

Paws in Advertisements

Cross cultural reactions

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ABSTRACT

Globalization has caused Western advertising to be spread all over the world. Some companies and advertisers however have not paid sufficient attention to how different cultures perceive different cues. Animals for example are perceived differently in different cultures and previous research as well as evidence from past advertisements have proven that using animals in advertising might work in some countries but not all over the world. This research explores dogs in advertising and how different culture groups perceive brands that include dogs in their advertisements. The research question states; How do international attitudes toward dogs impact perception of brands that use dogs in advertising? This was a quantitative research that required an experimental approach to answer the main research question. Participants from four different nationalities were asked to answer a survey with one of two conditions. One survey had questions about an advertisement with a dog and one survey had questions about an advertisement without a dog. These two conditions were tested in a 2 X 4 factorial design to discover if there was a significant interaction effect between the two conditions and four nationalities including American, Antillean, Dutch and Moroccan, this acted as the moderator variable. The dependent variables included advertisement likeability, brand likeability and Purchase intent. The results showed that the interaction effect was only significant for purchase intent, but further investigation showed that the differences in means were only significant for the control group. Therefore, all the hypotheses were rejected. However, further investigation did show that although participants may have gotten a positive feeling from the advertisement with a dog, the Moroccan and Antillean culture groups scored much lower means when it came to likeability of the dog in the advertisement leading to the conclusion that the impact of the dog in the advertisement is less major then hypothesized, but there is an impact.

KEYWORDS: *Dogs, Advertising, Role of emotions, advertising cues, animals*

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1. Introduction

Globalization of western media has given western brands the opportunity to spread their brand image all over the world. Advertisements have traveled all over the world and different culture groups are experiencing western culture through advertising (Ford, Mueller, Taylor and Hollis, 2011). However, that does not mean that every culture appreciates the way western companies choose to advertise and represent their brands. Globalization might be happening but that does not take away that each culture has its own norms and values. Globalized advertising does not always bare this in mind. For example, the use of animals in advertising might delight some cultures while offending others. This thesis uses the example of dogs, a symbol often used in western advertising to discover if the different meanings attached to dogs based on culture have an impact on attitudes towards brands that use dogs in their advertisements.

In terms of advertising, this topic of research serves the purpose of helping to reveal the effectiveness of symbolism in advertisements and which symbols work best or do not work at all across cultures. Animals are often used in western advertising but the way that animals are perceived differs across cultures and this can have an effect on how viewers perceive brands that use animals in their campaigns. “Understanding the cultural meanings that consumers assign to animal characters will assist in developing successful advertising campaigns; practitioners can create characters that embody desired brand meanings while avoiding characters with negative associations” (Phillips, 1996).

It is important for advertising companies to consider these differences in cultural values and cultural meanings of animals. Despite globalization, advertisers are not paying sufficient attention to cross-cultural values, and this thesis could serve as an example to contribute to knowledge about the consequences that this lack of attention may bring.

This research is also relevant in a societal context and a valuable addition to research about the effects of advertising. Advertisements could be used to normalize certain behaviors or values, it has done so in the past and there are plenty of examples. The opposite could also happen, viewers could react so distastefully toward an ad that the company might have to go as far as to apologize for the message they sent as it may be offensive. This often has a lot to do with both cultural and religious norms and values and it is very important for advertisers to evaluate where they send what message. Globalizing advertisements might not always be the best idea for brand

perception. The world is currently becoming a more sensitive place in terms of tolerance and acceptance of culture and religion. It is worth taking the time to research what meanings different cultures attach to particular characters before putting one in an advertisement that's meant to be global.

Additionally, if advertising is as convincing as previous research claims it to be, and it really does mimic societal norms, then perhaps adding animals to advertisements could have an effect on a people's opinions about animals. This could serve as both useful and potentially damaging for animal welfare in different countries as it has in the United States. Advertisements that included dogs has caused a rise in the adoption of dogs but the abundance of advertisements containing the French bulldog has caused a damaging increase in the careless breeding of these fragile dogs for financial gain.

Lastly, this research also adds to knowledge about how symbols or characters that have nothing to do with a product can still be very useful in advertising it. In fact, advertising campaigns that use symbolism are more effective than those in which the ad simply states characteristics of the product (Braunwart, 2015).

American pop culture, from entertainment media to advertising, is filled with talking animals and animate creatures. They are an effective communication tool in advertising considering their success in improving brand perception. Animals are often used to represent a product with what they symbolize. A lion symbolized strength, a cheetah symbolizes speed, a fox symbolizes cunningness and a dog symbolizes companionship. By pairing a particular animal to a product or brand, a link is created between that product or brand and whatever the animal symbolizes. However, in his research, Phillips (1996) concludes that different animals have different meanings attached to them dependent on culture. People tend to see them as more than just organisms. In western society, people add the symbol of companionship to domestic pets such as cats, dogs, and parrots while a snake is often associated with mistrustfulness and vindictiveness. However, in other cultures, snakes are a symbol for fertility and health whereas dogs are seen ritually unclean.

The most common animal used in western advertising as well as the one that most commonly lives in western homes is the dog. Lancendorfer, Atkin, and Reece (2008). reinforces this and adds that as dogs are the species that is interacted with the most by people, brands have taken advantage of this apparent love for the animal by putting dogs in advertisements to connect

with consumers (Lancendorfer et al., 2008). Lancendorfer et al. (2008) also comments that the abundance of advertisements that include dogs show that the strategy works. A good example is the beer manufacturer Budweiser, which has used Labrador retriever puppies and Clydesdale horses in many of their popular super bowl ads to promote the hashtag #bestbuds. The animals have nothing to do with the actual product, yet the advertisement has attracted a copious amount of attention because of them. Another advertisement that exemplifies the success of associating the symbol of dogs to a product is Chevy, which launched a very successful campaign with the use of an ad about a girl and her dog growing up together. The advertisement barely showed the car, but it triggered sentiment, and this was what generated so much success. What is important to consider is that both of these campaigns and many others that include dogs were created by American brands and it is therefore unclear how these campaigns would fare elsewhere.

Despite the previous research on the cultural meaning of animals as well as the abundance of research about reactions on advertisements, there is a lack of research in which the two are tied together. Lancendorfer, et al. (2008) conducted a study that explored consumer response to animal companions in advertisements. The study involved testing attitude toward the brand as well as purchase intention based on an advertisement. Braunwart (2015) conducted a similar study on enhanced brand engagement due to animals in advertising and Stone (2014) conducted a research on the psychological perceptions that are encompassed by using animals to market products. All this previous research and more similar to it has added to the information about animals in advertising and consumer responses to these advertisements. However, cultural differences and the way in which they impact consumer responses has not properly been researched. Phillips (1996) came closer to this manner by researching the cultural meaning of animals and how this is used in the advertising industry. However, this study uses common cultural meaning embodied by animals and does not consider different cross-cultural meanings and how they affect consumer response. Furthermore, there has been no research conducted on the previous cases in which cultural differences clearly had an impact on consumer response toward campaigns that include animals, even considering the fast pace of globalization and globalized western advertising.

