The effectiveness of direct comparative advertisements for supermarkets and brands in a Facebook setting

Student Name: Eveline Verdiesen

Student Number: 459756

Supervisor: Dr. Sanne Opree

Master Media & Business

Erasmus School of History, Culture and Communication

Erasmus University Rotterdam

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ABSTRACT

The present research examines the effectiveness of comparative advertisements for different type of segment supermarkets and brands in a social media setting. The hierarchy-of-effects model was used in this research to define the concept of effectiveness. According to this model effectiveness can be measured as increased awareness, knowledge, liking, preference, conviction, and/or purchase intention. In this research, purchase intention was excluded because the actual buying of a product was not measurable. In terms of methodology, an 2-by-2 between subjects online experiment was conducted. The effectiveness of comparative advertisements from high and low segment supermarkets (i.e., Albert Heijn and Aldi) with high and low segment brands (i.e., Calvé and own label) were compared to each other. The statistical population included a total of 131 respondents, consisting of 41 men with an average age of 35.49 and 90 women with an average age of 31.09 years old. The data was analyzed by using SPSS24, conducting chi-square tests for independence (with Yates' Continuity Correction) and one-way between-groups analyses of variance with Tukey HSD and post-hoc comparisons (ANOVAs). The results of the research showed that there was little evidence for a difference in effectiveness in the combinations of high or low segment stores and high or low segment brands using direct comparative advertising in a social media setting. For the components awareness, knowledge, advertisement likeability, store likeability and conviction there was no difference found. However, a difference was found for brand likeability and preference. The respondents' likeability of the brand was higher for the high segment brand than for the low segment brand. Lastly, respondents preferred the high segment store and the high segment brand over the low segment store and the low segment brand. The findings of this research can give an insight in the field of comparative

advertisement in the Netherlands in a social media context. More specifically, these findings can advise both high and low segment supermarkets on what type of segment brand they can use best in a comparative advertisement on social media.

Preface

Before you lies the master thesis 'The effectiveness of direct comparative advertisements for supermarkets and brands in a Facebook setting.' This thesis was written in the context of my graduation of the master Media & Business at the Erasmus University in Rotterdam. Before starting this Master I finished the bachelor Communication & Information Sciences with the track 'Corporate Communication and Digital Media' at Tilburg University.

Along with my thesis supervisor, Dr. Sanne Opree, I formulated the research topic of my master thesis. After conducting the survey experiment I was able to answer my research question. During this research, Dr. Sanne Opree stood by my side for the entire proces. She was always available to answer my questions and did so on a very short notice, enabling me to proceed with my research without long periods of interruptions. Even when I did not finish my thesis on time and she was going on a holiday, she left her personal number for me 'in case of an emergency.' Herefore, Dr. Sanne Opree is the first person I would like to thank for helping me with this master thesis.

The second person I would like to thank is father Bruno Verdiesen, both an inspirator and also one of my best friends. Besides supporting me financially during my entire life as a student, he was always there for me to check my homework, papers and even gave tutoring when needed. I am sure he will always remember our long sittings on statistics and mathemathics. My father worked hard as Vice President for Capgemini for over 30 years and has always been an inspiration for both me and my brother to push ourselves to accomplish great things. Besides, he was always there to play a round of golf with me when I needed a break from writing this master thesis.

I would also like to thank my mother Wilma van Rijckevorsel, brother Walter Verdiesen and boyfriend Niels Koornneef for putting up with my temper in times of stress about my study and particularly this master thesis. There were times in which I was very stressed about this thesis and I know that I did not was the most pleasant person to be around then. Thank you for supporting me unconditionally and relativating my thoughts.

I hope you will enjoy reading this thesis.

With kinds regards,

Eveline Verdiesen

Breda, august 28, 2017

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Abstract and keywords

[Preface]

Chapter 1   Introduction

The rise of the Internet and social media channels have offered organizations a completely new way to advertise. Social media have changed the marketing approach. In traditional media, such as newspapers, radio, and television, one can only address the readers, listeners, or viewers of that particular channel. Though it is possible to choose a media outlet with an audience similar to the one advertisers try to target, it is impossible to target consumers based on consumers' interests and behaviors. Social media establishes a connection between organizations and consumers, and this connection creates new possibilities and opportunities to increase the consumers' brand awareness (Dehghani & Tumer, 2015). In a competitive market, companies may wish to draw customers away from their competitors, and social media present a unique opportunity to do so.

In 2004, Mark Zuckerberg and his friends created Facebook as a communication platform while they studied at Harvard University. It quickly became a very successful social network with over 175 million Facebook users in 2009 worldwide (Celebi, 2015). Facebook derives almost all its revenue from advertising. In 2016, Facebooks' total revenue was 27.64 billion U.S. dollars in total, wherefrom 26.89 (97.3%) billion U.S. dollars were generated from ad revenues (Statista, 2017).

On Facebook, users can 'like' or 'follow' organizations. When a Facebook user 'likes' a business Facebook page, this user automatically follows the posts of this page. These posts will appear in this persons' Facebook feed. Facebook users also have the option of just 'following' a business Facebookpage, in this way users still see the posts in their newsfeed but are not considered to count as a like on the business Facebookpage (Facebook, 2017). Importantly, Facebook allows for targeted advertising by giving organizations the ability to target their own 'likers or followers' and the 'likers or followers' of competitors (Facebook, 2017).

Facebook also condones so-called 'comparative advertisements' (Emons & Fluet, 2012). In such advertisements products, brands or stores can be compared to each other. Certain attributes of one product, brand or store can be compared to other attributes of other products, brands or stores. According to Emons and Fluet (2012), comparative ads allow consumers to evaluate the performance of particular stores, brands or products against competitors. This enables more informed purchase decisions since comparative ads increases

the consumers' information about alternative stores, brands or products (Emons & Fluet, 2012).

In the last couple of years, supermarkets in the Netherlands have started a so-called commercial war against each other. Supermarkets like Albert Heijn, Jumbo, C1000, Aldi and Dirk have been calling each other out in their commercials and ads (Van Oss, 2010; Van Oss, 2010a; Van Oss, 2015a; Van Oss, 2015b). These ads vary from showing and comparing cash receipts from competitors to attacking claims or slogans of competitors. For example, Albert Heijn, which is considered to be a high segment supermarket, attacks both Jumbo (also a high segment supermarket) and the C1000 (low segment supermarket). When a competitor's name is directly mentioned this is called a direct (explicit) comparative ad (Emons & Fluet, 2012). Direct comparative ads are usually used when the party using it has a feature that is allegedly better than the competitors (Emons & Fluet, 2012). It is used as a marketing principle to convince consumers that the offering is better than the competition. When a competitor's name is not directly mentioned, when for example an organization compares itself to 'brand X', this is called an indirect (implicit) comparative ad (Emons & Fluet, 2012).

In contrast to existing research, which has mainly focused on the offline ads – more particularly the influence of a direct comparative ad versus an indirect comparative ad and the effects of comparative ads on consumers (Emons & Fluet, 2012; Chow & Luk, 2013; Pieters, Warlop & Wedel, 2002; Pechmann & Stewart, 1990; Snyder, 1992), this research focuses on the use of direct comparative ads on Facebook. The choice to focus only on Facebook is made because of its opportunities to advertise on 'followers' of the page of the competitor enabling organizations to 'hijack' consumers directly from the competitor. Therefore, Facebook gives organizations a very convenient platform to use comparative ads. Moreover, based on data gathered on the 8th of August 2017, Facebook is with over 9,500,000 users the most popular social network site in the Netherlands (Internet World Stats, 2017).

To define the concept of effectiveness of the persuasive effect in this research the so-called hierarchy-of-effects model is used. Robert J. Lavidge and Gary A. Steiner originally founded this model in 1961. In this research, the persuasive effect is composed of the compliance of the respondents on the six steps of the hierarchy-of-effects model after seeing the ad. As presented by Lavidge and Steiner, these six steps are considered to be the 'stages' a consumer goes through from viewing a product ad to eventually buying the seen product. It is considered to be the advertisers' main job to encourage the consumer to walk through all the six steps of the hierarchy-of-effects model and buy the product. This research is aimed to explore what type of segment store in combination with what type of segment brand is the

most effective. Hereby, the most effective combination is the combination of the comparative ad with a certain store and brand segment that persuades the most respondents.

This research specifically investigates the difference between high segment stores and brands versus low segment stores and brands using comparative ads in a social media setting. Therefore, it can be beneficial to investigate what advantages a Facebook presence might have over the use of more traditional comparative marketing strategies (Dehghani & Tumer, 2015). The research employs a 2 (high segment vs. low segment store)-by-2 (high segment vs. low segment brand) between-subjects experimental design to compare the effectiveness of ads in which (1) a high segment store compares itself to a low segment store while advertising a high segment brand, (2) a high segment store compares itself to a low segment store while advertising a low segment brand, (3) a low segment store compares itself to a high segment store while advertising a high segment brand, and (4) a low segment store compares itself to a high segment store while advertising a low segment brand. The following research question is formulated:

RQ1   Is there a difference in effectiveness in the combinations of high or low segment stores and high or low segment brands using direct comparative advertising in a social media setting?

1.1 Scientific and Social Relevance

This research distinguishes between types of stores and brands in order to examine the most effective combination of store segment and brand segment. A store cannot change its segment, surely it is either low or high segment, but it can choose if it either uses a comparative ad towards an upward or downward segment competitor. This research aims to research and establish when a comparison is effective and when it is not. The research results can thus result in an advice whether high or low segment stores should engage in comparative advertising and when they do, whether they should advertise with high or low segment brands.

Comparative ads are often used by supermarkets (and other companies) in the Netherlands, but according to Polyorat and Alden (2005, p.37) little research has taken place to the effects of comparative advertising (in a social media setting) outside the United States. Polyorat and Alden (2005) state that cross-cultural differences can influence research results tremendously. An example of an experiment cross-cultural difference by Polyorat and Alden

(2005) is the fact that Dutch people are considered to be very avaricious and Germans to be very punctual (Scheepers, Willems, Cottaar, 1990). Since Dutch people are considered to be avaricious, comparative ads could have more effect on Dutch people than for example on Americans. Cross-cultural differences like this can lead to completely different research results of the same research conducted in different countries (Polyorat & Alden, 2005). Moreover, Celebi (2015, p. 313) state that "a possible way to get a clear understanding of Internet advertising highly depends on the reasons why consumers use the Internet." Internet use cannot be generalized to other countries, since the drive and motivation of customers can differ between countries (Celebi, 2015). Therefore, this research can contribute to already existing research on the effectiveness of the use of comparative ads in a social media setting and then specifically for the Netherlands. Should the research results be significant, the same research can be conducted in other countries in order to learn if the related findings can be generalized to those countries too (Celebi, 2015).

Chapter 2   Literature Review and Theory

This research investigates the effectiveness for supermarkets to use direct comparative ads on social media. The effectiveness is measured in an experiment with the persuasive effect of the ads on the respondents. To define the concept of effectiveness of the persuasive effect this research builds on the hierarchy-of-effects model.

2.1 Hierarchy-of-effects model

Robert J. Lavidge and Gary A. Steiner originally founded the hierarchy-of-effects model in 1961. Figure 1 shows the hypotheses of this research which are draught with an eye on the hierarchy-of-effects model.
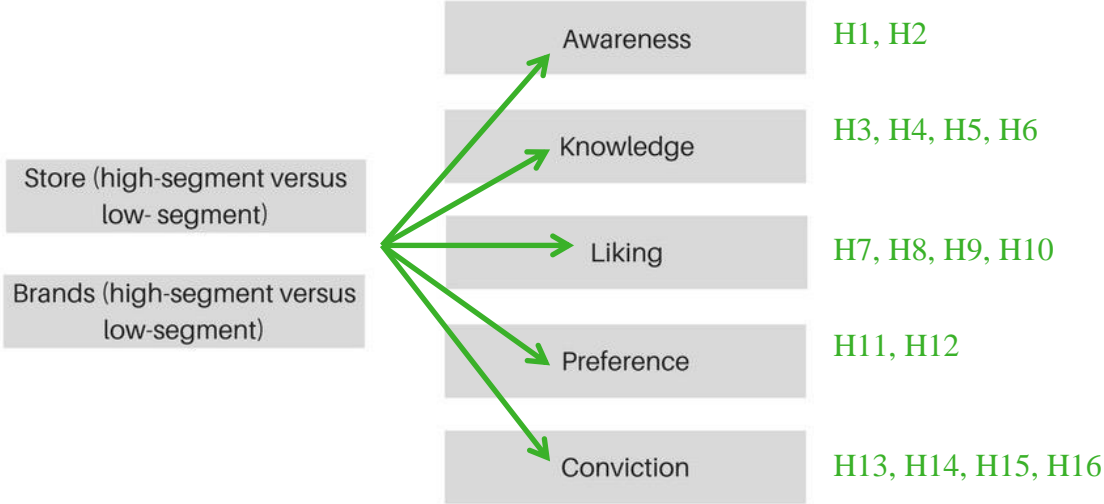
Figure 1   Model of all hypotheses.

The hierarchy-of-effects model is originally developed in the personal selling arena but is widely adopted, and is still used for almost a century now, by marketing and marketing practitioners in all kinds of different forms (Koshkaki & Solhi, 2016). The hierarchy-of-effects model is a marketing model with the following principle: A consumer goes through six steps starting after viewing a product ad to eventually purchasing the product (see Figure 2). There is hierarchy in this model because the number of consumers moving on reduces with each step: Many do not reach the purchase stage. Of course it is the advertiser's goal to ensure that many people do (Yun Yoo & Kim, 2005; Alexandris, Tsiotsou & James, 2012).

The hierarchy-of-effects model is a so-called 'Tricomponent attitude model', with the following order of consumer processing: cognitive component (thinking), affective

component (feeling) and lastly the conative component (behavior) (Bagozzi, 2010). The cognitive steps are about the consumer (1) becoming aware of the product and (2) gaining knowledge about it. The affective steps are about making sure the consumer (3) likes and (4) prefers the brand. And finally, the conative step is about the consumer (5) having conviction in the product and (6) buying the product. Conviction is about creating an urge by the consumer to purchase the product, preferring the product over other alternatives and visit the store seen in the ad. As said, the advertiser's goal is to get as many consumers as possible to step six. The following six sub-paragraphs explain all the steps of the hierarchy-of-effects model.
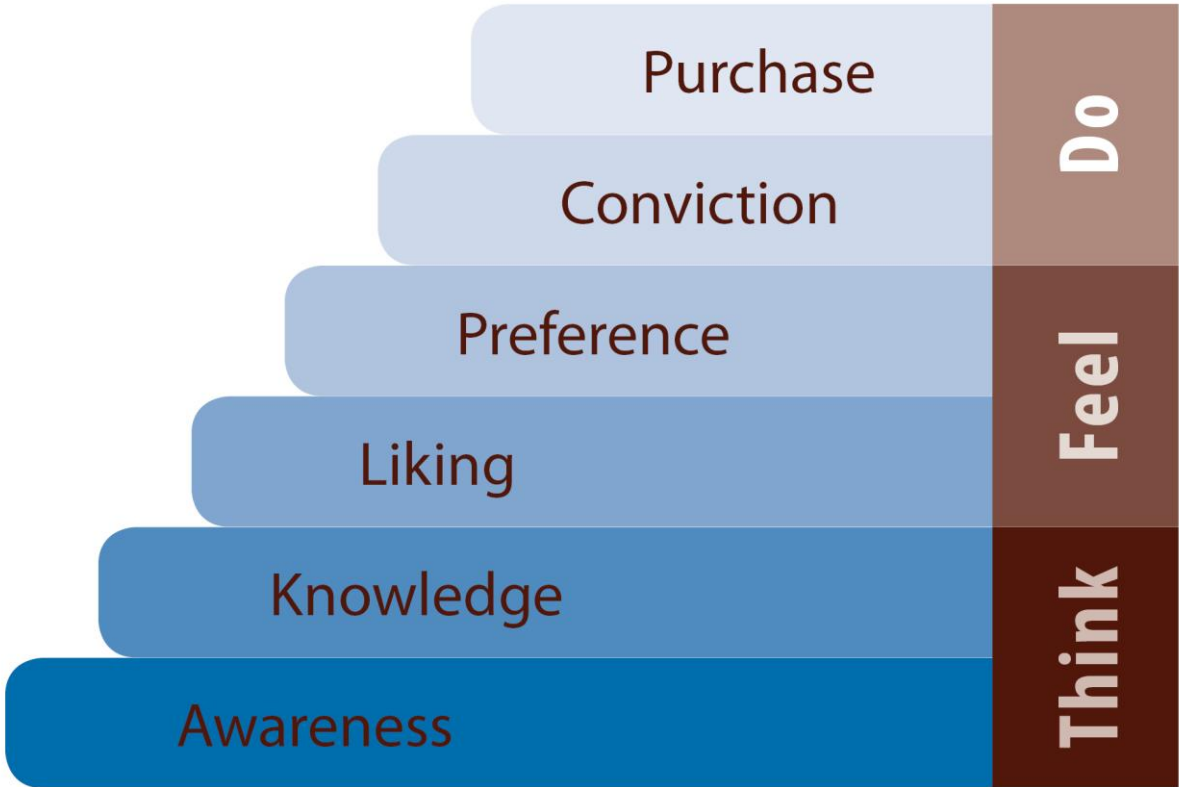
Figure 2   The six steps of the hierarchy-of-effects model. Reprinted from *Hierarchy of Effects model*, by Marketing Inveterate (2011). Retrieved from https://gimmecca.wordpress.com/2011/07/25/hierarchy-of-effects-model/.

2.1.1 Awareness

        The first step of the hierarchy-of-effects model is the cognitive step awareness. Awareness is defined as 'how the consumer gets aware of the existence of the product'. In the hierarchy-of-effects model the consumer becomes aware of the product by seeing the product's ad. It must be kept in mind that consumers see a lot of ads each single day and that

they only remember a tiny fraction of brands belonging to these products. There is no guarantee if a customer will even be aware of the product brand after seeing an ad (Yun Yoo & Kim, 2005; Alexandris & Tsiotsou, 2012). So one of the most important 'jobs' of the advertizer is for the customer to still be 'aware' of the seen store, brand or product for quite some time after seeing the ad in order for the customer to 'walk through' to the next step of the hierarchy-of-effects model. A really important part of this step for the advertiser is to know where the targeted consumer stands on the hierarchy model. Is the consumer already familiar with the store, brand or product or is this the first time that the consumer encounters it? According to Mihart (2012) a consumer's store and brand awareness can be increased by package change, product sampling or a marketing communication activity. Still, the most important part for the advertiser is knowing how aware the consumer is of the store, brand or product in order to come up with a strategy to increase the awareness (or increase it even more, when the awareness is already high) (Mihart, 2012).

Albert Heijn is the high segment store in this research and is with a marketshare of over 34% and over 850 stores the biggest and oldest supermarketchain in the Netherlands (Albert Heijn, 2017a). In this research, it is therefore assumed that every respondent already is aware of the existence of Albert Heijn. The same assumption is made for Aldi, the low segment store in this research. With 7% Aldi has a considerably lower market share than Albert Heijn but is still fairly represented in the Netherlands with over 400 stores (Aldi, 2017). It is also assumed that the respondent is already aware of the own label brands of Albert Heijn and Aldi, which are the low segment brands in this research. Calvé, which is used as the high segment brand in this research, is also perceived to be familiar to the respondents as its peanut butter (the product that is used in the ad) is the most well-known in the Netherlands (Calve, 2017).

It is assumed that the stores and the brands showed in the ads in this research are already established in a 'mental link' between the consumer and the store or brand. A mental link is established when the interest of a consumer is sparked long enough to establish a link between the new seen object (store, brand or product) and its category (Smith, Chen & Yang, 2008). Smith, Chen and Yang (2008, p. 50) state that "when the mental link is established, the consumer is aware of the object and will include it in the consideration set during decision making." Given the statistics mentioned above it seems to be likely for consumers to be more aware of the information that was showed in the ad about the more familiar store Albert Heijn and the more familiar brand Calvé. The following hypotheses are formulated:

H1   After being exposed to an advertisement of said store, respondents are more aware of a high segment store than of a low segment store.

H2   After being exposed to an advertisement of said brand, respondents are more aware of the high segment brand than of the low segment brand.

2.1.2 Knowledge

The second step of the hierarchy-of-effects model is also part of the cognitive steps, namely knowledge. Knowledge involves learning and remembering the claims made in the ad (Smith, Chen & Yang, 2008). Knowledge can be gained through several ways such as the Internet, ads, retail advisors or a product package. Unlike the time period wherein the hierarchy-of-effects model is founded, consumers in today's modern society can gain knowledge about a product within the click of a button. It is key for the advertiser to make sure that there is as much information as possible easily available about a product. Consumers can and will quickly move to a competing brand if they cannot find information about a product fast enough (Yun Yoo & Kim, 2005; Alexandris & Tsiotsou, 2012).

Knowledge is also about information or comprehension that a consumer has about attributes, characteristics or benefits of a product (Mihart, 2012). In order to enhance the knowledge the consumer has of a store, brand or product Mihart (2012), again, stresses the importance of analyzing the consumer level of knowledge. Mihart (2012) combines the so-called Integrated Marketing Communication (IMC) component with the hierarchy-of-effects model. The IMC components consist of four elements: product, price, distribution and marketing communications. These four elements transit information to consumers that enhances their learning process about a product. The more a consumer learns about a store, brand or product the more purchase and consumption knowledge they acquire (Mihart, 2012). This learning process is constantly subjected to change when a consumer acquires more knowledge gained from reading, observation, discussions and actual experience.

Ads mostly promote the brand with positively valued traits associated with the product (Smith, Chen & Yang, 2008). Most commonly, these positively valued traits are in line with the four IMC components like the plus sides of a product, a good price, a good distribution and a positive marketing communication (Mihart, 2012). A brand can also choose to advertise in a different way and disassociate the brand with negatively evaluated traits such as a high price (Smith, Chen & Yang, 2008). All this information given in an ad is learned by

consumers and becomes represented in the memory as brand-related beliefs. Smith, Chen and Yang (2008) state that the more a consumer associates a brand with positive traits, the more the consumer will favor this brand towards the purchase.

Emons and Fluet (2012) define brand familiarity as easy recognition of a well-known brand. The research of Orsingher and colleagues (2010) shows that 'purchasing the most familiar brand' is a dominant choice technique for consumers that have little experience with a product or brand. Even when the quality of the most familiar brand was manipulated to be lower, consumers still greatly went with the most familiar brand (Orsingher et al, 2010). A consideration set (or evoked set) is defined by Wirtz & Mattila (2003) as the subset of top-of-mind brands consumers evaluate when they are making a choice. The higher the brand familiarity, the more likely it is for the brand to be in a consumers consideration set (Wirtz & Mattila, 2003; Orsingher et al., 2010; Shapiro et al, 1997). Given the research results mentioned above it seems to be likely for consumers to pay more attention to the attributes in the ad of the more familiar store Albert Heijn and the more familiar brand Calvé. The following hypotheses are formulated:

H3   The respondents' knowledge of the product's price is higher for the high segment store than for the low segment store.

H4   The respondents' knowledge of the product's price is higher for the high segment brand than for the low segment brand.

2.1.3 Liking

The third step of the hierarchy-of-effects model is liking. Liking is considered to be a part of the affective steps of the model. It is the advertisers' job to ensure that a customer likes the product in the ad. Likeability can be defined as the feelings and affect level (like or dislike) that consumers have for a store, brand or product (Belch & Belch, 2008). The research of Smith, Chen and Yang (2008) shows that consumers are influenced by their affective reactions to an ad. An example of such an affective reaction is the perceived entertainment value of an ad and / or the affect that is transferred from more favorable ad attitudes. So the more entertainment value an ad has, the more a consumer is positively influenced by it (Smith, Chen & Yang, 2008).

According to Mihart (2012), the consumer's attitude is influenced by the product, price, distribution, and marketing communications. The consumer's attitude is also formed from direct or vicarious experience that one has with the store, brand or product (Mihart, 2012). This could either be favourable or onfavourable. It is likely to assume that consumers like the more familiar store and brand in combination with the best price more than the less familiar store and brand.

According to Bagozzi (2010), liking is about a consumer associating an object (stores / brand etcetera) and the belonging attributes with certain feelings, sentiments, moods, values, and emotions. The consumer evaluates and judges the object with these associations. Within split seconds a consumer 'labels' an object with a like or a dislike. These feelings, sentiments, moods, values, and emotions in a consumers mind are almost impossible to prepossess. However, they are crucial in influencing behavior as is showed by the domino-model of communication effects: when a so-called 'attitude domino' does not fall (because it is 'stuck' to emotions etcetera) then the 'domino of behavior', or in the hierarchy-of-effects model the next step, will not be activated by its fall (Bagozzi, 2010).

The mere exposure effect is defined as people tending to prefer familiar to unfamiliar objects. The frequency of exposure increases the consumer's feelings of familiarity. The more a consumer feels like something is familiar, the more likeable they consider it (Goodrich, 2011; Dreze, 2003; Janiszewski, 1993). Consumers can develop positive attitudes towards objects, even when they cannot give the exact reason why they do. Brand preference can thus be created by often repeating ads (Goodrich, 2011; Dreze, 2003; Janiszewski, 1993). These are called low-attention effects (Goodrich, 2011). Recent research of Goodrich (2011) and Maheswaran and Peracchio (2006) underline the impact of implicit processes on consumer behaviour as one of the main themes that have emerged from consumer research in the past 15 years. Goodrich (2011) states that mere exposure effects were also identified by recent research in low-attention situations. Goodrich (2011) also states that it is very well possible for consumers to have different attitudes towards the same object. This can both be an implicit attitude (consumer is unaware of the basis of this evaluation) as an explicit attitude that can be formed by for example experience with an object or seeing an ad about the object. Both these attitudes remain in the consumer memory and contribute to the consumer's decision-making process (Goodrich, 2011).

The mere exposure effect is relevant to this research because it can explain why people like more 'well-known' brands better than unfamiliar lower-share brands. Calvé is perceived to be more well-known than the own labels of Albert Heijn and Aldi since Calvé has a bigger

marketshare and advertising budget than the low segment brands. The same principle goes for the more familiar high segment store Albert Heijn who has the means to advertise more on multiple channels such as TV, radio and the Internet than the low segment store Aldi. In the Netherlands, Albert Heijn held the third place in 2013 on the top 100 mediacosts list (Intermediair, 2013). Albert Heijn has spent 75 million euros's on marketing and advertising in the year 2013 alone. The low segment store Aldi was not even mentioned in the top 100 list.

The research results of Chow and Luk (2013) imply that familiar brands profit more from the use of comparative ads than less familiar brands. In addition, Chow and Luk (2013) remark that it is 'safer' for familiar brands to incorporate a brand comparison in a comparative ad than for less familiar brands to do so. Less familiar brands should avoid a direct comparison with a well-known competitor (Chow & Luk, 2013). With an eye on the existing literature the following hypotheses are formulated:

H5   The respondents' liking of the advertisement is higher for the high segment store than for the low segment store.

H6   The respondents' liking of the advertisement is higher for the high segment brand than for the low segment brand.

H7   The respondents' liking of the store is higher for the high segment store than for the low segment store.

H8   The respondents' liking of the store is higher for the high segment brand than for the low segment brand.

H9   The respondents' liking of the brand is higher for the high segment store than for the low segment store.

H10   The respondents' liking of the brand is higher for the high segment brand than for the low segment brand.

2.1.4 Preference

The fourth step and last step of the affective steps of the hierarchy-of-effects model is preference. It is possible for consumers to like more than one product and brand. In this setting, consumers can buy any one of the options given. It is the job of the advertiser to make sure that a consumer buys their particular product and thus prefers this above products of competitors. To ensure that the customer establishes a store, brand or product as a preference the customer needs to move past the step of mere liking the product. When a consumer prefers a certain store, brand or product that object creates approach behaviors from the consumer (Smith, Chen & Yang, 2008).

Mihart (2012) states that the consumer's preference is reflected in purchase motivation the stronger the level of affect gets. A consumer passes through the last steps of the hierarchy-of-effects model, the conative / behavioural stage, when a consumer believes that a certain brand / product fulfills his aspirations and needs. Then, the consumer determines his conviction to purchase the product (Mihart, 2012). A consumer's motivation has the strength to activate behaviour. With the right marketing communications component, which in this research is the use of a comparative ad, preference can be influenced (Mihart, 2012).

Advertisers can use a comparative ad to highlight their brand's benefits and unique selling points in contrast to competitors. According to Muthukrishnan and Chattopadhyay (2007), comparative ads are not effective when a consumer already has a negative first impression of a brand or a company. Comparative ads are thus not effective in changing already existing negative attitudes. In addition, the research results of Iyer, Soberman and Villas-Boas (2005) imply that loyal customers to a brand are not sensitive to cheaper prices of rival brands. Iyer, Soberman and Villas-Boas (2005) define loyal customers as consumers that have a strong preferene for one particular brand. However, Esteves and Resende (2016) are less explicit in their conclusion about consumers and brand loyalty. Esteves and Resende (2016, p.578) claim that they ''first assume that customers in a certain market segment prefer the corresponding brand by a certain amount but are willing to consider buying the rival brand if the price difference is conducive. Consumers may switch brands for pricing reasons.'' In this research, the high segment store Albert Heijn is offering a better price at the high segment brand Calvé than the low segment store Aldi on the Calvé product (per recap, see page 3). Moreover in another condition, the high segment store Albert Heijn is offering a better price at the low segment own label than the low segment store Aldi on their own label. In the other two conditions, low segment store Aldi is offering the high segment brand Calvé and low segment brand own label for a better price than Albert Heijn. Given the literature above it is

likely to assume that the preference of consumers goes to the high segment store Albert Heijn above the low segment store Aldi and to the high segment brand Calvé above the low segment brand own label. This leads to the formulation of the following hypotheses:

H11   Respondents prefer the high segment store above the low segment store.

H12   Respondents prefer the high segment brand above the low segment brand.

2.1.5 Conviction

The second last step of the hierarchy-of-effects model addressed here and the first step of the conative steps is conviction. Conviction is about creating a desire by the consumer to purchase the product seen in the ad. Conviction thus mostly refers to the consumer's behavioral intentions or intended behaviour (Bagozzi, 2010). The four IMC components (product, price, distribution and marketing communications) as formulated by Mihart (2012) are also critical to the consumer's conviction process (Yeboah & Atakora, 2013). Yeboah and Atakora (2013) state that in today's competitive environment, organizations should constantly communicate with their customers and potential customers. Yeboah and Atakora (2013), like Mihart (2012), also underline that organizations should provide a quality product and / or service, attractive prices and easy acces to their customers. The component that brings all of this together is a good marketing communication. The marketing communication used in this research is comparative advertising. Consumers' perceptions and attitudes towards certain objects (store, brand and products) may be influenced through the ad and the message the ad sends. The ad has the role to convince customers to purchase the product seen in the ad at the store seen in the ad (Yeboah & Atakora, 2013).

In this research, the last step of the hierarchy-of-effects model, namely purchase is not included in the measurements. Since the respondent actually buying the product is not measurable. Herefore, conviction is measured in two ways in this research. The hypotheses about conviction and solely purchase intention are separated from eachother. Firstly, conviction is measured in an extensive way by asking the respondents if they preferred the Albert Heijn, Aldi, Calvé and own label above competitors. Hereafter, respondents were asked if they recommended Albert Heijn, Aldi, Calvé and own label to friends and acquaintances. Lastly, respondents were asked if they considered purchasing products at Albert Heijn and Aldi and from Calvé and own label. After these questions, conviction was

also measured by solely looking at the purchase intentions of the respondents. Respondents were thus asked how likely it was for them to purchase a product at the Albert Heijn and Aldi and a product from Calvé and own label.

Emons and Fluet (2012) state that comparative ads are more effective in increasing purchase intentions and purchase behavior than traditional ads. However, the observed increase in purchase intentions was merely achieved by highlighting differentiations from the marketleader or by explaining how the advertising brand has better features than the market leader. This is backed by the classical research results of Grewal and colleagues. (1997); Pechmann and Stewart's (1990); Manning and colleagues. (2001) and Gotlieb and Sarel (1991).

A higher brand familiarity goes in line with a higher purchase intention. These results are in line with the researches of Goodrich (2011) and Dreze (2003) and the more classical research of Janiszewski (1993), which state that consumers like products more when they have already processed the information in the ad preattentively than if they have not been exposed to it. Considering the literature mentioned above, it is assumed that consumers feel more conviction for and plan to purchase more at the high segment store and from the high segment brand. This leads to the formulation of the following hypotheses:

H13   The respondents' conviction is higher for the high segment store than for the low segment store.

H14   The respondents' conviction is higher for the high segment brand than for the low segment brand.

H15   The respondents' purchase intentions for the advertised product is higher for the high segment store than for the low segment store.

H16   The respondents' purchase intentions for the advertised product is higher for the high segment brand than for the low segment brand.

Chapter 3 Methods

3.1 Research Design

In this research, the use of comparative ads on social media was investigated through an experiment. The effect on persuasiveness of direct comparative ads on social media was investigated with a questionnaire for 'high segment' brands versus 'low segment' stores and brands. The persuasive effect was composed of the compliance of the respondents to the six steps of the hierarchy-of-effects model after seeing the ad. This was done by a 2 ('high segment' versus 'low segment' store) by 2 (high segment versus low segment brands) research design, resulting in 4 distinct experimental conditions. The high and low segment brands and the high and low segment brands were the independent variables in this research. The first five steps of the hierarchy-of-effects model were the dependent variables in this research. The final step, 'purchase', was not included as a variable since the respondent can only complete this step after filling in the questionnaire. In this study, a between-subjects design was used. Every respondent only got to see one type of store and brand. Figure 3 shows the conceptual model of this research.

Figure 3 Conceptual model of the research design.
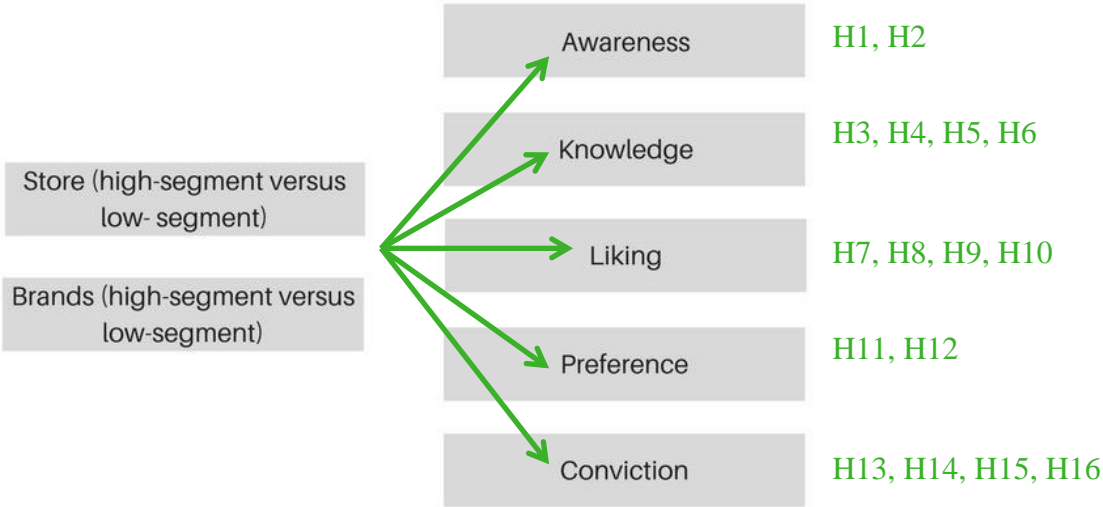
To conduct this research an online questionnaire built with the web-based survey service of Qualtrics (www.qualtrics.com) was used. Via the Erasmus University there was access to a 'student' Qualtrics account and four surveys plus a survey randomizer were created. For creating the stimuli material the graphic design software of the website Canva (www.canva.com) was used.

To spread the online questionnaire the social net worksite Facebook was used mostly. I recruited respondents through social media, approaching family, friends and acquaintances, asking them to participate and to forward the invitation and/or share it on their Facebook timeline. This method of sampling is called snowball sampling (Matthews & Ross, 2010). The relevance of snowball sampling can be found in the fact that this research focuses on social media. By approaching respondents through social media channels, I was sure that they are actually using social media. I deliberately approached men and women of several age groups to ensure the external validity of the experiment.

The respondents were able to fill in the questionnaire on their laptop, tablet and mobile with no time limit. The online questionnaire started with an introductory text about the researcher, the nature of the investigation and the goal where the research results will be used. Then the respondents could click on the bottom 'further' and were then, through the survey randomizer, assigned to one of the four conditions. At the end of the survey, the respondent got the possibility to fill in their e-mail address in order to win one of the two gift vouchers. Among the respondents two gift vouchers were raffled off with a value of 25,- each. The raffling of the gift voucher was also communicated with the spreading of the survey. The raffling of the gift voucher is a form of creating reciprocity. According to Matthews and Ross (2010) reciprocity is one of the six basic principles of social influencing. Giving something away (the chance on a gift voucher) increases the compliance of the respondents (Matthews & Ross, 2010).

3.2 Respondents

A total of 144 respondents participated in this research. Because of incomplete data, 13 respondents were excluded from the analysis. Still, every condition had at least 28 respondents. With an eye on the external validity, this had to be the minimum number of respondents since this research consisted of four conditions. The sample existed of 41 men with an average age of 35.49 ($SD = 13.83$) and 90 women with an average age of 31.09 ($SD = 12.52$) years old. Table 1 shows a description of the sample.

Table 1   *Description of the sample in total and per condition*

	Total (N=131)	Condition 1 (N=28)	Condition 2 (N=38)	Condition 3 (N=31)	Condition 4 (N=34)
Gender N (%)					
Male	35.49 (13.83)	11 (39,3%)	13 (34,2%)	10 (32,3%)	7 (20,6%)
Female	31.09 (12.52)	17 (60,7%)	25 (65,8%)	21 (67,7%)	27 (79,4%)
Age in years M (SD)	32.47 (13.06)	31.79 (13.05)	33.66 (14.36)	31.65 (12.11)	32.44 (12.85)
Occupation N (%)					
Student	51 (38.9%)	10 (35.7%)	14 (36.8%)	14 (45.2%)	13 (38.2%)
Employee	66 (50.4%)	15 (53.6%)	19 (50.0%)	16 (51.6%)	16 (47.1%)
Entrepreneur	9 (6.9%)	2 (7.1%)	3 (7.9%)	2 (6.5%)	2 (5.9%)
No job / in between jobs	6 (4.6%)	0	1 (2.6%)	2 (6.5%)	3 (8.8%)
Other	8 (6.1%)	3 (10.7%)	3 (7.9%)	0	2 (5.9%)
Shops for groceries N (%)					
On a daily basis	50 (38.2%)	10 (35.7)	12 (31.6%)	14 (45.2%)	14 (41.2%)
On a weekly basis	76 (58.0%)	17 (60.7%)	25 (65.8%)	17 (54.8%)	17 (54.8%)
On a monthly basis	5 (3.8%)	1 (3.6%)	1 (2.6%)	0	3 (8.8%)
Never	0	0	0	0	0

3.3   Stimulus Material

In this research, an experiment with 4 conditions is conducted. Figure 4 shows all the conditions in a model. Based on the look of the true-life ads of the supermarkets Albert Heijn and Aldi four comparative social media ads are created. The stimuli material corresponding to

condition 1 is included in appendix G, the stimuli material of condition 2 in appendix H, stimuly material of condition 3 in appendix I and lastly the stimuli material of condition 4 in appendix J. The mock-up and layout of the ads were the same for all the conditions. It was intended for the respondents to assume that they are looking at 'screenshots' of actually existing Facebook ads.
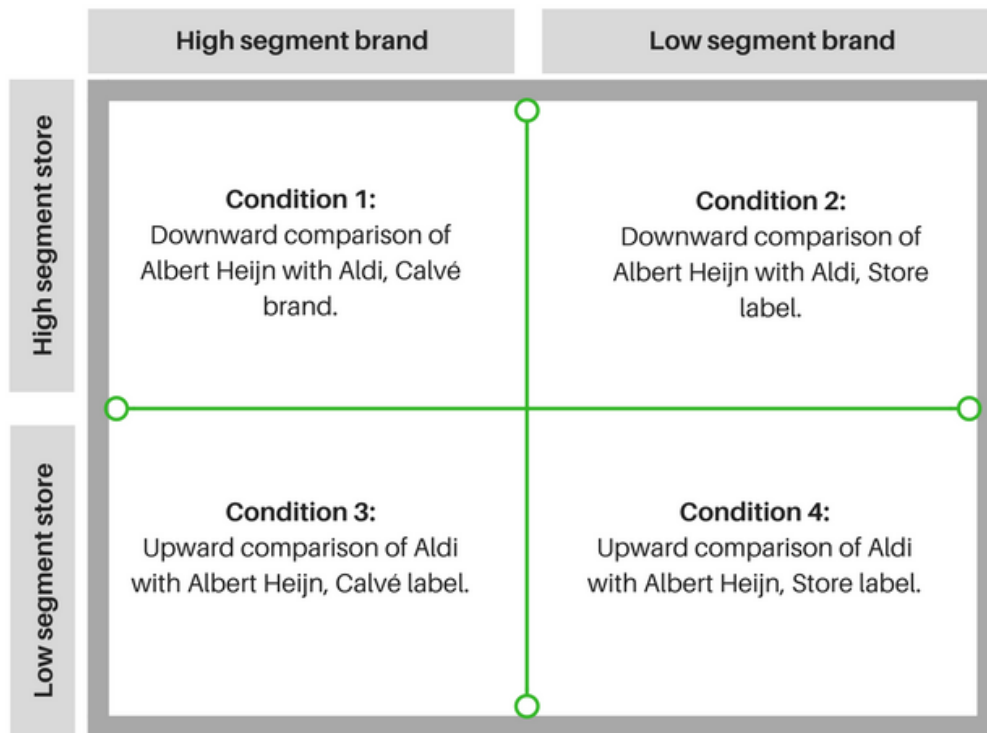
Figure 4   All the conditions in a model.

Albert Heijn is with over 800 supermarkets the largest supermarket chain in the Netherlands. Also, Albert Heijn has a market share of almost 34% of all the supermarket chains in the Netherlands (Zakelijk.infonu, 2017). Although Albert Heijn has recently started to also focus on the low-segment in order to maintain its position of 'unquestionable market leader' on the area of assortment, it is mostly considered to be a high- and middle-segment supermarket (Food for Food, 2014). Because of this, Albert Heijn is selected as high-segment supermarket in this research. Aldi is from origin a German supermarket company which is known for its low prices and limited assortment. The prices of the products sold at Aldi are low because of the sober arrangements of the supermarkets and the locations of the supermarkets. Aldi supermarkets are usually located at 'cheaper' locations so, for example, not in town-centers (Zakelijk.infonu, 2017). Moreover, Aldi turns out to be the most advantageous supermarket with a price difference of 31% in comparison to the most

expensive supermarket in the Netherlands according to the television show 'Kassa' (which means: cash desk) (Fooglog, 2016). This is why Aldi is selected as low-segment supermarket in this research.

Calvé is a Unilever brand that was founded in 1898 from a merger between the Dutch Oil fabric in Delft and the French company of the brothers Emmanuel and George Calvé. Calvé stands for quality and the best flavors (Unilever, 2017). Calvé is a brand that focuses on delivering the best quality to its customers and can be categorized as a high-segment brand considering its prices in comparison to competitors. Therefore, Calvé is chosen as the high-segment brand in this research. Albert Heijn's and Aldi's own label are used as the low-segment brands in this research. Albert Heijn's own label promises a low price with still an excellent quality because of large-scale purchasing and direct bonds with suppliers (AH, 2017). Aldi's own label is the cheapest own label in comparison to other supermarkets' own labels in the Netherlands (Foodlog, 2016).

3.4   Description of the measures

Through an online experiment questionnaire (survey), it is investigated how respondents evaluated the stores, brands and ads. The questionnaire consisted of three parts, being the consent form (see Appendix A), introductory questions and questions about the six concepts of the hierarchy-of-effects model. The questionnaire was the same for all the conditions; only the names of the brands, stores and the accessory evaluation questions were changed to match every condition. In the questionnaire, only already existing and established brands were used in order to increase credibility. The questionnaires that were used for the survey can be found in appendix C and E; the first was used for condition 1 and condition 3, the latter for conditions 2 and 4. Appendix B contains a translation of the consent form from Dutch to English. Appendix D and F contain translations of the questionnaire from Dutch to English. These translations are merely added for the second reader of this research and were not used in the research itself.

3.4.1. Consent form

The consent form started with discussing what the study is about, what the respondent was asked to do and the voluntary participation. According to the research methods of Matthews and Ross (2010) respondents should be informed about the way the findings of the

research are disseminated, to enable them to make a proper decision about participation. Hereafter, the consent form addressed the confidentiality of the respondents' answers and how the respondent could get in touch with the researcher and obtain the results of the study. This was done to assure the respondents that they would not be identified in the research and that their input to the experiment would be confidential (Matthews & Ross, 2010). Then it named the email-address of the researcher and a checkbox for the respondents where they could mark if they fully understood the terms and conditions of the research. Only then they were able to participate.

3.4.2. Introductory questions

The online questionnaire started with a couple of introductory questions. These introductory questions had a multiple-choice format and covered the demographics of the respondents such as gender, age and job. According to the research methods of Matthews and Ross (2010), it is important to gather information about the respondents themselves and their demographics in order to have a complete image of the research sample. In addition the respondents were asked how often they go grocery shopping. This information was needed because of the answers of respondents who never or almost never go grocery shopping were perceived to be not very relevant for this research, which is why they were redirected to the end of the survey.

3.4.3 Questions about the six concepts of the hierarchy-of-effects model

3.4.3.1 Awareness and Knowledge

After the introductory questions, a page break and an explanatory text followed that instructed the respondents' to take a look at the print screens of the Facebook ads. Respondents were showed one of the four adsaccessory to one of the four conditions. In the hierarchy-of-effects model awareness is constructed out of the way a consumer becomes aware of the existence of the product (Yun Yoo & Kim, 2005; Alexandris & Tsiotsou, 2012). To measure if the respondent was aware of the store and brand showed in the ad and remembers them, two aided recall questions were being asked. These questions were:

(1) From which of the stores displayed underneath did you just saw an advertisement?
(2) From which of the brands displayed underneath did you just saw an advertisement?

For the first question, respondents could choose from the options Albert Heijn, Jumbo, Aldi, C1000, and Lidl, and for the second question from the options Calvé, Croma, and Huismerk. In both instances, their responses were recoded as right (1) or wrong (0). In the analysis of the respondents' awareness of the store, the responses of condition 1 and condition 2 were grouped together into one variable since both conditions showed respondents the Albert Heijn ad. The responses of condition 3 and condition 4 were also grouped together into one variable since those two conditions showed the respondents the Aldi ad.

In the analysis of the respondents' awareness of the brand, condition 1 and condition 3 were grouped together into one variable since both conditions showed respondents the Calvé brand ad. Condition 2 and condition 4 were also grouped together into one variable since those two conditions showed the respondents the own label ad.

To measure knowledge about the mentioned prices in the ads of the stores and brands, respondents were asked two aided recall questions. In the hierarchy-of-effects model, knowledge is reached when the consumer has gained knowledge about a product (Yun Yoo & Kim, 2005; Alexandris & Tsiotsou, 2012). These recall questions measuring the respondents' knowledge on the price of the product were:

(1) What was the price of the two jars of (Calvé or own label) peanut butter in the advertisement of Albert Heijn?
(2) What was the price of the two jars of (Calvé or own label) peanut butter in the advertisement of Aldi?

In the analysis, these two questions were recoded into one binary question (0 = wrong answer; 1 = right answer). The right answers for condition 1 and condition 2 were 1.99 and 3.00, for condition 3 and 4 the right answers were 1.99 and 2.99.

3.4.3.2 Liking and Preference
For measuring the respondents' liking and preference of the store and brand a pool of items with a Likert-type scale was used. A Likert-type scale is often used to measure attitudes directly. This attitude measurement was operationalized by asking respondents to respond to a series of statements about a topic in terms to the extent to which they agree with them (Likert, 1932). Likert-type scales are the most used scales in (online) questionnaires (Lavrakas, 2008).

The likeability of the ad was measured with the Likert-type scales from the research of Polegato and Bjerke (2009). This four-item scale is complemented with two items, namely the evaluation of the logos of both stores. The respondents were asked to rate these questions on the hand of a single-item, seven-point Likert-type scale, anchored by (1) = To an extremely small extent to (7) = To an extremely large extent. The seven-item scales consisted of the following items:

(1) How much do you like the whole advertisement?

(2) How much do you like the colors used in the advertisement?

(3) How much do you like the logo of Albert Heijn?

(4) How much do you like the logo of Aldi?

(5) How much do you like the showed products?

(6) How much do you like the situation in the advertisement?

Since an already existing scale of Polegato and Bjerke (2009) was used, the items were combined into one mean scale, without using a factor analysis. According to DeVellis (2017), a Cronbach alpha coefficient between .60 and .70 is undesirable but acceptable. For this combined mean scale, the Cronbach alpha coefficient was .66.

The likeability of the stores and the brands was measured with the four-item Likert-type scales from the research of Reinhard and Messner (2009), concerning individual features of the stores and brands and global favorableness. These four-item scales were used four times in order to measure the likeability of Albert Heijn, Aldi, Calvé and own label. Store likeability will be inferred from the respondents response to single-item, seven-poin Likert-type scales ranging from (1) = Strongly disagree to (7) = Strongly agree. The four-item scales for the stores consisted of the following items:

(1) Albert Heijn is a likeable store.

(2) Albert Heijn comes across as a friendly store.

(3) Albert Heijn comes across as a warm store.

(4) Albert Heijn comes across as a kind store.

and

(1) Aldi is a likeable store.

(2) Aldi comes across as a friendly store.

(3) Aldi comes across as a warm store.

(4) Aldi comes across as a kind store.

Because an already existing scale of Reinhard and Messner (2009) was used, the items were combined into one mean scale, without using a factor analysis. According to DeVellis (2017), a Cronbach alpha coefficient between .70 and .90 is acceptable. For this combined mean scale, the Cronbach alpha coefficient was .73.

The four-item scales for the brand consisted of the following items for condition 1 and condition 3. These items were also combined into one mean scale with a Cronbach alpha coefficient of .82:

(1) Calvé is a likeable brand.
(2) Calvé comes across as a friendly brand.
(3) Calvé comes across as a warm brand.
(4) Calvé comes across as a kind brand.

The four-item scales for the brand consisted of the following items for condition 2 and condition 4. Lastly, these items were combined into one mean scale with a Cronach alpha coefficient of .82:

(1) Own label is a likeable brand.
(2) Own label comes across as a friendly brand.
(3) Own label comes across as a warm brand.
(4) Own label comes across as a kind brand.

To measure the respondents' preference for the store and for the brand two comparison questions were asked. Both the store and brand were compared to the competitor. Respondents were asked which store and brand they preferred above the other. These questions were:

(1) Which store do you like better?
   o Albert Heijn
   o Aldi
(2) Which brand do you like better?
   o Calvé

o Own label

In the analysis, the 'Albert Heijn' (high segment store) conditions 1 and 2 were grouped together into one binary variable (0 = Albert Heijn; 1 = Aldi). The 'Aldi' (low segment store) conditions 3 and 4 were also grouped together into binary one variable (0 = Albert Heijn; 1 = Aldi). Moreover, the 'Calvé' (high segment brand) conditions 1 and 3 were grouped together into one binary variable (0 = Calvé; 1 = own label). Lastly, the 'own label' (low segment brand) conditions 2 and 4 were grouped together into one variable (0 = Calvé; 1 = own label).

3.4.3.3 Conviction and Purchase

Conviction was measured with questions based on the measurement of 'behavioral intentions' of Alexandris and Tsiotsou (2012). It must be noted that the measurement of purchase intentions (conviction) is the closest step to actual consumer behavior but there is no guarantee that a positive purchase intention translates into actual purchase behavior (Baker & Crompton, 2000; Madrigal, 2001). Therefore, in contrast to the research of Alexandris and Tsiotsou (2012), the respondents were not asked about how certain it was that they would buy at one (or both) of the stores and buy products from the named brands in the ad. For all four of the conditions, the 12-item Likert scales consisted of the following items:

(1) I prefer Albert Heijn above competitors

(2) I prefer Aldi above competitors

(3) I prefer Calvé above competitors

(4) I prefer own label above competitors

(5) I recommend Albert Heijn to my friends and acquaintances

(6) I recommend Aldi to my friends and acquaintances

(7) I recommend Calvé to my friends and acquaintances

(8) I recommend own label to my friends and acquaintances

(9) I am considering buying products at Albert Heijn

(10) I am considering buying products at Aldi

(11) I am considering buying products from Calvé

(12) I am considering buying products from own label.

The twelve seven-point Likert scales were anchored by (1) = Strongly disagree to (7) Strongly agree to measure the respondents' conviction after reading and looking at the ad. The only difference between the conditions was that for condition 2 and condition 4 (ads showed only own label brands) the words 'peanut butter' were placed behind Calvé. This was to clarify to the respondents that Calvé was the A-label alternative for the own label brands of which they saw an ad.

Since an already existing scale of Alexandris and Tsiotsou (2012) was used, the items measuring the same store of brand are combined into one mean scale, without using a factor analysis. To make this clearer, the items that are combined into one mean scale are marked in the same color. According to DeVellis (2017), a Cronbach alpha coefficient between .70 and .90 is acceptable. Firstly, the items concerning Albert Heijn were combined into one mean scale, with a Cronbach alpha coefficient of .75. Secondly, the items concerning Aldi were combined into one mean scale, with a Cronbach alpha coefficient of .77. Thirdly, the items concerning Calvé were combined into one mean scale, with a Cronbach alpha coefficient of .86. Lastly, the items concerning own label were combined into one mean scale, with a Cronbach alpha coefficient of .68, which is considered undesirable but acceptable by DeVellis (2017).

In addition, the respondents were asked with four seven-point Likert-scales anchored by (1) = very unlikely (7) = very likely to report how likely it was that they would ''Consider buying products at the store'' and ''Consider buying products from the brand''. These items were based on the measurement method for measuring 'behavioral intentions' by Alexandris and Tsiotsou (2012), only they were formulated differently to 'weaken' the statements from 'certainty' of buying products to 'likelihood' of buying products. These items were:

(1) How likely is it that you will buy products at Albert Heijn?
(2) How likely is it that you will buy products at Aldi?
(3) How likely is it that you will buy products from Calvé?
(4) How likely is it that you will buy products from own label brands?

The only difference between the conditions was that for condition 2 and condition 4 (ads showed only own label brands) the words 'peanut butter' were placed behind Calvé. This was to clarify to the respondents that Calvé was the high segment alternative for the own label brands of which they saw an ad.

3.5   Manipulation Check

In this research a manipulation check on the respondents' evaluation of both the stores and brands was conducted. This was done to verify that the independent variable manipulation had the effect that was intended and thus to guarantee internal validity. The respondents were asked to evaluate Albert Heijn, Aldi, Calvé and own label as either: (1) High segment, (2) Middle segment, (3) Low segment. The results of the manipulation test are presented in Table 2.

Table 2 *Store and brand segment manipulation check N (%)*

	Total (N=131)	Condition 1 (N=28)	Condition 2 (N=38)	Condition 3 (N=31)	Condition 4 (N=34)
Albert Heijn:					
High segment	111 (84.73%)	23 (82.1%)	32 (84.2%)	27 (87.1%)	29 (85.3%)
Middle segment	20 (15.27%)	5 (17.9%)	6 (15.8%)	4 (12.9%)	5 (14.7%)
Low segment	0	0	0	0	0
Aldi:					
High segment	2 (1.53%)	0	2 (5.26%)	0	0
Middle segment	72 (54.96%)	18 (64.29%)	21 (55.26%)	10 (32.26%)	23 (67.65%)
Low segment	57 (43.51%)	10 (35.71%)	15 (39.47%)	21 (67.74%)	11 (32.35%)
Calvé:					
High segment	119 (90.84%)	24 (85.7%)	36 (94.7%)	26 (83.9%)	33 (97.1%)
Middle segment	11 (8.40%)	3 (10.7%)	2 (5.3%)	5 (16.1%)	1 (2.9%)
Low segment	1 (0.76%)	1 (3.6%)	0	0	0
Own label:					
High segment	3 (2.29%)	0	3 (7.9%)	0	0
Middle segment	72 (54.96%)	16 (57.1%)	23 (60.5%)	14 (45.2%)	19 (55.9%)
Low segment	56 (42.75%)	12 (42.9%)	12 (31.6%)	17 (54.8%)	15 (44.1%)

In total, it can be concluded that the manipulation for Albert Heijn was a success. With 84.7%, over three-quarter of the respondents evaluated Albert Heijn as a high segment store. The manipulation for Aldi was successful too: Only 1.5% evaluated Aldi as a high segment store – most people perceived to be a 'middle segment' store (55%) or 'low segment' store (43.5%). Moreover, it can be concluded that with 119 (90.8%) of the 131 respondents the manipulation for Calvé was a success. With 90.8%, over three-quarter of the respondents evaluated Calvé as a high segment brand. Likewise, the manipulation for the own brand was

also successful: Only 2.3% evaluated the own labels as high segment – most people perceived them to belong to the 'middle segment' (55%) or 'low segment' (43.5%).

Chapter 4   Results

This chapter formulates an answer on the question what the effectiveness is for supermarkets to use direct comparative ads in a social media setting. Also, an answer to the question if there is a difference in persuasiveness in the combinations of high- or low segment brands and high or low segment stores using direct comparative advertising campaigns in a social media setting is given. For the result section to be synoptic, the paragraphs are divided per component of the hierarchy-of-effects model.

4.1 Awareness and Knowledge

Hypothesis 1 concerned the relation between the respondents' awareness of the shown store in the ad. The respondents' awareness of the store was measured by aided open recall question. The recall question measured the respondents' recall on the store where the ad was from. To test the relation between the respondents' awareness and the shown store in the ad a chi-square test for independence was performed. Table 3 gives an overview of the respondents who remembered the store right.

Table 3   *Respondents who remembered the store right N (%)*

	Right answer	Wrong answer
Respondents that saw the Albert Heijn advertisement (*N*=66)	29 (43.9%)	37 (56.1%)
Respondents that saw the Aldi advertisement (*N*=65)	36 (55.4%)	29 (44.6%)
Total (*N*=131)	65 (49.6%)	66 (50.4%)

The respondents' recall was 43.9% for the Albert Heijn (high segment store) versus 55.4% for the Aldi (low segment store), and thus lower for the high segment store. A chi-square test for independence (with Yates' Continuity Correction) indicated no significant difference between the percentage of respondents that saw the Albert Heijn ad and respondents that saw the Aldi ad, χ^2 (1, n = 131) = 1,29, p = .26, phi = .11. This result rejects

hypothesis 1: the respondent was not more aware of the shown high segment store than of the shown low segment store.

In addition, hypothesis 2 concerned the relation between the respondents' awareness of the shown brand in the ad. The respondents' awareness of the brand was measured by one aided recall question. The recall question measured the respondents' recall on the brand that was shown in the ad. To test the relation between the respondents' awareness and the shown brand in the ad a chi-square test for independence was performed. Table 4 gives an overview of the respondents who remembered the brand right.

Table 4   *Respondents who remembered the brand right N (%)*

	Right answer	Wrong answer
Respondents that saw the Calvé advertisement (*N=59*)	56 (94.9%)	3 (5.1%)
Respondents that saw the own label advertisement (*N=72*)	62 (86.1%)	10 (13.9%)
Total (*N=131*)	118 (90.1%)	13 (9.9%)

The respondents' recall of Calvé (high segment brand) was with 94.9% higher than the respondents' recall of 86.1% of the own label brands (low segment brand). A chi-square test for independence (with Yates' Continuity Correction) indicated no significant difference between respondents that saw the Calvé ad and respondents that saw the own label ad, χ^2 (1, n = 131) = 1.91, p = .17, *phi* = -.15. This result rejects hypothesis 2; the respondent was not more aware of the shown high segment brand than of the shown low segment brand.

Hypothesis 3 formulated the relation between the respondents' knowledge of the product's price and the segment of the store shown in the ad. The respondents' knowledge of the price was measured with one open recall about the relevant store. This recall question measured the respondents' recall on the prices of the products mentioned in the Facebook ads. Table 5 gives an overview of the respondents who remembered the price right.

Table 5   *Respondents who remembered the price right N (%)*

	Right answer	Wrong answer

Respondents that saw the Albert Heijn advertisement (*N*=66)	49 (66%)	17 (25.8%)
Respondents that saw the Aldi advertisement (*N*=65)	63 (96.9%)	2 (3.1%)
Total (*N*=131)	112 (85.5%)	19 (14.5%)

The respondents' knowledge of the price was with 66% respondents lower for the respondents that saw the Albert Heijn ad (high segment) than for the respondents' that saw the Aldi ad. From the respondents that saw the Aldi ad, 96.9% recalled the price right. A chi-square test for independence (with Yates' Continuity Correction) indicated a significant difference between the respondents that saw the Albert Heijn ad and respondents that saw the Aldi ad, χ^2 (1, $n = 131$) = 11.82, $p = .001$, *phi* = .32. This result rejects hypothesis 3; the respondents' knowledge of the product's price was not higher for the high segment store than for the low segment store. It was the other way around; the respondents' knowledge of the product's price was significantly higher for the low segment store than for the high segment store.

Hypothesis 4 formulated the relation between the respondents' knowledge of the product's price and the segment of the brand shown in the ad. The respondents' knowledge was measured with one open recall question about the relevant brand. This recall question measured the respondents' recall on the prices of the products mentioned in the Facebook ads. Table 6 gives an overview of the respondents who remembered the price right.

The respondents' knowledge was with 84.7% higher for the respondents that saw the own label ad, than percentage of 86.4% for the respondents that saw the Calvé ad. A chi-square test for independence (with Yates' Continuity Correction) indicated no significant difference between the respondents that saw the Calvé ad and respondents that saw the own label ad, χ^2 (1, $n = 131$) = .001, $p = .98$, *phi* = -.02. This result rejects hypothesis 4; the respondents' knowledge of the product's price is not higher for the high segment brand than for the low segment brand.

Table 6   *Respondents who remembered the price right N (%)*

	Right answer	Wrong answer
Respondents that saw the Calvé advertisement (*N=59*)	51 (86.4%)	8 (13.6%)
Respondents that saw the own label advertisement (*N=72*)	61 (84.7%)	11 (15.3%)
Total (*N=131*)	112 (85.5%)	19 (14.5%)

4.2 Liking and Preference

In this research the respondents' liking and preference for the high and low segment store and the high and low segment brand and the ads are measured. For this paragraph to be synoptic, liking will be divided into three sub-paragraphs: (1) Advertisement liking, (2) Store liking, (3) Brand liking. Hereafter, the paragraph will discuss the respondents' preference.

4.2.1 Advertisement Liking

Hypothesis 5 concerned the relation between the respondents' evaluation on likeability of the ad and store segment. Moreover, hypothesis 6 concerned the relation between the respondents' evaluation on likeability of the ad and brand segment. Table 8 displays the means and standard deviations of the ad likeability for all four of the conditions.

Table 8 *Mean scores for advertisement likeability (standard deviation in parentheses)*

Condition	Advertisement likeability
Condition 1 (*N*=28)	3.96 (.71)
Condition 2 (*N*=38)	3.98 (.78)
Condition 3 (*N*=31)	3.89 (.68)
Condition 4 (*N*=34)	3.66 (.92)
Total (*N*=131)	3.87 (.78)

A one-way between-groups analysis of variance was conducted to explore the differences between means of the respondents' conditions on the ad likeability. Hereby, a non-significant F-test shows no difference between the four groups, in contrast a significant F-test shows that there are differences between the groups. Post-hoc tests are only reported for a significant F-test. To determine the difference in effectiveness on respondents' likeability of the ad between the Albert Heijn and the Aldi, post-hoc tests of condition 1 and condition 3 (both high-segment brand) and condition 2 and condition 4 (both low segment brand) were compared. Post-hoc comparisons using the Tukey HSD test indicated that the mean score for condition 1 (*M* = 3.96, *SD* = .71) was higher than the mean score for condition 3 (*M* = 3.89, *SD* = .68). So, the ad likeability was higher for the high segment store in combination with the high segment brand than for the low segment store in combination with the high segment brand. Post-hoc comparisons using the Tukey HSD test indicated that the mean score for condition 2 (*M* = 3.98, *SD* = .78) was higher than the mean score for condition 4 (*M* = 3.66, *SD* = .92). This indicates that the ad likeability was higher for the high segment store in combination with the low segment brand than for the low segment store in combination with the low segment brand. However, these differences were not statistically significant, *F* (3, 127) = 1.21, *p* = .31.

Additionally, to determine the difference in effectiveness on respondents' likeability of the ad between Calvé and own label, post-hoc tests of condition 1 and condition 2 (both high segment store) and condition 3 and condition 4 (both low segment store) were compared. Post-hoc comparisons using the Tukey HSD test indicated that the mean score for condition 2 (*M* = 3.98, *SD* = .78) was higher than the mean score of condition 1 (*M* = 3.96, *SD* = .71). So

the ad likeability was higher for the high segment store in combination with the low segment brand than for the high segment store in combination with the high segment brand. Post-hoc comparisons using the Tukey HSD test indicated that the mean score for condition 3 (M = 3.89, SD = .68) was higher than the mean score for condition 4 (M = 3.66, SD = .92). This means that the ad likeability was higher for the low segment store in combination with the high segment brand than for the low segment store in combination with the low segment brand. However, these differences were not statistically significant, F (3, 127) = 1.21, p = .31.

In order to conclude if a certain combination of store and brand is the most successful the mean score for that condition had to be higher than the other conditions and the difference had to be statistically significant. None of the differences between the groups were statistically significant so these results reject hypothesis 5 and hypothesis 6. The respondents' evaluation on likeability of the ad was not significantly higher for the high segment store and brand than for the low segment store and brand.

4.2.2 Store Liking

Hypothesis 7 concerns the relation between the respondents' evaluations of likeability of the store and the store segment. In addition, hypothesis 8 concerns the respondents' likeability of the store and the brand segment. Table 9 displays the means and standard deviations of the store likeability for all four of the conditions.

Table 9   *Mean scores for store likeability (standard deviation in parentheses)*

Condition	Store likeability
Condition 1 (*N*=28)	4.15 (.76)
Condition 2 (*N*=38)	4.64 (.76)
Condition 3 (*N*=31)	4.50 (.77)
Condition 4 (*N*=34)	4.34 (.74)
Total (*N*=131)	4.43 (.77)

A one-way between-groups analysis of variance was conducted to explore the differences between means of the respondents' conditions on the ad likeability. Post-hoc

comparisons using the Tukey HSD test indicated that the mean score for condition 3 (M = 4.50, SD = .77) was higher than the mean score of condition 1 (M = 4.15, SD = .76). This means that the store liking was higher for the low segment store in combination with the high segment brand than for the high segment store in combination with the high segment brand. Post-hoc comparisons using the Tukey HSD test indicated that the mean score for condition 2 (M = 4.64, SD = .76) was higher than the mean score of condition 4 (M = 4.34, SD = .74). This indicates that the store liking was higher for the high segment store in combination with the low segment brand than for the low segment store in combination with the low segment brand. These results however were not statistically significant, F (3, 127) = 2.56, p = .06.

Additionally, to determine the difference in effectiveness on respondents' likeability of the store between Calvé and own label, post-hoc tests of condition 1 and condition 2 (both high segment store) and condition 3 and condition 4 (both low segment store) were compared. Post-hoc comparisons using the Tukey HSD test indicated that the mean score for condition 2 (M = 4.64, SD = .76) was higher than the mean score of condition 1 (M = 4.15, SD = .76). This means that the score liking was higher for the high segment store in combination with the low segment brand than for the high segment store in combination with the high segment brand. Post-hoc comparisons using the Tukey HSD test indicated that the mean score for condition 3 (M = 4.50, SD = .77) was higher than the mean score of condition 4 (M = 4.34, SD = .74). This indicates that the mean store liking was higher for the low segment store in combination with the high segment brand than for the low segment store in combination with the low segment brand. However, these results were not statistically significant, F (3, 127) = 2.56, p = .06

In order to conclude if a certain combination of store and brand is the most successful the mean score for that condition had to be higher than the other conditions and the difference had to be statistically significant. None of the differences between the groups were statistically significant so these results reject hypothesis 7 and hypothesis 8. The respondents' evaluation on likeability of the store was not significantly higher for the high segment store and brand than for the low segment store and brand.

4.2.3 Brand Liking

Hypothesis 9 concerned the relation between the respondents' evaluation on likeability of the brand and the store segment. Secondly, hypothesis 10 concerned the relation between the respondents' evaluation on likeability of the brand and the brand segment. Table 10

displays the means and standard deviations of the brand likeability for all four of the conditions.

Table 10   *Mean scores for brand likeability (standard deviation in parentheses)*

Condition	Brand likeability
Condition 1 (*N*=28)	5.50 (.69)
Condition 2 (*N*=38)	4.66 (1.04)
Condition 3 (*N*=31)	5.48 (1.00)
Condition 4 (*N*=34)	4.68 (1.02)
Total (*N*=131)	5.04 (1.04)

A one-way between-groups analysis of variance was conducted to explore the differences between means of the respondents' conditions on the brand likeability. To determine the difference in effectiveness on respondents' likeability of the brand between Albert Heijn and Aldi, post-hoc tests of condition 1 and condition 3 (both high-segment brand) and condition 2 and condition 4 (both low segment brand) were compared.

Additionally, to determine the difference in effectiveness on respondents' likeability of the brand between Calvé and own label, post-hoc tests of condition 1 and condition 2 (both high segment store) and condition 3 and condition 4 (both low segment store) were compared. In order to conclude if a certain combination of store and brand is the most successful the mean score for that condition had to be higher than the other conditions and the difference had to be statistically significant.

There was a statistically significant difference at the $p < .001$ level in brand likeability scores for the four conditions: $F (3, 130) = 7.8$, $p = .000$. Post-hoc comparisons using the Tukey HSD test indicated that the mean score for Condition 1 ($M = 5.50$, $SD = .69$) was significantly different from Condition 2 ($M = 4.66$, $SD = 1.04$, $p = .003$). The mean score for Condition 2 ($M = 4.66$, $SD = 1.04$) was significantly different from Condition 3 ($M = 5.48$, $SD = 1.00$, $p = .003$). Condition 4 ($M = 4.68$, $SD = 1.02$) did not differ significantly from Condition 1, Condition 2 or Condition 3. These results reject hypothesis 9; while the evaluation on likeability of the brand was higher for the low segment store than for the high segment store, only one of the differences was statistically significant, the differences

between condition 1 and 3 and condition 2 and 4 were not statistically significant. The results partially confirm hypothesis 10; the respondents' likeability of the brand was higher for the high segment brand than for the low segment brand, although only the difference between Condition 1 and 2 was statistically significant. The likeability of the brand was higher for the high segment brand than for the low segment brand, but only for the Albert Heijn conditions.

4.2.4 Preference

The results of the preference of the respondents are included in Table 11. This table contains the combined output of two crosstabs with chi-square tests of independence. The first chi-square test for independence (with Yates' Continuity Correction) indicated no significant difference between store preference and the high and low segment conditions, χ^2 (1, n = 131) = .21, p = .65, phi = .07. This result confirms hypothesis 11; the respondents like the high segment store Albert Heijn more than the low segment store Aldi, regardless of the ad that they saw. The second chi-square test for independence (with Yates' Continuity Correction) indicated no significant difference between brand preference and the high and low segment conditions, χ^2 (1, n = 131) = .28, p = .60, phi = .07. This result confirms hypothesis 12; the respondents like the high segment brand Calve more than the low segment brand own label, regardless of the ad that they saw.

Table 11   *Respondents' store and brand preference N (%)*

	Albert Heijn	Aldi	Calvé	Own label
Albert Heijn conditions (N=59)	54 (91.5%)	5 (8.5%)	52 (88.1%)	7 (11.9%)
Aldi conditions (N=72)	63 (87.5%)	9 (12.5%)	60 (83.3%)	12 (16.7%)
Total (N=131)	117 (89.3%)	14 (10.7%)	112 (85.5%)	19 (14.5%)

4.3 Conviction

Hypothesis 13 formulates the relation between the respondents' conviction and store

segment. Moreover, hypothesis 14 concerns the relation between the respondents' conviction and brand segment. Table 12 displays the means and standard deviations of the respondent' felt conviction sorted per store and brand.

Table 12   *Mean scores for respondents' felt conviction (standard deviation in parentheses)*

Condition	Albert Heijn	Aldi	Calvé	Own label
Condition 1 (N=28)	4.87 (1.26)	3.14 (1.35)	4.63 (1.28)	3.68 (1.17)
Condition 2 (N=38)	4.97 (1.21)	3.55 (1.16)	4.80 (1.61)	3.86 (1.02)
Condition 3 (N=31)	4.91 (1.32)	3.67 (1.30)	4.70 (1.42)	4.01 (1.17)
Condition 4 (N=34)	5.09 (1.22)	3.19 (1.22)	4.62 (1.48)	4.18 (0.87)
Total (N=131)	4.97 (1.24)	3.40 (1.26)	4.70 (1.45)	3.94 (1.06)

A one-way between-groups analysis of variance was conducted to explore the difference between the respondents' conviction for the Albert Heijn, Aldi, Calvé and own label. To determine the difference in effectiveness on respondents' conviction of Albert Heijn and Aldi, post-hoc tests of condition 1 and condition 3 (both high-segment brand) and condition 2 and condition 4 (both low segment brand) were compared.

For the conviction of Albert Heijn post-hoc comparisons using the Tukey HSD test indicated that the mean score for condition 3 ($M = 4.91$, $SD = 1.32$) was higher than the mean score of condition 1 ($M = 4.87$, $SD = 1.26$). In addition, post-hoc comparisons using the Tukey HSD test indicated that the mean score for condition 4 ($M = 5.09$, $SD = 1.22$) was higher than the mean score of condition 2 ($M = 4.97$, $SD = 1.21$). These results indicate that the conviction of Albert Heijn was higher for the respondents who saw the low segment store ad in combination with the high segment brand in contrast to the respondents who saw the high segment store ad in combination with the high segment brand. Moreover, the conviction of Albert Heijn was also higher for the respondents who saw the low segment store ad in combination with own label brand in contrast to respondents who saw the high segment store

ad in combination with own label brand. However, none of these differences were statistically significant, $F(3, 127) = 0.18$, $p = .91$.

For the conviction of Aldi post-hoc comparisons using the Tukey HSD test indicated that the mean score for condition 3 ($M = 3.67$, $SD = 1.30$) was higher than the mean score for condition 1 ($M = 3.14$, $SD = 1.35$). Furthermore, post-hoc comparisons using the Tukey HSD test indicated that the mean score for condition 2 ($M = 3.55$, $SD = 1.16$) was higher than the mean score of condition 4 ($M = 3.19$, $SD = 1.22$). These results show that the conviction of Aldi was higher for the respondents who saw the low segment store ad in combination with the high segment brand in contrast to the respondents who saw the high segment store ad in combination with the high segment brand. In contrast, the conviction of Aldi was higher for respondents who saw the high segment store ad and the own label brand than for respondents that saw the low segment store ad and the high segment brand. However, none of these differences were statistically significant, $F(3, 127) = 1.38$, $p = .25$.

Additionally, to determine the difference in effectiveness on respondents' conviction of Calvé and own label, post-hoc tests of condition 1 and condition 2 (both high segment store) and condition 3 and condition 4 (both low segment store) were compared.

For the conviction of Calvé post-hoc comparisons using the Tukey HSD test indicated that the mean score for condition 2 ($M = 4.80$, $SD = 1.61$) was higher than the mean score of condition 1 ($M = 4.63$, $SD = 1.28$). Moreover, post-hoc comparisons using the Tukey HSD test indicated that the mean score for condition 3 ($M = 4.70$, $SD = 1.42$) was higher than the mean score of condition 4 ($M = 4.62$, $SD = 1.48$). These results indicate that the conviction for Calvé was higher for the respondents who saw the ad with the high segment store and the own label brand than for the respondents who saw the ad with the high segment store and the high segment brand. Furthermore, the conviction for Calvé was higher for the respondents who saw the ad of the low segment store in combination with the high segment brand than for the respondents who saw the ad of the low segment store and own label brand. These results, however, were not statistically significant, $F(3, 127) = 0.11$, $p = .95$.

For the conviction of own label, post-hoc comparisons using the Tukey HSD test indicated that the mean score for condition 2 ($M = 3.86$, $SD = 1.02$) was higher than the mean score for condition 1 ($M = 3.68$, $SD = 1.17$). In addition, post-hoc comparisons using the Tukey HSD test indicated that the mean score for condition 4 ($M = 4.18$, $SD = 0.87$) was higher than the mean score of condition 3 ($M = 4.01$, $SD = 1.17$). These results imply that the conviction for own label was higher for the respondents who saw the high segment store ad in combination with the own label brand in contrast to the respondents who saw the high

segment store ad in combination with the high segment brand. Moreover, the results also imply that the conviction for the own label brand was higher for the respondents who saw the low segment store ad in combination with the own label brand in contrast to respondents who saw the low segment store ad in combination with the high segment brand. However, none of these differences were statistically significant, F (3, 127) = 1.26, p = .29.

In order to conclude if a certain combination of store and brand is the most successful the mean score for that condition had to be higher than the other conditions and the difference had to be statistically significant. But there was no statistical significant difference found between the four conditions. These results reject both hypotheses 13 and 14; the respondents' conviction was not higher for either the high segment store or the high segment brand than for the low segment store and the low-segment brand.

Lastly, hypothesis 15 concerned the relation between the respondents' plan to purchase the shown product and the store segment. Hypothesis 16 concerned the relation between the respondents' plan to purchase the shown product and the brand segment. Table 13 displays the means and standard deviations of the respondent' plan to purchase at Albert Heijn and Aldi and also the respondents' plan to purchase products of Calvé and own label.

Table 13   *Mean scores for respondents' plan to buy a product at Albert Heijn and Aldi and a product from Calvé and own label (standard deviation in parentheses)*

Condition	Albert Heijn	Aldi	Calvé	Own label
Condition 1 (N=28)	5.71 (1.33)	3.82 (1.82)	5.00 (1.68)	4.46 (1.53)
Condition 2 (N=38)	5.63 (1.04)	3.92 (1.81)	4.76 (1.81)	4.50 (1.67)
Condition 3 (N=31)	5.84 (1.59)	4.16 (1.95)	4.94 (1.71)	4.55 (1.61)
Condition 4 (N=34)	6.00 (1.30)	3.91 (1.88)	4.91 (1.68)	5.15 (1.37)
Total (N=131)	5.79 (1.40)	3.95 (1.85)	4.89 (1.71)	4.67 (1.56)

A one-way between-groups analysis of variance was conducted to explore the difference between the respondents' plan to buy a product at Albert Heijn and Aldi and to buy a product from Calvé and own label. To determine the difference in effectiveness between the respondents' plan to buy a product at Albert Heijn and Aldi or from Calvé and own label, post-hoc tests of condition 1 and condition 3 (both high-segment brand) and condition 2 and condition 4 (both low segment brand) were compared.

For the respondents' plan to purchase a product at Albert Heijn post-hoc comparisons using the Tukey HSD test indicated that the mean score for condition 3 ($M = 5.84$, $SD = 1.59$) was higher than the mean score of condition 1 ($M = 5.71$, $SD = 1.33$). In addition, post-hoc comparisons using the Tukey HSD test indicated that the mean score for condition 4 ($M = 6.00$, $SD = 1.30$) was higher than the mean score of condition 2 ($M = 5.63$, $SD = 1.04$). These results imply that respondents who saw the low segment store ad in combination with the high segment brand are more likely to buy products at Albert Heijn than respondents who saw the high segment store ad in combination with the high segment brand. Additionally, the results also imply that respondents who saw the low segment store ad in combination with the low segment brand are more likely to buy products at Albert Heijn than respondents who saw the

high segment store ad in combination with the low segment brand. However, these results did not differ significantly, $F (3, 127) = 0.45$, $p = .72$.

For the respondents' plan to purchase a product at Aldi post-hoc comparisons using the Tukey HSD test indicated that the mean score for condition 3 ($M = 4.16$, $SD = 1.95$) was higher than the mean score of condition 1 ($M = 3.82$, $SD = 1.82$). Also, post-hoc comparisons using the Tukey HSD test indicated that the mean score for condition 2 ($M = 3.92$, $SD = 1.81$) was higher than the mean score of condition 4 ($M = 3.91$, $SD = 1.88$). These results indicate that respondents who saw the low segment store ad in combination with the high segment brand were more likely to buy products at Aldi than respondents who saw the high segment store ad in combination with the high segment brand. Furthermore, the results also indicate that respondents who saw the high segment store ad in combination with the low segment brand were more likely to buy products at Aldi than respondents who saw the low segment store ad in combination with the low segment brand. However, none of these differences were statistically significant, $F (3, 127) = 0.19$, $p = .91$.

For the respondents' plan to purchase a product from Calvé, post-hoc comparisons using the Tukey HSD test indicated that the mean score for condition 1 ($M = 5.00$, $SD = 1.68$) was higher than the mean score for condition 3 ($M = 4.94$, $SD = 1.71$). Furthermore, post-hoc comparisons using the Tukey HSD test indicated that the mean score for condition 4 ($M = 4.91$, $SD = 1.68$) was higher than the mean score of condition 2 ($M = 4.76$, $SD = 1.81$). These results imply that respondents who saw the high segment store ad in combination with the high segment brand ad were more likely to buy products from Calvé than respondents who saw the low segment store ad in combination with the high segment brand. More over, these results also imply that respondents who saw the low segment store ad in combination with the low segment brand were more likely to buy products from Calvé than respondents who saw the high segment store ad in combination with the low segment brand. However, these results were not statistically significant, $F (3, 127) = 0.12$, $p = .96$.

For the respondents' plan to purchase a product from own label post-hoc comparisons using the Tukey HSD test indicated that the mean score for condition 3 ($M = 4.55$, $SD = 1.61$) was higher than the mean score for condition 1 ($M = 4.46$, $SD = 1.53$). In addition, post-hoc comparisons using the Tukey HSD test indicated that the mean score for condition 4 ($M = 5.15$, $SD = 1.37$) was higher than the mean score for condition 2 ($M = 4.50$, $SD = 1.67$). These results suggest that respondents who saw the low segment store ad in combination with the high segment brand were more likely to buy products from own label than respondents who saw the high segment store ad in combination with the high segment brand. Additionally, the

results also suggest that respondents who saw the low segment store ad in combination with the low segment brand were more likely to buy products from own label than respondents who saw the high segment store ad in combination with the low segment brand. But these results were not statistically significant, $F(3, 127) = 1.45$, $p = .23$.

In order to conclude if a certain combination of store and brand is the most successful the mean score for that condition had to be higher than the other conditions and the difference had to be statistically significant. These results reject both hypothesis 15 as hypothesis 16; the respondents' plan to purchase the shown product was not higher for the high segment store than for the low segment store. Moreover, the respondents' plan to purchase the shown product was not higher for the high segment brand than for the low segment brand.

Chapter 5   Conclusion & Discussion

5.1 Conclusion

This research addressed the following research question: 'Is there a difference in effectiveness in the combinations of high or low segment stores and high or low segment brands using direct comparative advertising in a social media setting?' To do so, an experimental 2-by-2 between subjects experiment was conducted in order to compare the effectiveness of comparative ads in a social media setting. The research results imply that there was little difference in effectiveness of direct comparative advertising between combinations of high or low segment stores with high or low segment brands using comparative ads in a social media setting. The following subsections contain the results on all the hypotheses of this research.

5.1 Awareness

The research results do not add up to the expectations for awareness. The expectations were for the respondents to be more aware of the store and brand after seeing a direct comparative advertisement from the high segment store Albert Heijn and the high segment brand Calvé than after seeing a direct comparative advertisement from the low segment store Aldi and the low segment brand own label. Both hypotheses 1 and 2 were rejected by the research results. The respondents were not more aware of the shown high segment store than of the shown low segment store. Moreover, the respondents were not more aware of the shown high segment brand than of the shown low segment brand. Rather it was the other way around, the respondents were more aware of the low segment store and the low segment brand. But these results were not statistically significant. These results can be explained by the research results of Pieters, Warlop, and Wedel (2002). Their results indicated that direct comparative ads detract purchase intentions for established well-known brands because they increase the consumer's awareness of lower-share competitors and sponsor misidentifications. In this research, Albert Heijn and Calvé can be seen as the better-known brands in contrast to Aldi and own label.

Another explanation for these research results could be the fact that it is less common for consumers to see an ad from Aldi then from Albert Heijn. This can be assumed, as Albert Heijn is by far the biggest supermarket chain in the Netherlands. Albert Heijn owns more than double the number of supermarket stores that Aldi does in the Netherlands and has a much bigger advertising budget (Intermediair, 2013). Seeing an advertisement of Albert Heijn is

much more common than seeing an advertisement of Aldi. The respondents, therefore, could have been either surprised or impressed by the advertisement of Aldi and therefore paid more attention to it. The same principle goes for the products. Calvé is an established high segment brand in the Netherlands and a part of Unilever, which has a very big advertising budget. It is likely to assume that respondents have seen a lot more ads about Calvé products than about own label products.

5.2 Knowledge

In this research, the respondents' knowledge of the product's price was expected to be higher for the high segment store Albert Heijn and high segment brand Calvé in contrast to low segment store Aldi and low segment brand own label. The research results, however, indicated that for the knowledge of the product's price the knowledge of the low segment store Aldi was higher than the knowledge of the product's price of the high segment store Albert Heijn. This result was statistically significant. Moreover, the knowledge was also higher for the low segment brand own label than for the high segment brand Calvé. Still, these results were not statistically significant. Hypothesis 3 and 4 were both rejected by the research results. Respondents seemed to remember the price of the low segment store and low segment brand better than the price of the high segment store and the high segment brand. These results too can be explained based on the research of Pieters, Warlop, and Wedel (2002) as mentioned in the awareness subsection awareness above. A possible explanation for the results is that the ads of the low segment store and brand detracted attention from the high segment store and brands by increasing the consumers' knowledge of lower-share competitors and their offers.

Moreover, as in the subsection awareness above already is stated, respondents could have been either surprised or impressed by an advertisement of Aldi and therefore could have paid more attention to it. Considering that, it is much more common for a consumer to see an advertisement from Albert Heijn than an advertisement from Aldi. Another explanation for the results can be that a rather large part of the respondents (38.9%) is still a student. Students are known for not having much money to spend (Nibud, 2017). Therefore, it makes sense for students to pay more attention to the prices of the low segment store and brand. In addition, popular websites among students write a lot about how students can save money on groceries by shopping at low segment supermarkets and buying own label brands (Studenten.net, 2017; Telegraaf, 2012; Telegraaf 2014). When searching for 'saving money on groceries' on the

website Studenten.net (which can be translated to Students.net), over 30 articles mention buying products from own labels to save money (Studenten.net, 2017).

5.3 Liking

The research results do not meet up to the expectations for ad likeability. It was expected for the respondents' to like the ad of the high segment store Albert Heijn and the high segment brand Calvé more than the ad of the low segment store Aldi and the low segment brand own label. The respondents' evaluation on likeability of the ad was not significantly higher in the high segment store conditions 1 and 2 than in the low segment store conditions 3 and 4. Moreover, the respondents' evaluation on likeability of the ad was not significantly higher for the high segment brand conditions 1 and 3 than for the low segment brand conditions 2 and 4. So the research results rejected hypotheses 5 and 6. These results may be explained by the research results of Smith and colleagues (2007). This research shows a powerful effect between ad creativity and ad liking. The more creative the consumer perceived the ad to be, the more the consumer liked the ad (Smith et al., 2007). The ads used in this research were not very creative. The ads of both Albert Heijn and Aldi have changed very little over the last couple of years. So, the ads of both supermarkets are looking more or less the same for quite some time now. Therefore, it is likely to assume that consumers do not perceive the ads to be creative or innovative, and also do not prefer one ad above the other based on the features of the ad. This argument is supperted by the research results wherein the respondents' ad likeability was neutral for all the conditions.

The research results also do not meet up to the expectations for store likeability. It was expected that the respondents' store likeability would be higher for the high segment store Albert Heijn and the high segment brand Calvé in contrast to the low segment store Aldi and low segment brand own label. The respondents' evaluation on likeability of the store was not significantly higher for the high segment store than for the low segment store. In addition, the respondents' evaluation on likeability of the store was not significantly higher for the high segment brand than for the low segment brand. Both hypothesis 7 and 8 were rejected on the hand of the research results. These results can be explained by the fact that supermarkets and their offerings are of high quality in the Netherlands. The own label is often perceived as just as good as the high segment brand (Motivaction, 2012). Moreover, according to the article of Motivaction (2012), the packaging of the own label is often very similar to the packaging of the high segment brand. These little differences in packaging (and product) can have an effect

on the evaluation of liking of the respondents. In this research, the high segment store and brand were originally presumed to be more desirable by consumers. Yet, the respondents perhaps viewed the high segment store and brand product as rather similar to the low segment store and own label product, and this could have had an influence on their store liking.

