

# Does the type of online advertisement matter?

**Outcomes of advertising and brand perception of traditional, side banner, product placement and influencer advertisements.**

Student Name: Magdalena Maged Ochoa Ferrazzini

Student Number: 514170

Supervisor: Dr. Suzanna Oprea

Master Media Studies - Media & Business

Erasmus School of History, Culture and Communication

Erasmus University Rotterdam

Master's Thesis

*June 2020*

Does the type of online advertisement matter? Outcomes of advertising and brand perception of traditional, side banner, product placement and influencer advertisements.

### **ABSTRACT**

Does the type of online advertisement truly matter? This research examines the differences that traditional advertisements, side banner advertisements, product placement advertisements and influencer advertisements have on brand image and advertising perceptions. This was achieved by examining the differences between each type of advertisement by testing the level of advertising liking, advertising engagement and advertising skepticism. The different types of advertisements were chosen as they frequently occur on the internet. According to previous literature, there are differences in how effective each type of advertisement is. Here, literature explains that traditional advertisements, product placement advertisements and side banner advertisements are effective when introducing a product or brands. While this is also the case for influencer advertisements, these are additionally effective when engaging consumers. When analyzing how important advertising liking and engagement can be when talking about brand attitudes, previous literature explains that these two factors help to form the image of the company. To test this, an online survey was conducted in which women were exposed to a type of advertisement for the brand Clinique Laboratories, with a sample size of 144. Among the questions, participants were asked to answer different statements regarding advertising liking, advertising engagement, advertising skepticism and brand attitudes. Additionally, participants were also asked about their previous knowledge of the brand and the advertisements.

The results of this showed that indeed there is a difference between the types of advertisement, in particular that advertising liking and advertising engagement can predict positive brand attitudes. When testing for which type of advertisements were most effective, traditional advertisements was indeed found to be the most effective regarding advertising liking, followed by influencer advertising. Although traditional advertisements were more effective, influencer advertisements showed that it could also be effective during the introductory phases. Finally, with regard to advertising engagement, as expected influencer advertisements were shown to be the most effective, supporting previous literature. Thus, this result suggests the importance of the type of advertisement, depending on the goal of the company.

**KEYWORDS:** *online advertisements, advertisement perception, brand perception, brand attitudes, influencer advertisements*

## Table of Contents

<b>ABSTRACT</b> .....	<b>2</b>
<b>TABLE OF CONTENTS</b> .....	<b>3</b>
<b>ACKNOWLEDGEMENTS</b> .....	<b>5</b>
<b>1 INTRODUCTION</b> .....	<b>6</b>
1.1 RELEVANCE .....	9
<b>2 THEORETICAL FRAMEWORK</b> .....	<b>11</b>
2.1 ADVERTISING LIKING .....	11
2.1.1 <i>Advertising liking effectiveness in different types of advertisements</i> .....	12
2.2 ADVERTISING ENGAGEMENT .....	14
2.2.1 <i>Advertising engagement in different types of advertisements</i> .....	14
2.3 ADVERTISING SKEPTICISM.....	16
2.3.1 <i>Advertising skepticism towards different types of advertisement</i> .....	16
2.4 BRAND ATTITUDE.....	18
2.4.1 <i>Direct effect for brand attitudes</i> .....	19
2.4.2 <i>Mediated effect brand attitudes</i> .....	20
<b>3 METHODOLOGY</b> .....	<b>23</b>
3.1 CHOICE OF METHOD.....	23
3.2 SAMPLE.....	23
3.3 PROCEDURE .....	25
3.3.1 <i>Choice of brand (Clinique) and stimulus material</i> .....	25
3.3.2 <i>The online survey</i> .....	28
3.3.3 <i>Consent/ data collection ethical considerations</i> .....	30
3.3.4 <i>Measurements</i> .....	30
3.3.5 <i>Independent variables</i> .....	31
3.3.6 <i>Dependent variables</i> .....	31
3.3.7 <i>Control variables (explain scales)</i> .....	35
3.4 PREVIEW FURTHER ANALYSIS.....	36
<b>4 RESULTS</b> .....	<b>38</b>
4.1 ANALYSES OF COVARIANCE .....	38
4.1.1 <i>Effect on advertising liking (H1)</i> .....	38
4.1.2 <i>Effect on advertising engagement (H2)</i> .....	39
4.1.3 <i>Effect on advertising skepticism (H3)</i> .....	40
4.1.4 <i>Effect on brand attitudes (H4)</i> .....	40

4.2	MULTIPLE LINEAR REGRESSION ANALYSIS .....	41
4.2.1	<i>Advertising liking effect on brand attitudes (H5)</i> .....	41
4.2.2	<i>Advertising engagement effect on brand attitudes (H6)</i> .....	42
4.2.3	<i>Advertising skepticism effect on brand attitudes (H7)</i> .....	42
4.3	RESULTS RECAP .....	43
<b>5</b>	<b>CONCLUSION</b> .....	<b>45</b>
5.1	DETAILED DISCUSSION OF FINDINGS.....	45
5.1.1	<i>Effects of different types of online advertisement.</i> .....	45
5.1.2	<i>Mediated effect on brand attitudes</i> .....	47
5.2	LIMITATION AND FUTURE RESEARCH .....	48
5.3	STRENGTHS AND IMPLICATIONS .....	49
<b>6</b>	<b>REFERENCES</b> .....	<b>51</b>
<b>7</b>	<b>APPENDICES</b> .....	<b>56</b>
7.1	APPENDIX A: SURVEY .....	56
7.2	APPENDIX B: ADVERTISING LIKING.....	65
7.3	APPENDIX C: BRAND ATTITUDE.....	66

## **ACKNOWLEDGEMENTS**

Foremost, I would like to thank my parents, my mother Magdalena Ferrazzini and my father Eduardo Ochoa, for making everything in my life possible including this master's. They encouraged me over the years to achieve my goals, to live my dreams and to face all the difficulties I have found on the way. Additionally, they have provided love and care and have made many sacrifices to see me achieve my goals and I will be forever thankful. Secondly, I would like to thank my sister, Margie Ochoa Ferrazzini, and my partner, Rudi Amaro, for having my back and encouraging me to do my best and keep going, especially in these uncertain times of the global pandemic.

Likewise, I would love to thank my supervisor, Dr Suzanna Oprea, for the valuable guidance and useful insights granted during this master thesis. Without her supervision, this thesis would not have been possible. Her guidance certainly helped me to elaborate and successfully write this thesis. Lastly but not less important, I thank my classmates Elizabeth Ramos, Ana Carolina Rodrigues and Melissa Awabdeh for always being there when most needed and for sharing the wild ride that this master's has been.

## 1 Introduction

According to Daems, de Pelsmacker and Moons (2019), modern households are equipped with different types of technologies, including traditional media technology such as radios and televisions and newer online technology such as laptops, tablets and more, which of course creates changes as new technology often does (Daems, De Pelsmacker, & Moons, 2019). Schivinski and Dabrowski (2016) state that as people are using the internet more, it is essential for marketers and advertisers to understand people's internet consuming behavior. Razid, Ahmed, Yusaf, Sajjad and Waheed (2018) have stated that in today's competitive world advertisers need to evaluate the effectiveness of their advertisement campaigns as they do not know how consumers will respond. De Jans, Van de Sompel, De Veirman and Hudders (2020) explain that this is indeed the case as brands recognize the importance of social media advertising and are heavily investing in new online marketing methods.

Hardy (2016) explains the evolution of advertisement in two forms, namely: integration with separation and integration without separation. He explains that in the mid-20th century to the 1990s, advertising media was shown by separating either the editorial or the broadcast program from the advertisement (mostly seen in magazines and television shows), which meant that the editorial content was not influenced by advertisements. Think of regular advertising on traditional media such radio, television, and magazines, but also banner advertising on websites and in apps. During the 1990s, a new form of advertisement was introduced, namely integration without separation (Hardy, 2016). Here, the brands are either not separated from the editorial content of traditional media (e.g., product placement in television series, advertorials in magazines, etc.) or online media (e.g., sponsored blogs or vlogs). In recent years, influencer marketing has been on the rise. This can be seen in *The State of Influencer Marketing 2020: Benchmark Report*, where the Influencer MarketingHub (2020) state that influencer marketing budget will grow to about \$9.7 billion in 2020, as approximately 91% of their respondent believe influencer marketing to be an effective form of marketing, and 80% of the marketing firms have an influencer budget in their annual marketing expenses. Although this marketing method is growing, influencer marketing as integration without separation also has its risks.

The risk with integration without separation is that content creators are in charge, and brands are therefore handing over their control over the message. For marketers in particular, this means that influencer marketing controls how they advertise products, which works well for companies and recently had viral growth as a result of promoting products in an authentic way (de Veirman, Caugberghe, & Hudders, 2017). Sokolova and Kefi (2020) say that the most common way for influencers to promote products is by providing their experience and opinions of products they have already tested in the form of text, images or video. This can lead to influencer advertising not

feeling much like an advertisement because influencer advertising blends well into editorial content, making it difficult to identify the separation between a regular post and the advertisement (Hardy,2016). This might be the reason why Backaler (2016) presented a controversial statement claiming that influencer advertisement has such a great impact that nowadays advertisement without influencers could be argued to be simply a waste of money and, in reality, more damaging to the brand than it does the brand good. However, de Vries, Gensler and Leeflang (2017) explain that because of the rapid growth in internet use and changes in advertisements, knowledge is still limited regarding effectiveness between advertising with separation on traditional and online media and on advertising without separation on online media.

In terms of effectiveness, Kumar, Choi, and Greene (2017) describe how advertisement with separation (traditional advertisements and side-banner advertisements) effectiveness varies over time, and that these are mostly effective during the introduction of a brand or product. This type of advertisement is effective in the way that it mostly brings awareness and knowledge about the brand or new product; however, if compared to advertisement on social media, advertisement on social media is as effective in terms of raising awareness for brands and new products and adds the element of engagement (Kumar, Choi, & Greene, 2017). Sokolova and Kefi (2020) explain that the engagement element in social media influencers can in some ways create the feeling of a relationship between social media influencers and social media users. If such a relationship is created, social media influencers have a greater chance of persuading their audience, as their audience will perceive the proposed products or brands to be worth buying on the grounds that similar people can inspire trust (Sokolova and Kefi, 2020). Here, it is noted that both advertisement with and without separation are effective as introducers for products and brands, but that advertisement without separation (influencer advertisement) could be better at persuading purchase intentions as it also engages the audience.

Additionally, as mentioned above, advertising without separation does not only include social media influencers but also product placement. This type of advertisement is considered to be advertising without separation as it blends with the content and can therefore be difficult for audiences to identify as a form of advertisement. In comparison to traditional advertisements, Redondo and Bernal (2016) explain that product placement advertisement could have limitations if the products are not already known by the audience, as they can be less susceptible to persuasion efforts. However, if product placement advertisement is done in a more engaging medium such as a videogame, the brand or product could have a higher persuasion power (Redondo and Bernal, 2016). If product placement advertisement is compared to social media influencers, the benefits of social media influencers are clear insofar as they can both introduce a product or brand and also incorporate the engagement element. Therefore, for this thesis the advertisements that are

researched are traditional advertisements (television commercials on YouTube), side banner advertisements, product placement (in a film) and influencer advertisement (YouTube video). This was researched because all these forms of advertisements frequently occur on the internet, making it relevant to determine which one is the most effective. In the case of traditional advertisements, as they are normally television commercials, a commercial on YouTube will be used, so all types of advertisement are of an online nature.

In general, if the abovementioned types of advertisement are compared to influencer advertisement, influencer advertisement proposes more effectiveness as it helps when introducing a product or brand (Kumar, Choi, & Greene, 2017) and engages audiences, creating a relationship which leads to higher persuasion (Sokolova, & Kefi, 2020) and could make influencers the best option for advertisement purposes. However, Influencer MarketingHub (2020) explain that when using influencers, companies need to be aware that there are limitations to influencers marketing – namely, influencer fraud. This means that for influencers it is easy to fabricate engagement, meaning likes and views which could lead to mistrust of and lack of credibility in the influencer, which ultimately hurts the relationship with their audiences and brands (Influencer MarketingHub, 2020). Latimer (2018) explains that this happens particularly often when the social media platform algorithm changes; in order to stay relevant, influencers start using inauthentic partnerships and fake followers and engagement, as a result of which their audience take notice. This could also lead to influencer skepticism, as the trust is broken. In addition, Dhanesh, & Duthler (2019) explain that influencer skepticism also happens when audiences recognize a post or video as an advertisement because it triggers a perception of lack of integrity on the part of the influencers.

Given the findings regarding the difference between advertisements and that influencers marketing might be the best option, this thesis proposes the following research question:

RQ: How do the different types of online advertisements (traditional advertisements, product placement advertisements, side banner advertisements, and influencer advertisements) influence advertising liking, advertising engagement, advertising skepticism, and – ultimately – brand attitude?

To answer the research question, an online survey and a brand is used as an example. For this thesis, the brand is Clinique Laboratories. The brand was chosen because in 2014 Clinique launched its first social-centric campaign, named #StartBetter. According to Skelly, Kimmel, Zupan, LeWinter, Urban, Shanks, Montgomery, and Patel (2014) the #StartBetter campaign was implemented on YouTube, Facebook, Instagram and Twitter and had around 10 million impressions and 284,000 engagement types. For Clinique's #StartBetter campaign, as Skelly et al. (2014) explain,



digital content was essential to transmit their message, and influencers needed to be heavily relied on as they guided the perception of brands. Clinique's objectives were met as brand perception was improved and a 240% increase in social brand advocacy was achieved (Skelly et al., 2014). Due to the success of this campaign, Clinique as a brand serves as a perfect example to test whether different types of online advertisements affect advertising liking, advertising engagement, advertising skepticism and the perception of the brand.

Additionally, as Clinique Laboratories is a cosmetic company, this research focuses on gathering data from women. According to Parks (2001), women are the primary users of cosmetic products, so it is more likely for them to be exposed to cosmetic advertisements, making their participation important as they can provide more insights. Thus, the data of the online survey is accepted when women respond.

