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''What are the main factors that contribute to an effective purpose marketing commercial according to generation Z?''

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Executive summary

In the last decade, the attitude towards companies changed and the demand for companies to act socially responsible increased. The rise in demand for socially responsible behavior is caused by Generation Z. This generation grew up in a fully digital, virtual and wireless society. New technologies emerged and more socially responsible behavior was enforced from companies. Due to new technologies, advertising switched from billboards, to television and social media. While companies tried to achieve socially responsible behavior, many struggled with the right purpose and how-to marketer their purpose. It was not clear what had to be included in a purpose marketing commercial to make it effective.

The main objective of this research paper is to analyze what factors influence the effectiveness of purpose marketing commercials. The research question that will give an answer to this objective is as follows:

'What are the main factors that positively influence the effectiveness of a purpose marketing video commercial according to generation Z?''

To support the answer to this research questions, some theoretical and empirical sub-questions need answering. The theoretical sub-questions are:

1. What is purpose marketing?
2. What are the characteristics of Generation Z?
3. How can effectiveness be measured?

The empirical sub-questions are:

1. Which factors influence the effectiveness of purpose marketing commercials according to Generation Z?
2. Are there any factors which moderate the relationship to effectiveness?
3. Do demographics influence the perceived effectiveness of purpose marketing commercials?

Credibility, originality and usefulness seem to positively influence the effectiveness of purpose marketing commercials. In addition to these factors, the literature review provides three moderating factors which seem to influence the relationship between these factors and effectiveness. These moderating factors are the attitude towards the message, the attitude

towards the brand and skepticism. Thereafter a survey was distributed in June 2020 and at the end of June, it had 103 valid responses. Following the literature review and the survey analysis, the following hypotheses were accepted and rejected:

Hypothesis	Conclusion
H1: Credibility has a positive influence on the effectiveness of purpose marketing video commercials.	Accepted
H2: Originality has a positive influence on the effectiveness of purpose marketing video commercials.	Accepted
H3: Usefulness has a positive influence on the effectiveness of purpose marketing video commercials.	Accepted
H4a: A positive attitude towards the message positively moderates the relation between the credibility and effectiveness of purpose marketing video commercials.	Rejected: insignificant
H4b: A positive attitude towards the message positively moderates the relation between the originality and effectiveness of purpose marketing video commercials.	Rejected: insignificant
H5a: A positive attitude towards the brand positively moderates the relation between the credibility and effectiveness of purpose marketing video commercials.	Rejected: wrong sign and insignificant
H5b: A positive attitude towards the brand positively moderates the relation between the originality and effectiveness of purpose marketing video commercials.	Accepted
H6: Skepticism towards advertising negatively moderates the relationship between the credibility and effectiveness of a purpose marketing video commercial.	Rejected: insignificant

Thus, the main factors that positively influence the effectiveness of a purpose marketing commercial are credibility, originality and usefulness. In this research paper, effectiveness is defined as the degree to which the purchase intention, brand image and likeability are positively influenced after watching a purpose marketing commercial. In addition, a positive attitude towards the brand influences the relationship between originality and effectiveness. Companies that execute purpose marketing should make a credible, original and useful commercial. Changing the attitude towards the brand should increase the effectiveness even more. Future researchers can try to find more factors that influence effectiveness and can target another age group.

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1.   Introduction

In 2015, Volkswagen launched a huge marketing campaign where they praised its cars' low emissions (Hotten, 2015). In the end however, they were accused of cheating on pollution emissions tests. In 2018, Rabobank (a Dutch bank) launched a marketing campaign in which they made a commitment about solving the world food problem. The consumer poked through however. They even received the 'Liegebeest 2018' which is an award for the most misleading marketing campaign in Holland. Trying to contribute to world problems can sometimes lead to facial damage.

In the book *The Purpose Economy* (Hurst, 2014), it is illustrated that the world is changing. From an economic principle, the point of attention shifts to a more social principle. While trying to fit the social principle, many companies worry about the purpose of the company (Roelofs, 2019). The reason for the environmental conscious behavior is mostly due to Generation Z (Baas & Baas, 2019). This generation is more socially responsible than any other generation so far. As Max Mihelich (2013) remarks, Generation Z is more concerned with environmental issues than any other generation.

To prove the importance of purpose, Mark Weinberger, Global Chairman and CEO of EY (2018), mentions: ''Businesses today are finding that doing good also means doing well. For instance, companies with an established sense of purpose - one that's measured in terms of social impact, such as community growth, and not a certain bottom-line-figure – outperformed the S&P 500[1] by 10 times between 1996 and 2011''. This indicates the importance of purposeful companies and the relevance of the subject of this research paper.

In existing literature, the importance of purpose is frequently remarked (Hurst, 2014; Mourkogiannis, 2006; Sinek, 2009). These researches elaborate on why purpose is so important and what caused this shift of attention. In addition, Generation Z has not gone unnoticed in existing literature (Turner 2015; Grace and Seemiller, 2016; Combi, 2015). These researches characterize Generation Z and they define their values. Although purpose and Generation Z are regularly described separately, the link between the two has not been established very often.

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[1] The S&P 500 is a stock index in the United States which reflects the developments on the American stock market.

This research paper will contribute to existing literature by further examining the relationship between purpose and Generation Z.

Measuring effectiveness of commercials is a widely used concept in existing literature (Goldman & Stevens, 2009; Li, 2004; Cluley, 2017). Unfortunately, these researches measure effectiveness on the long- term. Often, the focus is on sales and about how consumers remember the commercial after a long time. Due to the time constraint, this research paper will construct an approach on how to measure the effectiveness of purpose marketing commercials on short-term. The research question that this research paper will try to answer is:

''What are the main factors that positively influence the effectiveness of a purpose marketing video commercial according to generation Z?''

While trying to answer this question, some sub-questions should be answered. The relevant theoretical sub-questions are:

1. What is purpose marketing?
2. What are the characteristics of Generation Z?
3. How can effectiveness be measured?

The relevant empirical sub-questions are:

1. Which factors influence the effectiveness of purpose marketing commercials according to Generation Z?
2. Are there any factors which moderate the relationship to effectiveness?
3. Do demographics influence the perceived effectiveness of purpose marketing commercials?

This research paper will not focus on the whole population, but it will only examine the relationship between purpose marketing and Generation Z. Even though not the whole population is covered and the sample is somewhat limited due to the time constraint, this research paper will aim to provide more knowledge about the thinking of Generation Z in terms of purpose marketing commercials. This study will still contribute to existing literature, despite the limitation, due to the link that will be made between purpose marketing and Generation Z. This research can trigger further research and it is a beginning of an important concept. Companies and advertisers can use this research paper to see what the link is between the

existing literature, and how Generation Z thinks and feels about purpose marketing commercials.

While there are many other forms of purpose marketing, such as print advertising or radio advertising, the use of purpose marketing video commercials is most justified in this research paper. Generation Z prefers videos with real images (Miller, 2015) and video commercials arouse much more emotions than any other forms of advertising (Kotler, 2016). Video commercials draw attention and are made to increase the purchase intention and to influence the brand image (Tellis, 2004). Furthermore, companies often express their purpose in video commercials so there are a lot of examples to be found on the internet. Concluding, video commercials are the most noticeable form of purpose marketing to consumers.

The structure of the research paper will be as follows: first, the theoretical sub-questions will be answered following the literature review, afterwards the hypotheses will be developed and the conceptual model will be established, thereafter, the data collection method will be endorsed, the survey questions will be composed and the data methodology will be explained. Subsequently, the results will be analyzed and the hypotheses will be assessed. In the final chapter, a conclusion, a critical look on this research paper and some recommendations will be given.

2.   Theoretical framework

2.1   Purpose Marketing

2.1.1   What is Purpose Marketing

Simon Sinek (2009) is one of the main supporters of the purpose economy. In his book - *It Starts with Why* - he defines purpose as the reason for existence of a company, he role it plays in the world and who it serves. Even though profit is necessary for a company to exist, a commercial company cannot survive with profit only and it cannot generate extra income without having a good purpose. Making extra profit and having a purpose are therefore linked (Kramer, 2017). As the Austrian-born American Consultant, author and father of modern management Prof. Peter Drucker once said: 'Profit for a company is like oxygen for a person. If you don't have enough of it, you're out of the game. But if you think your life is about breathing, you're really missing something' (Chandler, 2017).

Corporate Social Responsibility (CSR) is one of the precursors of purpose and it does have some interfaces with it. CSR is defined as the commitment to be ethical and to improve the quality of life of the society (Holme & Watts, 1999). CSR preluded the shift of commercial companies as sole economic actors, to commercial companies with a purpose and a feeling of responsibility (Kotler & Zaltman, 1971). It also refers to commercial companies that take responsibilities in addition to other obligations (Carrol & Shabana, 2010). With CSR, companies promise to promote social purposes while using their business activities and to contribute to society. However, CSR has stayed constant for the last decade. Concepts as purpose and purpose marketing therefore have emerged (Schmeltz, 2017). According to Hsu (2017), purpose marketing is about CSR activities and purposeful actions of companies. But a purpose also has to be anchored in a company. For purpose marketing, it is fundamental that the purpose is both shared by the company and their customers. The communicated purpose has to motive, inspire and it has to connect with values and needs of the people. From CSR, it evolves to having an own purpose and communicating about this purpose to society (van Mol, 2018). Therefore, the definition of purpose marketing in this research paper is: the tendency of a commercial brand to communicate about topics that are beneficial for the society as a whole and that involve change (Minar, 2016).

2.1.2 The origin of Purpose Marketing

For a company, it is not enough to develop a product and make it available to the public. It has to embody features that makes the product appetizing, it has to set an affordable price, the product needs to be available for people to buy and the company has to promote the product with the intention to persuade the intended market. This set of steps constitutes the backbone of commercial marketing and is also known as the 4Ps (Dibb & Carrigan, 2014).

In 1951, G.D. Wiebe raised the question: ''Why can't you sell brotherhood like you sell soap?''. At that time, marketing was only about promoting products and services. As a result of the raised question, Philip Kotler and Sidney J. Levy (1969) published the article: 'Broadening the concept of marketing'. This initiated the movement that marketing had and it changed the perceptions of marketing. Marketing and advertising was no longer only about spreading commercial messages to promote services and products (Nas, 2017), it was also about improving society. Where traditional marketing had no critical mission in society, social marketing did.

The idea that commercial companies also have responsibilities in society as a whole, gained more popularity in the last decade. The changing social climate had an impact on these companies (Carrol & Shabana, 2010). With the increasing pressure to engage in CSR, companies also started to communicate about their CSR actions. The expectations were changing and companies had to stay afloat in the market. Generation Z was particularly committed to a change in behavior of commercial companies (Minar, 2016). Money was no longer the motivation for people, social awareness and sustainability became more important. While doing this, companies were challenged with a lot of problems. The consumers were skeptical and the credibility of many communications about CSR were low (Schmeltz, 2017).

2.1.3 Different types of companies that carry out Purpose Marketing

Based on existing literature, there are three different types of companies that carry out purpose marketing. The first type of companies, are the companies that are born from the motivation to change, add or do something good to the world. These are the brands with a business-driven purpose. Their purpose is their right to exist (Pijs, 2019). A good example is Tony Chocolonely. Tony Chocolonely is a Dutch chocolate company that was created after it became apparent that there was not one chocolate producer that produced 100% slave-free chocolate. The goal of

Tony therefore was to produce 100% slave-free chocolate. Their company is based purely on this philosophy.

The second type of companies, are the companies that want to do something good to the world in any way whatsoever. Their company was not created purely on this philosophy, but they really want to make themselves useful. A perfect example is Nike. They try to unite the world with sport, but also to create a healthy planet. This purpose is anchored into the company. These are the type of companies that integrated their purpose into their business activities.

Lastly, the third type of companies are the companies that promise more than they deliver. Companies that make overblown or incorrect claims of sustainability or environmental friendliness in an attempt to gain market share (Dahl, 2010). These companies engage in greenwashing. There is an increased trend of companies that are 'going green' or contribute to a sustainable environment. Unfortunately, some organizations use the 'going green' trend as an opportunity to gain market share and to increase their profits (Mitchell & Ramy, 2011). According to Nielsen (2015), 66% of global consumers say they are willing to pay more for sustainable brands. Therefore, it is logical that more companies engage in sustainability.

2.2   Generation Z

In the previous part of this research, the importance of the new generation in terms of sustainability has been briefly mentioned. This generation is more aware of environmental issues than any other generation before. In this part of the thesis, the importance and relationship of Generation Z and purpose (marketing) will be clarified. Although some articles have different dates of birth of Generation Z, they will be generalized in this paper according to Grace & Seemiller (2016). For this thesis, a date of birth will be assumed between 1995-2010.

Generations are interconnected by life experiences and common needs and values (Kehl, Szucs & Torocsik, 2014). This interconnectivity is wide because everyone takes individual life decisions and because everyone has different fates. However, there are sets of values and experiences which can connect and link generations to each other, but also see differences within a generation (Kehl, Szucs & Torocsik, 2014).

Generation Z grew up in a virtual, digital and wireless society. Global borders became more and more transparent (Page & Williams, 2011). They faced global terrorism, 9/11, the recession and the mortgage crisis. Also, many new technologies turned up and globalization accelerated. These new technologies offered the possibility of direct interaction, dialogue and enforced participation from companies for example (Schmeltz, 2017). It is also the first generation that has an online life and that virtually connects and engages with its favorite brands (Bernstein, 2015). Generation Z embraces traditional beliefs, very responsible and are self-controlled. They are accustomed to multiple information sources and high-tech. furthermore, they are bombarded from every side with messages (Page & Williams, 2011).

2.3   Effectiveness of purpose marketing video commercials

In contrast with Generation X, the generation before Generation Z, Generation Z prefers videos with real images. They prefer a personal and human connection. It is therefore very important for companies to create the right commercial (Miller, 2015). Advertising as a purpose marketing tool encourages people. This is because it attracts through its thematic content and it communicates rational, moral and emotional values to target groups (Bulanda & Vavrecka, 2017). Even though many companies engage in purpose marketing, it is not exactly clear in existing literature what defines an effective commercial and how to measure this effectiveness.

In existing literature, effectiveness is defined as the degree to which something is successful in producing a desired result. Philip Kotler (1972) described marketing as the task to create and offer value to others for achieving a desired response. Because a key part of a business is generating profit, one of the reasons to conduct marketing is to move customers to the purchase of a certain product or service. In this research paper, the focus is on the effectiveness of commercials.

Many marketers and researchers undertake the activity of assessing the effect of commercials (Nicholls & Romaniuk, 2006). Depending on the objectives of a commercial, there are some ways to predicts and measure the effectiveness (William, 1986). It might be noted how deeply the commercial penetrated the consumer by a measure of recognition, association, or recall. Or it could be useful to check what specific actions takes place after exposure of the commercial in regard to possible sales (William, 1986). Due to the lack of time and possibilities, these measurements are not applicable in this research. In this research, a semantic differential scale

is used. By doing this, it offers the possibility of developing generalized attitude scales. It also permits getting responses from the same respondents prior to and after exposure to the commercial. Moreover, it eliminates problems such as overlapping of statements, ambiguity and misunderstanding which usually happens with all direct-questioning techniques (William, 1986). One approach seeks to determine the effectiveness of advertising on disaggregated variables such as purchasing intention, brand image, attitudes and memory. This approach does provide depth, breadth, nature and timing (Tellis, 2004). In this research, the focus is on those variables that can be measured right after seeing the advertisement.

2.3.1 Brand image

One of the major goals of advertising is to create a unique, enduring brand identity. Brand image is therefore one of the most important variables when measuring the effectiveness of advertising (Tellis, 2004). The image that consumers hold about brands, referred to collectively as the brand's image, is a very important part in brand equity (Keller, 1993). According to Nicholls and Romaniuk (2006), brand image is used to identify how a brand is positioned and to evaluate advertising effectiveness. Brand image is important because it influences consideration and the evaluation of a brand, and therefore purchasing intention (Keller, 2003). When conducting purpose marketing, companies and brands also want to show their contribution and want to make the consumers feel that they are a change driven brand. Therefore, brand image will be used in this research paper as a measure for effectiveness.

2.3.2 Purchase intention

Purchase intentions are personal action tendencies relating to a brand (Ostrom, 1969). Intentions are also represented as the motivation a person has in the sense of the plan to carry out a behavior (Singh, Spears & Surenda, 2012). The definition that this research paper gives to purchase intentions may be as follows: purchase intentions are an individual's conscious plan to make an effort to purchase a brand. As mentioned before, one of the main reasons to conduct marketing is to move a customer to the purchase of a product or service. When the purchasing intentions of a consumer increases after seeing a commercial, it can be marked as effective (Tellis, 2004). Therefore, purchase intention will be used in this research paper as a measure for effectiveness.

2.3.3 Likability

For efficiency benefits of commercial to arise, the attitude of consumers has to be positive and has to generate an intention to purchase. Consumers must like the commercial to achieve this. Understanding the relationship between the attitude towards the brand and liking the commercial is essential for designing successful commercials (Bijmolt, Clement & Shehu, 2016). Therefore, likability will be used in this research paper as a measure for effectiveness.

2.4 Generation Z and perceived effectiveness

2.4.1 Credibility

Advertising credibility has been studied as the perception of the believability and trustfulness of an advertisement (Lutz, 1985). According to Lutz (1985), the credibility is an precedent of attitude towards the ad.

Generation Z grew up in a period where many business practices were because of the shortcomings they had. This created a negative attitude towards advertising in particular and business in general(Beard, 2003). The way in which Generation Z approaches life means that companies have to compete with each other. Their attention span is very short and they want to make the world a better place for themselves and future generations (Behrer & Bergh, 2016). Credibility is becoming increasingly important in the Internet age, where everything becomes more transparent and more information is available to the consumer (Blackshaw, 2008). The online skills of Generation Z have made them more aware about what companies do and what they are doing to make the world a better place (Christensen, 2002). Therefore, the message should be transparent and should reflect real social issues. A purpose marketing video commercial has to be credible to be effective. Hence, the first hypothesis that will be tested for the purpose of this research paper is:

H1: Credibility has a positive influence on the effectiveness of purpose marketing video commercials among Generation Z.

2.4.2 Originality

Generation Z also wants companies and brands to be original and honest (Behrer & Bergh, 2016). Although originality and credibility have got some interfaces, it is somewhat different. Credibility is more defined as something that is authentic, real and transparent. Originality on

the other hand has more to do with being different than the rest and to not just sail along. An effective commercial has to be different to grab attention. Research of Norris & Colman (1993) shows that there is a positive correlation between attention-grabbing commercials and the brand image. Moreover, 77 percent agrees that 'doing good' and not just donate some money to a random charity should be a central part of business (Bergh & Ruyck, 2008). Therefore, a purpose marketing video commercial has to be original to be effective. Hence, the second hypothesis that will be tested for the purpose of this paper is:

H2: Originality has a positive influence on the effectiveness of purpose marketing video commercials among Generation Z.

2.4.3 Usefulness

Effective advertising must also work on the long-term memory because there is an interval between the exposure of ads and the impact it has on behavior (Burne & Ambler, 1999). Commercials that do not draw attention cannot be effective and the provided information has to be practical and relevant (Pieters & Weders, 2000). To accomplish this task, advertisers seek to provide useful information. Usefulness refers to the extent to which an advertisement contributes to the understanding of the message (Ashley, Sheinin & Varki, 2011). Because the message in a purpose marketing video commercial has to be clear, usefulness will be used in this research paper as a measure for effectiveness.

H3: Usefulness has a positive influence on the effectiveness of purpose marketing video commercials among Generation Z.

2.4.4 Attitude towards the message

Van Mol (2017) showed that the attitude towards the message has an influence on how people perceive a certain purpose marketing video commercial. People are getting more attracted when the message connects them with their world or reflect something that they find important.

With many television commercials, consumers are not processing the commercial and therefore it is not being effective. The message of the commercial can influence whether a consumer is actively paying attention or not . Message involvement arises from someone if the message contains important or controversial issues, symbols or images that the ad raises (Tellis, 2004).

When the attitude towards the displayed commercial attracts the consumer, because its message is favorable, the perceived credibility and originality will be higher. Therefore, a favorable attitude towards the message of a purpose marketing video commercial will influence the perceived originality and credibility. Hence, the fourth hypothesis that will be tested for the purpose of this paper:

H4a: A positive attitude towards the message positively moderates the relation between the credibility and effectiveness of purpose marketing video commercials among Generation Z.

H4b: A positive attitude towards the message positively moderates the relation between the originality and effectiveness of purpose marketing video commercials among Generation Z.

2.4.5 Attitude towards the brand

Not only can a commercial be influenced by the message in that commercial, the brand portrayed in that commercial can also have a moderating effect. Evaluating the effectiveness of advertising is difficult, because the evaluation is mostly intrinsic (Tellis, 2004). Consumers may buy a product for different kind of reasons. Some of these reasons include satisfaction with past purchases or word-of-mouth recommendations (Tellis, 2004).

Attitude is defined as the internal evaluation towards something. Similarly, attitudes are often considered to be very stable and are good predictors for consumers to behave in a particular way (Fishbei & Aizen, 1975). There are several reasons why the attitude towards a brand can moderate the perceived effectiveness. First, consumers may pay greater attention to familiar brands. Second, consumers may identify better with the commercial because of the experience they had with the brand. Third, to support their own action and beliefs, consumers may interpret commercial more favorably with familiar brands (Tellis, 2004). In other words, the evaluation of a commercial may be influenced by the brand portrayed in that commercial. Hence, the fifth hypothesis that will be tested for the purpose of this paper is:

H5a: A positive attitude towards the brand positively moderates the relation between the credibility and effectiveness of purpose marketing video commercials among Generation Z.

H5b: A positive attitude towards the brand positively moderates the relation between the originality and effectiveness of purpose marketing video commercials among Generation Z.

2.4.6 Skepticism towards advertising

Skepticism towards advertising is generally defined as the tendency to disbelieve advertising claims (Obermiller & Spangenberg, 1998). Highly skeptical consumers are more disbelieving about commercials than people who are less skeptical. Recent research has shown that skeptical consumers like commercials less and pay less attention (Obermiller et al., 2005). Skepticism in commercials refers to the doubt that people have, because they have no confidence in this commercial (Multani, 2013). Skepticism depends from individual to individual and has an influence on the persuasiveness of advertising (Obermiller & Spangenberg, 1998). People who are skeptical of commercials are less motivated to process advertising messages and they are less likely to believe the information displayed (Multani, 2013). Therefore, skepticism towards advertising will negatively influence the credibility of a purpose marketing video commercial. Hence, the last hypothesis that will be tested for the purpose of this paper is:

H6a: Skepticism towards advertising negatively moderates the relationship between the credibility and effectiveness of a purpose marketing video commercial among Generation Z.

2.5   Conceptual framework

After conducting the literature review, the following model is conceptualized.
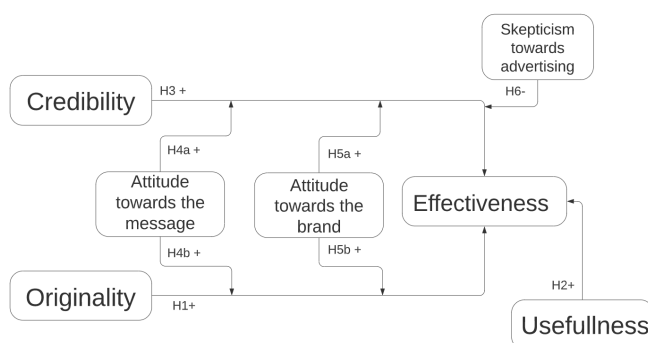

Figure 2.1 Conceptual Framework

3.   Data & Methodology

3.1   Quantitative and qualitative research

Research methods in social sciences are often divided in two types: quantitative and qualitative methods. Quantitative research is defined as: explaining phenomena or testing hypotheses by collecting numerical data that are analyzed using mathematically based methods (Aliaga & Gunderson, 2000). On the other hand, qualitative research uses non-numerical data. It is actually an umbrella term encompassing a wide range of methods, such as interviews and case studies (Muijs, 2011). Qualitative research points more to the role of human subjectivity in the process of research instead of numerical objectivity.

In this research, the aim is to the test for confirmation or disconfirmation of the hypotheses that were lined up. To test whether these hypotheses were valid or invalid, a quantitative research was conducted in order to find an answer on what factors contribute to an effective purpose marketing commercial. The results derived from this research can be applied to a greater number of people and it could indicate a pattern, in contrast with a qualitative research which is more about personal evaluation (Muijs, 2011). Furthermore, it enables to analyze the effectiveness of the commercials while controlling for factors such as age, gender and level of study. An additional argument for a quantitative research in this paper is the availability of scientific theories and measures of effectiveness. Hereby it is less subjective and therefore more applicable to quantitative research because there is a good theoretical basis. Due to the numerical nature of the data, the personal bias is also reduced to a great extent (Surendran, 2020).

3.2   Data collection method

To collect data for a quantitative research, a variety of methods is possible. The list consists of methods such as observation, checklists, surveys, self-monitoring reports and unobtrusive measures (Allen-Meares & Lane, 1990). The aim of a survey analysis is to make conclusion on the characteristics of certain cases (de Vaus, 2014). In other words, it is used to derive characteristics of a larger amount of people. In this research, the aim is to understand what influences the effectiveness of purpose marketing commercials for Generation Z. Therefore, an online mediated survey method was used to reach as many people with a variety of geographical location and level of study. The data was collected through Qualtrics, a survey platform. The

survey was self-administered, the respondents participated without intervention. With this data collection method, a variety of factors including behavior, attitude and characteristics can be measured. With the use of surveys, it is also possible measure the moderating variables skepticism and the attitudes towards the brand and message. Moreover, the use of an online survey allows to accumulate and summarize the responses more efficiently, which is helpful due to the lack of time. Furthermore, because questionnaires are very familiar, it allows respondents to complete the questionnaire at their own convenience, and it allows them to think about their answers (Muijs, 2011).

3.3   Survey design

Three surveys were distributed. Each survey had identical questions, but the commercial was different for each survey. This was done to control for favorable commercials and to receive as many responses as possible. The requirements for the commercials were that they were purpose marketing commercials, that they were understandable in terms of language and that the commercial was part of a brand and not a bank or institution for example. The first commercial was the 'Just Do It' commercial of Nike[2], the second commercial was a 'Climate Conscious Sauce' of Remia[3] and the third commercial was the 'We Accept' commercial of AirBnb[4].

In the next part of this research, an extensive analysis will be given of the variables and how the survey questions were developed. All of the scales were anchored with a seven-point Likert scale, reaching from ''strongly disagree'' (1) to ''strongly agree'' (7).

3.3.1 Dependent variable – Effectiveness (EFF)

Brand image has been conceptualized and operationalized in a number of ways in previous literature (Bruce, James & Louis, 2001). Most of the scales come from self-concept/brand image congruence studies (Birdwell, 1968). Unfortunately, many of the scales utilized in these studies are specific to a certain product or store. To measure brand image, a five-item scale is composed based on the research of Roberts (2004). With this scale, the goal is to see if the brand adds value to the commercial (Appendix, table 6.1).

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[2] Nike commercial: https://www.youtube.com/watch?v=lomlpJREDzw&t=1s
[3] Remia commercial: https://www.youtube.com/watch?v=GZYxAiVtDsw
[4] Airbnb commercial: https://www.youtube.com/watch?v=yetFk7QoSck

Purchase intention has been measured in many ways, such as measuring the expressed intention to purchase using a scale of positive statements of responsible behaviors (Sun & Morwitz, 2005). However, this can create over-report behavior from respondents even though they may not actually follow through (Schlosser, 2005). When measuring purchase intention, the goal is to see if the commercial motivates the consumer to purchase from this particular brand. To measure purchase intention, a three-item scale is composed based on the research of Bower and Lanreth (2001) (Appendix, table 6.2).

Likability will be measured through a three-item scale, based on the research of Bijmolt, Clement and Shehu (1992). Here to goal is to see if the overall enjoyment of the commercial is positive (Appendix, table 6.3).

3.3.2 Independent variables

Credibility (CRE) is measured as the perception of the trustfulness and believability of an advertisement (Lutz, 1985). From existing literature, it becomes clear that credibility is a multidimensional concept and that it contains multiple characteristics (Metzger, 2007). Therefore, it is not recommended to directly ask if something is credible or not (Rizwan, 2014.). To measure credibility, a seven-item scale is composed based on the research of King, Reid and Soh (2009) (Appendix, table 6.4).

Originality (ORI) is defined as the quality of being special and interesting and not the same as anything or anyone else. To measure originality, a five-item scale is composed based on the research of Altsech (1996). With this scale, the goal is to measure if the commercial stands out (Appendix, table 6.5).

To influence strong beliefs and a positive attitude towards a brand, advertisers seek to accomplish this task by providing useful information. To measure the usefulness (USF) the brand before seeing the commercial, a four-item scale is composed based on the research of Koslow, Sasser and Riordan (2003) (Appendix, table 6.6).

3.3.3 Moderating variables

It is possible that people have favorable attitudes towards a brand (ATB) before they even see the advertisement. This can influence their perception of the advertisement and thus can

influence the effectiveness of the advertisement (Singh, Spears & Surenda, 2004). To measure the attitude towards the brand before seeing the commercial, a four-item scale is composed based on the research of Singh, Spears and Surenda (2004) (Appendix, table 6.7).

The attitude and connection towards the message (ATM) in a commercial influences the effectiveness perception. The message also has to be in line with the brand. When a company uses a message that really does not fit their company, the watcher will become critical. Based on the research of Mikhailitchenko and Whipple (2008), a four-item scale is composed (Appendix, table 6.8).

To measure the moderating variable skepticism towards advertising (SKEP), an eight-item Likert Scale is developed according to research of Obermiller & Spangenberg (1998) (Appendix, table 6.9). Skepticism towards advertising, defined as the general tendency towards disbelief of advertising claims, was hypothesized to be a basic belief that varied across individuals (Obermiller & Spangenberg, 1998).

3.3.4 Control variables

Age, gender and level of study are influential factors when it comes to perceiving commercials. An older person can have more experience with advertisements and thus can be more conscious when it comes to commercials (Chang, 2008). Level of study can also influence the experience because of the difference in knowledge. Furthermore, it is interesting to see if gender has an influence in the perception.

3.4 Analysis

The collected data is analyzed through Statistical Package for the Social Sciences (SPSS). Here, the hypotheses are analyzed with hierarchical multiple linear regression. Furthermore, the survey was made with full attention and every question was based on existing literature. None of the questions were designed to push a respondent into a certain way, every question was completely neutral. Because none of the respondents knew the hypotheses, confirmation bias was not possible. Also, none of the respondents had the idea to give favorable answers to the survey because the survey was completely anonymous. In addition, the survey was analyzed by three students before distributing it. They gave feedback on the wording and clarity. After validation, the survey was distributed among students.

4.   Results

4.1   Overall results

The goal of this research paper was to collect at least 100 responses. The total response was 131, but 28 answers were disregarded due to incomplete answers and due to the fact that some people did not belong to Generation Z. Therefore, 103 responses are analyzed in the last part of this research paper.

To belong to Generation Z, the maximum age is 25 years old. 44.7% of the respondents were between 17 and 20 years old, followed with 44.6% by people between 20 and 23, 10.7% of the respondents were older than 23. The exact distribution can be seen in the Appendix, table 6.10. Among the respondents, there were 36 (35.0%) females and 67 (65.0%) males. This uneven distribution was due to the fact that the distribution was mostly among males. Another aspect of the survey was the level of study. This research paper measured their highest completed education. Of the respondents, 34 people (33.0%) completed high school, 7 people (6.8%) an occupational degree, 50 (48.5%) a bachelor's degree and 12 (11.7%) a master's degree or above.

Table 4.1 Descriptive statistics of all variables.

Variable	Construct	Minimum	Maximum	Mean	Std. Deviation
EFF	Effectiveness	1.83	6.33	4.254	1.093
CRE	Credibility	1.43	6.71	4.123	1.122
ORI	Originality	2.25	7.00	5.274	1.011
USF	Usefulness	1.00	6.00	3.811	1.190
ATM	Attitude towards the message	1.00	7.00	5.083	1.414
ATB	Attitude towards the brand	2.33	7.00	5.295	.856
SKEP	Skepticism towards advertising	1.57	5.43	3.445	.895

As can be seen in table 4.1, skepticism towards advertising has a normal distribution. The mean is 3.455, which indicates that skepticism towards advertising is neutral. Furthermore, originality has a mean of 5.274 on the Likert scale. That indicates that the chosen commercials seem to be original, according to the respondents. In addition, the attitude towards the brand and message were both favorable. That indicates that the brands portrayed in the commercials, and the message portrayed in the commercials were positively assessed.

4.2   One-way ANOVA

This research paper distributed three surveys with three different commercials. To examine if there is a significant difference between the three commercials and the dependent variable effectiveness, a one-way ANOVA test is executed. Here, the goal is to see if one of the commercials significantly influences the perceived effectiveness.

Table 4.2 One-way ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.686	2	.843	.701	.498
Within Groups	120.194	100	1.202		
Total	121.880	102			

As can be seen in table 4.2, there is no statistically significant difference between groups as determined by the one-way ANOVA test (F = .701, p = .498).

4.3   Validity (EFA)

Before it is possible to combine all the items of the surveys into variables through averaging, reliability and validity have to be checked. To make sure that validity holds, Exploratory Factor Analysis (EFA) is performed. EFA is used when it is essential to discover the number of factors influencing variables and to analyze which variables 'go together' (DeCoster, 1998). EFA operates on the notion that measurable and observable variables can be reduced to fewer latent variables that share variance and that are observable, which is recognized as reducing dimensionality (Bartholomew, Knott, & Moustaki, 2011). Even though some of the variables in this research paper were already tested for EFA, several researches were combined when making certain variables. To make sure that all items of a variable are in the same dimension, EFA is performed.

First, it is important to decide the number of factors to extract. The criterion that is used for this extraction is *Kaiser's criterion*. This criterion suggests retaining all factors that are above the eigenvalue of 1 (Kaiser, 1960). This led to the extraction of 7 factors. Furthermore, it is possible to perform orthogonal rotation and oblique rotation. In the orthogonal rotation, it is assumed that the factors are uncorrelated (DeCoster, 1998). This is less realistic because factors are generally somewhat correlated with each other (Costello & Osborne, 2005). Furthermore, the

output showed inter-factor correlation above 0,3. Therefore, an oblique rotation will be performed to determine which items belong to which factor.

When performing the test, items with an absolute factor loading of below .4 were deleted (DeCoster, 1998). In the Appendix, table 6.11, the results are displayed. The first important thing to mention is that of the 43 items that were available in the dataset, 10 were deleted because the absolute factor loading was below .4. Furthermore, *Kaiser's criterion* led to the extraction of 7 factors. As expected after conducting the literature review, all the items would be divided into 7 variables. Therefore, there were no variables where the items measured two or more dimensions.

4.4   Reliability

To measure the reliability of each scale, Cronbach's Alpha is used. When items are used to form a scale, they need to have internal consistency. In other words, all the items should measure the same thing as they should be correlated with each other. For comparing the item groups, a Cronbach's Alpha of 0.7 or higher is regarded as satisfactory (Bland & Altman, 1997). In table 4.3, the results of the Cronbach's Alpha test are displayed. None of the items seem to have a lower Cronbach's Alpha than 0.7. Therefore, it is assumed that all items measure the same thing and that none of the items have to be deleted and thus that the items are reliable.

Table 4.3 Cronbach's Alpha statistics

Variable	Cronbach's Alpha
Effectiveness	.703
Credibility	.789
Originality	.755
Usefulness	.723
Attitude towards the message	.749
Attitude towards the brand	.812
Skepticism towards advertising	.711

4.5   Linear regression assumptions

The first assumption that the multiple linear regression makes is normality. Normality tests indicate whether the sample distribution is normally distributed. In other words, the residuals of the regression should follow a normal distribution. To check whether this assumption holds, Kolmogorov-Smirnov's test and Shapiro-Wilk's test is used. If the outcome is significant, normality does not hold. When performing the normality test, the Kolmogorov-Smirnov's test gives a significance level of 0.072 and the Shapiro-Wilk's test gives a significance level of 0.077 (Appendix, table 6.12). Thus, there is not enough evidence to reject the normality hypothesis. Therefore, normality is assumed.

The second assumption that the multiple linear regression makes is homoscedasticity. If this assumption does not hold, heteroscedasticity is assumed. Heteroscedasticity influences the standardized error and therewith the confidence intervals and the significance tests of the parameters. Homoscedasticity holds when the regression of the standardized predicted values against the standardized residuals of the dependent variable has a random distribution. When analyzing the data, there was no clear pattern (Appendix, figure 6.1). Therefore, homoscedasticity is assumed.

Third, multiple linear regression assumes linearity. If this assumption holds, the relationship between the independent and dependent variables is linear. The scatterplot which was analyzed for homoscedasticity, will be analyzed again. This time, three lines are drawn. Linearity holds if all the values are evenly distributed between the oblique line and between the four boxes. When analyzing the scatterplot, evenly distributed values were confirmed (Appendix, figure 6.2). Therefore, linearity is assumed.

The absence of multicollinearity is the last assumption that multiple linear regression makes. Multicollinearity occurs when the correlation between the independent variables is too high. This is an issue because then the regression leads to muddled results and incorrect inferences. To check whether this assumption holds, the variance inflation factor (VIF) values are analyzed. These values should be below 10.00, but in this research, a value below 5.00 is demanded. When analyzing the data, all variables had a VIF value of below 3.00 (Appendix, table 6.13). Therefore, the absence of multicollinearity is assumed.

4.6   Hypotheses

The aim of this research paper was to find a number of factors that positively influenced the effectiveness purpose marketing commercial. A literature study was conducted to find these factors. After an extensive literature review, a number of factors were found that, according to the literature, should influence the effectiveness of purpose marketing commercials. In addition to these factors, some moderating variables were found. In the next part of this research paper, each variable will be analyzed. After the analysis, it will become clear if the hypotheses were valid or not.

The hypotheses were tested using hierarchical regression analysis. The results are displayed in table 4.2. The first model is analyzed to test the first three hypotheses. These are the hypotheses in which an independent variable influences the dependent variable. Here the aim is to analyze if these independent variables have a significant influence on the effectiveness. In the second model the moderators and the interaction effects are added. This model will be analyzed to test the remaining hypotheses. Here the aim is to see if the moderators have a significant influence on the relation between the independent and dependent variables.

Table 4.2 Hierarchical multiple regression, model 1 and 2.

	Model 1	Model 2
Female	,056	-,075
Age	-,058	-,059
Study	-,043	-,094
Commercial 2	,081	,058
Commercial 3	,256*	,294
Credibility	,249*	,099
Originality	,173*	,171*
Usefulness	,531**	,541**
Moderator Attitude towards the message		-,120
Moderator Attitude towards the brand		,206*
Moderator Skepticism		-299*
Credibility*Attitude towards the message		,464
Originality*Attitude towards the message		-,128

Credibility*Attitude towards the brand		-,756
Originality*Attitude towards the brand		-,559*
Credibility*Skepticism		,808
R	,743	,865
R Square	,695	,788
R Square Change	,695	,093

Note: For female, 0 denotes males, 1 denotes females. For commercials, if commercial 2 and commercial 3 are both 0, commercial 1 is assumed.   N=103, * P < .05, ** P < .01

The first model has a significant F-value of 11.006 (p= .000), thus the model is accepted in terms of significance. The R Square indicates that 69,5% of the variance of effectiveness can be predicted in this model. When adding the interaction terms and the moderators, the R square increased with 9,3%. That means that in the second model, 78,8% of the variance of effectiveness can be predicted. Furthermore, the F-value was 8.794 with a significance of ,000. It can therefore be concluded that adding the interactions terms and moderators, was an acceptable step in terms of predictive value of the model.

Hypothesis 1 predicts that credibility has a positive effect of the effectiveness of purpose marketing video commercials. To check whether this hypothesis holds, model 1 is used. In this model, credibility has a significant standardized beta of 0,249. That means that for every point of increase in the Likert scale of credibility, the effectiveness of purpose marketing commercial increases with 0,249. Thus, there is enough evidence to assume that the first hypothesis is accepted and that credibility positively influences the effectiveness of purpose marketing commercials among Generation Z.

For the second hypothesis, it is analyzed whether originality has a positive effect on the effectiveness of purpose marketing commercials. Model 1 provides a significant standardized beta of 0,173. That means that for every point of increase in the Likert scale of originality, the effectiveness of purpose marketing video commercials increases with 0,173. Therefore, the second hypothesis is accepted and thus there is enough evidence to say that originality has a positive influence on effectiveness.

Regarding the usefulness of the commercial, the third hypothesis states that usefulness has a positive influence on the effectiveness of purpose marketing video commercials. Model 1 provides a significant standardized beta of 0,531. That means that for every increase of one point in the Likert scale of usefulness, the effectiveness of purpose marketing commercials increases with 0,531. Accordingly, there is enough evidence to accept the third hypotheses and that usefulness has a significant positive influence of effectiveness.

To test the remaining hypotheses, model 2 is used. In this model, the moderating variables and interaction terms are added. When adding the interaction terms, the independent variables were centered. Centering the means diminishes multicollinearity and makes the coefficients more easily interpretable. By including the interaction terms, it is possible to capture relationships that are influenced on the value of another variable. In this model, the moderating variables Attitude towards the brand, Attitude towards the message and Skepticism are added.

First, hypotheses 4a and 4b are analyzed. These hypotheses state that the attitude towards the message positively influences credibility and originality. When analyzing the model, two different standardized betas are calculated. The first standardized beta, which measures the interaction term between Credibility and Attitude towards the message, has a value of ,464. Even though the value is positive, the beta is not significant. Therefore, it is concluded that the attitude towards the message does not significantly influences the relationship between credibility and effectiveness among Generation Z. When analyzing hypothesis 4b, a standardized beta of -,128 observed. This standardized beta reflects the interaction term between Originality and Attitude towards the message. However, this beta is not significant and the sign is wrong. Therefore, hypothesis 4b is not accepted and it is concluded that the attitude towards the message does not positively influences that relationship between credibility and effectiveness among Generation Z.

Not only the attitude towards the message, but also the attitude towards the brand is expected to positively influence the credibility and originality of purpose marketing commercials among Generation Z. These expectations were translated into hypotheses 5a and 5b. The interaction term between credibility and attitude towards the brand reveals a standardized beta of -756. Not only did this research paper expect a positive influence, it also is insignificant. Therefore, hypothesis 5a is not accepted and it can therefore not be concluded that the attitude towards the brand positively influences the relationship between credibility and effectiveness. In the same

way, hypothesis 5b is analyzed. Here, the interaction term between originality and the attitude towards the brand shows a negative standardized beta of -,559. The expected effect is therefore rejected and thus it cannot be concluded that the attitude towards the brand positively influences the relationship between originality and the effectiveness of purpose marketing commercials among Generation Z.

To assess the last hypothesis, model 2 is analyzed. Here, it is tested whether skepticism suppresses the relationship between credibility and the effectiveness of purpose marketing commercials. The interaction term between skepticism and credibility shows an insignificant standardized beta of 0,415. Therefore, hypothesis 6 is rejected. It cannot be concluded that skepticism towards advertising significantly moderates the relationship between credibility and the effectiveness of purpose marketing commercials.

5. Conclusion and discussion

5.1 Conclusion

More and more companies behave socially responsible. One of the reasons for this to happen is due to Generation Z. This generation is very socially aware and they are the best generation in terms of dealing with the online world. Because of the virtual society, it easy to find out what companies are doing and it is easier to talk and chat with other people about certain products, services and companies. In order to keep floating in the business world, companies need a purpose. While trying to find a purpose, many companies struggle to find something that fits the way of thinking that is incorporated into the company. This research paper aimed to provide a better understanding on the thinking of Generation Z about purpose marketing commercials and its effectiveness.

After conducting the literature review, the effectiveness of purpose marketing commercials was divided into three categories. According to Keller (2003), brand image influences the consideration and evaluation of a brand, and therefore the purchase intention. Furthermore, Keller (2004) explained that when the purchasing intentions of a consumer increases after seeing a commercial, it can be marked as effective. Third, likeability of a commercial is essential when designing a successful commercial (Bijmolt, Clement & Shebu, 2016). As a result, these three categories were combined into one dependent variable. After analyzing the reliability and validity, some survey questions were deleted but the categories did measure the same dimension.

In the period where Generation Z grew up, many business practices were criticized for their legal and ethical shortcomings. This created negative attitude towards business and advertising in general (Beard, 2003). Because the attitude towards social sustainability changed and because it was easier to find out what companies did, it was forecasted that the commercial had to be credible to be effective. After distributing the survey and analyzing the results, the forecast was accepted. For a purpose marketing video commercial to be effective, it has to be credible.

Furthermore, it is important that the commercial is different than the rest. Norris and Colman (1993) showed that there is a positive correlation between attention-grabbing commercials and about the brand image consumers have. Therefore, it was predicted that a purpose marketing commercial has to be original to be effective. In the end, this prediction was accepted and it is therefore concluded that a purpose marketing commercial has to be original to be effective.

In addition, the commercial has to be useful. This was forecasted after analyzing the research of Pieters and Weders (2000). They showed that the provided information has to be relevant and practical to be effective. The results acknowledged this prediction and it is concluded that the purpose marketing commercial has to be useful to be effective.

Van mol (2017) showed that the attitude towards the message portrayed in a commercial influences the perceivement that consumers have about it. It was predicted that when the attitude towards the displayed commercial attracts the consumer, because its message is favorable, the perceived credibility and originality will be higher. Eventually, this prediction was rejected because the results showed insignificant coefficients.

According to Tellis (2004), the attitude towards the brand moderates the effectiveness of purpose marketing commercials. Consumers may pay greater attention, consumers may identify better with the commercial and consumers may interpret commercials more favorable with familiar brands. This moderating effect is ultimately rejected. The results showed that it did not moderated the relationship between the effectiveness of purpose marketing commercials and credibility, and originality.

Lastly, it was forecasted that skepticism towards advertising negatively moderated the relationship between the credibility and effectiveness of purpose marketing commercials. According to Multani (2013), people who are skeptical are less likely to believe information in advertising. In the end, this effect was rejected because the coefficients were insignificant.

Concluding, the main factors that positively contribute to an effective purpose marketing video commercial among Generation Z are credibility, originality and usefulness. The predicted moderating variables were all rejected. Future research should take a look at what moderating

variables do exist and if there are any other factors that also influence the effectiveness of purpose marketing video commercials among Generation Z.

Table 5.1 The hypotheses, the effects and conclusion.

Hypothesis	Effect	Conclusion
1	CRE → EFF (+)	Accepted
2	ORI → EFF (+)	Accepted
3	USF → EFF (+)	Accepted
4a	CRE*ATM → EFF (+)	Not accepted, insignificant
4b	ORI*ATM → EFF (+)	Not accepted, wrong sign and insignificant
5a	CRE*ATB → EFF (+)	Not accepted, wrong sign and insignificant
5b	ORI*ATB → EFF (+)	Not accepted, wrong sign
6a	CRE*SKEP → EFF (-)	Not accepted, insignificant

5.2   Recommendations for purpose marketing commercials

This study provides more insight into purpose marketing video commercials, Generation Z and the effectiveness of the commercials. This study reveals that Generation Z is very socially aware and that purposeful companies are of paramount importance. The first thing that is important when constructing a purpose marketing commercial is to find a purpose that matches the company. It is essential that the message fits the company and that the commercial does not flop. To make sure it does not flop, the commercial has to be credible, original and useful. Obtaining knowledge about companies and their message is very easy nowadays due to the internet generation. Lying about a message is therefore no longer possible and it is of great importance that companies know that.

5.3   Recommendations to future research

For future research, a good suggestion is to use a larger sample and to have a better distribution technique. Selecting a larger sample and distributing it better, will improve the representativeness it has. Another good idea for future research is to conduct qualitative research. Even though there is a lot of literature about the right predictors, not all the right variables were found. Conducting qualitative research, depth-interviews for example, allows to gain more detailed insight into the consumers and their attitudes in relation to purpose

marketing commercials. Moreover, this research paper assumes that Generation Z are the driving forces behind the socially responsible behavior. For future research, it could be a good idea to examine the relationship between Generation Z and other generations. Hereby it is possible for companies to fit the purpose marketing commercial to the audience it has, whereas now only Generation Z is examined.

5.4   Research limitations

This research paper has some limitations that need to be taken into consideration. First of all, the sample size is limited. In the end, there were only 103 respondents while the population that belongs to Generation Z is much larger. The limited sample size is mostly due to the Coronavirus and the limited time that was available to conduct the research. It is possible that because of the limited sample size, some variables were insignificant. For future research a bigger sample size is imperative.

Furthermore, the distribution technique of the survey was not optimal and there could be a biased sample. The survey was distributed to friends and therefore the respondents were not completely random because most of the respondents were male students around 20 years old. In addition, the survey was forwarded and therefore the data was gathered through snowball sampling. As a result, the sample is probably not random which can cause biased results.

Another limitation is the choice of commercial and the difference between commercials. This research paper used three specific commercials that were chosen based on popularity. There is a possibility that respondents were already familiar with the commercial and that they were less focused when filling in the survey. Even though this research paper provides insights into the thinking of Generation Z, it can be somewhat inconvenient to draw a conclusion about commercials as a whole on the basis of three commercials. It could be possible that if three other commercials were chosen, the answers to the questions also differed and that the conclusion was different. For future research, it could be useful to increase the frame of commercials and to categorize certain commercials. Then, it could be possible to categorize commercials and draw conclusions about a category as a whole.

Lastly, distributing a survey limits the options about how respondents actually feel about the commercial. Since not all predictors were significant, there are probably other variables that

influence the effectiveness which are not covered in this research paper. As mentioned before, conducting qualitative research could possibly solve this problem because it could provide better insight into the overall thinking. Furthermore, only gender, age and study are used in this study as control variables. It is unknown in this research paper, if there are any other significant control variables that influence the effectiveness of purpose marketing commercials. For future research, more control variables could be useful.

6.   Bibliography

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7. Appendix

Table 6.1 The survey questions for the dependent variable Effectiveness, item Brand Image

Brand Image Likert Items
I feel connected to this brand in the advertisement

Table 6.2 The survey questions for the dependent variable Effectiveness, item Purchase Intention

Purchase Intention Likert Items
I would consider buying from this brand after seeing the advertisement
I plan on buying from this brand after seeing the advertisement
I would prefer buying from this brand than another brand after seeing the advertisement

Table 6.3 The survey questions for the dependent variable Effectiveness, item Likeability

Likeability Likert Items
My overall feeling about the commercial is positive
I think this was a good commercial

Table 6.4 The survey questions for the independent variable Credibility

Credibility Likert Items
I think that this commercial is honest.
I think that this commercial is credible.
I think that this commercial is reliable.
I think that this commercial is factual.
I think that this commercial is complete.
I think that this commercial is clear.
I think that this commercial is transparent.

Table 6.5 The survey questions for the independent variable Originality

Originality Likert Items
This commercial is original
This commercial is different from my expectations of normal commercials
This commercial is visually interesting
This commercial is different

Table 6.6 The survey questions for the independent variable Usefulness

Usefulness Likert Items
This commercial provides relevant information
This commercial does a good job of building the image
This commercial provides practical information
This commercial does a good job of linking it to the company

Table 6.7 The survey questions for the independent variable Attitude towards the brand

Attitude towards the brand
I think this brand is appealing
I think this brand is good
I am aware of this brand

Table 6.8 The survey questions for the independent variable Attitude towards the message

Attitude towards the message
I think the message in this commercial is important
I agree with the statement made in this commercial

Table 6.9 The survey questions for the independent variable Skepticism towards advertising

Skepticism towards advertising Likert items
Advertising's aim is to inform the consumer
I believe advertising is informative
Advertising is generally truthful
Advertising is a reliable source of information
Advertising is truth well told
In general, advertising presents a true picture of the product being advertised
I feel I have been accurately informed after viewing most advertisements

Table 6.10 The descriptive statistics of the ages of the respondents

AGE

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	17.00	3	2.9	2.9	2.9
	18.00	7	6.8	6.8	9.7
	19.00	12	11.7	11.7	21.4
	20.00	24	23.3	23.3	44.7
	21.00	20	19.4	19.4	64.1
	22.00	14	13.6	13.6	77.7
	23.00	12	11.7	11.7	89.3
	24.00	8	7.8	7.8	97.1
	25.00	3	2.9	2.9	100.0
	Total	103	100.0	100.0	

Table 6.11 Validity test

			Latent Construct Loadings				
Item	EFF	CRE	ORI	UFN_1	ATM	ATB	SKEP_1
EFF_BI_3	.558						
EFF_PI_1	.763						
EFF_PI_2	.527						
EFF_PI_3	.590						
EFF_LIK_2	.470						
EFF_LIK_3	.423						
CRE_1		.791					
CRE_2		.746					
CRE_3		.740					
CRE_4		.520					
CRE_5		.592					
CRE_6		.808					
CRE_7		.537					
ORI_1			.812				
ORI_2			.749				
ORI_4			.741				
ORI_5			.496				
UFN_1				.462			
UFN_2				.590			
UFN_3				.666			
UFN_4				.504			
ATM_1					.840		
ATM_2					.803		
ATB_1						.648	
ATB_2						.558	
ATB_3						.529	
SKEP_1							.598
SKEP_2							.763
SKEP_3							.582
SKEP_4							.615
SKEP_5							.822
SKEP_6							.631
SKEP_7							.561

Table 6.12 Normality tests: Kolmogorov-Smirnov and Shapiro-Wilk

Tests of Normality

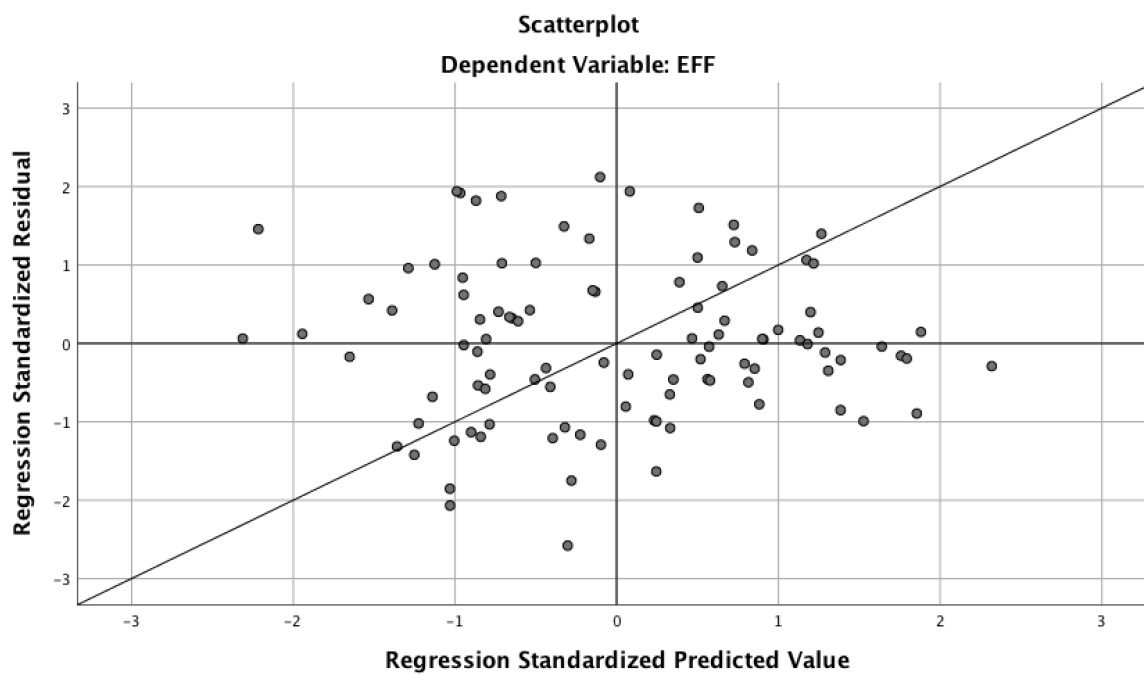|	Kolmogorov–Smirnov[a]			Shapiro–Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
SKEP	.083	103	.078	.980	103	.116

a. Lilliefors Significance Correction

Figure 6.1 Scatterplot of regression of the dependent variable Effectiveness on standardized Predicted values and standardized residuals
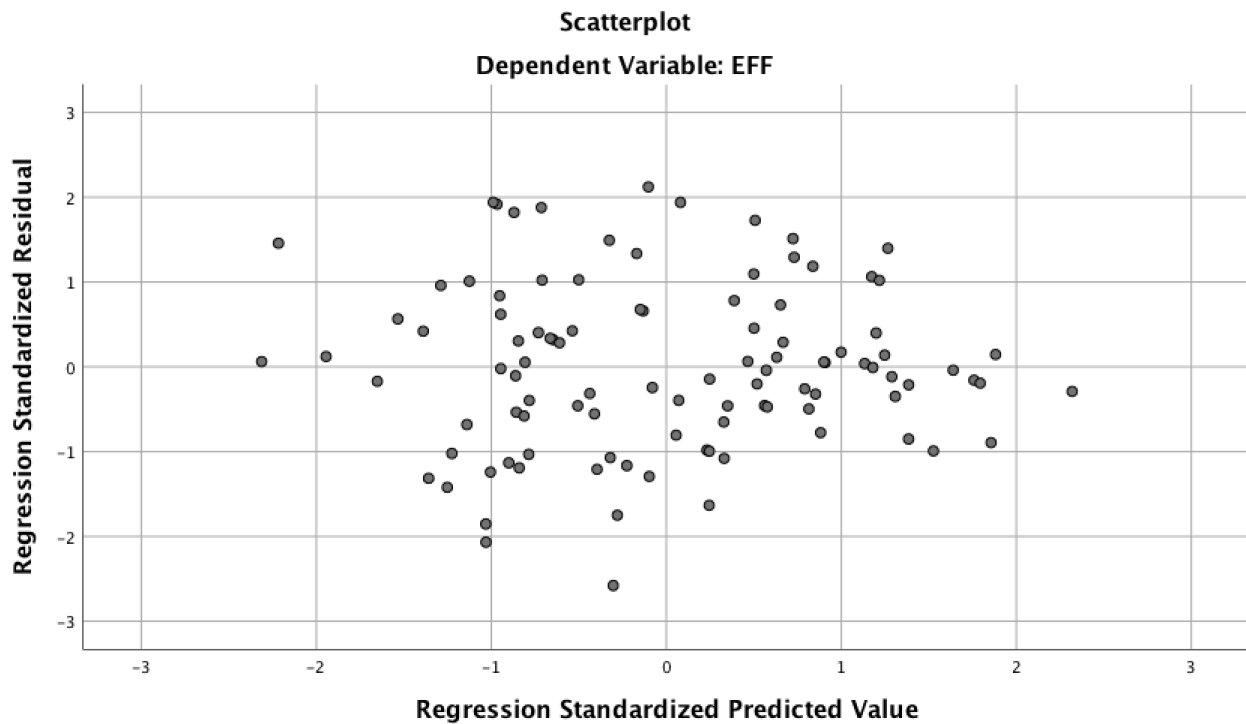
Figure 6.2 Scatterplot, with lines, of regression of the dependent variable Effectiveness on standardized predicted values and standardized residuals

Table 6.13 Collinearity Statistics with VIF coefficient for all variables

Model	Item	Collinearity Tolerance	Collinearity VIF
1	CRE	.647	1.546
	ORI	.817	1.224
	UFN	.687	1.456
2	CRE	.551	1.816
	ORI	.744	1.345
	UFN	.659	1.517
	ATM	.706	1.308
	ATB	.765	1.417
	SKEP	.777	1.287