1.1 Research question and hypotheses

This research will seek to discover the connection between cross-cultural attitudes towards dogs and if there is a causal relationship between these attitudes and responses towards an advertisement that includes a dog. The research question that embodies this reads the following: **How do international attitudes toward dogs impact perception of brands that use dogs in advertising?**

1.2 Thesis structure

The following sections of this paper will include a literature review, an explanation of the methodology, the results of the study, a discussion of these results and a conclusion. In the literature review, previous research will be used to explain the current extent of knowledge on the different concepts included in this research. Advertising, the cultural meaning of animals, cross cultural differences in terms of advertising and animals will all be discussed in this section. The literature review will be used in the discussion section to argue the results of the experiment. The methodology section is an extensive and detailed explanation of how the experiment will be conducted. This will include the experiment design, the variables, the sampling methods and the data analysis methods. This section will also include analysis of risks and reliability issues. The following sections will display the results of the experiment and the discussion of these results based on the previous research. The discussion section will also discuss weaknesses of the research and improvements that can be made in the future. The conclusion will reiterate the results of the research based on previous research and the results.

2. Literature review

2.1 Advertising

The effectiveness of advertising and the factors that contribute to it have been a popular area of research. Mehta (2000) and Holbrook and O'Shaughnessy (1984) for example all emphasize the importance of general attitudes towards advertising and its impact on advertising success. Zinkhan (1993) mentions that in a generation where there are so many advertisements, creativity is the key to optimal effectiveness. Braun, Ellis and Loftus (2002) believed the same thing and adds that trends and recent events also add to advertising effectiveness. The success of trends and recent events has to do with triggering consumer emotions (Nikolinakou, 2015). There has been a growing interest in the topic of the effect of emotions on attitudes toward advertising. Emotions appear to play an important role in advertising, both for the creator and the viewer (Holbrook and O'Shaughnessy, 1984). Advertisers often use an emotional angle to influence viewers. Puto and Wells (1984) claim that advertisements can be split into two categories, thinking ads and feeling ads. Thinking ads are based on factual information like characteristics and benefits of the product. Feeling ads are based on the emotional experience a person will have by owning the product or the emotional reaction that a brand wants to ignite in its consumers. The latter sometimes involves creating advertisements that barely show the product. For example, in 2014, Chevy released the advertisement titled "Maddie" in which a girl grows up with her Golden Retriever and the dog passes away at the end. The commercial attracted more than 4 million viewers on YouTube and generated a large amount of word-of-mouth. Holbrook and O'Shaughnessy (1984) claim that ads that trigger viewers emotions are more successful than those that just state factual information. This is also caused by the fact that viewers can identify with these ads (Nikolinakou, 2015). One strategy that advertisers use to identify with their viewers is making use of current events and trends. For example, Nike made use of the controversy surrounding Collin Kaepernick by featuring the athlete in their 30th anniversary ad. Another way is to trigger something that's close to most of the target groups heart, such as family, children or pets. The following section will iterate previous research about the psychology behind eliciting emotions with advertising.

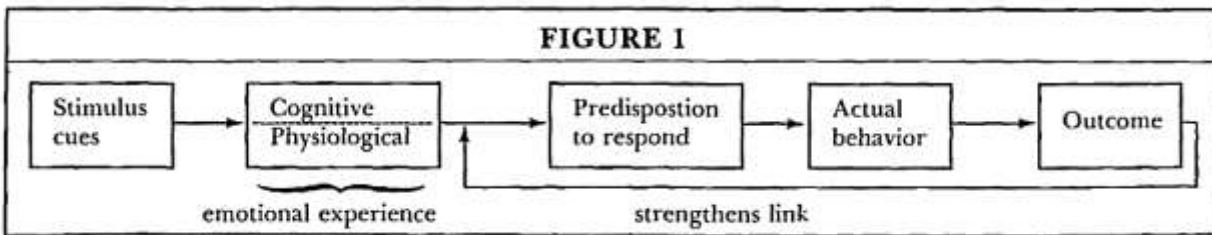
2.2 Advertising and emotions

Animals are often used in feeling ads. That is why it is important to discuss the role of emotions in advertising and understand why feeling ads are stronger than thinking ads. The term stronger is used instead of assuming that feeling ads are more successful because just as feeling ads can trigger positive emotion for some consumers, the same ad may trigger negative emotions for other consumers. Referring back to the Nike example, the Colin Kaepernick advertisement triggered both a large amount of positive emotions as well as negative ones. This vast difference in reaction among consumers has a lot to do with norms and values which in turn can have a lot to do with culture (Braun et al., 1984) which is what makes the psychology behind emotion eliciting advertisements important for this research.

Previous literature on the role of emotions in advertising has established that this is a legitimate area of scientific inquiry for marketing research. Mizerski and White (1986) claim that the use of emotional themes, symbols, cues or other materials in advertising can clearly be effective in developing and perpetuating positive reactions to a product. In their research, the authors also state that advertisers attempt to benefit from emotions in three different ways. The first and most common is to make consumers either feel good, secure, excited or any other emotion about a brand or product. Another way is convincing the consumer that using the product is going to elicit positive emotion. Finally, emotions are used to increase effectiveness of an advertising message. The latter can be achieved by arousing certain emotions within consumers and making them relate that emotion with the product or brand. Stewart, Morris, and Grover (2007) reinforces this by naming countless examples of brands that have used advertising to arouse fear, humor, sexual desires, sentimentality and an array of other human emotions. Referring back to the Chevy advertisement “Maddie”, their story about a girl and her dog is used to relate the car to loyalty, safety, and reliable companionship and is meant to elicit sentimentality in consumers (Nikolinakou, 2015).

There is plenty of research on advertisers use of emotion to convey their message, but it is also important to consider how these messages are actually received by the consumer. Mizerski and White (1986) developed a model based on the claim that both physiological and cognitive activity are involved in emotional arousal. The model shows the relationship between the different elements of the emotional process to advertising strategy. The model shows the

following relationship:



The stimulus cues represent the advertisement, that is where the process begins. The advertisement triggers a subconscious emotional experience that corresponds with the James-Lange theory of emotion. This theory states that people's physiological response produces a specific emotional response (James, 1884). Advertisers assume that most of their target group will experience the same emotional response (Mizerski and White, 1986). In addition, Jolly (1984) mentions that the behavior occurring afterward is susceptible to change through advertising. Companies tend to take advantage of this by using advertising to elicit emotions that consumers would want to alter or extend by purchasing the brand or product (Jolly, 1984). However, the assumption that emotional response is so common among consumers might be outdated. Both the emotional experience and the predisposition to respond is different for each individual depending on different aspects including past experiences, norms, values and culture (Stone, 2014). Whereas some people may react positively to an advertisement containing an animal for example, it might elicit fear or disgust in another. The following section describes previous research on the bond between animals and humans and the reason for which the use of animals in advertisements has become a popular approach.

2.3 The bond between animals and humans

For many reasons, including especially evolution, humans have a subconscious empathy toward animals. In his research about reasons behind liking or disliking animals, Maarten Jacobs (2009) suggests an example using cows grazing peacefully in a field. This scene communicates to humans that the situation at the moment is relaxed and safe. For this reason, humans may appreciate cows because they create a positive emotion. The feeling however is unlikely to turn negative towards the animal if the situation is unsafe. If one were to see cows in a tense situation running away, there is a big chance one might turn around and run with them (Jacobs, 2009). The feeling toward the animal does not necessarily become negative, but more relatable in terms of

survival instinct. Jacobs argues that these subconscious understanding that we have toward animals can serve as reasons behind why we do or do not like them. This sense of empathy also reinforces the research conducted by Kellert and Wilson (1995) in which they conclude that the emotional similarities that humans have with animals has made their role in our lives increasingly significant and that since the connection with nature has decreased, the desire for animals in our daily lives has increased. This does not come as a surprise as household pets are found in well over half of homes in the United States (Cain, 2016). According to Lancendorfer et al., (2008) humans often view their pets as a reflection of themselves. Cesar Millan, a renowned trainer of dogs in the United States supports this argument by claiming that a dog owners energy guides the dog's behavior. It applies also to other household animals, but dogs display the strongest signs of reflecting their owners' character and behavior. This could be the reason behind dogs being the most common household pet in the United States, 48% of pet owners own a dog (American Pet Products Manufacturers Association, 2017). Cain (2016) concurs by claiming that dogs have an impact on their owner's self-perception, whether it is by taking notice the dog's behavior or by paying close attention to how they treat their dog. A person will feel guilt and a negative self-perception if they get angry or frustrated with their dog (Cain, 2016). According to a survey conducted by the American Pet Products Manufacturers Association (2017) dogs are viewed by 92% of dog owners as members of the family, 81% believe their dogs are beneficial to their health, 71% believe that their dog brings the family closer together and 80% believe their dog brings them happiness and decreases stress. Holbrook and O'Shaughnessy (1984) support these results by showing, with the use of a photo-essay, the warmth and love with which humans treat their dogs. The attention and care that dogs require also encourage owners to engage in deeply involving experiences such as going out into nature, appreciating wildlife, being nurturing, being a disciplinarian, being playful and learning patience. All of these experiences add to the bond between dogs and their owners and the evidence of that bond is shown especially at the end of the dog's life. Many dog owners have claimed to mourn their dog as if mourning a family member and that experiencing the loss of a dog is very difficult (Lancendorfer et al., 2008). Advertisers take advantage of the bond that humans have with animals, especially dogs.

However, humans can also have negative associations with animals. Some animals including dogs may elicit the emotion of fear, mistrust, or dirtiness. Pollay and Gallagher (1990)

claim that because animals do not communicate the way humans do, it requires a different kind of understanding to empathize with them and depending on a variety of factors, including culture, humans create their own meanings about animals. The following section is a collection of research on cultural values when it comes to animals and how this might relate to advertising effectiveness.

2.4 Culture

Despite globalization and westernization, each culture still has its own norms and ideals. For example, Western ads are often censored with the use of photoshop before displayed in the Middle East, this applies especially to ads depicting women showing a lot of skin or in provocative positions. Global fandom of Western artists and brands means that these ads cannot be excluded completely from these parts of the world, yet some imagery simply goes against the cultural values (Pollay and Gallagher 1990). Similarly, the love for animals that the western world expresses might not be shared by the rest of the world. The first sign that animals are less significant in other parts of the world is their representation in advertising and the success of advertisements containing images of animals. For example, a men's cologne advertisement depicting a man and his dog in a rustic setting was successful in the United States but much less so in Northern Africa where Muslims consider dogs to be signs of bad luck or dirtiness (Miller, 2008). Similarly, an American after shave commercial showed a romantic setting with a man and a woman and the man's dog. This commercial was unsuccessful in Middle Eastern countries because dogs are considered unclean. Another advertisement for glasses in Thailand depicted animals wearing glasses, the advertisement was considered unsuccessful because the people consider animals to be lower life forms and wearing anything worn by an animal is degrading (Wooten, 2011).

For advertisers to decide whether depicting animals in an advertisement based on cultural norms is already quite difficult, matters are further complicated when more than one culture is in play. McDonalds faced an ethical dilemma during the 2010 Chinese New Year. In Hong Kong, Taiwan and Singapore, the fast food chain designed a 12-piece set of plush dolls depicting the popular Japanese character Doraemon to celebrate the occasion. They dressed each of the pieces up in the different animals of the Chinese Calendar. The pig design however was excluded because McDonalds did not want to offend the Muslim community. The Chinese community

took notice and were offended by the exclusion (Quek, 2013). All of these examples form part of the argument that using animals in advertising is not always a good idea and cultural norms need to be taken into serious consideration before making these kinds of advertising decisions. In comparison to the United States there are many countries that use animals in their advertisements far less, or not at all. If we refer back to the argument by Dill (2009), this could indicate the lack of significance attached to animals in other countries in comparison to the western world.

This argument might however not apply to all countries. For example, in Dutch culture, animals are treated quite well and highly regarded (Prummel, 1993). Many households own a dog and unlike many other countries, many public places in the Netherlands such as restaurants and public transportation vehicles allow dogs. There are even workplaces that have started to allow dog owners to bring their companion due to the belief that it might increase morale (Selby, 1981). There are however not that many Dutch advertisements that feature dogs, they use images of animals less than in the United States. This could indicate something about the advertising culture in the Netherlands compared to the United States and other parts of the world.

Unfortunately, the scientific research behind reactions to advertisements based on culture is very scarce, however, the conclusion that culture can indeed have an effect on how an advertisement message is received should not be ignored considering the number of examples there are to prove this. Furthermore, there is psychological research that proves that culture does have an impact on emotions and the way people react to certain cues (Mesquita, Frijda and Scherer, 1997). For example, in many cultures, black cats and dogs are seen as bad luck. Black colored animals are also commonly feared in these cultures (Phillips, 1996).

2.5 Cross cultural Reactions

Using dogs in advertising is not always the best decision. There are some factors that have an impact on the success of such advertisements and culture is hypothesized to be one of them. Based on the argument by Dill (2009) and Boyd (1972) which states that advertising reflects society, or a fantasy of what society should be, and that advertisers' main goal is to connect with consumers, another hypothesized theory is that people from different countries will react to dogs in advertisements similarly to how their country and culture perceive the animals. If someone is from a country where dogs are highly regarded, they will enjoy the advertisement more than a person who is from a country that regards dogs as dirty or a lower life form. Another hypothesis

is that dog breeds have an effect on reactions. An advertisement featuring a type of dog with a dangerous or aggressive reputation will be less successful than one featuring a dog with a positive reputation. the two factors might also work together as some dog breeds are banned in some countries and welcome in others.

2.6 Hypotheses

In order to answer the main research question, a set of hypotheses based on the concepts of the research have been formulated as well. the first concept to be defined is international attitudes toward dogs. This is the independent variable of this research and is exemplified by people of different cultural groups. For this research, four different cultural groups have been chosen, namely people of Dutch, American, Moroccan and Dutch Caribbean cultures. These cultural groups were chosen based on an informal examination of data. Popular advertisements from these countries as well as common opinions about dogs were examined and used in order to form hypotheses. The American culture group was chosen based on the fact that some very popular western advertisements that attracted over a million viewers such as “Best buds” by Budweiser and “Maddie” by Chevy are advertisements about dogs. It is therefore safe to assume that in American cultures, advertisements including dogs generate a good amount of success. The Dutch culture group was chosen based on Dutch laws about animals and the general positive treatment of dogs in the Netherlands. Unlike many other countries for example, the Netherlands has strict laws against the abuse of dogs or any other animal. It can be assumed that Dutch people care for animals and have a positive attitude toward dogs which means they may react positively to advertisements including dogs. The Dutch Antillean culture group was chosen based on news reports that people on the island of Curacao are putting presumably aggressive dogs in their backyards to protect their house. This is a growing phenomenon since the poverty situation in Venezuela has gotten worse and the amount of illegal immigrants who cannot find employment in the Dutch Antilles has increased immensely. The Dutch Antillean culture group is likely to view dogs as aggressive and more as a tool than as a companion. The island of Curacao also reportedly has over twenty thousand stray dogs roaming the islands streets. This amount of stray dogs is quite vast for such a small island and leads to the assumption that the people of this culture do not care for dogs as much as for example in the Netherlands. The Moroccan culture group was chosen based on the vast majority of Muslims in the country. Orr (2016) explains that

Muslims regard dogs as impure and generally have a negative association with dogs. Morocco also has a high population of stray dogs and they are commonly regarded as dangerous and aggressive.

The next concept and dependent variable of this research is perception of brands. Perception is measured by likeability of the advertisement, likeability of the brand and willingness to purchase a product from this brand. Based on these concepts, the following hypotheses were formulated:

H1. For the Dutch culture group, an ad with a dog evokes greater a. ad likeability than an ad without a dog, b. brand likeability than an ad without a dog, c. purchase intent than an ad without a dog.

H2. For the American culture group, an ad with a dog evokes greater a. ad likeability than an ad without a dog, b. brand likeability than an ad without a dog, c. purchase intent than an ad without a dog.

H3. For the Moroccan culture group, an ad with a dog evokes a. lesser ad likeability than an ad without a dog, b. lesser brand likeability than an ad without a dog, c. lesser purchase intent than an ad without a dog.

H4. For the Dutch Antillean culture group, an ad with a dog evokes a. lesser ad likeability than an ad without a dog, b. lesser brand likeability than an ad without a dog, c. lesser purchase intent than an ad without a dog.

3. Methodology

3.1 Design

This is a quantitative research that required an experimental approach to answer the main research question. An experimental design was chosen because the research seeks a causal relationship between two variables and an experimental design is the best approach to this. The study employs a 2 X 4 factorial design meaning two conditions and 4 groups. The conditions are represented by two advertisements, one of which includes a dog and another with no dog. The advertisements were included in a survey which was spread online to specific social media communities to reach the appropriate groups of people.

The research regards cultural difference and quantitative data will allow for a larger sample of respondents. The results from a large group will be more reliable to apply to the rest of the population which is important in terms of the topic of culture. Furthermore, the surveys were the best decision for the experiment because other than being low cost and highly convenient in terms of sampling, biases can easily be eliminated because every participant is provided with a standardized stimulus and there is no observer subjectivity. The use of interviews would also have been an option for this research. Surveys however were the best choice as the objective is to receive a spontaneous reaction without the subjects knowing what the experiment is actually about. An interview would allow subjects to hide the true reason behind their reaction toward the advertisement. Furthermore, the research seeks a causal relationship and deeper meanings based on previous research. Interviews seek depth from participants which could stray the research from its purpose.

The disadvantages of using surveys include inflexibility of the design, however, the question asks about the perception of the brand after seeing an advertisement with a dog and a participant can answer this question without follow up questions. The biggest risk of using surveys is that this research regards culture, and it is not easy to tackle the issue of making sure that it is because of culture that the participants had a certain reaction to the advertisement. However, surveys have the power of numbers, and a large number of the same results will indicate a pattern.

The experiment will seek to find the effect of nationality and culture on the emotional response toward an advertisement containing a dog. The groups were split into four different cultures, namely Dutch, Moroccan, Antillean and American. These international backgrounds are

considered the moderator variable. The dog featured in the advertisement served as the manipulation for this experiment. In order to make sure participants did not know they were being manipulated, the survey started with a question about general feelings toward advertisements. This was meant to throw the participants off the trail that the research had anything to do with dogs. This question also served an additional purpose. There are possible external factors that could affect participants reactions to the advertisements, if a person does not like advertisements in general, it could have an effect on their response. Along with nationality, participants answer to this question was also correlated to how they felt about the advertisement to observe whether their feelings toward the advertisement had to do with the dog. The experiment was conducted between subjects and not within subjects, this entails that each participant saw one advertisement.

3.2 Sample

Participants were sampled online with the use of social media. This sampling method was chosen because it is a cross cultural study and targeting participants online allowed for the survey to be spread as far as possible. The target population for this research was based on nationality but because it was spread on social media, anyone could take the survey. It therefore started out as convenience sampling. However, the use of Facebook was employed to target specific social groups including “Marokkanen bijeen”, “Marokkanen and Islam”, “For sale in Den Haag”, “Commodity market Rotterdam”, “Americans in the Netherlands”, “Durf te vragen Curacao” and “Durf te vragen dieren Curacao”. These as well as other pages were all easy to find and increased the chance of gaining participants of the appropriate nationalities. The risk of this sampling method is there is no control over who takes the survey. It could be people from different cultures than the ones required for the experiment. The resulting number of participants was about 221 people of which 70 people were of the appropriate nationalities. The American culture groups included 17 people, the Antillean group included 16 people, the Dutch group contained 18 people and the Moroccan group contained 19 people. For the control group, the resulting number of participants was 84. For the control group, the American culture groups included 18 people, the Antillean group included 21 people, the Dutch group contained 24 people and the Moroccan group contained 21 people.

3.3 Procedure

Participants were approached via social media with a link to the survey. Once clicking on the link the participants were redirected to Qualtrics at which point they could read a short message about confidentiality and abilities to contact the researcher. Participants were also given the estimated maximum amount of time that it takes to complete the survey which was 7 minutes. Participants were then asked if the introduction was clear to them. The survey started at this point and was broken up into three parts. The first part was viewing the advertisement and answering three questions about it. The questions were presented in forms of statements and participants used a 7-point scale from “Completely disagree” to “Completely agree” to point out to what extent they agreed with the statement presented. The second part of the survey was the manipulation check in which the participants indicated whether or not they noticed the dog in the advertisement. The manipulation check was not conducted for the control group. For the manipulation group, this part of the survey also included questions about their general feelings about dogs. These questions were also presented in the form of statements. The third and final part of the survey asked for demographic factors including age, nationality, highest educational level and gender. The experiment was pilot tested three times before the final survey was complete. It was pilot tested both online and in person to receive appropriate feedback on what might be flawed or missing.

3.4 Materials

The advertisement was created for the research meaning that it has never been seen before. An existing advertisement for a known brand could also have been used but this was decided against in order to avoid any predisposition toward the brand. The created advertisement addressed a brand of Jam and was shown in the form of a photo. The first step of creating this experiment was creating the advertisements. The advertisement containing the dog was created first and as quickly as possible in order not to bother the animal's peace. The dog was chosen based on various factors including that it is not clear what the breed of the dog is. A dog of a specific breed might have an impact on the reaction of the participants. The dog is also fully black which in some cultures has meaning, this is not tested for in the experiment but added an interesting dimension to the research. Furthermore, the dog was chosen based on availability and guaranteed safety as the dog is trained and socialized with the person in the advertisement. The

woman was chosen based on availability as well as her appearance. Her nationality cannot be assumed and therefore there is less chance of her nationality or culture impacting the results. The control group advertisement was created after, this was to ensure that both advertisements had as much in common as possible apart from the absence of the dog. This was to ensure that there were no other factors that could impact the resulting reactions. Once the advertisements were created, the survey was created with the use of Qualtrics. This program was chosen based on cost and time efficiency.

The manipulation group saw an ad with a woman sitting on a couch in a home with a black medium sized dog on the couch with her sniffing her face in a friendly manner, the woman is smiling and enjoying the dogs affection while holding a piece of bread with Jam on it and there is a message on the right side of the picture that says, “Have a snack, Share a moment. LimeBerry Jams”. There is a Logo on the bottom of the message. The advertisement was created this way to elicit sentimentality and create a brand image related to companionship as most successful ads that include dogs are meant to do. The control group observed an advertisement with the same woman in the same setting, but she is laughing with a man sitting next to her. They both have a piece of bread with jam in their hands and on the right side of the advertisement there is the same message and logo.

3.5 Measures

The independent variables include the advertisements (with/without dog) and culture. The dependent variables are ad likeability, brand likeability and purchase intent. These variables were chosen based on the theoretical concept by MacKenzie and Lutz (1989) stating that these three aspects form the principal outcome variables of advertising effectiveness. Advertisers use these variables to create advertisements that encourage the best possible brand perception for consumers (Muehling and McCann, 1993). Considering that the research targets the relationship between culture and brand perception, these variables were chosen.

In order to find further depth in terms of what factors might have impacted the dependent variables in the manipulation group, analyses were also conducted to find a relationship between general feelings toward dogs and whether or not they liked the dog in the advertisement. The dependent variables were all measured after exposure to the advertisement and so were demographic factors. The independent variables culture and general feelings toward dogs were

measured after exposure to the advertisement and after the manipulation check. General feelings towards dogs was measured by asking the participants to what extent they agreed with a list of statements about dogs. The main statement measuring general feelings toward dogs was “I really like dogs” and “I really dislike dogs”. The dependent variables were measured by asking participants to indicate to what extent they agreed with a list of statements, the statements for ad likeability were “This advertisement gives me a positive feeling”, the statement for Brand likeability was “I would purchase a product from this brand” and the statement for Purchase intent was “Based on this advertisement, I would buy this product”. The 7 point Likert scale was given number one through seven in SPSS, “Completely disagree” having score 1 and “Completely agree” having score 7. Cronbach’s Alpha was calculated in SPSS to test the reliability of these questions, the test resulted in a score of 0,81 which indicates a high level of reliability for the scale.

3.6 Analysis

The data was analyzed with the use of SPSS. After receiving a sufficient amount of responses on the surveys, the results were entered into SPSS with the use of Qualtrics. The tools for data analysis include an ANOVA test to examine a causal relationship between nationality and advertisement likeability, brand likeability, and purchase intent. The results also include crosstabs for more specific information on how many participants from which specific nationalities reacted positively or negatively to the advertisement including the dog. Nationalities and general feelings toward dogs was also analyzed to seek for a significant relationship. These are the best options for data analysis because both the variables in this research are categorical and these are the analysis tools that can be used with two categorical variables. The results of the manipulation group and the control group were compared based on reactions on the advertisement and the brand as a whole.

The survey was conducted with the use of Qualtrics. A 7-point scale was used to answer most of the questions but there were also questions such as nationality that required written answers. Before exporting the data to SPSS, the Data and Analysis option in Qualtrics was used to delete survey answers that did not add value to the research. This included incomplete surveys, surveys conducted as pilot tests and surveys by participants from countries that were not relevant to this research. Qualtrics was also used to properly categorize the nationalities. For

example, some participants wrote “Netherlands” while others wrote “Dutch”, using Qualtrics, these were all changed to “Dutch”. The same applied for participants using the term “USA” and “American” for which they were changed to “American” and “Dutch Antillean” and “Curacao” for which they were changed to “Dutch Antillean”. Since nationality was one of the variables necessary for analysis, the first step after exporting the data into SPSS was doing an automatic recode for this variable which gave all the countries a numeric value. This was done so that the variable “Nationality” could be used in the one-way ANOVA test in SPSS, the variable was initially a string variable and a one-way ANOVA cannot be conducted with a string variable.

4. Results

4.1 Manipulation check

For the manipulation group, that observed the advertisement with a dog, were given a manipulation check at the end of the survey. The participants were asked “Did you see the dog in the advertisement?”. 100% of the participants answered yes meaning no results had to be scraped based on this.

4.2 Datasets

In order to get the appropriate dataset, the two datasets were merged together. Firstly, a new variable was created in both datasets. In the dataset for the survey that included an advertisement with a dog, the new variable was named “Dog” and was given the value 1. For the second dataset that included an advertisement without a dog, the variable was given the same name but with the value 0. After this, the two datasets were merged together with the use of the option “Merge files”. Once the files were merged, an automatic recode was done for the variable “What is your nationality?” and was named “Nationality”. These two variables (2 (Dog/no dog) X 4 (Nationalities)) were used to create a factorial design and conduct the ANOVA’s in order to test the hypotheses. Each hypothesis tests each of the four nationalities for ad likeability, brand likeability and purchase intent.

4.3 Ad likeability

Table 1. Descriptive statistics of the variable: Advertisement likeability

	Mean	Standard deviation	N
Exposure:			
Saw advertisement with dog in it	5.04	1.23	70
Saw the advertisement without dog in it	4.86	.99	84
Nationality:			
American	5.14	.97	35
Antillean	5.32	.82	37

Dutch	4.64	1.19	42
Moroccan	4.73	1.26	40

Table 1 shows the descriptive statistics for the first ANOVA conducted to test the hypotheses based on ad likeability. It is noticeable the dog group mean is slightly higher than the No dog group for all nationalities meaning that the advertisement with the dog in it encouraged a more positive feeling than the one without the dog in it.

Table 2: Results of the two-way analysis of variance (N = 154)

	Sum of Squares	<i>df</i>	Mean Square	<i>F</i>	<i>p</i>	η^2
Exposure	1.30	1	1.30	1.07	.299	.01
Nationality	11.93	3	3.98	3.34	.021	.06
Exposure * Nationality	.68	3	.23	.19	.904	.00
Error	174.04	146	1.19			
Total	188.47	153				

Table 2 shows the initial result for the test. The result shows that there is no significant interaction effect between the dog and the Nationality variable in relation to ad likeability $F(3, 146) = .19, p = 0.9, \eta^2 = .00$. However, the Nationality variable by itself does have a significant effect on ad likeability. The mean Ad likeability scores were affected only by Nationality, $F(3, 146) = 3.34, p = .021, \eta^2 = .06$ but this significance alone is not relevant for the research. None of the four culture groups are affected by the dog in the advertisement when it comes to ad likeability.