### 1.1 Relevance

In recent years research has been done on the effectiveness of social media influencers and why these are so popular. However, more research is needed to truly understand this advertisement type. Although different types of advertisements have been studied, comparison of the abovementioned types of advertisement has been limited. Sokolova and Kefi (2020) state that in comparison to traditional advertisements that usually uses famous actors, celebrities and athletes, social media influencers (advertising without separation) with high audiences tend to be more likeable, as influencer have the engagement element. In the case of side-banners, as previously mentioned this type of advertisement often brings awareness but lacks engagement and is therefore only effective in the introductory phase of the brand or product, similarly to traditional advertisements (Kumar, Choi, & Greene, 2017). Redondo and Bernal (2016) say that in the case of product placement if the product is unknown, there are higher chances of the audiences not recognizing or pay attention to the product, which leads to ineffective advertisements. This leads to the question of which type of advertisement is more effective depending on how people perceive them. As the literature available is relatively recent and limited, this thesis will help fill some of the gaps found in research. This thesis will contribute in particular to the topic of how influencers advertisement might work better than traditional advertisements regarding brand attitude. Thus, it will add to existing knowledge about why influencers are more effective and how this can then have a possible effect on brand attitude. Additionally, it will add a new element to the literature insofar as some authors have focused only on one type of advertisement, so comparing the four types of advertisement helps to conclude which is most effective and if there are differences between them. Some authors suspect influencer marketing to be the most effective, but comparisons have only been made between side banner advertisements and product placement advertisements (Redondo

and Bernal, 2016), between traditional advertisements and product placement advertisements (Davtyan and Cunningham, 2017) and between traditional advertisements and side banner advertisements (Draganska, Hartmann, and Stanglein, 2013). Therefore, comparing the four types of advertisement in one study, with the same measurements, adds to the gap in theory. In particular, if other authors are testing the effectiveness of the types of advertisement with different measurements, testing all four in one study helps to properly compare results and draw conclusions regarding their effectiveness.

As stated above, according to Daems, de Pelsmacker and Moons (2019), advertisers need to adapt to technology changing. This is seen when reading how advertisement has evolved since the mid-20th century. As advertising is linked to how people see brands, it is of great importance for the public and the business world to master how to positive advertise products and brands. Advertisers need to know what type of online advertisements works best with their public, as their goal is to promote both brands and products. Still, there is limited information about which online marketing type is best, and this thesis contributes to that. This is particularly true because in 2020 it is expected for companies to spend around \$9.7 on influencer marketing (Influencer MarketingHub, 2020). It would be beneficial for them to know whether social media influencer marketing works best and how it is perceived. Additionally, this thesis in particular adds to the topic of brand attitude, which is also of importance for companies, as they need to take into consideration how people will react to their brand, depending on the type of online advertisement used to promote their products.

Finally, this research conducted a between-subject experiment to compare advertising liking, advertising engagement, advertising skepticism and brand attitudes across the types of online advertisement, namely traditional advertisements, side banner advertisements, product placement advertisements and influencer advertisements. The following chapter provides a more in-depth overview of the different types of advertising, as well as more theories on advertising liking, advertising engagement, advertising skepticism, and brand attitude. Chapter 3 then describes a justification for the survey and the methods used to answer the research question. This chapter also details the research design, procedures and sample. Following this, Chapter 4 then tests the hypothesis regarding how different types of advertisement are perceived and on brand attitudes and shows the results. Lastly, Chapter 5 gives a conclusion to the main research question and discusses further possibilities for research and limitations found during this study.

## 2 Theoretical framework

As discussed in the introduction, there is limited research comparing the different types of advertisement (traditional advertisements, side-banner advertisements, product placement advertisements and influencer advertisements) with regard to advertising liking, advertising engagement, advertising skepticism and brand attitude. Therefore, this research aims to compare each type of advertisement to analyze which is most effective in terms of advertisements and brand attitude.

This theoretical framework is divided into four parts, each explaining the relevant models and theories of advertising liking, advertising engagement, advertising skepticism and brand attitude. Within each of the parts, definitions and theory will be discussed and the effectiveness of the different types of advertisement will be explained to gain a better understanding of how they affect advertisement perceptions and brand attitude. In the last section, brand attitude, the theoretical framework will elaborate on the direct and mediated effects of the different types of advertisement.

### 2.1 Advertising liking

According to Bjerke, Rosendahl, Gopalakrishna and Sandler (2008), liking an advertisement is a multidimensional construction of cognitive and affective reactions, as it is associated with positive attitudes towards the company, meaning that emotions are involved in the process of liking advertisements. Therefore, when it comes to brand building and brand awareness, advertising liking has an impact. However, Polegato and Bjerke (2009) see advertising liking as a matter of the viewer's emotional reaction towards visual effects and the advertisement story. When talking about liking an advertisement, Bergkvist and Rossiter (2008) have explained that it can be defined as a measurement of how much consumers like or dislike the advertisement, which many recommend being the best predictor to a successful advertising campaign. Here, the two definitions of advertising liking are explained as an emotional reaction to the advertisement, though the first definition also mentions positive attitudes towards companies, for which reason it was found to be more appropriate for this research, as well as because brand reputation can be measured by the company's actions, such as doing advertisements and events (Walsh and Beatty, 2007), so here an advertisement commercial or campaigns are considered a company action.

Additionally, the liking of advertisement is important because there is a greater chance that the advertisements will be remembered and noticed, which could have a persuasive effect (Polegato, & Bjerke, 2009). Advertising in general can be seen growing as many companies further invest in these activities. In 2019, about 700 billion dollars were spent on advertisement activities (Levin, 2019). According to Levin (2019), out of those 700 billion, only 40% was spent on online

advertisement, and although online advertisement does not hold the majority of the advertisement budget, this number grew from 10% to 40% in 10 years, showing how important online advertisement has become. This means that there has been a shift from content for traditional channels to content for online channels. Yet, although this shift is notable, not all online advertising is equally done or liked. In the following section, it is explained how advertisements are not equally done.

### *2.1.1 Advertising liking effectiveness in different types of advertisements*

Advertising liking can depend on the type of advertisement. As mentioned before, in order to have a clear division, the types of advertisement are divided into two forms, namely integration with separation and integration without separation. For integration with separation, traditional advertisements in the form of a commercial on YouTube and side-banner advertisements are used.

As explained in the Introduction, due to the internet, many advertisements have become digital. However, Draganska, Hartmann, and Stanglein (2013) state that many advertisers are still hesitant to move a large portion of their advertising budget to digital advertisement. As previously mentioned, only 40% is currently spent on online advertisements (Levin, 2019). According to Draganska, Hartmann, and Stanglein (2013), in terms of advertising liking, traditional advertisements are effective as it increases brand awareness and recognition. They explain that for advertising liking to have a greater effect, the audience time they spent and attention they pay to the advertisements are important (Draganska, Hartmann, & Stanglein (2013). Varan, Nenycz-Thiel, Kennedy, and Bellman (2019) have argued that for an advertisement to create a deeply emotional response, the commercial should be longer, as this allows them to provide more information and can therefore be more persuasive.

Another type of advertisement is side-banner advertisement. Goldfarb (2013) explains that the type of online advertisement that generates most revenue is side banner advertisements, which come in forms of simple text, pictures or videos due to third party usage, but are still the most widely used. He goes on to describe how this is often done by brands as today it is easier to reach target audiences by placing these advertisements where the chosen audiences are, who are often found based on the information audiences provided in their social media or clicks made in websites (Goldfarb, 2013). Regardless of the attempts to advertise brands' products, Goldfarb (2013) states that side banner advertisements have a low probability of generating purchase activation. As advertising liking is seen as an indicative of audiences being persuaded, side banner advertisement's relative lack of success in producing this effect could mean that those advertisements are not liked. Further supporting evidence for this conclusion was provided by Levin (2019) and Gordon, Jerath, Katona, Narayanan, Shin and Wilbur (2020), who explain that half of

millennials also install ad-blockers in their computers to avoid this type of online advertisement, further suggesting that these advertisements are disliked.

Regarding integration without separation, the two types of advertisement used are product placement advertisements and influencer advertisements. Product placement advertisement is described as intentionally placing products into the storyline of a film or a television show (Yoon, Choi, & Song, 2011). As stated by Yoon, Choi, and Song (2011), product placement liking depends on how smoothly products are embedded into the story. They explain that good product placement can enrich the experience of the movie or show by creating a feeling of reality instead of creating a feeling of intrusion, the effect of bad product placement, indicating a lack of consideration for the main story and therefore distracting (Yoon, Choi, & Song, 2011). Yoon, Choi, and Song (2011) conclude that the effects of this are that well-embedded products placement can enhance brand image, whereas intrusive product placement can damage it. As advertising liking is connected to positive attitudes towards brands (Bjerke, Rosendahl, Gopalakrishna, & Sandler, 2008), a bad product placement advertisement could damage brand image and thereby lower or eliminate the persuasive power of the advertisement.

Finally, influencer advertisement is known for showing real people in real settings (Levin, 2019), which can make identifying content as an advertisement more difficult but is also easier to digest as it seems more easy going. Levin (2019) explains that consumers have a better perception of brands the moment they connect with an advertisement which shows an interesting story, humor and good music. He continues to explain that these are provided more often in influencers content than celebrities. Therefore, from this type of advertisement, consumers expect fun and interesting content made by 'real people' rather than previous ways of making content. In comparison to side banner advertisement, which people often block (Gordon et al. , 2020), and product placement advertisement, which could be seen as intrusive (Yoon, Choi, & Song, 2011), influencer advertisement leads to more advertising liking as people choose to watch these real people in real settings (Levin, 2019). If compared to traditional advertisements, influencer has a factor that can elevate advertising liking, which is that influencers incorporate the real people element.

To summarize, it is understood that people are moving on from traditional online advertisements as they want to see real people, and that side banners and product placement advertisements have a low probability of stimulating sales. Literature suggest that the purpose of advertising liking is to persuade audiences, because side banner advertisement and product placement advertisement lack of this, and influencer advertisement has an element that can lead to more advertising liking, this research proposes the following hypothesis:

*H1*: Compared to traditional advertisements, side banner advertisements, and product placement advertisements, influencers advertisements will lead to the greatest advertising liking.

## 2.2 Advertising engagement

According to Voorveld, van Noort, Muntinga and Bronner (2018), marketers often use programs to measure digital advertising engagement, which constitutes the monitoring of number of likes, comments, views, clicks and followers on different social media platforms. On the one hand, although advertisers often use these numbers to define engagement, Voorveld, van Noort, Muntinga and Bronner (2018) and Calder and Malthouse (2012) propose that numbers are not enough to measure advertising engagement, as these numbers often only show the engagement with the social media platform rather than with the advertisement or images themselves. On the other hand, as previously mentioned, another way of seeing engagement is by measuring engagement with the brand advertising itself. Calder and Malthouse (2012) explain that audiences can engage with an advertising by watching the advertisement, being attentive to it and recommending it to a friend, overall suggesting that the person is connected and involved with the advertisement (Calder, & Malthouse, 2012). As it is difficult to define advertising engagement, for this research a similar approach to this latter understanding is used. In other words, the term advertising engagement here takes into consideration whether people were entertained, had negative thoughts, felt stimulation or identified with the advertisement, as well as the advertisement's practical use and topicality, this was explained in the next section.

### 2.2.1 *Advertising engagement in different types of advertisements*

In term of effectiveness, when looking at advertising engagement in different types of advertisement, it can be noted that not all advertisement engages the viewers in the same ways. In addition, it was also noted that engagement meant something different and that previous literature has understood engagement as different things – some of which were arguably not sufficient to constitute real engagement (e.g., clicks, likes and comments) – when testing with online surveys. Therefore, for this thesis, engagement is measured according to people being entertained, experiencing feelings of stimulation and identifying with the advertisement (Voorveld, van Noort, Muntinga, & Bronner, 2018), thus making engagement truly emerge from thoughts and feelings (Calder, Isaac and Malthouse, 2016). The engagement level that people might experience differs by type of advertisement. In the past study by Voorveld, van Noort, Muntinga and Bronner (2018) statements in a table can be seen to indicate various factors that measure advertising engagement

such as, entertainment, negative emotions, pastime, stimulation, identification, topicality, practical use and social interaction.

When looking at these statements' categories, it was observed that not all the different types of advertisements were able to score a high level of engagement, and it is therefore expected for them to differ in advertising engagement. For entertainment engagement and stimulation, indicated by statements such as "the ad made me cheerful" or the "the ad was original and unique", all of the different types of advertisements could engage with the advertisement in this way. Similarly, negative emotions, indicated by statements like "this ad annoyed me," and "this ad was rather unclear", and the identification factor, indicated by statements like "In the ad I recognize myself", also allows all types of advertising to be applicable for participants to engage with them. Additionally, topicality was indicated by statements such as "the ad made sure I was up to date" and "the ad gave me useful information", which could be used to measure engagement for all types of advertisements. This means that traditional advertisements, side banner advertisements, product placement advertisements and influencer advertisements engagement can be measured by a reaction such as "this ad annoyed me" or "the ad made me cheerful". However, the previous study table also had statements that not all the types of advertising could engage with, namely, past time, topicality and social interaction.

In the previous study, when looking at past time statements for advertising engagement, measured by statements such as "the ad filled an empty moment". Side banner advertisement and product placement advertisement could fail to create this engagement as they often feel intrusive (Yoon, Choi, & Song, 2011) to the point of side banner advertisements even being blocked (Gordon et al., 2020). This is not the case for traditional advertisements and influencer advertisements. Influencer advertisements are often seen as voluntary (Levin, 2019) because in order to be exposed to these advertisements the audience has to actively look for the content which could fill an empty moment. For traditional advertisements on YouTube, the same applies, insofar as the audience also has to look for the video, which again could serve the purpose of filling an empty moment for them. In terms of practical use, measured by statements such as "the ad motivated me to visit a shop/search for more information", it could be effective to measure all the types of advertisement with the exception of product placement. As Yoon, Choi and Song (2011) explain, product placement is often executed in ways that try to be less intrusive, such as trying to blend them with the story often by only showing the product or naming the brand. This means that when persuading audiences to shop, product placement advertisement does not engage with them, as it will not interrupt the story of the film to persuade consumers to go and search for more information.

Finally, In the engagement table by Voorveld, van Noort, Muntinga and Bronner (2018) engagement is also measured by social interaction, indicated by statements such as " the ad gives

me subject of conversation" or "enabled me to or share something with others". In this case, product placement and side banner advertisements could yet again fail to create this engagement as they often feel intrusive (Yoon, Choi, & Song, 2011) or are blocked by ad-blocking software (Gordon et al., 2020). In the case of traditional advertisements, because this thesis uses advertisements accompanying YouTube videos, it could be argued that these might be engaged with via conversations in the comments section, or that they could easily be shared with friends. In the case of influencer advertisements, Levin (2019) explains that influencers actively ask their audience to comment, to give their opinions and to share with their friends; thus, for influencer advertisement, this could mean that social interaction is greater and therefore generates more engagement than the other types of advertisements. So, taking into consideration that, out of all the types of advertisement, influencer advertisement engagement can be measured by all engagement categories, the following hypothesis was formulated:

*H2:* It is expected that traditional advertisements, side banner advertisements and product placement advertisements will have the least advertising engagement, and influencer advertisements will have the most advertising engagement.

## 2.3 Advertising skepticism

According to Minton (2018), skepticism is associated with trust. She explains that trust impedes the ability to detect persuasion and that in the long run, when the expectations are not met, consumers do not believe. To be precise, she describes advertising skepticism as the opposite of trust, meaning that when consumers believe that marketing is honest and tells the truth, trust is present (Minton, 2018). Yu (2018) explains that this is the opposite of consumers feeling afraid that advertisements often mislead them, making their skepticism towards advertisement grow. This is supported by Razid and colleagues (2018), who explain that advertising skepticism is the tendency to not believe and disregard claims that advertisements make. Although advertising skepticism varies across different people, the most common factors associated with advertising skepticism are advertising avoidance, privacy issues and irritation (Razid et al., 2018).

### 2.3.1 *Advertising skepticism towards different types of advertisement*

Given that people are exposed to different types of advertisement, advertising skepticism varies depending on the type of advertisement. For example, in skepticism towards side banner, traditional and product placement advertisements, irritation and privacy issues can be observed. As Goldfarb (2013) explains, side banner and traditional advertisements often appear on websites or social media platforms related to the advertisements (without audiences searching for them).



When the consumer realizes why they are being targeted, which most commonly happens based on demographics as often companies search for those, audiences can feel a violation of their privacy, which often leads to skepticism about the advertisement, because they cannot trust the companies and the advertisement (Goldfarb, 2013).

With product placement, irritation and intrusion can be observed. According to Cowley and Barron (2008), viewers can experience backlash and annoyance if product placement seems like a sales pitch to them, instead of being integrated into the content. As this directly interrupts their viewing experience, a negative attitude towards the product placement is established (Yoon, Choi, & Song, 2011). Yoon, Choi, and Song (2011) explain that when this happens viewers tend to shift their attitudes towards the advertisement and adopt an attitude perhaps summed up by the statement "I am not that easily persuaded". As advertising skepticism can affect trust in the company, the moment the abovementioned attitude is created and skepticism grows, the trust in the company reduces, which could ultimately lead to damaging the brand image.

In the case of influencer advertisement, skepticism is understood differently. There are different aspects of influencers that might affect how viewers perceive them, which could lead to them to being skeptical about the nature of the influencer's persuasive intentions. On the one hand, Levin (2019) explains how influencers are chosen based on their *expertise* and *credibility* (Levin, 2019). As these two aspects are measured on a personal level, trust is in consumers' hands, making it easier for each consumer to rate these in their own way and consequently decide whether to trust the influencer or not (Levin, 2019). This means that advertising avoidance here is not applicable, as influencer advertising is chosen by each viewer. On the other hand, Evans, Phua, Lim, and Jun (2017) describe how influencer advertisement makes use of internet word of mouth (eWOM), which refers to consumers voluntarily (without pay) acting as brand advocates and sharing positive experiences, thus acting as experienced consumers (Levin, 2019). However, with influencers advertisement, companies often pay influencers to amplify positive brand messages regarding products and services (Evans, Phua, Lim, & Jun, 2017). Despite companies valuing these advertisement opportunities, this can generate criticism and confusion when some viewers might not know when advertisement content is unpaid, given that paid advertisements could be masquerading as organic content (Evans, Phua, Lim, & Jun, 2017). They explain that due to the discontent of many, governments around the globe have decided to implement guidelines according to which influencers need to disclose when their content is paid or sponsored, which has resulted in consumers more often recognizing paid or sponsored content (Evans, Phua, Lim, & Jun, 2017). Evans, Phua, Lim, and Jun (2017) explain that, for influencer advertisement, when consumers recognize that the content is paid or sponsored, they react negatively to the advertisements, which leads to negative results, in this case bad brand and influencer image.

Finally, taking all of this into consideration, the definition for advertising skepticism is disbelieving or not trusting the messages that an advertisement strives to communicate. Different types of advertisement create different levels of skepticism. Side banner, traditional advertisements and product placement are often intrusive, which leads consumers to feel irritated and violated. In the case of influencer advertisement, skepticism rises when the influencers' content is perceived to be insincere due to payments and sponsorships by companies. However, due to the fact that here consumers have the liberty to choose which influencers to follow and which content to consume, this research proposes the following hypothesis to be tested:

*H3:* It is expected that in influencer advertisements, advertising skepticism is lower than in traditional advertisements, side-banner advertisements and product placement advertisements.

## 2.4 Brand attitude

According to Walsh and Beatty (2007), reputation is connected to the operational, legal and financial operations performed by a company. They explain that if a company's reputation is good, they will attract more customers (Walsh and Beatty, 2007). If they attract more customer, it is assumed that the customers are positively evaluating the companies, as they are willing to engage with the company. Additionally, Chan, Chan and Tang (2016) say that although consumers tend to form a perception of a company based on their marketing activities, the image the company presents is not necessarily the one the consumer interprets. Therefore, it is important to understand how people perceive and evaluate brands. Olson and Mitchell (1981) explain that a consumer's evaluation of a brand can also be called brand attitude. Schivinski and Dabrowski (2016) describe brand attitude as an evaluation of brands by the consumer based on favorable or unfavorable reactions to brands' stimuli or based on brand-related beliefs. They believe that although brand attitude is difficult to measure, it is very important as it can predict brand purchase intention, purchase behavior and brand choice (Schivinski, & Dabrowski, 2016). Foroudi (2019) further explains that brand attitudes are created through associations with a particular brand.

To summarize, brand attitude defines a consumer's evaluation of a brand and their actions, creating an attitude toward that brand. For this thesis, the brand actions are the different types of advertisement (traditional advertisements, side banner advertisements, product placement advertisements and influencer advertisements) as they can portray the brands message. Here, brand attitudes were tested by ranking the brand 'unappealing-appealing', 'bad-good', 'unpleasant-pleasant' 'unfavorable-favorable' and unlikable-likable' on a 5-point Linkert scale. Additionally, for this thesis, the measurements (advertising liking, advertising engagement, advertising skepticism)

will be also taken into consideration as they too could affect brand awareness and will be refer to as the mediated effect.

#### *2.4.1 Direct effect for brand attitudes*

As just explained, when looking at the effect of the different types of advertising, research shows that traditional advertisements, side-banner advertisements, product placement advertisements and influencer advertisements all have different effects regarding brand attitudes. As they are considered marketing activities, when consumers are exposed to these activities, they tend to form a perception of the company (Chan, Chan and Tang, 2016).

In the case of traditional advertisements, Varan, Nenycz-Thiel, Kennedy, and Bellman (2019) explain that brand attitude is connected to the emotional responses of consumers. If advertisers tell their audiences a story and provide information, they have more chances of creating a positive brand attitude, as this allows the consumers to have emotional responses to the advertisements. They also explain that for advertisements to have all of these characteristics, they often have to be long. However, if brands do early branding, meaning that the brands might well know shorter advertisement might be as effective (Varan, Nenycz-Thiel, Kennedy, & Bellman, 2019). This means that if the emotional response to the advertisement is positive, the brand attitudes will most likely be positive, whereas if it is negative, so will be the brand attitude.

When it comes to side-banner advertisements, Ciceri, Russo, Songa, Gabrielli, and Clement (2020) explain that often people avoid looking at side-banner advertisement when viewing websites; this is referred to as 'banner blindness'. They explain that studies have shown that when people spot side-banner advertisement, they intentionally avoid them (Ciceri et al., 2020). In terms of brand attitudes, Ciceri et al. (2020) explain that brand attitudes are created by remembering the advertisement, given that they do not purchase or evaluate a brand immediately after watching the advertisement. So, if side-banner advertisement is often avoided, memorization of the advertisement does not take place, which is certainly not effective for creating brand attitudes.

As mentioned above, brand attitude from product placement advertisements depends on how subtly the product placement is executed. Davtyan and Cunningham (2016) state that when the product placement is better integrated into the content and feels less intrusive, that product placement advertisement seems more credible and so the brand attitudes are positive. When the product placement feels inappropriate or manipulative, on the other hand, a defensive mechanism activates in consumers which leads to negative brand attitudes (Davtyan, & Cunningham, 2016).

Influencer advertisement, however, allows for brands to have a consumer talking with other consumers, as Childers, Lemon, and Hoy (2019) have emphasized. This highlights the importance of word of mouth (WOM), which can lead to more positive attitudes when it seems to be of a non-commercial nature (Childers, Lemon, & Hoy, 2019). In terms of brand attitude,

influencer advertisement is effective as a result of generating exposure to the influencer’s followers. This amplifies the brand message and can create a positive impression of the brand because most of the influencer’s followers can be assumed to already have a positive attitude towards the influencer (Childers, Lemon, & Hoy, 2019). However, this is not always the case. As previously stated, Evans, Phua, Lim, and Jun (2017) explain that the moment an influencer reveals the content to be sponsored or paid, credibility perception lowers, which leads to negative attitudes.

The previous hypotheses all related to influencer advertisement producing more advertising liking and engagement, but less skepticism in audiences. Given that these perceptions contribute to forming a greater and more positive brand attitude, the next hypothesis is formulated as follows:

*H4:* Compared to traditional advertisements, side banner advertisements, and product placement advertisements, influencers advertisements will lead to the greatest brand attitude.

#### 2.4.2 Mediated effect brand attitudes

This thesis attempts to measure the success of different advertisement types (traditional advertisements, side-banner advertisements, product placement advertisements and influencer advertisements). To do so, the conceptual model in Figure 1 is tested. As the model indicates, according to brand attitudes theory, the three factors of advertising liking, advertising engagement and advertising skepticism could all affect brand attitude.

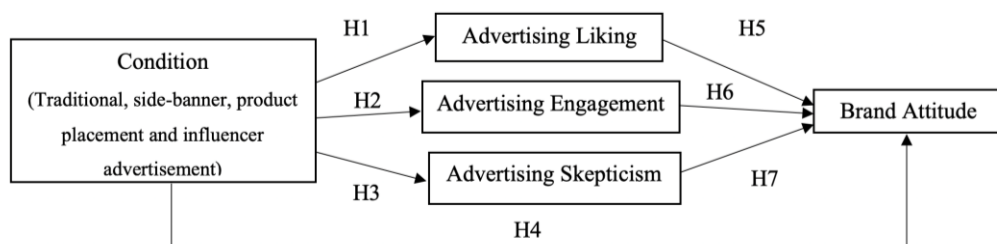


Figure 1. Conceptual Model

When looking at mediated effects, a hierarchy of effects model could explain how advertisements can create awareness but importantly also lead to advertising liking and advertising engagement. Wijaya (2012) explains that when audiences like and engage with advertisements, they will take action, which leads to changes in their attitude towards a brand. He explains different models such as AIDA, DAGMAR and Lavidge and Steiner’s (1961) version of DAGMAR, each of which ultimately follow the stages leading up to purchasing a product: awareness, knowledge, liking,

preference, conviction and, ultimately, purchase (Wijaya, 2012). It should be noted that for this research the awareness and liking stages are grouped under advertising liking, given that awareness takes place during the advertising liking stages (Polegato, & Bjerke, 2009). For the knowledge and preferences stages, it is understood that engagement is achieved when information about the product is received (Voorveld, van Noort, Muntinga & Bronner, 2018). Moreover, according to Wijaya (2012), the last step before purchase, conviction, describes when the attitudes of brands are strong, which often leads purchase attitudes activating. So, if these steps mentioned above could lead to having an effect on brands attitudes, then perhaps advertising liking, advertising engagement and advertising skepticism could as well.

Bergkvist and Rossiter (2008) have mentioned that advertising liking is connected to emotional responses generated by the advertisement. Thus, when the advertisement is liked, the responses towards the advertisement are positive. Bjerke, Rosendahl, Gopalakrishna, and Sandler (2008) say that advertising liking is important to get right, as they acknowledge that advertisement has the power to transmit positive attributes which can translate to positive brand attitudes and ultimately increase persuasion impact. This means that if an advertisement is liked, the chances of a more positive perception is possible, and so it is expected that there is a relationship between advertising liking and brand attitudes.

Furthermore, in the case of advertising engagement, Calder, Isaac and Malthouse (2016) explain that engagement emerges from thoughts and feelings. As previously described, Voorveld, van Noort, Muntinga and Bronner (2018) explain that advertising engagement can be measured specifically in terms of entertainment, negative emotions, pastime, stimulation, identification, topicality, practical use and social interaction. In relation to brand attitudes, Yang, Lin, Carlson, and Ross (2016) explain that marketers are constantly looking to engage with their consumers through advertising in order to build brand engagement, which translate to brand attitudes. Maslowska, Malthouse, and Collinger (2016) mention that these brand attitudes are the thoughts and feelings the consumer has about an object or experience (e.g. watching an advertisement) and can therefore be affected by the engagement with advertisements.

Moreover, when looking at advertising skepticism in general, skepticism is associated with trust (Minton, 2018). Razid et al. (2018) explain that consumers can often feel irritated by an advertisement if the persuasive motives of advertisement are obvious, which leads to skepticism. This varies with types of advertising, though in all of them a common idea is present: that if the viewers do not trust the message of the advertisement (high skepticism), their discontent also reflects the brand, leading to negative brand attitudes.

Finally, if a hierarchy of effects model and previous literature is taken into consideration, it could be assumed that there is a relationship between these effects. In general, it can be assumed

that there is a relationship between brand attitudes in the previous steps. So, for this study it is assumed that there is a relationship between the different advertising effects (advertising liking, advertising engagement and advertising skepticism) and brand attitudes. As such, the following hypotheses were formulated and tested:

*H5:* There is expected to be a positive relationship between advertising liking and brand attitudes.

*H6:* There is expected to be a positive relationship between advertising engagement and brand attitudes.

*H7:* There is expected to be a negative relationship between advertising skepticism and brand attitudes.

### 3 Methodology

#### 3.1 Choice of method

The aim of this research is to examine whether the type of advertisement (traditional advertisements, side banner advertisements, product advertisements and influencer advertisements) influences people's advertisement perceptions (advertising liking, advertising engagement, advertising skepticism) and brand attitudes, as well as whether these perceptions have an effect on brand attitudes. In the previous chapter, theories and prior empirical research suggested that influencers advertisement produces less skepticism and more advertising liking, advertising engagement and positive brand attitudes. Additionally, in the theoretical framework, prior research has suggested that advertising liking, advertising engagement and advertising skepticism also have an influence on brand attitudes. To collect data on these variables and test the hypotheses proposed, a quantitative experiment in the form of an online questionnaire was distributed.

A quantitative method was chosen in order to allow for causal inferences (Babbie, 2014). The experiment was done in the form of an online survey because, as Toepoel (2017) explains, this method is effective as a result of reaching participants easily and quickly through its wide geographical reach, thus helping to perform data collection in order to generalize the results. The online survey consisted of a questionnaire with mostly closed-ended questions, as these answers would enable generalizing the result to the wider population. These closed-ended questions were made of already existing scales.

Moreover, before starting with the survey, participants were reminded that the use of the questionnaire data is for educational purposes only and that their participation was fully voluntary. This way, they had the opportunity to participate or to leave the research as and when they desired. As this research conducted a between-subject experiment testing the different types of advisements, in each survey the participant was exposed to either a traditional advertisement (n=40), side banner advertisement (n=32), product placement advertisement (n=36) or influencers advertisement (n=36) in the form of videos or images. The survey was sent out to the chosen population as a link. To avoid misunderstandings and maintain uniformity of terms and concept explanations, the survey was in English.

#### 3.2 Sample

As mentioned before, the target group for this research is women. In the second screen of the online questionnaire, a control question was given to ensure that all respondents were women. Respondents could answer the question with three options: female, male or other. Participants

who chose male or other were forwarded a message thanking them and explaining that they were not in the target group. Furthermore, in the next screen, a test video was used to ensure that the participant could test whether their sound and image worked properly, such that they would be able to answer the survey properly by viewing the videos to follow. The video shown was of a cat meeting a dog at a fence. To ensure that the participant watched the video, four options were given. The participant could answer that the cat scratched the dog, meowed at the dog, ran away from the dog or licked the dog. During data cleaning, if a participant answered with anything other than that the cat ran away from the dog, the data was deleted to avoid people participating without having watched the commercials.

Moreover, as the stimuli for this thesis were different types of advertisements of the brand Clinique, a cosmetic brand, women were chosen because they are usually the target group for cosmetic brands, generating 60% of revenue for this industry (Prasanna, 2019). Additionally, women are also the primary users of these products (Parks, 2001), so their participation in the study provides more insight because they are commonly exposed to these advertisements and products. In order to get those insights, non-probability sampling was performed, and the survey was distributed to various groups on Facebook. Due to this being an online survey, only women with access to the internet and Facebook were able to participate. The Facebook groups used to find participants were all based in the Netherlands and included student and expat groups, groups based on nationality such as Latin, Italians or Venezuelans, etc. These groups were chosen because the majority of the people in those groups are internationals living in the Netherlands, and it can therefore be assumed that they had a good command of the English language. Additionally, the selection criteria were based only on the respondents being women, so the nature of the groups was not of importance for the data collection.

During a period of 12 days, from May 1 to 12, 233 respondents started the online survey. From the 233 respondents, 27 respondents closed the survey and did not continued with the online questionnaire as they met the gender criterion of being female. As the survey involved videos, to ensure that the respondents had good quality of sound and image, a test video was introduced. During this part, only 184 participants continued with the survey. After the last demographic question, the number of participants were 177, as some did not meet the age requirements. After the demographic questions, participants were shown the video or images, after which the participants dropped to 163 who began participating in the survey itself. These participants may have dropped out beforehand because they did not want to watch a video. After this, during the question about the advertising liking, participants dropped to 159, then to 151 after 16 statements about advertising engagement. Finally, out of those 151, 144 remained by the end of the survey, making the overall sample 144 participants.



From the valid sample, the participants were aged from 18 to 71 years old ( $M = 32.12$ ,  $SD = 13.90$ ). Additionally, the respondents filled in the country where they were from; in total 33 countries were listed in the answers from the survey. The most common origin country given was the Netherlands at 26.4 % ( $n=38$ ), followed by 12.5% ( $n=18$ ) from the Bolivarian Republic of Venezuela and 7.6% ( $n=11$ ) from the United States of America. A further 6.9 % ( $n = 10$ ) indicated that they were from the United Kingdom of Great Britain and Northern Ireland, 6.3% ( $n= 9$ ) from Germany and 4.9% ( $n= 7$ ) from Cuba. Other countries cited included Italy, Finland, Argentina, Denmark, Mexico, Colombia, India and Canada.

Additionally, regarding the educational level of the participants, 20.1% ( $n= 29$ ) cited their last educational level as secondary school, while 6.3% ( $n= 9$ ) indicated that they had finished a vocational degree. The largest group consisted of 49.3% ( $n=71$ ) who responded that they had finished a bachelor's degree. A further 21.5% ( $n=31$ ) respondents indicating having a master's degree and 2.8% ( $n= 4$ ) of respondents cited that they had a PhD or equivalent.

### 3.3 Procedure

#### 3.3.1 *Choice of brand (Clinique) and stimulus material*

As mentioned in the Introduction, this thesis used the cosmetic brand Clinique Laboratories as an example for products advertised in each type of advertisement shown to participants. Clinique was chosen as it is one of the biggest skincare and cosmetics brands in the world, with stores in over 135 countries (Chesters, 2011). In this thesis, examples of Clinique's traditional advertisement, side-banner advertisement, product placement advertisement and influencer advertisement were used as stimulus material.

For the traditional advertisement, a commercial by Clinique Laboratories was shown (Figure 2). This is a commercial for Clinique's "ID Yourself" campaign, featuring actress Emilia Clarke, and was uploaded on January 2020; since uploading, the video has almost 900,000 views (<https://www.youtube.com/watch?v=k-dDNWhz-Bg>). This commercial was uploaded to Clinique's UK YouTube channel and lasts 31 seconds. This particular video was chosen because it was recent and because it had also been recently published on billboards and in stores, so if people had already been exposed to the commercial, they might still remember watching it.

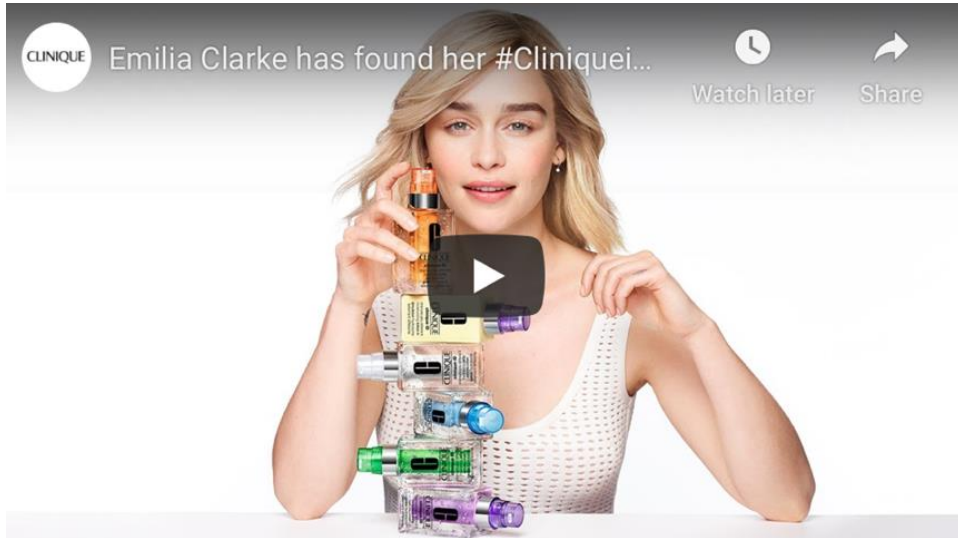


Figure 2. Clinique ID yourself video

For the side banner advertisement, the chosen stimulus was a screenshot image, which for the purpose of this thesis was edited. The shown stimulus was a screenshot from an article posted in the website manrepeller.com. The article is titled ‘You look moist: How a New York city restaurateur keeps her eczema in check’, written by Harling Ross and published in April 2020 (Ross, 2020). This article was chosen because it talks about skincare and how to deal with skin problems, which made the possibility of finding a side banner advertisement of skincare or cosmetic brand such as Clinique on this website more credible. In the original screenshot image of the article (Figure 3), a side banner advertisement could be seen for the fashion brand Modetalente. For the thesis, this was replaced by a screenshot of Clinique Laboratories (Figure 4).

### How would you describe your skin?

My skin is pretty moist and dewy from all the products I layer on my face every day. Without them, my skin is very dry and sensitive. I've suffered from eczema for my entire life and can sense a flare up from a mile away. If I'm exposed to extreme temperature changes or humidity, or if I eat too much of certain things (mainly dairy and sugar), I know a flare-up will occur somewhere on my body. For example, when I travel from New York to Bangkok (where my family is from) and undergo an extreme temperatures change, I have to stay extra hydrated, calm, and cool—or else my neck, the crook of my arm, and the cupid's bow area on my face will get extremely itchy. Also if I drink more than two alcoholic beverages, the eczema on my hands will flare up right away.

### How would you describe your skincare approach in general?

Now that I'm in my 30s, my skincare approach is guided by the advice of my esthetician. I have been seeing Vicki from Vicki Morav Spa for awhile now, and she has changed my whole perspective. I used to think more is better when it comes to products, but she helped me see otherwise. She also taught me that what I eat really affects how my skin looks. A couple times a year (usually during transitional weather) I experience eczema flare-ups all over my body including my face, so during these seasonal changes I'll reduce my intake of sugar, dairy, alcohol, and spicy foods to stop or at least slow down the inflammation. This practice is extremely hard for

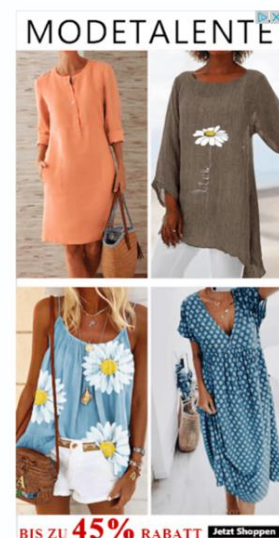


Figure 3. Original side banner advertisement

### How would you describe your skin?

My skin is pretty moist and dewy from all the products I layer on my face every day. Without them, my skin is very dry and sensitive. I've suffered from eczema for my entire life and can sense a flare up from a mile away. If I'm exposed to extreme temperature changes or humidity, or if I eat too much of certain things (mainly dairy and sugar), I know a flare-up will occur somewhere on my body. For example, when I travel from New York to Bangkok (where my family is from) and undergo an extreme temperatures change, I have to stay extra hydrated, calm, and cool—or else my neck, the crook of my arm, and the cupid's bow area on my face will get extremely itchy. Also if I drink more than two alcoholic beverages, the eczema on my hands will flare up right away.

### How would you describe your skincare approach in general?

Now that I'm in my 30s, my skincare approach is guided by the advice of my esthetician. I have been seeing Vicki from [Vicki Morav Spa](#) for awhile now, and she has changed my whole perspective. I used to think more is better when it comes to products, but she helped me see otherwise. She also taught me that what I eat really affects how my skin looks. A couple times a year (usually during transitional weather) I experience eczema flare-ups all over my body including my face, so during these seasonal changes I'll reduce my intake of sugar, dairy, alcohol, and spicy foods to stop or at least slow down the inflammation. This practice is extremely hard for me, since I own Thai restaurants and I'm constantly surrounded by my favorite foods with bold flavors such as spice, acidity, and salt. But it makes a big difference.

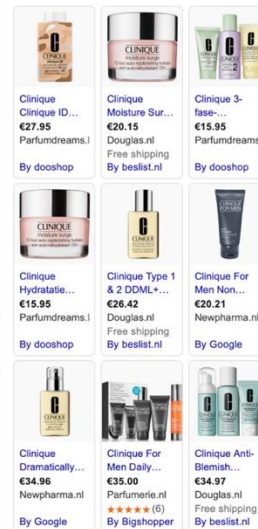


Figure 4. Original side banner advertisement

For product placement, the chosen advertisement was a clip from the movie *Legally Blonde*. The movie *Legally Blonde* was released in 2001 and follows the story of Elle Woods, a blonde, girly sorority girl who is accepted to Harvard Law School and determined to defy all the girly stereotypes in order to win an ex-boyfriend (Booth, 2019). For the chosen clip, the scene shows Elle Woods visiting a friend and client in prison and bringing her a gift which includes many items – including Clinique's "3-steps skincare" line. As this scene is a conversation where the two women speak quite fast, subtitles were added in order for the participant to understand the conversation (Figure 5). This clip was highly suitable for product placement as it mentions the brand name and the product is seen.



Figure 5. Clip 'You look so orange' *Legally Blonde*

For this thesis, the chosen stimulus for influencer advertising was a video of Indian influencer Debasree Banerjee. The video was uploaded to YouTube in March 2020 (<https://youtu.be/e-75qfF893c>) and is about four minutes long. In the clip, Debasree is explaining what the product Clinique ID Moisturizers is about, how to use it and her experience with one particular serum (Figure 6). She additionally explains where to buy the products and the prices for each moisturizer. For this thesis, this video was chosen because it gives a short explanation about the products and explains very well the idea behind them. As mentioned before, the video originally lasted about four minutes, but for the online survey this would have been too long, so the video was cut to 1 minute and 20 seconds. Additionally, because the influencer is explaining the video to her Indian audience, the prices she mentioned are in rupees. For the online survey, the prices segment was deleted, as it would not make sense for the multinational target group.



Figure 6. Debasree Banerjee 'How to customize your moisturizer with Clinique ID'

### 3.3.2 The online survey

This survey was composed of using existing and validated scales, which will be described and explained in the measurement sections. The language of the survey was English; because the target group was women, nationality or other group characteristics were irrelevant, so by choosing English a larger number would be able to participate. To ensure that the questions were clear and that the stimuli images and videos were working, the survey was pre-tested by a group of four women (one for each of the four conditions). During this part of the data collection, textual corrections were performed, such as clarification of words; for example, question 4.3 ("what is the highest educational level that you have followed?") was changed to "what is the highest educational level that you have finished?" because participants were not sure whether this meant

current or previous level of education. After these corrections, the final version of the survey was implemented (Appendix A). The completion time of the survey was approximately between five and eight minutes. As mentioned in the sample section, 234 people started the survey but not all finished it, making the final number of valid participants 144 women. Each participant was exposed to one of the four different types of advertisement in the following proportions: 27.8 % (n=40) of the participants watched the traditional advertisement, 22.2% (n=32) saw the side-banner, 25% (n=36) watched the movie clip including product placement, and 25% (n=36) watched the influencer advertisement. The required number of participants per section was 30 participants, so given that the responses for each category were greater than this, it was possible to compare scores across the advertisements.

Before starting the survey, participants were shown a consent screen. On this screen participants had to agree to participate in the study, and when doing so they were informed about the anonymous nature of the survey and the educational purposes of the study. Additionally, when they agreed to participate, they were told that they were participating in a study about advertisements of the brand Clinique Laboratories, for which they needed a working video and sound system. Lastly, information about the researchers was provided so that if any participants had any concerns, they could contact them. It was also explained that the target group for this research is women (discussed in the previous chapter).

Next, participants were shown a small explanation and instructions about what the next portion of the survey was about. In this explanation, participants were asked to pay attention and watch the entire video in order to be able to answer all the question of the survey. After that screen, the stimulus was shown – the participants were shown the traditional advertisement, side banner advertisement, product placement advertisement or influencer advertisement. A timer of 30 seconds was put in place, and only after those 30 seconds could participant continue with the survey; this was to guarantee that the participants would watch the video. Of course, it was noted that the stimulus might still not have been successful, as – regardless of the 30 second wait – some participants might not have paid attention to the content of the stimulus. Additionally, the video and image were adjusted to fit both desktop and mobile phone screens, so that participant could properly read or watch the video.

Immediately after was a question about whether participants were familiar with the advertisement shown and the brand Clinique. They were also asked if they could describe which type of advertisement, they had watched to ascertain whether or not people truly were aware that what they had seen were actually advertisements. Otherwise, people might not have been aware of this, particularly in the case of product placement and influencer advertisements. For the influencer advertisement, 83.3% (n=30) of the participants said they watched an influencer advertisement

video; the rest guessed another type of advertisement or did not know. For traditional advertisements, 65% (n=26) believed they had watched a traditional advertisement clip, while the rest did not know what type of advertisement it was. For the side-banner advertisement, 50% (n=16) of the participant recognized the type of advertisement. Finally, for the product placement advertisement, 75% (n=27) recognized what they had watched as a product placement advertisement. For both conditions, the rest did not know what type of advertisement it was.

Directly after this, participants were asked to either agree or disagree with different statements about advertising skepticism and engagement. Additionally, they were asked to rank the advertisement and brand on how appealing, good, pleasant, favorable and likeable they were.

Finally, after giving their opinions about the advertisement and the brand Clinique, participants were asked whether they own or use Clinique products similar those shown and about their purchasing intentions after watching the commercial. After this, they were informed about the completion of the survey and were again given an opportunity to contact the researcher.

### *3.3.3 Consent/ data collection ethical considerations*

For this research, the online survey was created using the software Qualtrics. As this survey was online, participants were able to feel secure as they were giving their opinion at home or in their chosen secure place. Additionally, participants were reminded that the used of the questionnaire data was for educational purposes only and that their participation was fully voluntary. Participants were informed of all of this prior to the survey, so that if they wished not to participate, they could choose not to. Finally, the identity and contact information of the researcher was given, so that if there was an issue or question, participants could easily communicate those by sending an email to the researcher.

### *3.3.4 Measurements*

In this section all main variables are explained. These were taken from and validated in previous research. Nonetheless, a factor analysis and reliability test were performed to validate and confirm the usability of the scales for this research. Originally, these scales were measured by a 5-point Likert scale ranging from 'strongly disagree' to 'strongly agree' and others from 'strongly agree' to 'strongly disagree'. For this thesis, the scales were from 'strongly disagree' to 'strongly agree' to avoid confusion for the participants, and all were measured by a 5-point Likert scale, as this provides sufficient data.

### 3.3.5 Independent variables

For this thesis the independent variables are the conditions also referred to the stimulus. The stimulus for this thesis, were in forms of video and image of traditional advertisements, side banner advertisements, product placement advertisements and influencer advertisements.

### 3.3.6 Dependent variables

**Advertising liking:** to determine advertising liking a bipolar semantic scale was used. In the survey, participants were asked to indicate how they evaluated the advertising (traditional advertisements, side banner advertisements, product placement advertisements and influencer advertisements) by ranking "unappealing-appealing," "bad-good," "unpleasant-pleasant," "unfavorable-favorable" and "unlikable-likable" on a 5 point Linkert scale, with 1 representing the negative end and 5 representing the positive end of the spectrum. In order to test the validity of this scale, a factor analysis was done. These items were entered into a factor analysis using principal component extraction with Varimax rotation based on Eigenvalues ( $>1.00$ ),  $KMO = 0.86$ ,  $\chi^2 (N = 144, 10) = 584.181$ ,  $p < 0.01$ . One factor was found with an Eigen value above 1. All five statements were found to be appropriate to create a single scale, which explained 78.4% of the variance in advertising liking (factor loadings respectively .90, .84, .88, .89, .92). Next, a reliability check was done which proved the scale to be consistent (Cronbach's  $\alpha = .93$ ) and that its reliability could not be improved by deleting any items. Thus, the variable *Advertising liking* with the five items ranging from 1 to 5 ( $M = 3.69$ ,  $SD = 0.99$ ) was created.

**Advertising engagement:** To determine advertising engagement, the scale by Voorveld, van Noort, Muntinga and Bronner (2018) was used again. In the survey, participants were asked to indicate how they evaluated the advertisement (traditional advertisements, side banner advertisements, product placement advertisements and influencer advertisements) based on statements beginning "the advertisement..." and completed in 16 different ways, such as "...made me cheerful," "made me enthusiastic," "offered me something new," etc. Again, people were asked to rank the statement from "strongly disagree" to "strongly agree" to avoid confusion for the participants, and all were measured by a 5-point Linkert scale, as this provides sufficient data. These items were entered into a factor analysis using principal component extraction with Varimax rotation based on Eigenvalues ( $>1.00$ ),  $KMO = 0.92$ ,  $\chi^2 (N = 144, 120) = 1322.778$ ,  $p < 0.01$ . The resultant model explained 47.3% of the overall advertising engagement. Here, four factors with an Eigenvalue higher than 1 were found, indicating that the presumed measure for advertising engagement with all 16 items would not be appropriate to use. The first factor analysis included items regarding informative engagement, the second more about advertising characteristics, the third about advertising sharing opportunities and the fourth consisting of negative engagement

(see Table 1). Because this research focuses on advertising engagement and the factor analysis shown in Table 1 shows a better scale if only 9 items are chosen, the scale of *engagement with information* was used. The chosen scale had an excellent reliability score and scored .93 for Cronbach's  $\alpha$ . The new scale for *engagement with information* was created by averaging nine items with a range from 1 to 5 ( $M = 2.90$ ,  $SD = 1.04$ ).

*Table.1 Factor and reliability analyses for scales for Advertising Engagement (N = 144)*

Item	<i>Engagement with information</i>	<i>Positive Engagement</i>	<i>Engagement Through sharing</i>	<i>Negative Engagement</i>
The ad made me cheerful	.30	<b>.58</b>	.40	-.20
The ad annoyed me	.12	-.29	-	<b>.82</b>
The ad was rather unclear	-.41	.18	-	<b>.69</b>
The ad filled an empty moment	.12	-	<b>.88</b>	.14
The ad made me enthusiastic	<b>.56</b>	.44	.39	-.18
The ad was original and unique	.14	<b>.88</b>	-	-
The ad offered me something new	<b>.69</b>	.49	-	-
In the ad I recognize myself in	<b>.74</b>	.33	.18	.10
The ad made sure I could vent my opinion	<b>.57</b>	.42	.20	.18
The ad motivated me to visit a shop/search for more information	<b>.74</b>	.20	.27	-
The ad gave me incredible information	<b>.82</b>	.20	.13	-
The ad gave me the opportunity to come into contact with new things/ to be surprised	<b>.83</b>	-	.15	-
The ad enables me to share something with others	.48	.45	<b>.49</b>	-.16
The ad gives me subject of conversation	.39	.38	<b>.59</b>	-.19
The ad made sure I was up to date	<b>.71</b>	.21	.27	-.23



The ad gave me useful information	<b>.85</b>	-	.17	-.20
<i>R</i> <sup>2</sup>	.34	.15	.12	.09
Eigenvalue	7.6	1.4	1.3	1.0
Cronbach's $\alpha$	.93	.66	.75	.44
<i>M</i>	2.90	3.10	2.92	2.49
<i>SD</i>	1.04	0.99	1.00	1.00

Note. Cronbach's  $\alpha$ , *M*, and *SD* of each variable were computed with the items, indicated in bold font.

**Advertising skepticism:** For advertising skepticism, a scale by Yu (2018) was used. In the online questionnaire, participants were asked to indicate how they evaluated the advertisement (traditional advertisements, side banner advertisements, product placement advertisements and influencer advertisements) based on statements beginning " This Clinique advertisement..." completed in 9 different ways, such as "is truth well told," "presents a true picture of the product being advertised," "[advertisement]'s aim is to inform the consumer," etc. Again, participants were asked to rank the statement from "strongly disagree" to "strongly agree" and measured by a 5-point Likert scale. As the items in the scale were positive statements, if a participant scored 5 that meant skepticism was low, so in order to analyze this, the variable was recoded such that if a participant scored 5 that would mean the skepticism was high. These items were entered into a factor analysis using principal component extraction with Varimax rotation based on Eigenvalues (>1.00), *KMO* = 0.77,  $\chi^2$  (*N* = 144, 36) = 321.474, *p* < 0.00. Here, three factors were found with an Eigen value above 1. This indicates that all nine statements were found to not be appropriate to create a single scale. The first factor analysis included items regarding advertisement-specific skepticism, the second about usefulness of general skepticism, and the third about advertising information (see Table 2). Because this study focused on advertising skepticism, the subscale advertising specific skepticism was used as it explained 36.405% of variance in advertising skepticism (see factor loadings in Table 2). Finally, a reliability check was done which proved the scale to be consistent (Cronbach's  $\alpha$  = .73), and its reliability could not be improved by deleting any items. Thus, the chosen variable *advertising specific skepticism* with the three items ranging from 1 to 5 (*M* = 3.87, *SD* = 0.52) was created.

Table 2: Factor and reliability analyses for scales for Advertising Skepticism (*N* = 144)

Item	<i>Advertising Specific skepticism</i>	<i>Usefulness General skepticism</i>	<i>Advertising Informative skepticism</i>
We can depend on getting the truth in this Clinique's advertisement	<b>.81</b>	-	.21
This Clinique's advertisement aim is to inform the consumer	-	.13	<b>.82</b>
I believe this Clinique's advertisement is informative	.20	-	<b>.86</b>
Clinique's advertising is generally truthful	<b>.56</b>	.55	-
This Clinique's advertising is a reliable source of information about the quality and performance of products	<b>.78</b>	-	.14
This Clinique's advertisement is truth well told	<b>.57</b>	.47	.12
In general, Clinique's advertising presents a true picture of the product being advertised	.17	<b>.82</b>	-
I feel I've been accurately informed after viewing this Clinique's advertisement	.17	.18	<b>.53</b>
Most Clinique's advertisement provides consumers with essential information	-	<b>.82</b>	.25
<i>R</i> <sup>2</sup>	.22	.21	.21
Eigenvalue	3.3	1.3	1.2
Cronbach's $\alpha$	.73	.67	.65
<i>M</i>	3.87	3.88	4.08
<i>SD</i>	0.52	0.60	0.50

*Note.* Cronbach's  $\alpha$ , *M*, and *SD* of each variable were computed with the items, indicated in bold font.

**Brand attitude:** To determine brand attitudes, a bipolar semantic scale was used. In the survey, participants were asked to indicate how they evaluated the brand Clinique Laboratories by ranking "unappealing-appealing", "bad-good," "unpleasant-pleasant," "unfavorable-favorable" and "unlikable-likable" on a 5-point Likert scale, with 1 representing the negative end and 5 representing the positive end of the spectrum. To test the validity of the scales, the items were entered in a factor analysis using principal component extraction with Varimax rotation based on

Eigenvalues ( $>1.00$ ),  $KMO = 0.89$ ,  $X^2 (N = 144, 10) = 509.956$ ,  $p = 0.01$ . One factor was found with an Eigen value above 1. Therefore, all nine statements were found to be appropriate to create a single scale, which explained 75.948% of the variance in advertising liking (factor loadings respectively .81, .88, .88, .88, .91). Finally, a reliability check was done which proved the scale to be consistent (Cronbach's  $\alpha = .92$ ), and its reliability could not be improved by deleting any items. Thus, the variable *Advertising liking* with the five items ranging from 1 to 5 ( $M = 4.03$ ,  $SD = 0.76$ ) was created.

### 3.3.7 Control variables (explain scales)

To control whether or not alternative explanations exist, four control variables were included in the analysis: age, level of education, familiarity with the advertisement and familiarity with the brand Clinique Laboratories. Age is a continuous variable and was included, as the sample covered a wide range of ages. Yoon and Kim (2016) explain that as people grow older their personalities change; often their attitudes of openness and extraversion decrease whilst their agreeableness increases, which makes age a significant factor in liking content. Thus, if age affects liking of content, age could be taken as an alternative explanation of attitudes. To test this, in the online survey people were asked "what is your age?" and could fill their numerical age in a text box. Because they could fill it out themselves, the answers were limited to only include digits.

Another continuous variable, education, was included as it might be related to how people understand and interpret things. Huhmann (2016) explains that understanding in general requires different capabilities that help understand and process information; in order to do so, people require a combination of things, such as capability and learned skills that helped obtain prior knowledge. For this research, the latter is of importance; it is assumed that the more people have studied, the higher the capability for processing information is. To test this, during the online survey people were asked to answer the question "What is the highest educational level that you have completed?" to which they could reply 1. Primary school, 2. Secondary school / high school, 3. Vocational degree after high school, 4. Bachelor's degree, 5. Master's degree, 6. PhD or equivalent and 7. Other, and could write this in a text box. Only one participant selected the latter option, adding in the text box "vocational degree," which was converted in the data into option 3 ("Vocational degree after high school"). The other two control variables – familiarity with the advertisement and familiarity with the brand – are now explained.

**Familiarity with the advertisement:** Familiarity with the advertisement was used as a control variable, as Campbell and Keller (2003) have stated that advertisement repetition could have an effect on how audiences perceive brand and advertisements. They found that for people that were familiar with a brand, positive impact towards that brand happened faster, and that, conversely, when this happens to people unfamiliar with the brand, attitudes towards the brand

worsened faster. To test if this study's respondents were familiar with the ad, one question was asked: "Have you seen this particular advertisement by Clinique Laboratories before?" Respondents could choose between (1) "Yes" and (0) "No." In total, 86.1% of the respondents had not seen the commercial before, compared to 13.9% who had.

**Familiarity with the brand:** Whether or not people knew a brand was added as a further control variable. Rhee and Jung (2019) explain that a participant's previous knowledge of the advertised brand can affect the effectiveness of an advertisement. To test if our respondents were familiar with the brand Clinique Laboratories, one question was asked: "Prior to watching this advertisement, were you already familiar with the Clinique Laboratories brand?" Respondents could choose between (1) "Yes" and (0) "No". In total, 77.8% of the respondents were not familiar with the brand compared to 22.2% who were.

### 3.4 Preview further analysis

For the further analysis, the data collected by Qualtrics was analyzed in SPSS Statistics. To analyze this data and answer the research question, two types of analyses were performed to determine whether the hypotheses were accepted or rejected, namely an analysis of covariance (ANCOVA analysis) and regression analysis.

The ANCOVA analysis was performed in order to test the different types of advertisements (conditions) with the advertisement's perceptions and brand attitudes, taking into consideration the abovementioned control variables (age, educational level, familiarity with the advertisement and familiarity with the brand) for hypotheses H1, H2, H3 and H4. Hypothesis 1 assumed that in comparison to traditional advertisements, side banner advertisements, and product placement advertisements, influencers advertisements would lead to the greatest advertising liking. Hypothesis 2 expected that traditional advertisements, side banner advertisements and product placement would have the least engagement, and that influencer advertisements would have the most engagement. Hypothesis 3 expected that, in influencer advertisements, advertising skepticism would be lower than in traditional advertisements, side-banner advertisements and product placement advertisements. Finally, similar to Hypothesis 1, Hypothesis 4 expected that, compared to traditional advertisements, side banner advertisements, and product placement advertisements, influencers advertisements would lead to the greatest brand attitude.

Furthermore, a multiple regression analysis was done for hypotheses 5, 6 and 7. A multiple regression analysis was chosen as this can measure the correlation between continuous independent and dependent variables. Additionally, the control variables were also included in the analysis. Hypothesis 5 stated that it is expected to for a positive relationship between advertising liking and brand attitudes whereas hypothesis 6 focused on a positive relationship between

advertising engagement and brand attitudes, and Hypothesis 7 expects for advertising skepticism to predict a negative relationship.

The following results chapter indicates whether these hypotheses were accepted or rejected. To visualize this, an updated version of the conceptual model is shown. Additionally, the chapter adds an updated conceptual model that helps to see how many hypotheses were rejected and accepted.

## 4 Results

In the following section, the seven hypotheses of this research were tested by using several analyses. For each hypothesis, the analyses used are explained. Furthermore, for each hypothesis there is a description of what was done and whether they were rejected or supported. To visualize the study and its results more clearly, the conceptual model (shown in the Theoretical Framework) is shown with all seven hypotheses, including those rejected and supported.

### 4.1 Analyses of covariance

The ANCOVA analyses were performed in order to test the relation between the different types of advertisements (traditional advertisements, side banner advertisements, product placement advertisements and influencer advertisements) on the one hand with the advertising liking, advertising engagement, advertising skepticism and brand attitudes and, on the other hand, taking the control variables (age, educational level, familiarity with the advertisement and familiarity with the brand) into account. ANCOVA analyses were the most suitable for the goal at hand, because they enabled the researcher to compare means across multiple groups.

#### 4.1.1 Effect on advertising liking (H1)

In order to test the first hypothesis of this research – that, compared to traditional advertisements, side banner advertisements, and product placement advertisements, influencers advertisements would have the greatest advertising liking – an ANCOVA analysis was conducted. This was permitted because the assumption of equal variances had not been violated,  $F(3, 136) = 2.08, p = .106$ , the independent variable was a categorical grouping variable and the dependent variable was continuous. For this hypothesis, the ANCOVA showed that the different types of advertising (traditional advertisements, side banner advertisements, product placement advertisements and influencers advertisements) had a significant effect on advertising liking,  $F(3, 136) = 12.05, p = .000$ . To be specific, participants who watched the traditional advertisement video experienced the highest advertising liking ( $M = 4.25, SD = 0.66$ ), followed by participants exposed to the influencers advertisement video ( $M = 3.86, SD = 0.92$ ), then the participants who saw the product placement advertisement video ( $M = 3.41, SD = 1.02$ ); finally, the participants that scored lowest were exposed to the side-banner advertisement image ( $M = 3.13, SD = 0.98$ ).

Additionally, when conducting a post-hoc comparison test using Bonferroni, it was found that some of these differences were significant. The differences between the influencer advertisement and side-banner advertisement ( $M_{\text{difference}} = 0.77, p = .003$ ), between the traditional advertisement and side-banner advertisement ( $M_{\text{difference}} = 1.13, p = .000$ ) and between the traditional advertisement and product placement advertisement ( $M_{\text{difference}} = 0.93, p = .000$ ) were

significant. This means that participants that were exposed to the influencer advertisement liked the advertisement more than the side-banner advertisement. Additionally, participants that watched the traditional advertisement liked it more than side-banner and product placement advertisements. However, there was not a significant difference between the traditional advertisement and influencer advertisement ( $M_{\text{difference}} = 0.36, p = .500$ ), nor between the product placement advertisement and side-banner advertisement ( $M_{\text{difference}} = 0.20, p = 1.000$ ). Therefore, participants that were exposed to the traditional and influencer advertisements did not experience more advertising liking, and the participants that watched the product placement advertisement did not experience more advertising liking than those who watched the side-banner advertisement. For this hypothesis it was expected that the influencer advertisement would be most liked; yet, as influencer advertisements were only liked more than the side-banner and product placement advertisements, but not the traditional advertisement, the hypothesis was only partially accepted.

#### 4.1.2 Effect on advertising engagement (H2)

The second hypothesis tested predicted that traditional advertisements, side banner advertisements and product placement would have the least engagement, and that influencer advertisements would have the most. Here the results permitted the performance of an ANCOVA because the assumption of equal variances had not been violated,  $F(3, 136) = 1.05, p = .371$ , and the dependent variable was continuous. For this hypothesis, the ANCOVA showed that the different types of advertising (traditional advertisements, side banner advertisements, product placement advertisements and influencers advertisements) had a significant effect on advertising engagement,  $F(3, 136) = 14.36, p = .000$ . Participants who watched the influencer advertisement video showed the highest advertising engagement ( $M = 3.37, SD = .91$ ). The type that closely followed was the traditional advertisement ( $M = 3.33, SD = .92$ ), with the participants exposed to the side-banner advertisement image coming afterwards ( $M = 2.64, SD = 1.03$ ). Finally, the participants shown the product placement advertisement video had the lowest advertising engagement ( $M = 2.18, SD = .80$ ).

Moreover, when conducting a post-hoc comparison test using Bonferroni, it was found that some of these differences were significant. The differences between the influencer advertisement and side banner advertisement ( $M_{\text{difference}} = 0.80, p = .003$ ) and between the influencer advertisement and product placement advertisement ( $M_{\text{difference}} = 1.24, p = .000$ ) were significant. The difference between the traditional and side-banner advertisements ( $M_{\text{difference}} = 0.71, p = .008$ ) and between the traditional and product placement advertisements ( $M_{\text{difference}} = 1.15, p = .000$ ) were also significant. This means that participants that watched influencer advertisements had a higher level of engagement than those who watched product placement and side-banner

advertisements. Similarly, for participants that watched the traditional advertisement, the level of engagement was higher than those who were exposed to the product placement or side-banner advertisements. However, the difference between the influencer and traditional advertisements was not significant ( $M_{\text{difference}} = 0.09, p = 1.000$ ). Therefore, the level of engagement for participants who watched traditional and influencer advertisement varied only slightly. Here, it was expected that influencer advertisements would have a higher level of engagement than traditional, side-banner and product placement advertisements, which was barely the case given that influencer advertisement had a slightly higher mean than traditional advertisements; however, because the difference was not significant, Hypothesis 2 was only partially accepted.

#### 4.1.3 *Effect on advertising skepticism (H3)*

This hypothesis expected that for influencer advertisements, advertising skepticism would be lower than for the traditional, side-banner and product placement advertisements. Moreover, an ANCOVA was permissible as the assumption of equal variances had not been violated,  $F(3, 136) = 2.28, p = .082$ , and the dependent variable was continuous. The ANCOVA analysis showed that the different types of advertising (traditional advertisements, side banner advertisements, product placement advertisements and influencers advertisements) had not significant effect on advertising skepticism,  $F(3, 136) = .23, p = .872$ . Participants that watched the product placement advertisement video had the highest advertising skepticism ( $M = 3.94, SD = .61$ ); for the rest, the levels of skepticism were the same. For participants who watched the influencer advertisement video ( $M = 3.90, SD = .59$ ) then traditional advertisement ( $M = 3.90, SD = .47$ ), then it was participant that were exposed to the side banner advertisement image ( $M = 3.90, SD = .47$ ). Furthermore, when conducting a post-hoc comparison test using Bonferroni, it was found that none of these differences were significant as  $p = 1.00$  was for all the items. Based on this result, the hypothesis was rejected, as it was expected that influencer advertisements would produce the least skepticism, but that was not the case, as the results showed it had the highest level of skepticism; thus, Hypothesis 4 was rejected.

#### 4.1.4 *Effect on brand attitudes (H4)*

Hypothesis 4 of this research expected that, compared to traditional advertisements, side banner advertisements, and product placement, advertising influencers advertisements would lead to the greatest brand attitude. Furthermore, an ANCOVA was permitted as the assumption of equal variances had not been violated,  $F(3, 136) = 1.04, p = .377$ , and the dependent variable was continuous. For H4, the ANCOVA analysis showed that the different types of advertising (traditional advertisements, side banner advertisements, product placement advertisements and influencers



advertisements) had a significant effect on brand attitudes,  $F(3, 136) = 3.18, p = .026$ . For participants who watched the influencer advertisement video, brand attitude was the highest ( $M = 4.24, SD = .70$ ), with traditional advertisements behind ( $M = 4.16, SD = .66$ ), followed by participants shown the side-banner advertisement image ( $M = 3.87, SD = .74$ ); finally, the participants that watched the product placement advertisement video had the lowest brand attitude ( $M = 3.83, SD = .88$ ). Furthermore, when conducting a post-hoc comparison test using Bonferroni, it was found that none of these differences were significant, with values ranging from  $p = 0.092$  to  $p = 1.000$ . Based on this result, the hypothesis was rejected, as it was expected that influencers advertisement would lead to more positive attitude towards brands, which in this case was not found.

## 4.2 Multiple linear regression analysis

Multiple linear regression analysis was conducted to explore the relationships between the continuous variables in this study. Here specifically, this type of analysis was chosen because as it had to be tested whether or not participants' brand attitudes could be predicted by advertising liking, advertising engagement or advertising skepticism, taking into consideration age, educational level and familiarity with the advertisement and brand. All control variables were measured on a continuous level, educational level, which was measured as 1. Primary school, 2. Secondary school/ high school, 3. Vocational degree after high school, 4. Bachelor's degree, 5. Master's degree, 6. PhD or other equivalent and 7. Other, for which participants could write in a text box. Familiarity with the brand and familiarity with the advertisement were measured as 1 representing "Yes, I am familiar with the advertisement or brand" and 0 representing "No, I am not familiar with the advertisement or brand."

### 4.2.1 Advertising liking effect on brand attitudes (H5)

To test this hypothesis, expecting that positive a relationship between advertising liking and brand attitudes, a multiple linear regression analysis was done. Here a multiple linear regression with brand attitude score as criterium and advertising liking as predictor was conducted. The model was found to be significant,  $F(5, 138) = 16.61, p = .000$ . This multiple regression test was useful for predicting participants' brand attitudes, as 37.6% of the differences in participant's brand attitudes could be explained by their advertising liking levels ( $R^2 = .376$ ). For this, some results were shown to be significant. Advertising liking had a positive significant influence ( $\beta = .58, p = .000$ ) and brand familiarity also had a positive significant influence ( $\beta = .20, p = .007$ ) on brand attitudes. Conversely, age was positive but not significant ( $\beta = .05, p = .498$ ). For educational level, the results showed a negative non-significant influence ( $\beta = -.03, p = .637$ ), and for familiarity with the advertisement, results showed a negative non-significant influence on brands attitudes ( $\beta = -.07, p = .344$ ). The

hypothesis expected that advertising liking would predict positive brand attitudes. Based on these results, high advertising liking did predict positive brand attitude; thus, Hypothesis 5 was accepted.

#### 4.2.2 *Advertising engagement effect on brand attitudes (H6)*

In order to test this hypothesis, expecting that high advertising engagement would predict positive brand attitudes, a multiple linear regression was conducted. Here, the results of the analysis of the model was found to be significant,  $F(5, 138) = 6.17, p = .000$ . This multiple regression test was useful to for predicting participants' brand attitudes as 18.3% of the differences in participant's brand attitudes could be explained by their advertising engagement levels ( $R^2 = .183$ ). Additionally, some variables were also shown to be significant. The results showed that advertising engagement had a significant positive influence ( $\beta = .38, p = .000$ ) on brand attitudes and so did brand familiarity ( $\beta = .17, p = .044$ ). For the other variables, this was not the case. Age was shown to have had a positive non-significant influence ( $\beta = .04, p = .967$ ) and so too did advertisement familiarity ( $\beta = -0.04, p = .825$ ). Conversely, the educational level variable ( $\beta = .17, p = .588$ ) was shown to be negative and non-significant. For the effect of advertising engagement on brand attitudes, this hypothesis was therefore accepted. The hypothesis tested whether high engagement would predict positive brand attitudes, which the results showed to be true.

#### 4.2.3 *Advertising skepticism effect on brand attitudes (H7)*

For this hypothesis, which expected that advertising skepticism would predict negative brand attitudes, a multiple linear regression was conducted. The result of the analysis showed that the model was found to be non-significant,  $F(5, 138) = 1.403, p = .227$ . However, this multiple regression test was not useful for predicting participants' brand attitudes: only 4.8% of the differences in participant's brand attitudes could be explained by their advertising skepticism levels ( $R^2 = .048$ ). Here, only one variable was shown to be significant. The results show that familiarity with the brand was positive and significant ( $\beta = 0.22, p = .016$ ) on predicting brands attitudes. Conversely, the age was positive but non-significant ( $\beta = 0.043, p = .616$ ), and advertising skepticism was also shown to have a positive but non-significant ( $\beta = 0.054, p = .521$ ) influence on brand attitudes. Lastly, educational level was shown to have a negative and non-significant influence ( $\beta = -0.065, p = .458$ ), and familiarity with the advertisement was shown to have a negative and non-significant influence ( $\beta = -0.010, p = .910$ ) on brand attitudes. Finally, as this hypothesis expected advertising skepticism to predict positive brand attitudes, but the results showed that there was no significant influence, Hypothesis 7 was rejected.

### 4.3 Results recap

To conclude, two types of analysis were done: the ANCOVA analysis and a multiple linear regression analysis. For the ANCOVA, the first four hypotheses (H1, H2, H3 and H4) were tested. Specifically, the ANCOVA analysis tested the influence of different types of advertisements (traditional advertisements, side banner advertisements, product placement advertisements and influencer advertisements) on the advertisement's perceptions and brand attitudes, taking into consideration control variables (age, educational level, familiarity with the advertising and familiarity with the brand). The results showed that H1 was partially accepted, as it was expected for influencers to have the highest level of advertising liking, but it was shown to have the second highest, so still higher than side-banner and product placement advertisements. For H2, the results showed what was expected: for the influencer advertisement to have the highest advertising engagement; however, H2 was only partially accepted because there was not a significant difference between the influencer advertisement and traditional advertisement. For H3, it was expected that influencer advertisements would produce lower advertising skepticism than traditional advertisements, side-banner advertisements and product placement advertisements. However, results showed the reverse: higher skepticism for influencers advertisement and an equal level of skepticism across the other types of advertisement; therefore, H3 was rejected. Finally, the ANCOVA for H4 showed that influencer advertisements did not influence participants' brand attitude; therefore, Hypothesis 4 was also rejected.

For the multiple linear regression analysis, the latter hypotheses (H5, H6, and H7) were tested. This analysis was done to explain the differences in participant score on the dependent variable based on differences in participants' scores on different independent variables. For H5, it was expected that for a positive relationship between advertising liking and brand attitudes, meaning that advertising liking would influence audiences' brand attitudes. The analysis showed a positive significant influence on brand attitudes by advertising liking; thus, H5 was accepted. When testing H6, it was expected that for a positive relationship between advertising engagement and brand attitudes, meaning that if advertising engage with audiences, then brand attitudes would be positive. This was the case, as the analysis showed a significant influence from advertising engagement on brand attitudes; therefore, Hypothesis 6 was accepted. For H7, the hypothesis was rejected. For this hypothesis, it was expected for advertising skepticism to have a positive relationship to brand attitude, which means that skepticism would influence brand attitude. For this hypothesis this was not the case, as the results were not significant.

Finally, to visualize this, the conceptual model (Figure 7) is shown again, non-continuous green arrows indicate the partially accepted hypothesis, whereas the green arrows show the accepted hypotheses and red arrows indicate the rejected hypotheses.

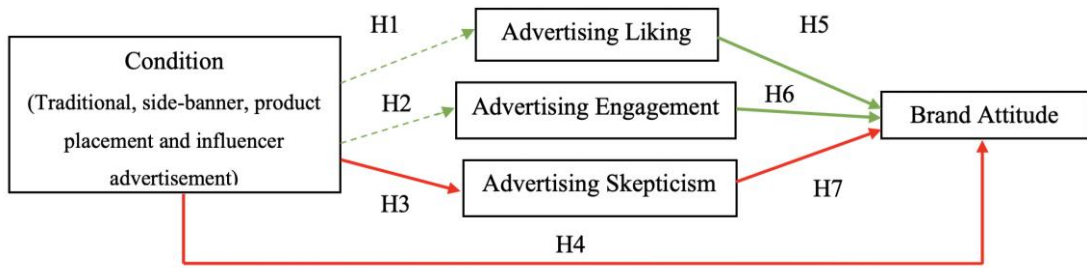


Figure 7. Conceptual model rejected and accepted hypotheses.

## 5 Conclusion

The aim of this thesis was to answer the following main question: How do the different types of online advertisements (traditional advertisements, product placement advertisements, side banner advertisements, and influencer advertisements) influence advertising liking, advertising engagement, advertising skepticism, and – ultimately – brand attitude? Based on the findings, the different types of online advertisements were shown to influence advertising liking and advertising engagement; however, this was not the case for advertising skepticism and brand attitude. Furthermore, for the latter part of the question, the results showed that advertising liking and advertising engagement did have an influence on brand attitude, while advertising skepticism did not.

### 5.1 Detailed discussion of findings

#### 5.1.1 *Effects of different types of online advertisement.*

Traditional advertisements, product placement advertisements, side banner advertisements, and influencer advertisements could influence advertising liking, advertising engagement, advertising skepticism and brand attitudes. For this thesis, the first two hypothesis (H1 and H2) showed a positive effect, while the latter two were rejected.

It was expected that influencer advertisement would produce better advertising liking than traditional advertisement, side banner advertisement and product placement advertisements. However, the results showed this to be only partially true, as the traditional advertisement indicated more advertising liking than the influencer advertisement. This hypothesis is still partially accepted; besides the traditional advertisement, the influencer advertisement was still better liked than the other types of advertisement. This means that companies will have implication if they move completely to digital advertisement, as traditional advertisements are still highly liked. The theory mainly focused on online types of advertisement as many companies are moving to digital advertisements; however, many are also hesitant to move their advertisement budgets to only digital advertising (Draganska, Hartmann, and Stanglein, 2013). Therefore, this thesis expected a higher advertising liking for the online-only types of advertisements. However, prior research has shown that side-banner advertising lacks persuasive power (Goldfarb, 2013) and that many people install advertisement blockers to avoid advertisements such as side banner (Gordon, Jerath, Katona, Narayanan, Shin, & Wilbur, 2020). In the case of product placement advertisement, Yoon, Choi, and Song (2011) have explained that this can feel intrusive and therefore affect the level of advertising liking. Therefore, in accordance with results found in previous research, the results showed higher liking in influencer advertisement and traditional advertisement.

The second hypothesis tested whether traditional advertisement, product placement advertisement, side banner advertisement, and influencer advertisement could influence advertising engagement. The results showed this to be partially correct, because in the analysis influencer advertisement had a slightly greater advertising engagement than traditional advertisement, and significantly greater than the other types of advertisement; however, the difference between influencer and traditional advertisements was not significant. As mentioned in previous chapters, Calder, & Malthouse (2012) have explained that advertising engagement is measured by watching the advertisement, being attentive to it and recommending it to a friend – overall indicating that the person is connected and involved with the advertisement. It may therefore be because side-banner advertisement and product placement advertisements lack the possibility to recommend to a friend or converse with the advertisement brand itself that they scored lower. In the case of traditional advertisement, it is possible to converse with friends about and share; however, this would be difficult if the commercial is not on YouTube. Because of this, possibility still the hypothesis was partially accepted and because there was not really a significant difference between the influencer advertisement and traditional advertisement.

For the rejected hypotheses, it was again expected to see an effect on advertising skepticism and brand attitude. The third hypothesis tested whether traditional advertisement, product placement advertisements, side banner advertisements, and influencer advertisements could influence advertising skepticism. The results showed this to be the opposite, that in fact influencer advertisement had the highest level of advertising skepticism. Conversely, traditional advertisement, product placement advertisement and side banner advertisement had equal levels of skepticism. This supports the idea that when influencer advertisement is recognized as a persuasion tool to influence viewers, the level of skepticism grows, as their negative reactions are the result of recognizing bias (Evans, Phua, Lim, & Jun, 2017). For the hypothesis specifically, it is interesting how the other types of advertisements – traditional advertisement, side banner advertisement and product placement advertisement – all showed the same level of skepticism. Thus, in reality it is up for discussion whether there is truly a difference in skepticism when talking about different types of advertisement, or whether advertisement in general always creates some level of skepticism. Da Costa Hernandez, Wright, and Affonso (2019) have explained that advertising skepticism is simply an individual tendency to evaluate and disbelieve what an advertisement claim. Therefore, it may be that the results for this hypothesis in particular can be explained by how in general people tend to disbelieve what advertisements tells them, even if they choose to watch them, which is often the case for influencer advertisements (Levin, 2019).

Finally, the results showed that brand attitudes were affected by the type of advertisement that people were exposed to. However, the influencer advertisement was not shown to have

created the greatest brand attitude. In general, brand attitude is affected emotions created by the types of advertisement (Varan, Nenycz-Thiel, Kennedy, & Bellman, 2019). This means that if traditional advertisements, side-banner advertisements, product placement advertisements and influencer advertisements leave viewers with a positive image, this will likely translate to a positive attitude to the brand. However, Childers, Lemon and Hoy (2019) explain that, in the case of influencer advertisement, if viewers have a positive perception of the influencer, this will likely translate to the brand attitude. Here it is noted that only if the influencer is liked will brand attitudes be positive; therefore, brand attitudes cannot truly be predicted by influencer advertising but rather by the influencer itself. Additionally, it is interesting to see how influencer advertisements were highly liked and had the highest engagement but that participants were also highly skeptical of them, so other elements should be considered when expecting influencer advertisement to translate to positive brand attitudes.

#### *5.1.2 Mediated effect on brand attitudes*

The final three hypotheses (H5, H6, H7) tested mediated effect on brand attitudes. Here, advertising liking, advertising engagement and advertising skepticism were tested to see whether they could affect brand attitudes, based on the results of the variables when tested for each type of advertisement.

H5 and H6 were supported: advertising liking and advertising engagement were shown to affect brand attitudes. Here the mediation was tested by looking at H1 and H2, which showed that the different types of advertisements could predict advertising liking and advertising engagement. Advertising liking is connected to emotional response; if advertisements are liked, if people feel engagement or people do not trust the message, their brand attitudes change (Bergkvist and Rossiter, 2008). In the case of advertising liking and advertising engagement, previous research has shown that having high advertising engagement and liking does lead to a positive brand attitude, which was accepted here as both hypotheses were supported. However, advertising skepticism did not show the same results.

In the case of advertising skepticism, the results show no effects on brand attitude. To test the mediation H3 needs to be taken into consideration, and it can be seen that advertising skepticism was not a mediator for per conditions. Costa da Hernandez, Wright, and Affonso (2019) explain that skepticism is often involved with the persuasiveness of the message the advertisement tries to communicate. If skepticism towards the advertisement increases, the image of the advertisement lowers; however, this does not necessarily translate to the brand, as other factors might influence brand attitudes (Costa da Hernandez, Wright, and Affonso, 2019). This was shown

to be true, for these 3 hypotheses as familiarity with the brand was shown to be significant, which could be the factor for why skepticism could not predict brand attitudes.

Furthermore, the hypotheses were controlled by including additional variables: age, educational level, familiarity with the advertisement and familiarity with the brand. Only familiarity with the brand was shown to have a significant effect on brand attitudes.

Finally, the results of this research have produced some interesting findings. It was found that not all types of advertisement result in the same perceptions (advertising liking, advertising engagement, advertising skepticism and brand attitudes). Much previous literature had suggested that influencers advertisement would be superior in advertising liking (Levin, 2019), advertising engagement (Voorveld, van Noort, Muntinga, & Bronner, 2018) and brand attitudes (Childers, Lemon, & Hoy, 2019). It has also predicted that influencer advertisement would lead to less skepticism, which was not supported by these results. These showed instead that H1 was partially accepted as traditional advertisement had a higher level of advertising liking, and that (partially supporting H2) for advertising engagement influencers did generate a higher level of engagement. Moreover, it can also be concluded that traditional advertisement is still relevant, as it had the second highest level of engagement and the highest advertising liking, which ultimately benefits brands.

## 5.2 Limitation and future research

While this research tried to take all steps to ensure generalizability there were some limitations. First of all, the brand Clinique Laboratories was used for this research. Costa da Hernandez, Wright, and Affonso (2019) have explained that previous knowledge of the brand could affect how the brand is perceived. Thus, for this thesis there is a possibility that the brand Clinique affected the outcome as 77.8% (N= 122) of participants were already familiar with the brand. For further research, a fictitious or not well-known brand could be a better option to see whether there are differences in the types of advertisement and if they truly affect brand attitudes.

Secondly, the stimuli used in this research tried to be as neutral as possible; however, for the traditional advertisement the Clinique commercial that showed actress Emilia Clarke could have affected perceptions of the advertisement and brand. Kang (2018) explains that having a celebrity as spokesperson in an advertisement could have an effect on the advertising and on the brand. So, if the survey participants were fond of Emilia Clarke, their perception on advertising liking, advertising engagement, advertising skepticism and brand attitudes could have been compromised just by the fact that they liked Emilia Clarke. Similarly, if participants did not like Emilia Clarke, they could also have brought those negative perceptions to the advertisement and similarly affected results. Therefore, for further research, advertisements without spokespersons should be used.



Furthermore, as this research focuses on the cosmetic industry, the chosen sample were all women. Women were chosen as they are typically the target group for cosmetic products (Prasanna, 2019). However, as women are used to these products, men could have responded differently. Further research could focus on choosing a more stereotypically gender-neutral industry to test whether the types of advertising truly have differences in affecting brand attitudes.

Moreover, as this research tested the hypothesis by collecting data in the form of an online survey, three different scales were used. In this case, advertising engagement and advertising skepticism had quite long scales, ranging from 9 to 16 statements, which perhaps was a limitation. The long statements could have caused boredom and annoyed participants, making them quit or rush the survey without paying much attention to the statements. However, the scales were chosen as they were already validated and used in previous research on similar topics. This ensured that the results were valid and appropriate to test the hypotheses.

Finally, another limitation was the language of the survey. The survey was done in English, even though the majority of people that filled in the survey were not native speakers. Thus, perhaps the level of English could also have limited participants if questions or the advertisements were not understood. For further research, perhaps focusing on only English native speakers or translating the survey and stimuli could help ensure that all the respondents are sure about what is being asked in order for them to answer.

### 5.3 Strengths and implications

Regarding strengths, this research was based on existing valid scales used in previous academic research. Only a few adjustments had to be done for the scales to be appropriate for this study. After this, the used scales then proved to be consistent. Additionally, the questionnaire had a pre-test stage which proved to be useful by allowing some mistakes to be fixed before data collection. Moreover, the questionnaire proved to be clear as participant did not email regarding any concerns, which they had the option to do at the end of the survey. In addition, this research mentioned some limitations, such as familiarity with the advertisements or brand, age and educational level. To avoid these to have a big impact on the results, control variables were asked and added in the analysis. The control variables asked participants about their level of education to ensure that the questions were understood, while age was asked about for ethical reasons. Familiarity with the brand and advertisement were checked to test whether or not the reason for advertising liking, advertising engagement, advertising skepticism and brand attitudes were affected by the different types of advertisements or instead by these other factors.

Other strengths of this research include its contribution to scientific debate. It does so by comparing four different types of advertisement. Other research has tested types of

advertisements effect on brand attitude, advertising liking, advertising engagement and advertising skepticism, but with different scales, methods and stimuli. By testing the four advertisements with the same scales, concrete conclusion can be drawn; when comparing advertisements, it is easier to see which score highly on which individual perception factors. Finally, this research also contributes to the business world. The practical contribution is that based on these results, marketing budgets could be invested in advertisements appropriate the goals of the brand. For marketers, it is crucial to choose target groups, but also channels and mediums to transmit the message they desire. This means that it is recommended for marketers to invest in influencer advertising because it was shown to produce high advertising engagement and advertising liking; however, traditional advertisements should not be forgotten, as it also produced high advertising engagement and advertising liking. When choosing the type of online advertisement for a campaign, therefore, what needs to be considered beyond these two perception factors is the control the brand wants to have over the message. In the case of influencer advertisement, brands need to be prepared to let the influencer talk and promote the product in the way they influencer wants. If the brands want retain control over the message, traditional advertisement is the better option. Overall, marketers need to be aware that the type of online advertisement does matter when promoting a product or service, which also is important when building and maintaining their brand image.

## 6 References

- Babbie, E. (2014). *The basics of social research* (International ed. of 6th revised ed.). Van Haren Publishing.
- Backaler, J. (2018). *Digital influence: Unleash the power of influencer marketing to accelerate your global business* (1st ed.). Palgrave Macmillan.
- Bergkvist, L., & Rossiter, J. R. (2008). The role of ad likability in predicting an ad's campaign performance. *Journal of Advertising*, *37*(2), 85–98. <https://doi.org/10.2753/joa0091-3367370207>
- Bjerke, R., Rosendahl, T., Gopalakrishna, P., & Sandler, D. (2005). Ad element liking and its relationship to overall ad liking. *Journal of Promotion Management*, *12*(1), 97–128. [https://doi.org/10.1300/j057v12n01\\_07](https://doi.org/10.1300/j057v12n01_07)
- Calder, B. J., & Malthouse, E. C. (2012). Media engagement. In A. Gröppel-Klein, & C. C. Germelmann (Eds.) *Medien Im Marketing* (pp. 253–291). Gabler. [https://doi.org/10.1007/978-3-8349-8082-3\\_14](https://doi.org/10.1007/978-3-8349-8082-3_14)
- Calder, B. J., Isaac, M. S., & Malthouse, E. C. (2016). How to capture consumer experiences: A context-specific approach to measuring engagement. *Journal of Advertising Research*, *56*(1), 39 – 52. <https://doi.org/10.2501/jar-2015-028>
- Campbell, M. C., & Keller, K. L. (2003). Brand familiarity and advertising repetition effects. *Journal of Consumer Research*, *30*(2), 292–304. <https://doi.org/10.1086/376800>
- Chan, F. Y., Chan, H. F. , & Tang, F. (2016). The effect of perceived advertising effort on brand perception: Implication for retailers in Hong Kong. *The International Review of Retail, Distribution and Consumer Research*, *27*(1), 78–93. <https://doi.org/10.1080/09593969.2016.1221843>
- Chesters, A. (October 31, 2011). A brief history of Clinique. *The Guardian*. <https://www.theguardian.com/fashion/fashion-blog/2011/oct/31/brief-history-of-clinique>
- Childers, C. C., Lemon, L. L., & Hoy, M. G. (2019). #sponsored #ad: Agency perspective on influencer marketing campaigns. *Journal of Current Issues & Research in Advertising*, *40*(3), 258–274. <https://doi.org/10.1080/10641734.2018.1521113>
- Ciceri, A., Russo, V., Songa, G., Gabrielli, G., & Clement, J. (2020). A neuroscientific method for assessing effectiveness of digital vs. print ads. *Journal of Advertising Research*, *60*(1), 71–86. <https://doi.org/10.2501/jar-2019-015>
- Costa da Hernandez, J. M., Wright, S. A., & Affonso, F. M. (2019). The importance of advertising skepticism for brand extension appeals. *Psychology & Marketing*, *36*(7), 687–699. <https://doi.org/10.1002/mar.21205>

- Cowley, E., & Barron, C. (2008). When product placement goes wrong: The effects of program liking and placement prominence. *Journal of Advertising, 37*(1), 89–98.  
<https://doi.org/10.2753/joa0091-3367370107>
- Daems, K., De Pelsmacker, P., & Moons, I. (2019). The effect of ad integration and interactivity on young teenagers' memory, brand attitude and personal data sharing. *Computers in Human Behavior, 99*, 245–259. <https://doi.org/10.1016/j.chb.2019.05.031>
- Davtyan, D., & Cunningham, I. (2016). An investigation of brand placement effects on brand attitudes and purchase intentions: Brand placements versus TV commercials. *Journal of Business Research, 70*, 160–167. <https://doi.org/10.1016/j.jbusres.2016.08.023>
- De Jans, S., Van de Sompel, D., De Veirman, M., & Hudders, L. (2020). #sponsored! How the recognition of sponsoring on Instagram posts affects adolescents' brand evaluations through source evaluations. *Computers in Human Behavior, 109*, 106342.  
<https://doi.org/10.1016/j.chb.2020.106342>
- De Veirman, M., Cauberghe, V., & Hudders, L. (2017). Marketing through Instagram influencers: The impact of number of followers and product divergence on brand attitude. *International Journal of Advertising, 36*(5), 798–828. <https://doi.org/10.1080/02650487.2017.1348035>
- De Vries, L., Gensler, S., & Leeftang, P. S. H. (2017). Effects of traditional advertising and social messages on brand-building metrics and customer acquisition. *Journal of Marketing, 81*(5), 1–15. <https://doi.org/10.1509/jm.15.0178>
- Dhanesh, G. S., & Duthler, G. (2019). Relationship management through social media influencers: Effects of followers' awareness of paid endorsement. *Public Relations Review, 45*(3), 101765. <https://doi.org/10.1016/j.pubrev.2019.03.002>
- Draganska, M., Hartmann, W. R., & Stanglein, G. (2013). Internet versus television advertising: A brand-building comparison. *Journal of Marketing Research, 51*(5), 578–590.  
<https://doi.org/10.1509/jmr.13.0124>
- Dwivedi, A., Wilkie, D., Johnson, L., & Weerawardena, J. (2016). Establishing measures and drivers of consumer brand engagement behaviors. *Journal of Brand Management, 23*(5), 41–69.  
<https://doi.org/10.1057/s41262-016-0001-9>
- Evans, N. J., Phua, J., Lim, J., & Jun, H. (2017). Disclosing Instagram influencer advertising: The effects of disclosure language on advertising recognition, attitudes, and behavioral intent. *Journal of Interactive Advertising, 17*(2), 138–149.  
<https://doi.org/10.1080/15252019.2017.1366885>
- Foroudi, P. (2019). Influence of brand signature, brand awareness, brand attitude, brand reputation on hotel industry's brand performance. *International Journal of Hospitality Management, 76*, 271–285. <https://doi.org/10.1016/j.ijhm.2018.05.016>

- Goldfarb, A. (2013). What is different about online advertising? *Review of Industrial Organization, 44*(2), 115–129. <https://doi.org/10.1007/s11151-013-9399-3>
- Gordon, B. R., Jerath, K., Katona, Z., Narayanan, S., Shin, J., & Wilbur, K. C. (2020). Inefficiencies in digital advertising markets. *Journal of Marketing, 1*–19. <https://doi.org/10.1177/0022242920913236>
- Hardy, J. (2016). Marketer's influence on media: Renewing the radical tradition for the digital age. In J. F. Hamilton, R. Bodle, & E. Korin (Eds.). *Explorations in critical studies of advertising* (1st ed., pp. 13–27). Routledge
- Influencer MarketingHub. (March 1, 2020). *The state of influencer marketing 2020: Benchmark report*. <https://influencermarketinghub.com/influencer-marketing-benchmark-report-2020/>
- Kang, J. (2018). The effect of ad skepticism and celebrity preference on brand attitude change in celebrity-endorsed advertising. *Japanese Psychological Research, 62*(1), 26–38. <https://doi.org/10.1111/jpr.12242>
- Kumar, V., Choi, J. B., & Greene, M. (2017). Synergistic effects of social media and traditional marketing on brand sales: Capturing the time-varying effects. *Journal of the Academy of Marketing Science, 45*(2), 268–288. <https://doi.org/10.1007/s11747-016-0484-7>
- Latimer, A. (August 30, 2018). Influencer fraud is affecting more brands than you think. *Global Cosmetic Industry*. <https://www.gcimagazine.com/marketstrends/channels/onlinetv/Influencer-Fraud-is-Affecting-More-Brands-Than-You-Think-492104251.html>
- Levin, A. (2019). *Influencer marketing for brands: What YouTube and Instagram can teach you about the future of digital advertising* (1st ed.). Apress. [https://doi.org/10.1007/978-1-4842-5503-2\\_7](https://doi.org/10.1007/978-1-4842-5503-2_7)
- Maslowska, E., Malthouse, E. C., & Collinger, T. (2016). The customer engagement ecosystem. *Journal of Marketing Management, 32*(5–6), 469–501. <https://doi.org/10.1080/0267257x.2015.1134628>
- Minton, E. A. (2018). Believing is buying: Religiosity, advertising skepticism, and corporate trust. *Journal of Management, Spirituality & Religion, 16*(1), 54–75. <https://doi.org/10.1080/14766086.2018.1437764>
- Mitchell, A. A., & Olson, J. C. (1981). Are product attribute beliefs the only mediator of advertising effects on brand Attitude? *Journal of Marketing Research, 18*(3), 3–18. <https://doi.org/10.2307/3150973>
- Neuman, W.L. (2014). Experimental Research. In W.L. Neuman (Auth.) *Social research methods: Qualitative and quantitative approaches* (7<sup>th</sup> ed., pp. 281–313). Pearson.

- Newman, E. J., Stem, D. E., Jr, & Sprott, D. E. (2004). Banner advertisement and web site congruity effects on consumer web site perceptions. *Industrial Management & Data Systems*, 104(3), 273–281. <https://doi.org/10.1108/02635570410525816>
- Parks, L. (2001). Skin care: Retailers aim to cash in on skin care boom. *Drugstore News*, 23 (14), 30. <https://search-proquest-com.eur.idm.oclc.org/docview/204784725?accountid=13598>
- Polegato, R., & Bjerke, R. (2009). Cross-cultural differences in ad likeability and ad element likeability: The case of Benetton. *Journal of Promotion Management*, 15(3), 382–399. <https://doi.org/10.1080/10496490903196460>
- Prasanna, R. (2019). Cosmetic products: Buying behavior among married and unmarried women. *IUP Journal of Marketing Management*, 18(3), 24–59. <https://search-proquest-com.eur.idm.oclc.org/docview/2292876973?accountid=13598>
- Redondo, I., & Bernal, J. (2016). Product placement versus conventional advertising: The impact on brand choice of integrating promotional stimuli into movies. *Journal of Promotion Management*, 22(6), 773–791. <https://doi.org/10.1080/10496491.2016.1214205>
- Rhee, E. S., & Jung, W. S. (2019). Brand familiarity as a moderating factor in the ad and brand attitude relationship and advertising appeals. *Journal of Marketing Communications*, 25(6), 571–585. <https://doi.org/10.1080/13527266.2018.1461124>
- Schivinski, B., & Dabrowski, D. (2014). The effect of social media communication on consumer perceptions of brands. *Journal of Marketing Communications*, 22(2), 189–214. <https://doi.org/10.1080/13527266.2013.871323>
- Shin, W., & Lin, T. T.-C. (2016). Who avoids location-based advertising and why? Investigating the relationship between user perceptions and advertising avoidance. *Computers in Human Behavior*, 63, 444–452. <https://doi.org/10.1016/j.chb.2016.05.036>
- Skelly, M., Kimmel, S., Zupan, M., LeWinter, O., Urban, K., Shanks, L., Montgomery, W., & Patel, N. (2014). Clinique #StartBetter. *Shorty Awards*. <https://shortyawards.com/7th/clinique-startbetter>
- Sokolova, K., & Kefi, H. (2020). Instagram and YouTube bloggers promote it, why should I buy? How credibility and parasocial interaction influence purchase intentions. *Journal of Retailing and Consumer Services*, 53. <https://doi.org/10.1016/j.jretconser.2019.01.011>
- Toepoel, V. (2016). *Doing surveys online*. SAGE Publications. <https://dx-doi-org.eur.idm.oclc.org/10.4135/9781473967243>
- Varan, D., Nenycz-Thiel, M., Kennedy, R., & Bellman, S. (2019). The effects of commercial length on advertising impact. *Journal of Advertising Research*, 60(1), 54–70. <https://doi.org/10.2501/jar-2019-036>

- Voorveld, H. A. M., Van Noort, G., Muntinga, D. G., & Bronner, F. (2018). Engagement with social media and social media advertising: The differentiating role of platform type. *Journal of Advertising*, 47(1), 38–54. <https://doi.org/10.1080/00913367.2017.1405754>
- Walsh, G., & Beatty, S. E. (2007). Customer-based corporate reputation of a service firm scale. *PsycTESTS Dataset*. <https://doi.org/10.1037/t68604-000>
- Wijaya, B. S. (2012). The development of hierarchy of effects model in advertising. *International Research Journal of Business Studies*, 5(1), 73–85. <https://doi.org/10.21632/irjbs.5.1.73-85>
- Yang, S., Lin, S., Carlson, J. R., & Ross, W. T., Jr. (2016). Brand engagement on social media: Will firms' social media efforts influence search engine advertising effectiveness? *Journal of Marketing Management*, 32(5–6), 526–557. <https://doi.org/10.1080/0267257x.2016.1143863>
- Yoon, H. J., & Kim, Y. (2016). The effects of norm beliefs and age on responses to comedic violence advertising. *Journal of Current Issues & Research in Advertising*, 37(2), 131–145. <https://doi.org/10.1080/10641734.2016.1171180>
- Yoon, S., Choi, Y. K., & Song, S. (2011). When intrusive can be likable. *Journal of Advertising*, 40(2), 63–76. <https://doi.org/10.2753/joa0091-3367400205>
- Yu, J. (2018). Consumer responses toward green advertising: The effects of gender, advertising skepticism, and green motive attribution. *Journal of Marketing Communications*, 1–20. <https://doi.org/10.1080/13527266.2018.1514317>

## 7 Appendices

### 7.1 Appendix A: survey

---

#### Screen 1

Dear participant,

Thank you very much for participating in this research. This research is conducted by a student of the Media master's Programme of the Erasmus University Rotterdam. It consists of a survey, asking you for your opinion about an advertisement that was released by Clinique Laboratories.

*In order to see the advertisement by Clinique Laboratories, you might need to have a working video and sound system. Please check if the volume of your sound system is on, and/or grab a set of headphones if you wish to complete this survey in a public space.*

Please be aware that your participation is completely voluntarily, meaning that you can quit at any time during your participation. Furthermore, your personal information will be kept strictly confidential and the findings of this survey will be used solely for educational purposes. Hence, your anonymity is guaranteed at all time. Completing the survey takes approximately 10-15 minutes. If you have any questions during or after your participation, please feel free to contact me at 514170mo@student.eur.nl

- I understand and the above and agree on participating in this research.

---

#### