising scores higher than the mean of experience oriented advertising ($4.104 > 3.86$), which indicates that brand oriented advertising scores better on the credibility driver authenticity.

The t-test output for affirmation should be read for equal assumed variances, because 0.403 is higher than the significance level of 0.05. Interpreting this t-value of 0.007, which is smaller than the 0.05 significance level, indicates a significant difference between brand oriented advertising and experience oriented advertising for affirmation. The mean of brand oriented advertising is higher than experience oriented advertising ($4.328 > 3.8$). Brand oriented advertising scores better on the credibility driver affirmation.

Table 4: Independent sample t-tests brand oriented versus experience oriented advertising.

Credibility drivers	Mean (BOA)*	Mean(EOA)**	F-value (Sig.)	T-value (Sig.)
Trust	4.168	3.828	0.059 (0.809)	2.459 (0.016)
Authenticity	4.104	3.860	2.527 (0.115)	1.707 (0.091)
Affirmation	4.328	3.800	0.706 (0.403)	2.749 (0.007)

* BOA = Brand oriented advertising, ** Experience oriented advertising

To see whether there is a difference in attitude of consumers' towards brands the independent sample t-test is also performed on the manipulation effect. This will indicate whether the manipulation effect makes a difference in recalling the advertisements they saw in the beginning of the online survey. The summary of the outcomes of the Independent sample t-test for the manipulation effect are shown in Table 5.

For the t-test outcome of trust applies equal assumed variances, because $0.107 > 0.05$. This means that the t-value of 0.384 implies that there is no significant difference between recalling and not recalling the advertisements. Also the means of recalling and not recalling show that they both score the same on the credibility driver trust (with recall has a slightly higher mean of 0.1).

Homogeneity of variances applies for authenticity; the F-value of 0.498 is higher than the significance level of 0.05. The t-value for equal assumed variances is 0.028, which indicates that there is a significant difference between recalling and not recalling advertisements about authenticity. No manipulation effect of recalling scores better on the credibility driver authenticity, with a mean of 4.14.

The F-value for affirmation of 0.306 is higher than 0.05, which means that the t-value output should be read for equal variances assumed. The t-value of 0.496 implies that there is no significant difference between recalling and no recalling. This can also be deduced from the means of recalling and not recalling. There is almost no difference in the means; the mean of with recall is 0.1 higher.

Table 5: Independent sample t-tests with and without recalling.

Credibility drivers	Mean (Recall)	Mean(No recall)	F-value (Sig.)	T-value (Sig.)
Trust	4.060	3.936	2.639 (0.107)	-0.874 (0.384)
Authenticity	3.824	4.140	0.463 (0.498)	2.234 (0.028)
Affirmation	4.132	3.996	1.061 (0.306)	-0.684 (0.496)

The 2X2 ANOVA test will be used to measure again what the influence of brand and experience oriented advertising and the manipulation effect is on the credibility drivers. The 2X2 ANOVA also provides the opportunity to measure whether combinations of the advertising types and the manipulation effect will have a significance influence on the credibility drivers. In Table 6 the summary statistics of the 2X2 ANOVA can be found.

On trust only the advertising types brand oriented and experience oriented advertising have a significant influence, $0.016 < 0.05$. The manipulation effect and the interaction effect between advertising types and the manipulation effect are insignificant, because 0.375 and 0.841 are higher than the significance level of 0.05. The insignificant interaction effect can also be concluded from Appendix C. In the figure the two lines are parallel to each other, which mean that there is no interaction effect present between the two variables (Janssens, Wijnen, de Pelsmacker, & van Kenhove, 2008).

Brand oriented and experience oriented advertising types have marginal significant influence on authenticity, because the value of 0.085 is slightly higher than the 0.05 significance level. The manipulation effect of recalling or not the advertisements has a significant influence on authenticity, $0.027 < 0.05$. The interaction effect between advertising types and the manipulation effect do not significantly influence authenticity, because 0.478 is higher than 0.05. Appendix D also shows that the combination of types of advertisements and the manipulation effect fails to lead to significant differences. There is no interaction effect.

Only the types of advertisement have a significant influence on the credibility driver affirmation, because $0.008 < 0.05$. The manipulation effect and the interaction effect between types of advertisement and the manipulation effect do not have a significant influence on affirmation, both 0.484 and 0.902 are higher than 0.05. That there is no interaction effect can also be concluded from Appendix E, where it is shown that the lines are parallel to one another.

Table 6: Summary statistics of the 2X2 ANOVA test.

Credibility drivers	Types of ads	Manipulation effect	Interaction effect
	F-value (sig.)	F-value (sig.)	F-value (sig.)
Trust	5.976 (0.016)	0.795 (0.375)	0.041 (0.841)
Authenticity	3.021 (0.085)	5.067 (0.027)	0.507 (0.478)
Affirmation	7.442 (0.008)	0.494 (0.484)	0.015 (0.902)

Because attitude towards brands is a mediating effect in the conceptual model, the multiple regression needs to be done three times. These multiple regressions need to be done hierarchical, which means that every variable is included one at a time in the multiple regression analysis to see each individual impact on the dependent variables.

For the first multiple regressions the effect of the credibility drivers on the mediating variable attitude towards brands is measured. From the multiple regressions it can be concluded that almost all the factors are not determining consumers' attitude towards brands. Only the control variable of age is an exception. When age is included in the multiple regression analysis, this variable becomes marginal significant, because 0.075 is slightly higher than the significance level of 0.05. This can indicate that across ages consumers' attitude towards brand can change. If all other variables are *ceteris paribus* and a consumer is under 18 years old, attitude towards brands will marginally increase with 0.166. If a consumer is older than 65 years, the consumer is in age category 7. This means that if all other variables are *ceteris paribus* the attitude of this consumer will marginally increase with 1.162². This indicates that how older a consumer is, the attitude towards brands will be better. Interesting to see is that when education and the opinions about traditional versus social media are included in the regression, age becomes insignificant. For the combination of education and age or the opinions about traditional versus social media and age, age does not influence the consumers' attitude towards brand any more. A summary of statistics for the first multiple regression analyses are shown in Table 7 and 8 below.

² Age category 7 * 0.166 = 1.162.

Table 7: Multiple regression 1 to 5 for the effect of credibility drivers on consumers' attitude towards brands.

<u>Coefficients</u>	Regression 1	Regression 2	Regression 3	Regression 4	Regression 5
	Beta (Sig.)	Beta (Sig.)	Beta (Sig.)	Beta (Sig.)	Beta (Sig.)
Trust	0.001 (0.997)			-0.003 (0.986)	-0.026 (0.883)
Authenticity		0.008 (0.960)		0.009 (0.958)	-0.013 (0.942)
Affirmation			0.050 (0.656)		0.060 (0.632)

Table 8: Multiple regression 6 to 14 for the effect of credibility drivers on consumers' attitude towards brands.

Coefficients	6	7	8	9	10	11	12	13	14
Trust	0.135 (0.821)	0.168 (0.784)	0.345 (0.717)	0.343 (0.718)	0.543 (0.566)	0.546 (0.571)	0.569 (0.557)	0.799 (0.414)	0.849 (0.384)
Authenticity	0.159 (0.801)	-0.029 (0.976)	-0.086 (0.933)	-0.137 (0.894)	0.590 (0.588)	0.592 (0.590)	0.606 (0.582)	0.572 (0.602)	0.555 (0.611)
Affirmation	0.064 (0.615)	0.279 (0.751)	0.115 (0.917)	-0.069 (0.951)	-0.509 (0.654)	-0.509 (0.656)	-0.503 (0.661)	-0.285 (0.805)	-0.370 (0.747)
Trust x	-0.038 (0.776)	0.009 (0.969)	-0.028 (0.920)	-0.044 (0.875)	-0.218 (0.455)	-0.218 (0.458)	-0.223 (0.451)	-0.218 (0.459)	-0.237 (0.419)
Authenticity		-0.054 (0.805)	-0.063 (0.776)	-0.045 (0.841)	0.063 (0.781)	0.063 (0.783)	0.058 (0.800)	-0.005 (0.984)	0.002 (0.992)
Trust x									
Authenticity			0.051 (0.807)	0.075 (0.723)	0.075 (0.717)	0.076 (0.781)	0.079 (0.707)	0.084 (0.690)	0.094 (0.653)
x Affirmation									
Female				-0.230 (0.326)	-0.236 (0.307)	-0.236 (0.311)	-0.249 (0.290)	-0.213 (0.365)	-0.251 (0.288)
Age					0.166 (0.075)	0.166 (0.077)	0.153 (0.115)	0.161 (0.097)	0.145 (0.135)
Demography						0.003 (0.983)	-0.010 (0.940)	0.027 (0.844)	0.014 (0.917)
Education							-0.077 (0.595)	-0.047 (0.746)	-0.048 (0.742)
B2B vs B2C								0.189 (0.178)	0.148 (0.299)
Trad. vs									0.204
Social media									(0.175)

The next step in the multiple regression analysis is to test whether the mediating effect attitude towards brands has an influence on consumers' purchase intentions. From the regression it can be concluded that attitude towards brands is the determining factor for consumers' purchase intentions, attitude has a significant influence on the purchase intentions. This is a positive significant influence. If attitude towards brands increase by 1, consumers' purchase will increase with 0.444.

All the control variables included in the multiple regressions do not have a significant influence on consumers' purchase intentions, but they also do not disturb or change the relationship between attitude and purchase intentions much. The summary of statistics for this multiple regression analysis can be found in Table 9 below.

Table 9: Multiple regression 1 to 7 for the effect of consumers' attitude towards brands on consumers' purchase intentions.

Coefficients	Reg. 1	Reg. 2	Reg. 3	Reg. 4	Reg. 5	Reg. 6	Reg. 7
	Beta (Sig.)	Beta (Sig.)	Beta (Sig.)	Beta (Sig.)	Beta (Sig.)	Beta (Sig.)	Beta (Sig.)
Attitude towards brands	<u>0.444</u> <u>(0.000)</u>	<u>0.448</u> <u>(0.000)</u>	<u>0.458</u> <u>(0.000)</u>	<u>0.458</u> <u>(0.000)</u>	<u>0.458</u> <u>(0.000)</u>	<u>0.442</u> <u>(0.000)</u>	<u>0.443</u> <u>(0.000)</u>
Female		0.093 (0.593)	0.100 (0.568)	0.107 (0.544)	0.106 (0.553)	0.122 (0.489)	0.124 (0.487)
Age			-0.044 (0.493)	-0.051 (0.434)	-0.052 (0.453)	-0.048 (0.477)	-0.047 (0.496)
Demography				0.077 (0.443)	0.077 (0.459)	0.098 (0.342)	0.099 (0.342)
Education					-0.004 (0.975)	0.029 (0.796)	0.029 (0.796)
B2B vs B2C						0.167 (0.101)	0.170 (0.109)
Traditional vs Social media							-0.011 (0.922)

At last, the effects of the credibility drivers on consumers' purchase intentions are analyzed. From the multiple regressions it can be concluded that the credibility drivers as well as the interaction effect between those credibility drivers do not significantly influence consumers' purchase intentions. Also the control variables, besides the control variable B2B versus B2C, do not have a significant effect on consumers' purchase intentions. It is interesting that only advertisement about Business-2-Business and Business-2-Consumer marginally significantly influence consumers' purchase intentions, because 0.05 is equal to the significance level of 0.05. Consumers' believe that there is a difference in advertisements for B2B and B2C and that this has a different effect on their purchase intentions. If the average of the statements about B2B versus B2C increases by 1, consumers' purchase intentions will marginally increase with 0.25. After including the opinions of consumers about traditional versus social media, the effect on consumers' purchase intentions changes to a marginal increase of 0.233. A summary of statistics for the third multiple regression analyses are shown in Table 10 and 11 below.

Table 10: Multiple regression 1 to 5 for the effect of credibility drivers on consumers' purchase intentions.

<u>Coefficients</u>	Regression 1	Regression 2	Regression 3	Regression 4	Regression 5
	Beta (Sig.)	Beta (Sig.)	Beta (Sig.)	Beta (Sig.)	Beta (Sig.)
Trust	0.030 (0.828)			0.064 (0.677)	0.015 (0.924)
Authenticity		-0.056 (0.684)		-0.082 (0.590)	-0.127 (0.417)
Affirmation			0.096 (0.336)		0.127 (0.262)

Table 11: Multiple regression 6 to 14 for the effect of credibility drivers on consumers' purchase intentions.

Coefficients	6	7	8	9	10	11	12	13	14
Trust	-0.241 (0.651)	-0.227 (0.679)	-0.070 (0.934)	-0.070 (0.935)	-0.075 (0.930)	-0.019 (0.983)	-0.012 (0.989)	0.293 (0.741)	0.314 (0.724)
Authenticity	-0.399 (0.478)	-0.478 (0.589)	-0.529 (0.563)	-0.533 (0.562)	-0.553 (0.579)	-0.528 (0.599)	-0.523 (0.604)	-0.568 (0.567)	-0.576 (0.563)
Affirmation	0.121 (0.290)	0.211 (0.788)	0.065 (0.947)	0.052 (0.959)	0.064 (0.951)	0.056 (0.957)	0.058 (0.956)	0.346 (0.740)	0.309 (0.768)
Trust x	0.060 (0.614)	0.080 (0.701)	0.047 (0.851)	0.045 (0.856)	0.050 (0.851)	0.041 (0.879)	0.039 (0.885)	0.046 (0.863)	0.038 (0.888)
Authenticity									
Trust x		-0.022 (0.908)	-0.031 (0.876)	-0.029 (0.883)	-0.032 (0.876)	-0.037 (0.860)	-0.038 (0.856)	-0.122 (0.565)	-0.119 (0.576)
Affirmation									

Authenticity	0.045	0.047	0.047	0.052	0.053	0.059	0.063
x Affirmation	(0.808)	(0.803)	(0.804)	(0.786)	(0.783)	(0.755)	(0.739)
Female		-0.017	-0.017	-0.012	-0.016	0.031	0.015
		(0.935)	(0.936)	(0.954)	(0.939)	(0.885)	(0.946)
Age			-0.005	-0.007	-0.011	0,000	-0.007
			(0.957)	(0.936)	(0.903)	(0.996)	(0.934)
Demography				0.049	0.045	0.094	0.089
				(0.687)	(0.718)	(0.451)	(0.480)
Education					-0.024	0.015	0.015
					(0.854)	(0.909)	(0.911)
B2B vs B2C						<u>0.250</u>	<u>0.233</u>
						<u>(0.050)</u>	<u>(0.076)</u>
Traditional							0.088
vs Social							(0.520)
media							

6. Results

In order to give an answer to the research question in a scientific manner the hypotheses, created from the literature review and conceptual model, need to be closely examined. Is there a link between the hypotheses, the literature and the results from the data analysis? Does the data analysis support the hypotheses or not?

6.1 When consumers believe advertising is more credible they have a better attitude towards brands and are willing to make a purchase

Previous research has shown that advertising credibility influences consumers' attitude towards brands and its advertising. After seeing and processing advertising messages consumers will form a certain attitude towards the brand and ad they were exposed to. The formation process of this consumers' attitude then affects consumers' purchase intentions. The attitude consumers have towards a brand will determine whether they are more or less willingly to make a purchase (MacKenzie & Lutz, 1989).

The previous literature is not supported by this study. What is interesting from the data analysis of the multiple regressions is that it shows that brand oriented advertising have a positive influence on the credibility drivers. Thus, the credibility drivers are being influenced by different kind of advertisements. But on their turn the credibility drivers does not have an influence at all on as well as the attitude towards brand as consumers' purchase intentions. The only robust relationship that can be significantly proven is the relationship between attitude towards brands and consumers' purchase intentions. This is concluding that consumers' purchase intentions are being formed by consumers' attitude towards brand, but that those attitudes are not influenced by advertising credibility. This means that consumers' may not believe that advertising is credible; they like the ad or the brands' product and that might be the trigger for consumers to make a purchase. Hypothesis one is rejected.

Mitchell and Olson (1981) also concluded that brand attitudes and with that consumers' purchase intentions are not solely influenced by consumers' beliefs about the advertisement or brand. Attitude towards brand may also be influenced by consumers' general liking for the ad or advertised product. It can be said that attitude towards brands do influence consumers' purchase intentions, but consumers' are not likely to make a purchase because of advertising credibility. Consumers' attitude and purchase intentions can be influenced by much more conditions, such as liking the ad or product.

Two other interesting outcomes of the multiple regressions are that age has a marginal significantly effect on consumers' attitude and that B2B and B2C has a marginally significant influence on consumers' purchase intentions. Thus, between consumers with different ages attitude towards brand changes. If a consumer gets older, their attitude towards a brand becomes better. Consumers also believe that there is a difference in the credibility of types of advertisements for B2B and B2C markets. Their purchase intentions will be different when seeing a B2B or B2C advertisement. This cannot be fully significantly proven, but age and B2B and B2C ads do have an influence on the formation of consumers' attitude and purchase intentions.

6.2 Brand oriented advertising is more effective than experience oriented advertising on the credibility driver trust

Brand oriented advertising can create a general judgement about confidence, dependability and faith in a brand, which are the factors that determine trust. To create a trustworthy brand image the semantic memory needs to be triggered and this can be best done with little contextual details. With less contextual details in an ad it is easier to create a general judgement about a brand (Krishnamurthy & Sujan, 1999).

From the data analysis it can be concluded that there is a significant difference between brand oriented advertising and experience oriented advertising for the credibility driver trust. Besides, brand oriented advertising scores better than experience oriented advertising on trust. This indicates that when consumers see a brand oriented advertisement they trust the brand more than when they see an experience oriented advertisement. Furthermore, there is no significant difference for consumers in recalling or not recalling these advertisements. This means that it does not matter whether the recalling process of ads is interrupted or not. This is affirmed by the 2X2 ANOVA analysis, where it is showed that the effect of the manipulation effect is not different between brand oriented advertising and experience oriented advertising. Consumers will still have the same opinion about the trustworthiness of the brand and its advertisement. Hypothesis two is accepted.

6.3 Brand oriented advertising is more effective than experience oriented advertising on the credibility driver authenticity

Authenticity of a brand can be easily created with brand oriented advertising. With this kind of advertisement a brand can radiate the image of a real and sincere brand towards their consumers, so they can create a general judgement about the authenticity of the brand (Blackshaw, 2008).

The data analysis shows that there is a marginal significant difference between brand oriented and experience oriented advertising for authenticity. Also brand oriented advertising scores better than experience oriented advertising on authenticity. Thus, a brand oriented advertisement tends to create a more authentic image of the brand in the consumers' mindset. What is interesting is that the data analysis shows that there is a significant difference between recalling and not recalling ads about authenticity for consumers. When the recalling process of consumers is not interrupted consumers believe that a brand and its ads are more authentic. But, there is no interaction effect between types of advertisement and the manipulation effect. This indicates that these variables only individually influence the credibility driver authenticity. Hypothesis three is partly accepted. It cannot be said that there is a fully significant difference between brand oriented advertising and experience oriented advertising for authenticity. But the fact that brand oriented advertising scores better on the believe of consumers that a brand is more authentic supports hypothesis two. Because recalling or not recalling advertisement influences the consumers' mindset about authenticity, it can be concluded that the credibility driver authenticity of brands is sensitive to more conditions than only different types of advertisements.

6.4 Brand oriented advertising is more effective than experience oriented advertising on the credibility driver affirmation

The third hypothesis is based upon the literature that explains that affirmation is the consumers' perception of a brand that is seen as a positive or a negative brand (Blackshaw, 2008). This collective judgement about a brand can be created by brand oriented advertising, because this establishes a brand image and with that it can establish a certain truth in the consumers' mind.

There is a significant difference between brand oriented advertising and experience oriented advertising, where brand oriented advertising scores better on affirmation. The manipulation effect does not influence affirmation; there is no difference between recalling and not recalling the advertisement. The created truth in the consumers' mind by advertisement does not change when their recalling process is being interrupted or not. Brand oriented advertising better creates a positive (or negative) brand image and truth in the consumers' mind, and because of this consumers can also better (or worse) affirm themselves with the brand. Hypothesis four is accepted.

7. Conclusion

The aim of this research was to investigate what the influence of brand oriented versus experience oriented advertising is on advertising credibility and how this then can indirectly affect the relationship of advertising credibility, consumers' attitude and purchase intentions. With analyzing the data and answering the hypotheses there is gradually worked towards answering the research question: "What kind of effect has advertising format on the attitude and purchase intentions of consumers towards brands and what is the moderating effect of brand oriented versus experience oriented advertising on the credibility of advertising perceived by consumers?"

7.1 The effect of advertising credibility on consumers' attitude and purchase intentions

The literature shows that if a brand can create a credible story in the mind of consumers, it will be perceived as more credible and this will positively affect consumers' attitude towards brands, which then influences purchase intentions. The data analysis does not support this literature. It shows that credibility drivers do not influence consumers' attitude towards brands and their purchase intentions. The formation of consumers' attitude towards brands and ads are not influenced by the credibility of the advertisements. As mentioned before advertising credibility is built from the three credibility drivers' trust, authenticity and affirmation. Consumers could believe that brands are more trustworthy or authentic, but this does not form their attitude towards the brand that is promoted in the advertisement or even determine their purchase behavior.

The only relationship that is robust and significant is the relationship between consumers' attitude and purchase intentions. Also this research confirms that attitude towards brands determine consumers' purchase intentions. This can indicate that the trigger for consumers to make a purchase might not be their perception of a brand being credible or not, they might just simply like the ad they saw or like the brand and their products. Consumers' attitudes and purchase intentions are not influenced by consumers' beliefs about advertisement or brand, but by all other kind of factors, such as consumers' general liking.

Another interesting twist in the research is that attitude can change with consumers' age. The older a consumer is, the better their attitude towards brands is. Also consumers believe that there is a difference between advertising for B2B and B2C markets. This difference leads to different purchase intentions for both markets.

7.2 The effect of brand oriented and experience oriented advertising on advertising credibility

Advertising credibility does not lead to a better attitude or higher purchase intentions, but can different advertising formats lead to a more credible perception of brands and its ads? It is concluded that for all the three credibility drivers there is a significant difference between brand oriented and experience oriented advertising. For all of them brand oriented advertising even scores better. This means that when consumers are exposed to a brand oriented ad they will trust the ad and its promoted brand more, they will believe the ad and brand are more authentic, and they can affirm themselves more easily with the advertisement and brand. In short, when consumers see a brand oriented ad they think this advertisement is more credible.

An interesting twist in the research is that the credibility driver authenticity is sensitive to more conditions than solely the difference in brand oriented and experience oriented advertising. For authenticity it matters whether the recalling process of consumers is being interrupted or not. If the recalling process is not interrupted consumers believe that advertisement is more credible.

7.2.1 How can brand oriented advertising give consumers a better perception of being a credible brand than experience oriented advertising?

If a brand wants to be seen as more credible than other brands they should trigger the consumers' semantic memory. In this memory general knowledge is stored, where consumers create an overall evaluation or impression about the ad, brand or product they have seen. Consumers do not need to be reminded of certain consumers' experiences during processing the information about credibility of a brand. The reason for this can be that accessing information from the episodic memory is more difficult than accessing it from the semantic memory (Brown, Keenan, & Potts, 1986).

For brands to be perceived as more credible, it is sufficient enough for consumers to only recall an overall judgement about the brand, rather than elaborately processing the memory of an entire consumer experience. The use of little contextual details in an advertisement will be more effective when brands want to create the image of being trustworthy, authentic and easy to affirm with. Less contextual details are sufficient to start the recalling process of consumers for remembering their overall judgement about the brand. By creating this kind of brand oriented advertising brands are able to create an overall identity for the brand. With advertising, companies can expose their brand to potential consumers to give them the opportunity to accept the brand and its identity (Meenaghan, 1995).

The company only has to show in their advertisements specific features, values and benefits of the brand to trigger the semantic memory of consumers, rather than trying to give the consumer the direct experience of using a product or service without actually using it within the advertisement.

7.3 Advertising Recommendations

Advertising credibility might not influence consumers' attitude and purchase intentions, but for a company and brand it is still important to being perceived as credible by consumers. From 1930 until now consumers are skeptic about trustworthiness and believability of advertising. The fact that consumers hold a negative image about ads might be the reason why consumers do not let advertising credibility influence their attitude and purchase intentions. The importance for companies lies in the fact that through this research it is known how this skeptical behavior or negative image can be changed, namely by brand oriented advertising. By creating a credible image with little contextual detail in advertisements consumers will be triggered to substitute their beliefs about advertising credibility. When consumers are exposed to these types of ads, they will trust advertising more, see it as more authentic and companies create for consumers the opportunity to more easily affirm themselves with the brand.

7.4 Limitations and Future Research

In this study, the conceptual model is created by combining different theories. The already researched relationship between advertising credibility, consumers' attitude and purchase intentions is used and the types brand oriented and experience oriented advertising are added to this relationship to see whether the relationship will change. This conceptual model can be much more elaborated. First of all, there are much more types of advertising than brand oriented and experience oriented advertising. For example the effect of product advertising, where the focus lies on advertising features and benefits of products towards consumers, could be an advertising type to include into the model. For future research it is therefore recommendable to include other types of advertising to see if this can make a change or an improvement in advertising credibility. Secondly, advertising credibility does not only consist of trust, authenticity and affirmation. Not including all six credibility drivers might restrict the results of this research. Maybe transparency, listening and responsiveness can have an influence on consumers' attitude and purchase intentions? In future research these other three credibility drivers can be included in the conceptual model to test whether they are affected by different types of advertising and if they will influence consumers' attitude and purchase intentions. However, including transparency, listening and responsiveness in advertisements will be harder than including trust, authenticity and affirmation.

Consumers breed media, such as the Internet, has led to the fact that online the transparency of companies can be found rather than showing it to consumers through ads. Listening is more part of customer relationship marketing. A company or brand becomes more credible if it listens to consumers and that they feel appreciated and affected, this much more harder to radiate this through advertising. Listening goes in line with responsiveness. Responsiveness is showing consumers that they take the complaints or suggestions of customers seriously after they listened to them. Also this is not so easy to include in advertisements. It is possible to include this in a future research when the focus is not so much on advertising but on a companies' or brand credibility in general.

The limitations of this study are also hidden in the fact that more respondents would have led to more reliable conclusions and in the fact that it is not known how seriously the respondents filled in the online survey. This can be deduced from the fact that the data was decreased from 179 to 100 respondents after deleting all the unusable respondents. A lot of respondents did not complete the survey or took a small amount of time to fill it in. For future research it might be more reliable to do the test in a lab experiment, where consumers come to the lab. This gives also the opportunity to make different "moving" advertisements that you can expose the respondents to. This way you do not have to create the image of an advertisement with storytelling or including images. Different types of ads can be created to expose to the respondents. The difference between watching an ad online, on the television or hearing it on the ready can then also be taken into account in the research and if this will have an effect on the credibility of advertising.

Another recommendation for future research is a more in-depth research, where is taken a more in-depth look at consumers thinking process. With an in-depth research it can be investigated why authenticity is more sensitive to the manipulation effect than the other credibility drivers, or why consumers' attitude changes when consumers get older, or why consumers' purchase intentions are different when they are exposed to B2B or B2C advertisements?

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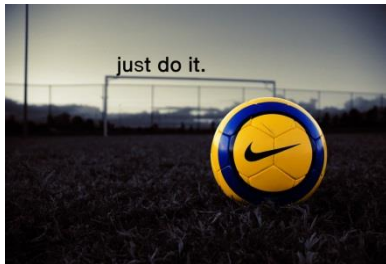
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Appendix A: Operationalization of the concepts of the conceptual model.

Concept	Definition and Operational Measures
Trust (Choi & Rifon, 2002)	<p>Definition: <i>Trustworthiness can be described as the belief of consumers that advertisements are honest, without manipulation or deception.</i></p> <p>Measures: How strongly do you agree or disagree with each of the following statements: (1 = strongly disagree, 7 = strongly agree)</p> <ul style="list-style-type: none"> • Companies only advertise their products for their own interest of selling. • Advertising of companies is manipulative. • Advertising of companies always show the truth about their offerings. • Claims brands make in their advertising are always being kept. • I believe the messages companies radiate through advertising about their products.
Authenticity (Stern, 1994)	<p>Definition: <i>Authenticity in advertising can be described as an authentic advertisement that shows the illusion of the reality of ordinary life in a consumption situation.</i></p> <p>Measures: How strongly do you agree or disagree with each of the following statements: (1 = strongly disagree, 7 = strongly agree)</p> <ul style="list-style-type: none"> • Advertising shows the reality of ordinary life in a consumption situation. • I believe that the messages companies radiate through advertising are genuine and sincere. • Companies focus with their advertising on individual consumers and their needs. • I always doubt if the messages companies radiate through advertising are the truth. • Companies only advertise their offerings because they want to sell, and not because they want to sell the right product or service to me as an individual consumer.
Affirmation (Blackshaw, 2008)	<p>Definition: <i>Affirmation is an assertion of the truth; it is something that can be declared to be the truth. In advertising this happens when consumers agree about a brand to be either positive or negative.</i></p>

	<p>Measures: How strongly do you agree or disagree with each of the following statements: (1 = strongly disagree, 7 = strongly agree)</p> <ul style="list-style-type: none"> • The advertising of a brand I like a lot is always showing the truth. • The brands my friends and family use, advertise more positive messages, than the brands my friends and family do not use. • I can affirm myself with the advertising of brands I use a lot. • I always compare or verify the information of advertisements before buying the product or service. • I always look for recommendations before buying the product or service.
<p>Brand oriented advertising (Meenaghan, 1995) (Aaker & Biel, 1993) (Krishnamurthy S. , 2000)</p>	<p>Definition: <i>Influencing the way consumers perceive the brand with the use of advertising, where the brand image is promoted to expose consumers to the brands identity.</i></p> <p>Measures: Imagine you see the following advertisement on the TV. Nike is advertising for the upcoming world cup. The dusky colored background with a football gate standing quietly. Suddenly, a bright yellow football with Nike's logo in the center flies into the screen. Simultaneously, a powerful male voice reads out Nike's famous slogan "Just do it". This slogan also shows up above the football gate, as if encouraging a kick towards the goal from the audience.</p>  <p>Trust</p> <p>After seeing this advertisement, how strongly do you agree or disagree with each of the following statements: (1 = strongly disagree, 7 = strongly agree)</p> <ul style="list-style-type: none"> • This company only advertises their products for their own interest of selling. • Advertising of this company is manipulative. • Advertisements of this company always show the truth about their offerings.

<p>Authenticity</p>	<ul style="list-style-type: none"> • Claims that this brand makes in their advertising are always being kept. • I believe the messages this company radiate through advertising about their products. <p>After seeing this advertisement, how strongly do you agree or disagree with each of the following statements: (1 = strongly disagree, 7 = strongly agree)</p> <ul style="list-style-type: none"> • Advertising shows the reality of ordinary life in a consumption situation. • I believe that the messages this company radiate through advertising are genuine and sincere. • This company focuses with their advertising on individual consumers and their needs. • I always doubt if the messages this company radiate through advertising are the truth. • This company only advertises their offerings because they want to sell, and not because they want to sell the right product or service to me as an individual consumer.
<p>Affirmation</p>	<p>After seeing this advertisement, how strongly do you agree or disagree with each of the following statements: (1 = strongly disagree, 7 = strongly agree)</p> <ul style="list-style-type: none"> • The advertising of a brand I like a lot is always positive. • The brands my friends and family use, advertise more positive messages than the brands my friends and family do not use. • I can affirm myself with the advertising of brands I use a lot. • I always compare or verify the information of advertisements before buying the product or service. • I always look for recommendations before buying the product or service.
<p>Experience oriented advertising (Chiou, Wan, & Lee, 2008) (Li, Daugherty, & Biocca, 2001)</p>	<p>Definition: <i>Presenting consumers an experience in terms of an ongoing transaction that arises from the interaction between an individual consumer and an object or environment by using advertising that will try to give the consumer the direct experience of using a product or service without actually using it.</i></p>

	<p>Measures: Imagine you see the following advertisement on the TV. Nike is advertising for the upcoming world cup. You see a famous football player playing a bright yellow ball. When playing with this football the football player is unbeatable and defeats the competitor with ease. With this football a football player is invincible. Simultaneously, a powerful male voice reads out all the best features of Nike's football, such as "fast", "control" and "unstoppable". These features also show up next to the football player with an arrow towards the ball, as if encouraging the desire to play this football from the audience.</p> 
Trust	<p>After seeing this advertisement, how strongly do you agree or disagree with each of the following statements: (1 = strongly disagree, 7 = strongly agree)</p> <ul style="list-style-type: none"> • This company only advertises their products for their own interest of selling. • Advertising of this company is manipulative. • Advertisements of this company always show the truth about their offerings. • Claims that this brand makes in their advertising are always being kept. • I believe the messages this company radiate through advertising about their products.
Authenticity	<p>After seeing this advertisement, how strongly do you agree or disagree with each of the following statements: (1 = strongly disagree, 7 = strongly agree)</p> <ul style="list-style-type: none"> • Advertising shows the reality of ordinary life in a consumption situation. • I believe that the messages this company radiate through advertising are genuine and sincere.

Affirmation	<ul style="list-style-type: none"> • This company focuses with their advertising on individual consumers and their needs. • I always doubt if the messages this company radiate through advertising are the truth. • This company only advertises their offerings because they want to sell, and not because they want to sell the right product or service to me as an individual consumer. <p>After seeing this advertisement, how strongly do you agree or disagree with each of the following statements: (1 = strongly disagree, 7 = strongly agree)</p> <ul style="list-style-type: none"> • The advertising of a brand I like a lot is always positive. • The brands my friends and family use, advertise more positive messages than the brands my friends and family do not use. • I can affirm myself with the advertising of brands I use a lot. • I always compare or verify the information of advertisements before buying the product or service. • I always look for recommendations before buying the product or service.
Distraction effect (Gilbert, 1991)	<p>Definition: <i>The manipulation effect of distraction is included to manipulate one sample of respondents where they will be interrupted in answering statements, wherefore they will be less triggered in considering the truth or falsity of advertising claims.</i></p> <p>Measures: Please enter the missing number: 4, 8, 14, 22, ?</p> <ul style="list-style-type: none"> • 26 • 28 • 32 • 36 • 40 <p>Please enter the missing number: 3, 6, 18, 72, ?</p> <ul style="list-style-type: none"> • 144 • 214 • 272 • 360

	<ul style="list-style-type: none"> • 432 <p>Please enter the missing number: 3, 4, 8, 17, 33, ?</p> <ul style="list-style-type: none"> • 50 • 58 • 66 • 99 • No definite answer
Attitude towards brands (Fishbein & Ajzen, 1975)	<p>Definition: <i>A composition of consumer's beliefs, feelings and behavioral intentions about a brand. A consumer may hold a positive or negative belief toward a brand.</i></p> <p>Measures: How strongly do you agree or disagree with each of the following statements: (1 = strongly disagree, 7 = strongly agree)</p> <ul style="list-style-type: none"> • After seeing advertisements about brands, that I believe are trustworthy, I view this brand as a positive brand. • After seeing advertisements about brands, that I believe are sincere and genuine, I view this brand as a positive brand. • After seeing advertisements about brands, that I affirm myself with, I view this brand as a positive brand. • After seeing an advertisement where solely the brand is promoted I believe the brand is a positive and good brand. • After seeing an advertisement where an experience with and features of the product are shown I believe the brand is a positive and good brand.
Consumers' purchase intentions (Chi, H.R., & Tsai, 2011) (Fishbein & Ajzen, 1975) (Schiffman & Kanuk, 2000)	<p>Definition: <i>A consumer's attitude constructs consumer purchase intention. Consumer purchase intention indicates the willingness of a consumer to buy a product. The higher the purchase intention is, the higher a consumer's willingness to buy a product.</i></p> <p>Measures: How strongly do you agree or disagree with each of the following statements: (1 = strongly disagree, 7 = strongly agree)</p> <ul style="list-style-type: none"> • When I have a positive image of a brand I am willing to buy more products of that brand. • After seeing an advertisement where solely the brand is promoted I am more willing to buy products of that brand

	<ul style="list-style-type: none"> • After seeing an advertisement where an experience with and features of the product are shown I am more willing to buy products of that brand
Gender (Shavitt, Lowrey, & Haefner, 1998)	<p>Definition: <i>Attitudes towards brands and the credibility of brands may or may not differ across gender. A control variable as gender is likely to predict public perceptions of advertising. A more positive view of advertising may occur among men compared to women, or vice versa.</i></p> <p>Measures: What is your gender?</p> <ul style="list-style-type: none"> • Male • Female
Age (Shavitt, Lowrey, & Haefner, 1998)	<p>Definition: <i>Attitudes towards brands and the credibility of brands may or may not differ across age. A control variable as age is likely to predict public perceptions of advertising. Younger respondents may be more favorable toward advertising than older respondents, or vice versa.</i></p> <p>Measures: What is your age?</p> <ul style="list-style-type: none"> • Under 18 • 18 – 24 • 25 – 34 • 35 – 44 • 45 – 54 • 55 – 64 • 65+
Demographics (Shavitt, Lowrey, & Haefner, 1998)	<p>Definition: <i>Attitudes towards brands and the credibility of brands may or may not differ across demographics. A control variable as demographics is likely to predict public perceptions of advertising. People living in the city may be more favorable toward advertising, than people living on the countryside, or vice versa.</i></p> <p>Measures: Where do you live?</p> <ul style="list-style-type: none"> • City • Suburban • Village • Country

<p>Education level (Shavitt, Lowrey, & Haefner, 1998)</p>	<p>Definition: <i>Attitudes towards brands and the credibility of brands may or may not differ across education level. A control variable as education level is likely to predict public perceptions of advertising. Respondents with less education may be more favorable toward advertising compared to respondents with high education, or vice versa.</i></p> <p>Measures: What is your highest completed education?</p> <ul style="list-style-type: none"> • Basic education • Secondary education • College level • University
<p>B2B vs. B2C oriented advertising (Mintz & Currim, 2013)</p>	<p>Definition: <i>Firms with B2B products and services are more likely to focus their marketing efforts on “one-to-one” and firms with B2C products and services are more likely to focus their marketing efforts on “one-to-many”.</i></p> <p>Measures: How strongly do you agree or disagree with each of the following statements: (1 = strongly disagree, 7 = strongly agree)</p> <ul style="list-style-type: none"> • With B2C advertising companies only advertise their products for their own interest of selling. • With B2B advertising companies focus on individual consumers and their needs • B2C advertising is more manipulative in comparison to B2B advertising. • B2B advertising is more trustworthy than B2C advertising.
<p>Source of advertising: Social media vs. traditional media (Hausman, 2014) (Steenburgh & Avery, 2008)</p>	<p>Definition: <i>Traditional media is a one-way communication system, where the brand creates a message to the masses through broadcast, print, radio, etc. Social media is a two-way communication system, such as Facebook and Twitter campaigns. It allows consumers to co-create brands and experiences, express themselves digitally, establish social networks and share with their social networks.</i></p> <p>Measures: How strongly do you agree or disagree with each of the following statements: (1 = strongly disagree, 7 = strongly agree)</p> <ul style="list-style-type: none"> • Through traditional media companies only advertise their products for their own interest of selling.

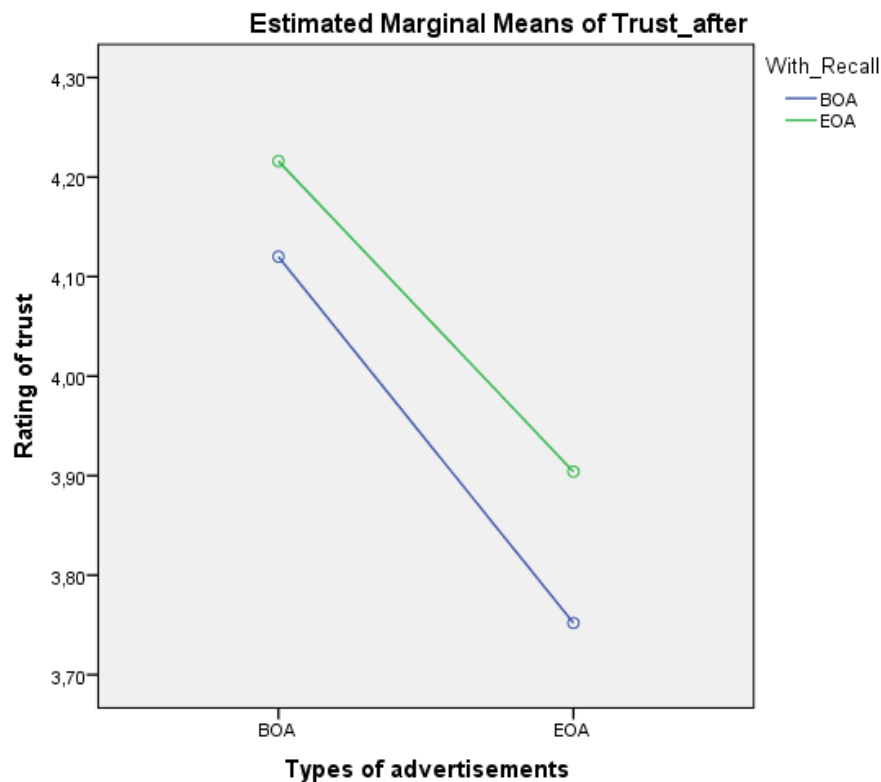
	<ul style="list-style-type: none">• Through social media companies focus on individual consumers and their needs.• Traditional media is more manipulative in comparison to social media.• Social media advertising is more trustworthy than traditional media advertising.
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Appendix B: Hierarchical based multiple regression for the causal effect and mediating effect.

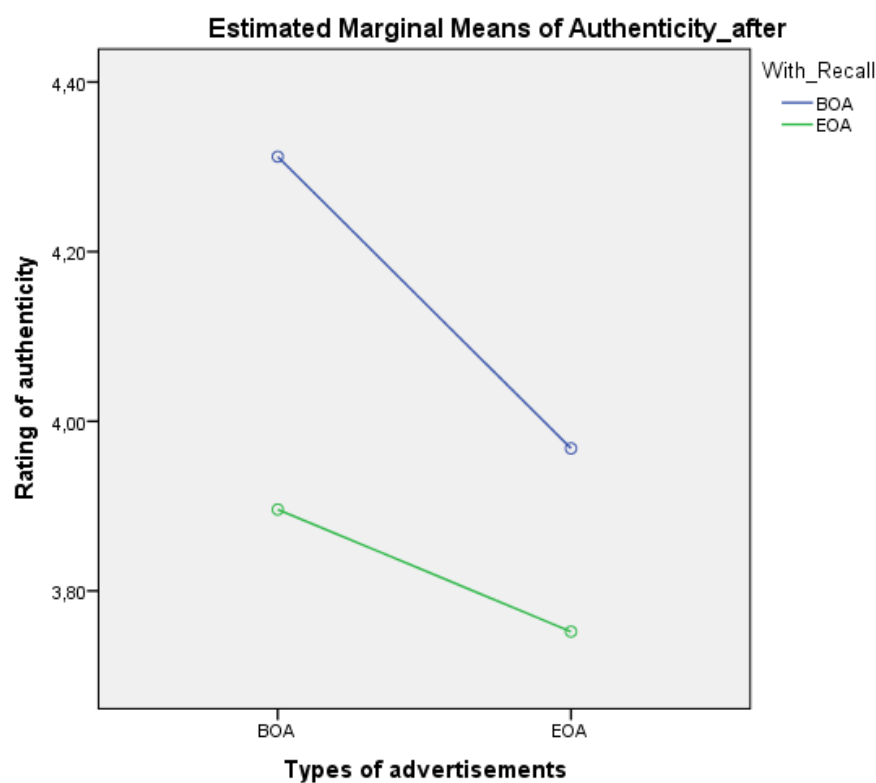
Multiple regressions: Credibility drivers → Attitude towards brands	Multiple regressions: Attitude towards brands → Consumers' purchase intentions	Multiple regressions: Credibility drivers → Consumers' purchase intentions
1: $Y = \beta_0 + \beta_1 * \text{Trust} + \varepsilon$	1: $Y = \beta_0 + \beta_1 * \text{attitude} + \varepsilon$	1: $Y = \beta_0 + \beta_1 * \text{Trust} + \varepsilon$
2: $Y = \beta_0 + \beta_1 * \text{Authenticity} + \varepsilon$	2: $Y = \beta_0 + \beta_1 * \text{attitude} + \beta_2 * \text{Female} + \varepsilon$	2: $Y = \beta_0 + \beta_1 * \text{Authenticity} + \varepsilon$
3: $Y = \beta_0 + \beta_1 * \text{Affirmation} + \varepsilon$	3: $Y = \beta_0 + \beta_1 * \text{attitude} + \beta_2 * \text{Female} + \beta_3 * \text{Age} + \varepsilon$	3: $Y = \beta_0 + \beta_1 * \text{Affirmation} + \varepsilon$
4: $Y = \beta_0 + \beta_1 * \text{Trust} + \beta_2 * \text{Authenticity} + \varepsilon$	4: $Y = \beta_0 + \beta_1 * \text{attitude} + \beta_2 * \text{Female} + \beta_3 * \text{Age} + \beta_4 * \text{Demography} + \varepsilon$	4: $Y = \beta_0 + \beta_1 * \text{Trust} + \beta_2 * \text{Authenticity} + \varepsilon$
5: $Y = \beta_0 + \beta_1 * \text{Trust} + \beta_2 * \text{Authenticity} + \beta_3 * \text{Affirmation} + \varepsilon$	5: $Y = \beta_0 + \beta_1 * \text{attitude} + \beta_2 * \text{Female} + \beta_3 * \text{Age} + \beta_4 * \text{Demography} + \beta_5 * \text{Education} + \varepsilon$	5: $Y = \beta_0 + \beta_1 * \text{Trust} + \beta_2 * \text{Authenticity} + \beta_3 * \text{Affirmation} + \varepsilon$
6: $Y = \beta_0 + \beta_1 * \text{Trust} + \beta_2 * \text{Authenticity} + \beta_3 * \text{Affirmation} + \beta_4 * \text{Trust} \times \text{Authenticity} + \varepsilon$	6: $Y = \beta_0 + \beta_1 * \text{attitude} + \beta_2 * \text{Female} + \beta_3 * \text{Age} + \beta_4 * \text{Demography} + \beta_5 * \text{Education} + \beta_6 * \text{B2B_vs_B2C} + \varepsilon$	6: $Y = \beta_0 + \beta_1 * \text{Trust} + \beta_2 * \text{Authenticity} + \beta_3 * \text{Affirmation} + \beta_4 * \text{Trust} \times \text{Authenticity} + \varepsilon$
7: $Y = \beta_0 + \beta_1 * \text{Trust} + \beta_2 * \text{Authenticity} + \beta_3 * \text{Affirmation} + \beta_4 * \text{Trust} \times \text{Authenticity} + \beta_5 * \text{Trust} \times \text{Affirmation} + \varepsilon$	7: $Y = \beta_0 + \beta_1 * \text{attitude} + \beta_2 * \text{Female} + \beta_3 * \text{Age} + \beta_4 * \text{Demography} + \beta_5 * \text{Education} + \beta_6 * \text{B2B_vs_B2C} + \beta_7 * \text{Trad_vs_soc} + \varepsilon$	7: $Y = \beta_0 + \beta_1 * \text{Trust} + \beta_2 * \text{Authenticity} + \beta_3 * \text{Affirmation} + \beta_4 * \text{Trust} \times \text{Authenticity} + \beta_5 * \text{Trust} \times \text{Affirmation} + \varepsilon$
8: $Y = \beta_0 + \beta_1 * \text{Trust} + \beta_2 * \text{Authenticity} + \beta_3 * \text{Affirmation} + \beta_4 * \text{Trust} \times \text{Authenticity} + \beta_5 * \text{Trust} \times \text{Affirmation} + \beta_6 * \text{Authenticity} \times \text{Affirmation} + \varepsilon$		8: $Y = \beta_0 + \beta_1 * \text{Trust} + \beta_2 * \text{Authenticity} + \beta_3 * \text{Affirmation} + \beta_4 * \text{Trust} \times \text{Authenticity} + \beta_5 * \text{Trust} \times \text{Affirmation} + \beta_6 * \text{Authenticity} \times \text{Affirmation} + \varepsilon$

14: $Y = \beta_0 + \beta_1 * \text{Trust} + \beta_2 * \text{Authenticity} + \beta_3 * \text{Affirmation} + \beta_4 * \text{Trust} \times \text{Authenticity} + \beta_5 * \text{Trust} \times \text{Affirmation} + \beta_6 * \text{Authenticity} \times \text{Affirmation} + \beta_7 * \text{Female} + \beta_8 * \text{Age} + \beta_9 * \text{Demography} + \beta_{10} * \text{Education} + \beta_{11} * \text{B2B_vs_B2C} + \beta_{12} * \text{Trad_vs_Soc} + \varepsilon$		14: $Y = \beta_0 + \beta_1 * \text{Trust} + \beta_2 * \text{Authenticity} + \beta_3 * \text{Affirmation} + \beta_4 * \text{Trust} \times \text{Authenticity} + \beta_5 * \text{Trust} \times \text{Affirmation} + \beta_6 * \text{Authenticity} \times \text{Affirmation} + \beta_7 * \text{Female} + \beta_8 * \text{Age} + \beta_9 * \text{Demography} + \beta_{10} * \text{Education} + \beta_{11} * \text{B2B_vs_B2C} + \beta_{12} * \text{Trad_vs_Soc} + \varepsilon$
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Appendix C: Plot of the interaction effect of Advertising type * Manipulation effect for the credibility driver trust.



Appendix D: Plot of the interaction effect of Advertising type * Manipulation effect for the credibility driver authenticity.



Appendix E: Plot of the interaction effect of Advertising type * Manipulation effect for the credibility driver affirmation.