4.4 Brand likeability

Table 3. Descriptive statistics of the variable: Brand Likeability

	Mean	Standard deviation	<i>N</i>
Exposure:			
Saw advertisement with dog in it	3.86	1.28	70

Saw the advertisement without dog in it	4.39	1.41	84
Nationality:			
American	4.30	1.24	35
Antillean	4.30	1.43	37
Dutch	3.86	1.48	42
Moroccan	4.33	1.31	40

Table 3 shows the descriptive statistics for the ANOVA to test the hypotheses based on brand likeability. At first glance, it is noticeable that there is a difference in means for all nationalities except Dutch. In general, the differences seem to correspond with the hypotheses. The American participants that viewed the dog advertisement liked the brand more than those who viewed the advertisement without the dog. The Antillean and the Moroccan participants both scored higher means for the advertisement without the dog.

Table 4. Results of the two-way analysis of variance (N = 154)

	Sum of Squares	<i>df</i>	Mean Square	<i>F</i>	<i>p</i>	η^2
Exposure	11.79	1	11.79	6.45	.011	.04
Nationality	4.91	3	1.64	.90	.450	.02
Exposure * Nationality	3.75	3	1.25	.68	.564	.01
Error	266.84	146	1.83			
Total	287.57	153				

The results of the ANOVA in table 4 show that there is no significant interaction effect between the Nationality variable and the Dog variable when it comes to brand likeability $F(3, 146) = 0.68$, $p = 0.56$, $N^2 = 0.01$. There is however a significant effect from just the dog variable $F(1, 146) = 6.45$, $p = 0.01$, $N^2 = 0.04$ but since this has nothing to do with nationality, it is not relevant for this research and the hypotheses can be rejected in terms of brand likeability.

4.5 Purchase intent

Table 5. Descriptive statistics of the variable: Purchase intent

	Mean	Standard deviation	N
Exposure:			
Saw advertisement with dog in it	3.01	1.31	70
Saw the advertisement without dog in it	3.21	1.43	84
Nationality:			
American	3.60	1.17	35
Antillean	2.95	1.25	37
Dutch	2.67	1.53	42
Moroccan	3.35	1.37	40

Table 5 shows the descriptive statistics for the first ANOVA conducted to test the hypotheses based on purchase intent. The results show a clear difference in means for all the nationalities. The American and Dutch participants scored higher means for the Dog advertisement while the Antillean and Moroccan participants scored higher for the No dog advertisement. From looking at the descriptive statistics, it would seem that in terms of purchase intent, the hypotheses are correct.

Table 6. Results of the two-way analysis of variance (N = 154)

	Sum of Squares	<i>df</i>	Mean Square	<i>F</i>	<i>p</i>	η^2
Exposure	2.02	1	2.02	1.20	.280	.01
Nationality	17.48	3	5.83	3.46	.021	.07
Exposure * Nationality	22.74	3	7.58	4.50	.011	.09
Error	245.87	146	1.68			
Total	290.66	153				

Table 6 shows the results for the two-way ANOVA based on the two independent variables and the dependent variable, Purchase intent. As can be seen from the results, there was no statistically significant difference in mean purchase intent between the dog/no dog group ($p = 0.28$). There were however statistically significant differences between nationalities $F(3, 146) =$

3.56, $p = 0.02$, partial $N^2 = 0.07$. There was also a significant interaction effect between the two independent variables $F(3, 146) = 4.5$, $p = 0.01$, partial $N^2 = 0.09$. To further analyze this interaction, a test of simple effects was conducted. For this research, this includes determining the mean difference in purchase intent between the dog/no dog group at each nationality. The test was performed using the Estimated marginal means option and SPSS command syntax.

Table 7. Comparison of different nationalities for Purchase intent

Exposure:	Nationality:	Nationality:	Mdif	Std. Error	<i>p</i>
No dog	American	Antillean	1.12*	.42	.01
		Dutch	1.33*	.41	.00
		Moroccan	-.17	.42	.69
	Antillean	American	-1.20*	.42	.01
		Dutch	.21	.39	.58
		Moroccan	-1.29*	.40	.00
	Dutch	American	-1.33*	.41	.00
		Antillean	-.21	.39	.58
		Moroccan	-1.50*	.39	.00
	Moroccan	American	.17	.42	.69
		Antillean	1.29*	.40	.00
		Dutch	1.50*	.39	.00
Dog	American	Antillean	.10	.45	.82
		Dutch	.46	.44	.29
		Moroccan	.72	.43	.10
	Antillean	American	-.10	.45	.82
		Dutch	.36	.45	.42
		Moroccan	.62	.44	.16
	Dutch	American	-.46	.44	.29
		Antillean	-.36	.45	.42

	Moroccan	.26	.43	.55
Moroccan	American	-.72	.43	.10
	Antillean	-.62	.44	.16
	Dutch	-.26	.43	.55

Table 7 shows the results for the main simple effects test. The results show that the American group differed significantly from the Antillean and Dutch groups in terms of Purchase intent. The Moroccan group also differed significantly from the Antillean and Dutch groups. However, these differences were only significant for the control group which saw the advertisement without the dog in it. The group that saw the advertisement with the dog in it had no significant differences between nationalities.

4.6 Further investigation

Table 8. Likeability of the dog in the advertisement

	Mean	Standard deviation	N
Exposure:			
Saw advertisement with dog in it	4.84	1.93	70
Nationality:			
American	5.82	.95	17
Antillean	4.13	2.03	16
Dutch	5.56	1.30	18
Moroccan	3.89	2.38	19

Table 8 displays the descriptive statistics of a further investigation into the nationality and the likeability of the dog in the advertisement (I liked the dog in the advertisement), it is the descriptive statistics for the one-way ANOVA test between these two factors. This analysis was conducted because even though participants might have had a positive feeling from the advertisement, they might still feel differently about the dog in the advertisement. This test was

conducted only for the participants that took the survey with the dog in it. At first instance, it is noticeable that there is a considerable difference between the Dutch and American groups and the Antillean and Moroccan groups. The latter had lower scores meaning that the Dutch and American groups liked the dog in the advertisement more than the other two culture groups.

Table 9. Results of the one-way analysis of variance to find differences among group means based on likeability of the dog in the advertisement (N = 70)

	Sum of Squares	<i>df</i>	Mean Square	<i>F</i>	<i>p</i>
Between Groups	50.82	3	16.94	5.42	.001
Within Groups	206.46	66	3.13		
Total	257.27	69			

The results of the ANOVA for this test shown in table 9 shows that there is a significant relationship between Nationality and likeability of the dog in the advertisement ($p = 0.00$). For further investigation, Tukey's post hoc test was also conducted.

Table 10. Differences between nationalities in terms of likeability of the dog in the advertisement

Nationality:	Nationality:	Mdif	<i>p</i>
American	Antillean	1.70*	.041
	Dutch	.27	.970
	Moroccan	1.93*	.011
Antillean	American	-1.70*	.041
	Dutch	-1.43	.104
	Moroccan	.23	.980
Dutch	American	-.27	.970
	Antillean	1.43	.104
	Moroccan	1.66*	.032
Moroccan	American	-1.93*	.011

Antillean	-.23	.980
Dutch	-1.66*	.032

*. The mean difference is significant at the 0.05 level.

Tukey's Post Hoc show that there is a significant difference between American participants and Antillean participants ($p = 0,04$) when it comes to likeability of the dog in the advertisement. It also shows that there is a significant difference in means between American and Moroccan participants ($p = 0.00$). Furthermore, it shows that there is a significant difference between Dutch participants and Moroccan participants ($p = 0.03$). This means that in terms of likeability of the dog in the advertisement, the American culture group scored significantly higher than the Antillean and Moroccan culture groups. The Dutch culture group also scored significantly higher than the Moroccan culture group.

This means that although the three factors, Ad likeability, brand likeability and purchase intent were not significantly affected by the dog in the advertisement, there is an indication that certain culture groups still feel negatively about the dog in the advertisement.

The following tables display the results of a one-way ANOVA testing the relationship between nationality and general feelings about dogs. This test was conducted to analyze if there is a significant difference between culture groups and their feelings toward dogs and if this corresponds with the attitudes toward the dog in the advertisement. This test was also only conducted for the manipulation group.

Table 11. Descriptive statistics of two groups based on dog likeability

		Std.		
		<i>N</i>	Mean	Deviation
Positive	American	1	6.24	.83
feeling toward		7		

dogs (I really like dogs)	Antillean	1	4.00	2.30
		6		
	Dutch	1	6.20	1.25
		8		
	Moroccan	1	3.90	2.08
		9		
	Total	7	5.10	2.02
		0		
Negative feeling toward dogs (I really dislike dogs)	American	1	1.40	.61
		7		
	Antillean	1	3.40	2.03
		6		
	Dutch	1	1.50	.99
		8		
	Moroccan	1	3.80	2.18
		9		
	Total	7	2.51	1.92
		0		

Table 11 shows the descriptive statistics testing the relationship between nationality and general feelings toward dogs. It is quite clear that there is a great difference in means when it comes to general likeability of dogs and feelings toward dogs between these nationalities. Dutch and American culture groups score much higher in terms of likeability of dogs while Moroccan and Antillean culture groups score higher when asked the more negative questions about dogs.

Table 12. Results of the analysis of variance to find differences among group means based on dog likeability (N = 70)

	Sum of Squares	<i>df</i>	Mean Square	<i>F</i>	<i>p</i>
Between Groups	89.30	3	29.77	10.16	.000
Within Groups	193.35	66	2.93		

Positive feeling toward dogs (I really like dogs)	Total	282.64	69			
Negative feeling toward dogs (I really dislike dogs)	Between Groups	84.20	3	28.07	10.94	.000
	Within Groups	169.29	66	2.57		
	Total	253.49	69			

Table 12 shows the results of the one-way ANOVA, the results indicate that all differences in means are significant. Table 14 displayed below shows that the significant differences in means all correspond with the hypotheses. American and Dutch culture groups differ significantly from Moroccan and Antillean culture groups when it comes to general feelings about dogs. This also corresponds with the previous ANOVA in which it was observed that the differences in means for likeability of the dog in the advertisement was also significant for these culture groups.

5. Discussion

This research explores attitudes towards advertisements that include dogs and how these attitudes are different based on nationality and culture. The results of the study are not as straightforward as hypothesized but it does seem that people from different cultural groups feel differently about dogs in advertisements and it corresponds with their general feelings toward dogs. This does however not mean that a dog in an advertisement inspires negative feelings towards the advertisement or brand. The first set of results concerning ad likeability show that although there is not a significant correlation between Nationality and dog/no dog manipulation, the manipulation group experienced slightly more positive feelings from the ad than the control group. This concurs with the research by Lacendorfer et al. (2008) who claimed that dogs are used in advertising to elicit positive emotion. However, looking at the brand likeability results, some cultural groups scored lower than others. This could mean that even though an advertisement elicits positive emotion, it does not necessarily encourage brand likeability.

The results show that although there was no significant interaction effect between Nationality and the dog/no dog variable, there was a significant effect from just the manipulation variable. Observing the totals, it can be seen that the advertisement without the dog inspired more brand likeability than the advertisement with the dog. This goes against the assumption from Mizerski and White (1986) that if consumers experience a positive emotion from an advertisement, it will lead to brand likeability and purchase intent, all the while strengthening the link between the emotional response and the predisposition to respond as shown in their model. The results from the purchase intent variable also prove this assumption to be incorrect. Most groups actually scored lower in the manipulation group for purchase intent than the control group. Once again proving that although the advertisement elicits more positive emotion, it does not lead to a particular behavior.

It is worth mentioning that for both ad likeability and brand likeability, the American culture group scored higher means for the advertisement including a dog. This was a predictable result considering the amount of success generated by advertisements including dogs in the United states as well as the research conducted by the American Pet Products Manufacturers

Association (2017). It is however also an indication that although it is a popular approach in the Western world, it is less popular in other cultures.

The results have proven all of the hypotheses to be incorrect, however, the further investigations show a less straight forward relationship between having dogs in advertisements and how nationality effects consumers reactions. From the results of the further investigation it is clear that certain nationalities feel less positive toward dogs then others and it corresponds with how they feel about the dog in the advertisement. This does not necessarily mean that they feel more negatively toward the advertisement as a whole, but the negative feeling is more concentrated on the animal individually. The contrast between the groups is also quite interesting. The Dutch and American groups scored quite high when it came to likeability of the dog in the advertisement while the Moroccan and the Antillean culture group scored quite low, all the differences were proven to be significant. It is also clear that for Moroccan and Antillean culture groups, dogs elicit more fear and feeling of uncleanliness. These negative connotations could also be related to the results showing that these culture groups did not like the dog in the advertisement.

The results show relatively low scores in general for most of the variables. This could be because the advertisements as a whole were not well liked by the participants. If the research were to be conducted again, an already existing advertisement or advertisements created by a professional might produce more relevant results. In terms of brand likeability for example, further analysis was conducted to explain the low results. It appears that the logo in the advertisements were not well received by either the manipulation nor the control group. This is unfortunate because it serves as a limitation in the research. Further limitations may include the product itself or the product placement in the advertisements. The results from the further investigations spark curiosity in terms of what the results would have been if the advertisements were better in general. For future reference, consulting a professional advertiser could be produce more accurate results. Furthermore, it could also be interesting to inquire more about the emotions elicited within consumers instead of analyzing likeability and purchase intent. There is extensive research on the role of emotions in advertising and consulting this research to create the hypotheses might have produced more interesting hypotheses and results.

6. Conclusion

The research question can be answered by stating that according to the results from this research, international attitudes toward dogs do not have a direct effect on how consumers feel about a brand or advertisement. An advertisement with a dog in it might elicit positive emotion but that does not mean that the consumers like the dog in the advertisement, it only means that the advertisement as whole does not elicit a negative emotion. According to previous research as well as some analysis from this research, advertisers should still consider what kind of advertisements they globalize as some cultures do not appreciate animals as much as in western cultures. This research also contributes to research about advertising cues in general, it could also apply to other cues in western advertising that other cultures might frown upon.

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3.

Appendix A: Limeberry Jams Survey Manipulation group

Limeberry Jams

Start of Block: Block 1

Q1 Dear participant, Thank you for taking part in this survey. This research is being conducted by Deyna Celestina for a Master thesis at the Erasmus University of Rotterdam.

Please be aware that participation in this research is completely voluntary and you are free to withdraw from taking it at any time. Please be assured that your responses will be kept confidential and will only be used for the purpose of this research project. If you have any questions about this survey, do not hesitate to contact me at deynacelestina@gmail.com.

The estimated time to finish this survey is 7 minutes. Please answer the following questions by ticking the appropriate boxes.

First you will answer one question, you will then be shown an advertisement after which 10 more questions will be presented to you.

Q2 Is this introduction clear to you?

☐ Yes (1)

☐ No (2)

End of Block: Block 1

Start of Block: Default Question Block

Q3 Please indicate to what extent you agree with the following statements about advertising.

	Completely disagree (1)	disagree (2)	Somewhat disagree (3)	Neither agree or Disagree (4)	Somewhat agree (5)	Agree (6)	Completely Agree (7)
I can watch good ads any number of times. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like to watch only new ads.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(2)							
I find ads extremely annoying, no matter how interesting they may be.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(3)							
I like unusual ads. (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like creative but sensible ads. (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

End of Block: Default Question Block


Start of Block: Block 2

Q8 Please take a look at the following advertisement and answer the questions below.

End of Block: Block 2

Start of Block: Block 1

Q7



The advertisement shows a young woman with dark hair, wearing a pink hoodie, sitting on a grey sofa. She is smiling and holding a small round biscuit in her right hand. A large black dog is sitting next to her, leaning its head against her face. In the foreground, on a coffee table, there is a jar of LimeBenny Jams with a blue and white checkered lid and a label featuring a lime slice. Next to the jar is a white plate with two biscuits spread with jam. A laptop is partially visible on the right side of the coffee table. The background is a bright, sunlit room with white curtains.

Have a
snack

Share a
moment

LimeBenny
Jams

End of Block: Block 1

Start of Block: Block 4

Q11 Please indicate to what extent you agree with the following statements about the advertisement.

	Completely disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor Disagree (4)	Somewhat agree (5)	Agree (6)	Completely agree (7)
This advertisement gives me a positive feeling (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This advertisement gives me a negative feeling (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I found this advertisement to be emotional (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I found this advertisement to be creative (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I found this advertisement to be memorable (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I found this advertisement to be irritating (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I found this advertisement to be boring (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I found this advertisement to be dirty (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Based on this Advertisement, I would buy this product (9)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

This advertisement offends me (10)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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Q14 What did you like/dislike more in this advertisement? (completely disagree meaning you really disliked it and completely agree meaning you really liked it)

	Completely disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Completely agree (7)
I liked the message of the advertisement (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I liked the picture of the advertisement (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I liked the girl in the advertisement (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I liked the dog in the advertisement (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I liked the product placement in the advertisement (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I liked the logo in advertisement (9)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q16 Please indicate to what extent you agree with the following statement about the advertisement.

	Completely disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Completely agree (7)
Based on this Advertisement, I would buy this product (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

End of Block: Block 4

Start of Block: Block 7

Q27 Did you see the dog in the advertisement?

- ☐ Yes (1)
- ☐ No (2)
-

Q28 Please indicate to what extent you agree with the following statements about dogs.

	Completely disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Completely agree (7)
I really like dogs (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I really dislike dogs (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I find dogs to be good companions (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel trustworthy towards most dogs (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am afraid of dogs (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I find dogs to be dirty and unhygienic (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I prefer smaller sized dogs (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I prefer bigger sized dogs (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am offended by dogs (9)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

End of Block: Block 7

Start of Block: Block 6

Q17 What is your nationality?

Q25 Do you identify with a religion? If yes, please indicate which one.

☐ No (2)

☐ Yes (4) _____

Q26 What is your highest level of education?

☐ High school diploma (1)

☐ Bachelors degree (2)

☐ Masters degree (3)

Q18 What is your Gender?

☐ Male (1)

☐ Female (2)

Q19 What is your age?

End of Block: Block 6

Start of Block: Block 6

Q22 Thank you for taking part in this Survey, if you have any questions or comments, please do not hesitate to send an email to deynacelestina@gmail.com.

End of Block: Block 6

Limeberry Jams - control

Start of Block: Block 1

Q1 Dear participant, Thank you for taking part in this survey. This research is being conducted by Deyna Celestina for a Master thesis at the Erasmus University of Rotterdam.

Please be aware that participation in this research is completely voluntary and you are free to withdraw from taking it at any time. Please be assured that your responses will be kept confidential and will only be used for the purpose of this research project. If you have any questions about this survey, do not hesitate to contact me at deynacelestina@gmail.com.

The estimated time to finish this survey is 7 minutes. Please answer the following questions by ticking the appropriate boxes.

First you will answer one question, you will then be shown an advertisement after which 10 more questions will be presented to you.

Q2 Is this introduction clear to you?

☐ Yes (1)

☐ No (2)

End of Block: Block 1

Start of Block: Default Question Block

Q3 Please indicate to what extent you agree with the following statements about advertising.

	Completely disagree (1)	disagree (2)	Somewhat disagree (3)	Neither agree or Disagree (4)	Somewhat agree (5)	Agree (6)	Completely Agree (7)
I can watch good ads any number of times. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like to watch only new ads.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(2)							
I find ads extremely annoying, no matter how interesting they may be.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(3)							
I like unusual ads. (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like creative but sensible ads. (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

End of Block: Default Question Block

Start of Block: Block 2

Q8 Please take a look at the following advertisement and answer the questions below.

End of Block: Block 2

Start of Block: Block 1

Q18



End of Block: Block 1

Start of Block: Block 4

Q11 Please indicate to what extent you agree with the following statements about the advertisement.

	Completely disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor Disagree (4)	Somewhat agree (5)	Agree (6)	Completely agree (7)
This advertisement gives me a positive feeling (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This advertisement gives me a negative feeling (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I found this advertisement to be emotional (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I found this advertisement to be creative (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I found this advertisement to be memorable (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I found this advertisement to be irritating (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I found this advertisement to be boring (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I found this advertisement to be dirty (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Based on this Advertisement, I would buy this product (9)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

This
advertisement
offends me
(10)

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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Q14 What did you like/dislike more in this advertisement? (completely disagree meaning you really disliked it and completely agree meaning you really liked it)

	Completely disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Completely agree (7)
I liked the message of the advertisement (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I liked the picture of the advertisement (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I liked the girl in the advertisement (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I liked the guy in the advertisement (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I liked the product placement in the advertisement (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I liked the logo in advertisement (9)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q16 Please indicate to what extent you agree with the following statement about the advertisement.

	Completely disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Completely agree (7)
Based on this Advertisement, I would buy this product (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

End of Block: Block 4

Start of Block: Block 7

Start of Block: Block 6

Q17 What is your nationality?

Q25 Do you identify with a religion? If yes, please indicate which one.

☐ No (2)

☐ Yes (4) _____

Q26 What is your highest level of education?

- ☐ High school diploma (1)
 - ☐ Bachelors degree (2)
 - ☐ Masters degree (3)
-

Q18 What is your Gender?

- ☐ Male (1)
 - ☐ Female (2)
-

Q19 What is your age?

End of Block: Block 6

Start of Block: Block 6

Q22 Thank you for taking part in this Survey, if you have any questions or comments, please do not hesitate to send an email to deynacelestina@gmail.com.

End of Block: Block 6