The expectations for brand likeability of the brand were partially met. The brand likeability was expected to be higher for the high segment store than for the low segment store. Interesting, however, the respondents' evaluation on likeability of the brand was higher for the low segment store than for the high segment store. So, this result is in contrast with what was expected but the result was not statistically significant. Therefore, hypothesis 9 was rejected by the research results. This deviating finding could be explained by the research results of Pieters, Warlop & Wedel (2002). According to these researchers, the perceptions of a low segment store or brand are improved by using a comparative advertisement in opposite of a high segment store or brand. Pieters, Warlop & Wedel (2002) state that low segment stores or brands, which they also call 'underdogs,' evoke more sympathy by consumers when using a comparative ad than when high segment stores or brands use a comparative ad. These findings are backed by older studies of Pechmann & Stewart (1990) and Snyder (1992).

Hypothesis 10 was partially confirmed by the research results: the respondents' likeability of the brand was higher for the high segment brand than for the low segment brand. There was a significant difference between condition 1 (a high segment store compares itself to a low segment store while advertising a high segment brand) and condition 2 (a high segment store compares itself to a low segment store while advertising a low segment brand). This research result is in line with the researches of Bagozzi (2010); Goodrich (2011); Dreze (2003); Chow and Luk (2013) and the classic research of Janiszewski (1993).

5.4 Preference

The expectations for preference were both met up to in this research. The respondents were expected to prefer the high segment store over the low segment store, and to prefer the high segment brand over the low segment brand. These research results reconfirm the findings of Goodrich (2011); Dreze (2003) and the classic research of Janiszewski (1993). The research results confirmed hypothesis 11. The respondents preferred the high segment store Albert Heijn more than the low segment store Aldi, regardless of the ad that they saw. Hypothesis 12 was also confirmed, the respondents preferred the high segment brand Calve more than the low segment brand own label, regardless of the ad that they saw. Still, the fact

that preference did not differ across conditions indicates that the difference in preference between the high and low segment store and the high and low segment brand cannot be attributed to the different direct comparative advertisements, but that they are rather the result of respondents' prior dispositions. It is likely that the respondents already had a preference for Albert Heijn and Calvé prior to this research.

5.5 Conviction

In this research, conviction was measured in two different ways. The first manner purely as conviction and the second manner as purchase intention. It was expected that the conviction would be higher for the high segment store and brand than for the low segment store and brand since it was also expected that the preference for the high segment store and brand would be higher than for the low segment store and brand. Both of the expectations did not come true. The respondents' conviction was not higher for either the high segment store or the high segment brand than for the low segment store and the low-segment brand. Thus, hypothesis 13 and 14 were rejected by these research results. These results can be explained through the findings of Yeboah and Atakora (2013). They state that the information that the consumer has about a store or brand is critical to the consumers' conviction process. This information should exist of at least the product, price, and distribution. The information should be accompanied by good marketing communication (Yeboah & Atakora, 2013). In this research, the information provided to the respondent was limited. The respondent only got to see one ad that only mentioned the price of the product. The ad did not mention anything else about the product or the distribution except for the fact where the product could be bought for the best price. The respondents' could have been more influenced if the ad contained more information.

Moreover, the respondents' plans to purchase the advertised product were expected to be higher for the low segment store than for the high segment store. In addition, the respondents' purchase intentions for the advertised product were expected to be higher for the high segment brand than for the low segment brand. Both of these expectations turned out to be false. The respondents' plan to purchase the shown product was not higher for the low segment store than for the high segment store. Moreover, the respondents' plan to purchase the shown product was not higher for the high segment brand than for the low segment brand. Therefore, hypothesis 15 and hypothesis 16 were also both rejected by the research results. These results could also be explained by the lack of information provided in the ads. The

respondents' might have been more willing to purchase at an advertised store or a product from an advertised brand when the ad had provided more information about the store and brand. Also, Emons and Fluet (2012) state that comparative ads are more effective than non comparative ads when they highlight differentiations which explain why the advertising brand has better features than the other. The only differentiation characteristic used in this research is price. The research results could have been different if there were added more differentiation characteristics.

5.6 Practical conclusions

In this research, little evidence was found for a difference in effectiveness in the combinations of high or low segment stores and high or low segment brands using direct comparative advertising in a social media setting. For the components awareness, knowledge, ad likeability, store likeability and conviction no difference was found in effectiveness of the comparative ads between the different conditions. The expectations about the respondents' preference were confirmed; the respondents preferred Albert Heijn above Aldi and Calvé above the own label. For the component brand likeability, a difference in effectiveness has been found. The respondents' likeability of the brand was slightly higher for the high segment brand than for the low segment brand. This was only the case for the high segment store conditions in combination with the ad of Albert Heijn. This result implies that it can be effective for a high segment store, such as Albert Heijn, to use a comparative ad in combination with a high segment brand in a social media setting. Although there is no certainty if these significant research results are based on the type of advertisement. The significant research differences between the high and low segment store and high and low segment brand can be based on the reputation that the store and brand already had before this research amongst the respondents.

Moreover, the use of comparative ads is not without risk. Starting a comparative ad campaign can cause a lot of fuss in the media, on social media, by consumers and of course by the competitor that is mentioned (NRC, 2015). Comparative ads can be seen as a more 'aggressive' way of advertising than normal ads, since it is an 'attack' on the competitor and its services and / or products (NRC, 2015). It is thus likely that this way of advertising is not condoned by every consumer. Moreover, in the Netherlands there is a so-called 'advertising code'. In Dutch legislation, there are rules established concerning comparative ads in the art. 6:19 Civil Code. These rules are based on a European alignment. The use of comparative ads

is allowed under strict conditions wherein the consumers' interest is central. Comparative ads are not allowed to be misguiding to the consumer, confusing, disparagingly or contain unfair benefits. Moreover, statements made in a comparative ad should always be verifiable and objective (Dirkzwager, 2017). It is herefore questionable for organizations if the use of a comparative ad weights up to the possible fuss it may cause.

5.7. Validity: Strengths and limitations

5.7.1. Strengths

In this research, four questionnaires have been used to examine the effectiveness of comparative ads for different type of segment supermarkets and brands in a social media setting. These questionnaires were spread out to 144 respondents. These 144 respondents were mostly reached through the spreading of the questionnaire on Facebook. So the research is conducted among social media users who are used to this type of content (i.e. ads on social media). Therefore, it can be stated that the research is conducted in for the respondent familiar environment which makes the research and its results valid according to Matthews and Ross (2010).

With a minimum group size of 28 respondents, the group size was sufficient enough to make valid comparisons against each other. The group size was large enough for the researcher to undertake all the planned analyses to test the differences between the groups and for the data to be usefull (Matthews & Ross, 2015). With this data, the effectiveness of the different combinations of comparative ads with high and low segment stores and brands was determined.

In order to test the internal validity of this research a manipulation check was performed. Internal validity can be defined as ''*a measure of research quality, meaning that the data that is planned to be gathered and worked to address the research question is a close representation of the aspect of social reality that is studied*'' (Matthews & Ross, 2015). In order to test if the manipulation was right, respondents were asked to rate the segment of the high segment supermarket and low segment supermarket of this research. The results showed that the manipulation of the store segment was a success.

5.7.2 Limitations

This paragraph described the limitations of this research. The limitations of this research can mostly be found in the short time frame that was given to conduct the experiment. Because of the time frame of this research, the gathered data is rather limited. The responses of 13 respondents were excluded from the analysis because of incomplete data. So with a total of 131 respondents this research is not externally valid according to the definition of external validity of Matthews and Ross (2010). According to Matthews and Ross (2010), research results are external valid when they are generalizable to a wider population. When it can be statistically demonstrated that research findings can be regarded as more or less true for the population as a whole the research results are externally valid. This research is too small scaled to be generalizable to a wider population. Even though the research results are not generalizable to a wider population, the research was valid on its own.

Moreover, as stated earlier in the introduction, cross-cultural differences can influence research results tremendously (Polyorat & Alden, 2005; Celebi, 2015). Cross-cultural differences like habits or 'typical' characteristics belonging to people of a certain culture can lead to completely different research results of the same research conducted in different countries (Polyorat & Alden, 2005). Moreover, Celebi (2015) states that because of these cross-cultural differences the way people use the Internet can differ. The drive and motivation of customers can differ between countries (Celebi, 2015). Cross-cultural differences are another reason why the research results of this research cannot be generalized to a wider population. This research was only focused on the Netherlands. Therefore, the research results of this research show insight into the effectiveness of comparative ads on social media (Facebook) in a Dutch context.

Another limitation of this research is the fact that in everyday life, consumers pay less attention to ads of products in which they are not interested. Moreover, Facebook uses Google content to generate ads personalized to the user. This means that Facebook users get to see more ads of products based on their search behavior on Google. Facebook also uses pages a user likes, general demographic information of the Facebook user and information from marketing partners to personalize their ads to their users (Facebook, 2017a). In this research, this was not the case since all the respondents got to see one of the four ads about peanut butter sold at Albert Heijn and Aldi. It is assumable that this product or these stores are not relevant to all of the respondents and this could have an influence on the research results. When a product is not relevant to a respondent, the respondent pays less attention to the ad. And when a respondent pays less attention to an ad, the respondent is less likely to walk

through the steps of the hierarchy of effects model (Bagozzi, 2010). It was beyond the scope of this study to examine more different combinations of products, stores and brands but this can be a suggestion for following up research.

Another limitation is the fact that this research asks respondents about their felt conviction and purchase intention based on one ad. It is plausible to assume that consumers view multiple sources of information before they are convinced enough to feel conviction or even to buy a product. The fact that respondents only got to see one ad instead of several ads with the same load of information could have influenced the research results. Then, the mere exposure effect as formulated by Goodrich (2011); Dreze (2003) and Janiszewski (1993) could have occurred in the research setting. Moreover, according to Yeboah and Atakora (2013) the amount of information a consumer has about a particular store of product is critical to the consumers' decision-making processes. Giving the respondent more information about the store and product could influence the consumers' decisions. To make the setting more natural and realistic in follow up research multiple online ads on the same product could be added.

Finally, respondents that already have experience with the advertised product can either be positively or negatively influenced by this prior experience according to Mihart (2012). Respondents that did not have any experience with the advertised product could have responded differently to the questionnaire and thus the comparative ad when a product was advertised which was familiar to them.

5.8 Suggestions for future research
The reader should bear in mind that this study is based on only one type of product, namely peanut butter of either a high or low segment brand in combination with only one high segment store and one low segment store. It is safe to assume that if there were more different ads of more different type of products in combination with more different stores the research results could have been different. This research is unable to encompass a lot of different products in different ads combined with more different types of stores because of the time frame of this research. Future research could address this limitation by enlarging the research by adding more different products from different product categories such as food, beauty, lifestyle, interior, kitchen supplies etcetera. This increases the chance that a respondent is personally interested in (at least) one of the advertised product. And respondents pay more attention to ads of products in which they are interested (Bagozzi, 2010; Wirtz & Mattila,

2003; Orsingher et al., 2010; Shapiro et al., 1997).

In order to be able to generalize the research results of this research to a wider population, the exact same research should be conducted in other countries in order to learn of the related findings can be generalized to those countries (Celebi, 2015). Such research could also reveal whether there are differences between countries in how consumers respond towards comparative ads. Though the research of Jeon and Beatty (2002) is precedent in this area, it only examined the differences between the United States and Korea in how citizens reacted to direct comparative, indirect comparative and noncomparative ads. In addition, this research also did not examine comparative ads in a social media setting.

Moreover, in this research there was no difference found for the respondents' conviction between the four conditions. But that does not mean that comparative ads are not more effective than normal ads. An implication for future research is recreating the current research and inserting a control variable with a normal ad to see if the conviction differs between the respondents.

This research provided evidence for the theories of Goodrich (2011); Dreze (2003) and Janiszewski (1993) that respondents prefer the more familiar high segment supermarkets and brands over low segment supermarkets and brands. Moreover, this research showed that it is effective for high segment stores to use a comparative ad in combination with a high segment brand in a social media setting. In practice, these research results can form an advice for Albert Heijn (and other high segment supermarkets) and Calvé (and other high segment brands) on using comparative ads on social media, and Facebook in particular. The advice would be to use a comparative ad in a social media setting in combination with a high segment brand.

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Appendix A   The Consent Form (Dutch)

Beste deelnemer,

Bedankt voor je interesse in dit onderzoek. Dit onderzoek wordt uitgevoerd door een Master student van het master programma Media & Business van de Erasmus Universiteit Rotterdam. Het bestaat uit een online experiment waarin het gebruik van advertenties door supermarkten onderzocht wordt. Daarom zal je een advertentie van een supermarkt te zien krijgen waar na afloop enkele vragen over worden gesteld.

Wees je ervan bewust dat je deelname vrijwillig is. Dit betekent dat je kunt stoppen op elk moment tijdens het onderzoek. Daarnaast zal er strikt vertrouwelijk worden omgegaan met je persoonlijke gegevens. De uitkomsten van dit onderzoek zullen alleen worden gebruikt voor onderzoeksdoeleinden. Daarom is je anonimiteit ten alle tijden gewaarborgd.
Het onderzoek duurt ongeveer 5 minuten. Mocht je vragen hebben gedurende het onderzoek of na afloop van je deelname, neem dan gerust contact op met de onderzoekster: Eveline Verdiesen (459756ev@eur.nl).

o   Ik begrijp bovenstaande en ik verklaar vrijwillig mee te doen aan dit onderzoek.

Nogmaals bedankt!

Eveline Verdiesen

Appendix B   The Consent Form (English)

Dear respondent,

Thank you for your interest in this research. This research is conducted by a Master student from the Master program Media & Business of the Erasmus University Rotterdam. This research deals with supermarket advertisement. You will be shown an advertisement from a supermarket and asked to complete a couple of questions after.

Please be aware of the fact that you participation is voluntary. This means that you can stop at any point. The researcher maintains strict confidentiality of the collected respondents' personal data and the research results will be used for research purposes only. Therefore, your anonymity is safeguarded at any time.

Completing this survey will takes approximately 5 minutes. In case you have any questions during the research or after your participation you are very welcome to contact the researcher: Eveline Verdiesen (459756ev@eur.nl).

I fully understand the text above and hereby I declare to participate in this research voluntarily.

Thank you, again!

Eveline Verdiesen

Appendix C   **The questionnaire accessory to condition 1 and condition 3 (Dutch)**

Deze vragenlijst begint met een aantal korte introductievragen. Na het invullen van deze vragen mag u beginnen met het invullen van de daadwerkelijke vragenlijst. Alvast bedankt!

Ik ben een

- o Man
- o Vrouw

Hoe oud bent u?

_____ jaren oud.

Wat is uw huidige status? (Er zijn meerdere antwoorden mogelijk)

- o Student
- o Werknemer
- o Entrepreneur
- o Geen werk / tussen banen in
- o Anders

Doet u wel eens boodschappen bij een supermarkt?

- o Ja, dagelijks
- o Ja, wekelijks
- o Ja, maandelijks
- o Nee

Je mag beginnen met het bekijken van deze Facebook advertentie. Vul daarna de vragenlijst in!

*** Ofwel het stimuli materiaal uit bijlage G of bijlage I ***

Ik ben benieuwd naar uw mening over de advertentie die u zojuist heeft bekeken. Daarom zou ik u hier graag wat vragen over stellen.

Van welke winkel van de onderste 5 opties heeft u zojuist een advertentie gezien?

- o Albert Heijn
- o Jumbo
- o Aldi
- o C1000
- o Lidl

Van welk merken van de onderste 5 opties heeft u zojuist een advertentie gezien? (U kunt meerdere antwoorden aanklikken)

- o Calvé
- o Croma
- o Huismerk

Wat was de prijs van de twee potten Calvé pindakaas in de advertentie?

- o 1.99
- o 2.00
- o 2.99
- o Weet ik niet

Wat was de prijs van de twee potten Aldi huismerk pindakaas in de advertentie?

- o 1.99
- o 2.00
- o 3.00
- o Weet ik niet

De Albert Heijn valt volgens mij onder het volgende segment supermarkten:

- o Hoog segment
- o Midden segment
- o Laag segment

De Aldi valt volgens mij onder het volgende segment supermarkten:

- o Hoog segment
- o Midden segment
- o Laag segment

Calvé valt volgens mij onder het volgende segment merken:

- o Hoog segment
- o Midden segment
- o Laag segment

Huismerk valt volgens mij onder het volgende segment merken:

- o Hoog segment
- o Midden segment
- o Laag segment

Ik ben ook benieuwd naar in welke mate u de volgende zaken leuk vindt:

Hoe leuk vindt u…..

De advertentie

(1) In erg weinige mate leuk (2) in weinige mate leuk (3) in lichte mate niet leuk (4) neutraal
(5) in lichte mate wel leuk (6) in grote mate leuk (7) in erg grote mate leuk

De kleuren in de advertentie

(1) In erg weinige mate leuk (2) in weinige mate leuk (3) in lichte mate niet leuk (4) neutraal
(5) in lichte mate wel leuk (6) in grote mate leuk (7) in erg grote mate leuk

Het logo van de Albert Heijn

(1) In erg weinige mate leuk (2) in weinige mate leuk (3) in lichte mate niet leuk (4) neutraal
(5) in lichte mate wel leuk (6) in grote mate leuk (7) in erg grote mate leuk

Het logo van de Aldi

(1) In erg weinige mate leuk (2) in weinige mate leuk (3) in lichte mate niet leuk (4) neutraal

(5) in lichte mate wel leuk (6) in grote mate leuk (7) in erg grote mate leuk

De getoonde producten

(1) In erg weinige mate leuk (2) in weinige mate leuk (3) in lichte mate niet leuk (4) neutraal

(5) in lichte mate wel leuk (6) in grote mate leuk (7) in erg grote mate leuk

De situatie in de advertentie

(1) In erg weinige mate leuk (2) in weinige mate leuk (3) in lichte mate niet leuk (4) neutraal

(5) in lichte mate wel leuk (7) in grote mate leuk (7) in erg grote mate leuk

Ik ben ook benieuwd naar de mate waarin u het eens bent met de volgende stellingen:

De Albert Heijn is een 'likeable' winkel

(1) Helemaal mee oneens (2) mee oneens (3) een beetje mee oneens (4) niet mee oneens/niet mee eens (5) een beetje mee eens (6) mee eens (7) helemaal mee eens

De Albert Heijn komt over als een vriendelijke winkel

(1) Helemaal mee oneens (2) mee oneens (3) een beetje mee oneens (4) niet mee oneens/niet mee eens (5) een beetje mee eens (6) mee eens (7) helemaal mee eens

De Albert Heijn komt over als een warme winkel

(1) Helemaal mee oneens (2) mee oneens (3) een beetje mee oneens (4) niet mee oneens/niet mee eens (5) een beetje mee eens (6) mee eens (7) helemaal mee eens

De Albert Heijn komt over als een aardige winkel

(1) Helemaal mee oneens (2) mee oneens (3) een beetje mee oneens (4) niet mee oneens/niet mee eens (5) een beetje mee eens (6) mee eens (7) helemaal mee eens

De Aldi is een 'likeable' winkel
(1) Helemaal mee oneens (2) mee oneens (3) een beetje mee oneens (4) niet mee oneens/niet mee eens (5) een beetje mee eens (6) mee eens (7) helemaal mee eens

De Aldi komt over als een vriendelijke winkel
(1) Helemaal mee oneens (2) mee oneens (3) een beetje mee oneens (4) niet mee oneens/niet mee eens (5) een beetje mee eens (6) mee eens (7) helemaal mee eens

De Aldi komt over als een warme winkel
(1) Helemaal mee oneens (2) mee oneens (3) een beetje mee oneens (4) niet mee oneens/niet mee eens (5) een beetje mee eens (6) mee eens (7) helemaal mee eens

De Aldi komt over als een aardige winkel
(1) Helemaal mee oneens (2) mee oneens (3) een beetje mee oneens (4) niet mee oneens/niet mee eens (5) een beetje mee eens (6) mee eens (7) helemaal mee eens

Calvé is een 'likeable' merk
(1) Helemaal mee oneens (2) mee oneens (3) een beetje mee oneens (4) niet mee oneens/niet mee eens (5) een beetje mee eens (6) mee eens (7) helemaal mee eens

Calvé komt over als een vriendelijk merk
(1) Helemaal mee oneens (2) mee oneens (3) een beetje mee oneens (4) niet mee oneens/niet mee eens (5) een beetje mee eens (6) mee eens (7) helemaal mee eens

Calvé komt over als een warm merk
(1) Helemaal mee oneens (2) mee oneens (3) een beetje mee oneens (4) niet mee oneens/niet mee eens (5) een beetje mee eens (6) mee eens (7) helemaal mee eens

Calvé komt over als een aardig merk
(1) Helemaal mee oneens (2) mee oneens (3) een beetje mee oneens (4) niet mee oneens/niet mee eens (5) een beetje mee eens (6) mee eens (7) helemaal mee eens

Tenslotte zou ben ik benieuwd naar uw voorkeuren omtrent supermarkten en merken. Zou u de volgende vragen willen invullen:

Welke winkel vindt u leuker?
- o Albert Heijn
- o Aldi

Welk merk vindt u leuker?
- o Calvé
- o Huismerk

Ik prefereer de Albert Heijn boven concurrenten

(1) Helemaal mee oneens (2) mee oneens (3) een beetje mee oneens (4) niet mee oneens/niet mee eens (5) een beetje mee eens (6) mee eens (7) helemaal mee eens

Ik prefereer de Aldi boven concurrenten

(1) Helemaal mee oneens (2) mee oneens (3) een beetje mee oneens (4) niet mee oneens/niet mee eens (5) een beetje mee eens (6) mee eens (7) helemaal mee eens

Ik prefereer Calvé boven concurrenten

(1) Helemaal mee oneens (2) mee oneens (3) een beetje mee oneens (4) niet mee oneens/niet mee eens (5) een beetje mee eens (6) mee eens (7) helemaal mee eens

Ik prefereer het huismerk boven concurrenten

(1) Helemaal mee oneens (2) mee oneens (3) een beetje mee oneens (4) niet mee oneens/niet mee eens (5) een beetje mee eens (6) mee eens (7) helemaal mee eens

Ik beveel de Albert Heijn aan aan mijn vrienden en kennissen

(1) Helemaal mee oneens (2) mee oneens (3) een beetje mee oneens (4) niet mee oneens/niet mee eens (5) een beetje mee eens (6) mee eens (7) helemaal mee eens

Ik beveel de Aldi aan aan mijn vrienden en kennissen

(1) Helemaal mee oneens (2) mee oneens (3) een beetje mee oneens (4) niet mee oneens/niet mee eens (5) een beetje mee eens (6) mee eens (7) helemaal mee eens

Ik beveel Calvé aan aan mijn vrienden en kennissen

(1) Helemaal mee oneens (2) mee oneens (3) een beetje mee oneens (4) niet mee oneens/niet mee eens (5) een beetje mee eens (6) mee eens (7) helemaal mee eens

Ik beveel het huismerk aan aan mijn vrienden en kennissen

(1) Helemaal mee oneens (2) mee oneens (3) een beetje mee oneens (4) niet mee oneens/niet mee eens (5) een beetje mee eens (6) mee eens (7) helemaal mee eens

Ik overweeg om dingen te gaan kopen bij de Albert Heijn

(1) Helemaal mee oneens (2) mee oneens (3) een beetje mee oneens (4) niet mee oneens/niet mee eens (5) een beetje mee eens (6) mee eens (7) helemaal mee eens

Ik overweeg om dingen te gaan kopen bij de Aldi

(1) Helemaal mee oneens (2) mee oneens (3) een beetje mee oneens (4) niet mee oneens/niet mee eens (5) een beetje mee eens (6) mee eens (7) helemaal mee eens

Ik overweeg om dingen te gaan kopen van Calvé

(1) Helemaal mee oneens (2) mee oneens (3) een beetje mee oneens (4) niet mee oneens/niet mee eens (5) een beetje mee eens (6) mee eens (7) helemaal mee eens

Ik overweeg om dingen te gaan kopen van het huismerk

(1) Helemaal mee oneens (2) mee oneens (3) een beetje mee oneens (4) niet mee oneens/niet mee eens (5) een beetje mee eens (6) mee eens (7) helemaal mee eens

Hoe aannemelijk is het dat u producten bij de Albert Heijn gaat kopen?

(1) Helemaal niet aannemelijk (2) niet aannemelijk (3) een beetje niet aannemelijk (4) neutraal (5) een beetje aannemelijk (6) aannemelijk (7) heel erg aannemelijk

Hoe aannemelijk is het dat u producten bij de Aldi gaat kopen?

(1) Helemaal niet aannemelijk (2) niet aannemelijk (3) een beetje niet aannemelijk (4) neutraal (5) een beetje aannemelijk (6) aannemelijk (7) heel erg aannemelijk

Hoe aannemelijk is het dat u producten van Calvé gaat kopen?

(1) Helemaal niet aannemelijk (2) niet aannemelijk (3) een beetje niet aannemelijk (4) neutraal (5) een beetje aannemelijk (6) aannemelijk (7) heel erg aannemelijk

Hoe aannemelijk is het dat u producten van het huismerk gaat kopen?
(1) Helemaal niet aannemelijk (2) niet aannemelijk (3) een beetje niet aannemelijk (4) neutraal (5) een beetje aannemelijk (6) aannemelijk (7) heel erg aannemelijk

Bedankt voor het invullen van mijn vragenlijst! Als u nog vragen / opmerkingen heeft kunt u deze in het veld hieronder invullen. Om kans te maken op een van de waardebonnen voor de Albert Heijn dient u uw e-mail adres in te vullen.

Met vriendelijke groeten,

Eveline Verdiesen

Appendix D   The questionnaire accessory to condition 1 and condition 3
(English)

This questionnaire starts with a couple of short introductory questions. After filling in these questions you may commence with filling in the actual questionnaire. Thank you!

I am a
- o   Men
- o   Woman

What is your age?

_____ years old.

What is your current status? (There are multiple answers possible)
- o   Student
- o   Employee
- o   Entrepreneur
- o   Unemployed / in between jobs
- o   Otherwise

Do you ever go grocery shopping at a supermarket?
- o   Yes, on a daily basis
- o   Yes, on a weekly basis
- o   Yes, on a monthly basis
- o   No

You may now commence with looking at this Facebook advertisement. Then fill in the questionnaire!

*** Either the stimuli material from appendix G or appendix I ***

I am curious about your opinion about the advertisement you just viewed. This is why I would like to ask you some questions about this advertisement.

From which of the stores displayed underneath did you just saw an advertisement?

o Albert Heijn

o Jumbo

o Aldi

o C1000

o Lidl

From which of the brands displayed underneath did you just saw an advertisement?

o Calvé

o Croma

o Huismerk

What was the price of the two jars of Calvé peanut butter in the advertisement of Albert Heijn?

o 1.99

o 2.00

o 2.99

o I don't know

What was the price of the two jars of Calvé peanut butter in the advertisement of Aldi?

o 1.99

o 2.00

o 3.00

o Weet ik niet

I think the Albert Heijn can be categorized as the following segment supermarkets:

o High segment

o Middle segment

o Low segment

I think the Aldi can be categorized as the following segment supermarkets:

o High segment

o Middle segment

o Low segment

I think Calvé can be categorized as the following segment brand:

- o High segment
- o Middle segment
- o Low segment

I think own label can be categorized as the following segment brand:

- o High segment
- o Middle segment
- o Low segment

I am also curious about how much you like the following matters:

How much do you like…..

The whole advertisement

(1) To an extremely small extent (2) to a very small extent (3) To a small extent (4) neutral
(5) to a large extent (6) to a very large extent (7) to an extremely large extent

The colors used in the advertisement

(1) To an extremely small extent (2) to a very small extent (3) To a small extent (4) neutral
(5) to a large extent (6) to a very large extent (7) to an extremely large extent

The logo of the Albert Heijn

(1) To an extremely small extent (2) to a very small extent (3) To a small extent (4) neutral
(5) to a large extent (6) to a very large extent (7) to an extremely large extent

The logo of the Aldi

(1) To an extremely small extent (2) to a very small extent (3) To a small extent (4) neutral
(5) to a large extent (6) to a very large extent (7) to an extremely large extent

The showed products

(1) To an extremely small extent (2) to a very small extent (3) To a small extent (4) neutral
(5) to a large extent (6) to a very large extent (7) to an extremely large extent

The situation in the advertisement

(1) To an extremely small extent (2) to a very small extent (3) To a small extent (4) neutral
(5) to a large extent (6) to a very large extent (7) to an extremely large extent

I am also curious about the degree in which you agree with the following statements:

The Albert Heijn is a likeable store.

(1) Strongly disagree (2) disagree (3) mildly disagree (4) neither agree nor disagree (5) mildly
agree (6) agree (7) strongly agree

The Albert Heijn comes across as a friendly store.

(1) Strongly disagree (2) disagree (3) mildly disagree (4) neither agree nor disagree (5) mildly
agree (6) agree (7) strongly agree

The Albert Heijn comes across as a warm store.

 (1) Strongly disagree (2) disagree (3) mildly disagree (4) neither agree nor disagree (5)
mildly agree (6) agree (7) strongly agree

The Albert Heijn comes across as a kind store.

(1) Strongly disagree (2) disagree (3) mildly disagree (4) neither agree nor disagree (5) mildly agree (6) agree (7) strongly agree

The Aldi is a likeable store.
(1) Strongly disagree (2) disagree (3) mildly disagree (4) neither agree nor disagree (5) mildly agree (6) agree (7) strongly agree

The Aldi comes across as a friendly store.
(1) Strongly disagree (2) disagree (3) mildly disagree (4) neither agree nor disagree (5) mildly agree (6) agree (7) strongly agree

The Aldi comes across as a warm store.
(1) Strongly disagree (2) disagree (3) mildly disagree (4) neither agree nor disagree (5) mildly agree (6) agree (7) strongly agree

The Aldi comes across as a kind store.
(1) Strongly disagree (2) disagree (3) mildly disagree (4) neither agree nor disagree (5) mildly agree (6) agree (7) strongly agree

Calvé is a likeable brand.
(1) Strongly disagree (2) disagree (3) mildly disagree (4) neither agree nor disagree (5) mildly agree (6) agree (7) strongly agree

Calvé comes across as a friendly brand.
(1) Strongly disagree (2) disagree (3) mildly disagree (4) neither agree nor disagree (5) mildly agree (6) agree (7) strongly agree

Calvé comes across as a warm brand.
(1) Strongly disagree (2) disagree (3) mildly disagree (4) neither agree nor disagree (5) mildly agree (6) agree (7) strongly agree

Calvé comes across as a kind brand.
(1) Strongly disagree (2) disagree (3) mildly disagree (4) neither agree nor disagree (5) mildly agree (6) agree (7) strongly agree

Finnaly, I am curious about your preferences concerning supermarkets and brands. Would you please fill in the following questions:

Which store do you like better?
- o Albert Heijn
- o Aldi

Which brand do you like better?
- o Calvé
- o Own label

I prefer Albert Heijn above competitors.
(1) Strongly disagree (2) disagree (3) mildly disagree (4) neither agree nor disagree (5) mildly agree (6) agree (7) strongly agree

I prefer Aldi above competitors.
(1) Strongly disagree (2) disagree (3) mildly disagree (4) neither agree nor disagree (5) mildly agree (6) agree (7) strongly agree

I prefer Calvé above competitors.
(1) Strongly disagree (2) disagree (3) mildly disagree (4) neither agree nor disagree (5) mildly agree (6) agree (7) strongly agree

I prefer own label above competitors.
(1) Strongly disagree (2) disagree (3) mildly disagree (4) neither agree nor disagree (5) mildly agree (6) agree (7) strongly agree

I recommend Albert Heijn to my friends and acquaintances.
(1) Strongly disagree (2) disagree (3) mildly disagree (4) neither agree nor disagree (5) mildly agree (6) agree (7) strongly agree

I recommend Aldi to my friends and acquaintances.
(1) Strongly disagree (2) disagree (3) mildly disagree (4) neither agree nor disagree (5) mildly agree (6) agree (7) strongly agree

I recommend the Calvé to my friends and acquaintances.

(1) Strongly disagree (2) disagree (3) mildly disagree (4) neither agree nor disagree (5) mildly agree (6) agree (7) strongly agree

I recommend own label to my friends and acquaintances.

(1) Strongly disagree (2) disagree (3) mildly disagree (4) neither agree nor disagree (5) mildly agree (6) agree (7) strongly agree

I am considering buying products at Albert Heijn.

(1) Strongly disagree (2) disagree (3) mildly disagree (4) neither agree nor disagree (5) mildly agree (6) agree (7) strongly agree

I am considering buying products at Aldi.

(1) Strongly disagree (2) disagree (3) mildly disagree (4) neither agree nor disagree (5) mildly agree (6) agree (7) strongly agree

I am considering buying products from Calvé.

(1) Strongly disagree (2) disagree (3) mildly disagree (4) neither agree nor disagree (5) mildly agree (6) agree (7) strongly agree

I am considering buying products from own label.

(1) Strongly disagree (2) disagree (3) mildly disagree (4) neither agree nor disagree (5) mildly agree (6) agree (7) strongly agree

How likely is it that you will buy products at Albert Heijn?

(1) Very unlikely (2) unlikely (3) somewhat unlikely (4) undecided (5) somewhat likely (6) likely (7) very likely

How likely is it that you will buy products at Aldi?

(1) Very unlikely (2) unlikely (3) somewhat unlikely (4) undecided (5) somewhat likely (6) likely (7) very likely

How likely is it that you will buy products from Calvé?

(1) Very unlikely (2) unlikely (3) somewhat unlikely (4) undecided (5) somewhat likely (6) likely (7) very likely

How likely is it that you will buy products from own label brands?
(1) Very unlikely (2) unlikely (3) somewhat unlikely (4) undecided (5) somewhat likely (6) likely (7) very likely

Thank you for filling in my questionnaire! If you have a question / remark you can mention this in the field below. For a chance to win one of the gift certificates of the Albert Heijn you must submit your e-mailadress.

With kind regards,

Eveline Verdiesen

Appendix E   The Questionnaire accessory to condition 2 and condition 4 (Dutch)

Deze vragenlijst begint met een aantal korte introductievragen. Na het invullen van deze vragen mag u beginnen met het invullen van de daadwerkelijke vragenlijst. Alvast bedankt!

Ik ben een

- o   Man
- o   Vrouw

Hoe oud bent u?

_____ jaren oud.

Wat is uw huidige status? (Er zijn meerdere antwoorden mogelijk)

- o   Student
- o   Werknemer
- o   Entrepreneur
- o   Geen werk / tussen banen in
- o   Anders

Doet u wel eens boodschappen bij een supermarkt?

- o   Ja, dagelijks
- o   Ja, wekelijks
- o   Ja, maandelijks
- o   Nee

Je mag beginnen met het bekijken van deze Facebook advertentie. Vul daarna de vragenlijst in!

*** Ofwel het stimuli materiaal uit bijlage H of bijlage J ***

Ik ben benieuwd naar uw mening over de advertentie die u zojuist heeft bekeken. Daarom zou ik u hier graag wat vragen over stellen.

Van welke winkel van de onderste 5 opties heeft u zojuist een advertentie gezien?

- o Albert Heijn
- o Jumbo
- o Aldi
- o C1000
- o Lidl

Van welk merken van de onderste 5 opties heeft u zojuist een advertentie gezien? (U kunt meerdere antwoorden aanklikken)

- o Calvé
- o Croma
- o Huismerk

Wat was de prijs van de twee potten Albert Heijn huismerk pindakaas in de advertentie?

- o 1.99
- o 2.00
- o 2.99
- o Weet ik niet

Wat was de prijs van de twee potten Aldi huismerk pindakaas in de advertentie?

- o 1.99
- o 2.00
- o 3.00
- o Weet ik niet

De Albert Heijn valt volgens mij onder het volgende segment supermarkten:

- o Hoog segment
- o Midden segment
- o Laag segment

De Aldi valt volgens mij onder het volgende segment supermarkten:

- o Hoog segment
- o Midden segment
- o Laag segment

Calvé valt volgens mij onder het volgende segment merken:

- ○ Hoog segment
- ○ Midden segment
- ○ Laag segment

Huismerk valt volgens mij onder het volgende segment merken:

- ○ Hoog segment
- ○ Midden segment
- ○ Laag segment

Ik ben ook benieuwd naar in welke mate u de volgende zaken leuk vindt:

Hoe leuk vindt u…..

De advertentie

(1) In erg weinige mate leuk (2) in weinige mate leuk (3) in lichte mate niet leuk (4) neutraal
(5) in lichte mate wel leuk (6) in grote mate leuk (7) in erg grote mate leuk

De kleuren in de advertentie

(1) In erg weinige mate leuk (2) in weinige mate leuk (3) in lichte mate niet leuk (4) neutraal
(5) in lichte mate wel leuk (6) in grote mate leuk (7) in erg grote mate leuk

Het logo van de Albert Heijn

(1) In erg weinige mate leuk (2) in weinige mate leuk (3) in lichte mate niet leuk (4) neutraal
(5) in lichte mate wel leuk (6) in grote mate leuk (7) in erg grote mate leuk

Het logo van de Aldi

(1) In erg weinige mate leuk (2) in weinige mate leuk (3) in lichte mate niet leuk (4) neutraal
(5) in lichte mate wel leuk (6) in grote mate leuk (7) in erg grote mate leuk

De getoonde producten

(1) In erg weinige mate leuk (2) in weinige mate leuk (3) in lichte mate niet leuk (4) neutraal
(5) in lichte mate wel leuk (6) in grote mate leuk (7) in erg grote mate leuk

De situatie in de advertentie

(1) In erg weinige mate leuk (2) in weinige mate leuk (3) in lichte mate niet leuk (4) neutraal
(5) in lichte mate wel leuk (7) in grote mate leuk (7) in erg grote mate leuk

Ik ben ook benieuwd naar de mate waarin u het eens bent met de volgende stellingen:

De Albert Heijn is een 'likeable' winkel

(1) Helemaal mee oneens (2) mee oneens (3) een beetje mee oneens (4) niet mee oneens/niet
mee eens (5) een beetje mee eens (6) mee eens (7) helemaal mee eens

De Albert Heijn komt over als een vriendelijke winkel

(1) Helemaal mee oneens (2) mee oneens (3) een beetje mee oneens (4) niet mee oneens/niet
mee eens (5) een beetje mee eens (6) mee eens (7) helemaal mee eens

De Albert Heijn komt over als een warme winkel

(1) Helemaal mee oneens (2) mee oneens (3) een beetje mee oneens (4) niet mee oneens/niet
mee eens (5) een beetje mee eens (6) mee eens (7) helemaal mee eens

De Albert Heijn komt over als een aardige winkel

(1) Helemaal mee oneens (2) mee oneens (3) een beetje mee oneens (4) niet mee oneens/niet mee eens (5) een beetje mee eens (6) mee eens (7) helemaal mee eens

De Aldi is een 'likeable' winkel

(1) Helemaal mee oneens (2) mee oneens (3) een beetje mee oneens (4) niet mee oneens/niet mee eens (5) een beetje mee eens (6) mee eens (7) helemaal mee eens

De Aldi komt over als een vriendelijke winkel

(1) Helemaal mee oneens (2) mee oneens (3) een beetje mee oneens (4) niet mee oneens/niet mee eens (5) een beetje mee eens (6) mee eens (7) helemaal mee eens

De Aldi komt over als een warme winkel

(1) Helemaal mee oneens (2) mee oneens (3) een beetje mee oneens (4) niet mee oneens/niet mee eens (5) een beetje mee eens (6) mee eens (7) helemaal mee eens

De Aldi komt over als een aardige winkel

(1) Helemaal mee oneens (2) mee oneens (3) een beetje mee oneens (4) niet mee oneens/niet mee eens (5) een beetje mee eens (6) mee eens (7) helemaal mee eens

Huismerk is een 'likeable' merk

(1) Helemaal mee oneens (2) mee oneens (3) een beetje mee oneens (4) niet mee oneens/niet mee eens (5) een beetje mee eens (6) mee eens (7) helemaal mee eens

Huismerk komt over als een vriendelijk merk

(1) Helemaal mee oneens (2) mee oneens (3) een beetje mee oneens (4) niet mee oneens/niet mee eens (5) een beetje mee eens (6) mee eens (7) helemaal mee eens

Huismerk komt over als een warm merk

(1) Helemaal mee oneens (2) mee oneens (3) een beetje mee oneens (4) niet mee oneens/niet mee eens (5) een beetje mee eens (6) mee eens (7) helemaal mee eens

Huismerk komt over als een aardig merk

(1) Helemaal mee oneens (2) mee oneens (3) een beetje mee oneens (4) niet mee oneens/niet mee eens (5) een beetje mee eens (6) mee eens (7) helemaal mee eens

Tenslotte zou ben ik benieuwd naar uw voorkeuren omtrent supermarkten en merken. Zou u de volgende vragen willen invullen:

Welke winkel vindt u leuker?

- o   Albert Heijn
- o   Aldi

Welk merk vindt u leuker?

- o   Calvé
- o   Huismerk

Ik prefereer de Albert Heijn boven concurrenten

(1) Helemaal mee oneens (2) mee oneens (3) een beetje mee oneens (4) niet mee oneens/niet mee eens (5) een beetje mee eens (6) mee eens (7) helemaal mee eens

Ik prefereer de Aldi boven concurrenten

(1) Helemaal mee oneens (2) mee oneens (3) een beetje mee oneens (4) niet mee oneens/niet mee eens (5) een beetje mee eens (6) mee eens (7) helemaal mee eens

Ik prefereer Calvé (pindakaas) boven concurrenten

(1) Helemaal mee oneens (2) mee oneens (3) een beetje mee oneens (4) niet mee oneens/niet mee eens (5) een beetje mee eens (6) mee eens (7) helemaal mee eens

Ik prefereer het huismerk boven concurrenten

(1) Helemaal mee oneens (2) mee oneens (3) een beetje mee oneens (4) niet mee oneens/niet mee eens (5) een beetje mee eens (6) mee eens (7) helemaal mee eens

Ik beveel de Albert Heijn aan aan mijn vrienden en kennissen

(1) Helemaal mee oneens (2) mee oneens (3) een beetje mee oneens (4) niet mee oneens/niet mee eens (5) een beetje mee eens (6) mee eens (7) helemaal mee eens

Ik beveel de Aldi aan aan mijn vrienden en kennissen

(1) Helemaal mee oneens (2) mee oneens (3) een beetje mee oneens (4) niet mee oneens/niet mee eens (5) een beetje mee eens (6) mee eens (7) helemaal mee eens

Ik beveel Calvé (pindakaas) aan aan mijn vrienden en kennissen

(1) Helemaal mee oneens (2) mee oneens (3) een beetje mee oneens (4) niet mee oneens/niet mee eens (5) een beetje mee eens (6) mee eens (7) helemaal mee eens

Ik beveel het huismerk aan aan mijn vrienden en kennissen

(1) Helemaal mee oneens (2) mee oneens (3) een beetje mee oneens (4) niet mee oneens/niet mee eens (5) een beetje mee eens (6) mee eens (7) helemaal mee eens

Ik overweeg om dingen te gaan kopen bij de Albert Heijn

(1) Helemaal mee oneens (2) mee oneens (3) een beetje mee oneens (4) niet mee oneens/niet mee eens (5) een beetje mee eens (6) mee eens (7) helemaal mee eens

Ik overweeg om dingen te gaan kopen bij de Aldi

(1) Helemaal mee oneens (2) mee oneens (3) een beetje mee oneens (4) niet mee oneens/niet mee eens (5) een beetje mee eens (6) mee eens (7) helemaal mee eens

Ik overweeg om dingen te gaan kopen van Calvé (pindakaas)

(1) Helemaal mee oneens (2) mee oneens (3) een beetje mee oneens (4) niet mee oneens/niet mee eens (5) een beetje mee eens (6) mee eens (7) helemaal mee eens

Ik overweeg om dingen te gaan kopen van het huismerk

(1) Helemaal mee oneens (2) mee oneens (3) een beetje mee oneens (4) niet mee oneens/niet mee eens (5) een beetje mee eens (6) mee eens (7) helemaal mee eens

Hoe aannemelijk is het dat u producten bij de Albert Heijn gaat kopen?

(1) Helemaal niet aannemelijk (2) niet aannemelijk (3) een beetje niet aannemelijk (4) neutraal (5) een beetje aannemelijk (6) aannemelijk (7) heel erg aannemelijk

Hoe aannemelijk is het dat u producten bij de Aldi gaat kopen?

(1) Helemaal niet aannemelijk (2) niet aannemelijk (3) een beetje niet aannemelijk (4) neutraal (5) een beetje aannemelijk (6) aannemelijk (7) heel erg aannemelijk

Hoe aannemelijk is het dat u producten van Calvé (pindakaas) gaat kopen?

(1) Helemaal niet aannemelijk (2) niet aannemelijk (3) een beetje niet aannemelijk (4) neutraal (5) een beetje aannemelijk (6) aannemelijk (7) heel erg aannemelijk

Hoe aannemelijk is het dat u producten van het huismerk gaat kopen?
(1) Helemaal niet aannemelijk (2) niet aannemelijk (3) een beetje niet aannemelijk (4) neutraal (5) een beetje aannemelijk (6) aannemelijk (7) heel erg aannemelijk

Bedankt voor het invullen van mijn vragenlijst! Als u nog vragen / opmerkingen heeft kunt u deze in het veld hieronder invullen. Om kans te maken op een van de waardebonnen voor de Albert Heijn dient u uw e-mail adres in te vullen.

Met vriendelijke groeten,

Eveline Verdiesen

Appendix F   The Questionnaire accessory to condition 2 and condition 4
(English)

This questionnaire starts with a couple of short introductory questions. After filling in these questions you may commence with filling in the actual questionnaire. Thank you!

I am a
- o   Men
- o   Woman

What is your age?

_____ years old.

What is your current status? (There are multiple answers possible)
- o   Student
- o   Employee
- o   Entrepreneur
- o   Unemployed / in between jobs
- o   Otherwise

Do you ever go grocery shopping at a supermarket?
- o   Yes, on a daily basis
- o   Yes, on a weekly basis
- o   Yes, on a monthly basis
- o   No

You may now commence with looking at this Facebook advertisement. Then fill in the questionnaire!

*** Either the stimuli material from appendix H or appendix J ***

I am curious about your opinion about the advertisement you just viewed. This is why I would like to ask you some questions about this advertisement.

From which of the stores displayed underneath did you just saw an advertisement?

- o Albert Heijn
- o Jumbo
- o Aldi
- o C1000
- o Lidl

From which of the brands displayed underneath did you just saw an advertisement?

- o Calvé
- o Croma
- o Huismerk

What was the price of the two jars of Albert Heijn's own label peanut butter in the advertisement of Albert Heijn?

- o 1.99
- o 2.00
- o 2.99
- o I don't know

What was the price of the two jars of Aldi's own label peanut butter in the advertisement of Aldi?

- o 1.99
- o 2.00
- o 3.00
- o Weet ik niet

I think the Albert Heijn can be categorized as the following segment supermarkets:

- o High segment
- o Middle segment
- o Low segment

I think the Aldi can be categorized as the following segment supermarkets:

- o High segment
- o Middle segment

 o Low segment

I think Calvé can be categorized as the following segment brand:
 o High segment
 o Middle segment
 o Low segment

I think own label can be categorized as the following segment brand:
 o High segment
 o Middle segment
 o Low segment

I am also curious about how much you like the following matters:

How much do you like…..

The whole advertisement
(1) To an extremely small extent (2) to a very small extent (3) To a small extent (4) neutral
(5) to a large extent (6) to a very large extent (7) to an extremely large extent

The colors used in the advertisement
(1) To an extremely small extent (2) to a very small extent (3) To a small extent (4) neutral
(5) to a large extent (6) to a very large extent (7) to an extremely large extent

The logo of the Albert Heijn
(1) To an extremely small extent (2) to a very small extent (3) To a small extent (4) neutral
(5) to a large extent (6) to a very large extent (7) to an extremely large extent

The logo of the Aldi

(1) To an extremely small extent (2) to a very small extent (3) To a small extent (4) neutral
(5) to a large extent (6) to a very large extent (7) to an extremely large extent

The showed products

(1) To an extremely small extent (2) to a very small extent (3) To a small extent (4) neutral
(5) to a large extent (6) to a very large extent (7) to an extremely large extent

The situation in the advertisement

(1) To an extremely small extent (2) to a very small extent (3) To a small extent (4) neutral
(5) to a large extent (6) to a very large extent (7) to an extremely large extent

I am also curious about the degree in which you agree with the following statements:

The Albert Heijn is a likeable store.

(1) Strongly disagree (2) disagree (3) mildly disagree (4) neither agree nor disagree (5) mildly agree (6) agree (7) strongly agree

The Albert Heijn comes across as a friendly store.

(1) Strongly disagree (2) disagree (3) mildly disagree (4) neither agree nor disagree (5) mildly agree (6) agree (7) strongly agree

The Albert Heijn comes across as a warm store.

(1) Strongly disagree (2) disagree (3) mildly disagree (4) neither agree nor disagree (5) mildly agree (6) agree (7) strongly agree

The Albert Heijn comes across as a kind store.

(1) Strongly disagree (2) disagree (3) mildly disagree (4) neither agree nor disagree (5) mildly agree (6) agree (7) strongly agree

The Aldi is a likeable store.
(1) Strongly disagree (2) disagree (3) mildly disagree (4) neither agree nor disagree (5) mildly agree (6) agree (7) strongly agree

The Aldi comes across as a friendly store.
(1) Strongly disagree (2) disagree (3) mildly disagree (4) neither agree nor disagree (5) mildly agree (6) agree (7) strongly agree

The Aldi comes across as a warm store.
(1) Strongly disagree (2) disagree (3) mildly disagree (4) neither agree nor disagree (5) mildly agree (6) agree (7) strongly agree

The Aldi comes across as a kind store.
(1) Strongly disagree (2) disagree (3) mildly disagree (4) neither agree nor disagree (5) mildly agree (6) agree (7) strongly agree

Own label is a likeable brand.
(1) Strongly disagree (2) disagree (3) mildly disagree (4) neither agree nor disagree (5) mildly agree (6) agree (7) strongly agree

Own label comes across as a friendly brand.
(1) Strongly disagree (2) disagree (3) mildly disagree (4) neither agree nor disagree (5) mildly agree (6) agree (7) strongly agree

Own label comes across as a warm brand.
(1) Strongly disagree (2) disagree (3) mildly disagree (4) neither agree nor disagree (5) mildly agree (6) agree (7) strongly agree

Own label comes across as a kind brand.
(1) Strongly disagree (2) disagree (3) mildly disagree (4) neither agree nor disagree (5) mildly agree (6) agree (7) strongly agree

Finnaly, I am curious about your preferences concerning supermarkets and brands. Would you please fill in the following questions:

Which store do you like better?
- o Albert Heijn
- o Aldi

Which brand do you like better?
- o Calvé
- o Own label

I prefer Albert Heijn above competitors.
(1) Strongly disagree (2) disagree (3) mildly disagree (4) neither agree nor disagree (5) mildly agree (6) agree (7) strongly agree

I prefer Aldi above competitors.
(1) Strongly disagree (2) disagree (3) mildly disagree (4) neither agree nor disagree (5) mildly agree (6) agree (7) strongly agree

I prefer Calvé (peanut butter) above competitors.
(1) Strongly disagree (2) disagree (3) mildly disagree (4) neither agree nor disagree (5) mildly agree (6) agree (7) strongly agree

I prefer own label above competitors.
(1) Strongly disagree (2) disagree (3) mildly disagree (4) neither agree nor disagree (5) mildly agree (6) agree (7) strongly agree

I recommend Albert Heijn to my friends and acquaintances.
(1) Strongly disagree (2) disagree (3) mildly disagree (4) neither agree nor disagree (5) mildly agree (6) agree (7) strongly agree

I recommend Aldi to my friends and acquaintances.
(1) Strongly disagree (2) disagree (3) mildly disagree (4) neither agree nor disagree (5) mildly agree (6) agree (7) strongly agree

I recommend the Calvé (peanut butter) to my friends and acquaintances.

(1) Strongly disagree (2) disagree (3) mildly disagree (4) neither agree nor disagree (5) mildly agree (6) agree (7) strongly agree

I recommend own label to my friends and acquaintances.

(1) Strongly disagree (2) disagree (3) mildly disagree (4) neither agree nor disagree (5) mildly agree (6) agree (7) strongly agree

I am considering buying products at Albert Heijn.

(1) Strongly disagree (2) disagree (3) mildly disagree (4) neither agree nor disagree (5) mildly agree (6) agree (7) strongly agree

I am considering buying products at Aldi.

(1) Strongly disagree (2) disagree (3) mildly disagree (4) neither agree nor disagree (5) mildly agree (6) agree (7) strongly agree

I am considering buying products from Calvé (peanut butter).

(1) Strongly disagree (2) disagree (3) mildly disagree (4) neither agree nor disagree (5) mildly agree (6) agree (7) strongly agree

I am considering buying products from own label.

(1) Strongly disagree (2) disagree (3) mildly disagree (4) neither agree nor disagree (5) mildly agree (6) agree (7) strongly agree

How likely is it that you will buy products at Albert Heijn?

(1) Very unlikely (2) unlikely (3) somewhat unlikely (4) undecided (5) somewhat likely (6) likely (7) very likely

How likely is it that you will buy products at Aldi?

(1) Very unlikely (2) unlikely (3) somewhat unlikely (4) undecided (5) somewhat likely (6) likely (7) very likely

How likely is it that you will buy products from Calveé (peanut butter)?

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(1) Very unlikely (2) unlikely (3) somewhat unlikely (4) undecided (5) somewhat likely (6) likely (7) very likely

How likely is it that you will buy products from own label brands?
(1) Very unlikely (2) unlikely (3) somewhat unlikely (4) undecided (5) somewhat likely (6) likely (7) very likely

Thank you for filling in my questionnaire! If you have a question / remark you can mention this in the field below. For a chance to win one of the gift certificates of the Albert Heijn you must submit your e-mailadress.

With kind regards,

Eveline Verdiesen

Appendix G   **Stimuli Material Condition 1**

Appendix H   Stimuli Material Condition 2

Appendix I   Stimuli Material Condition 3

Appendix J   Stimuli Material Condition 4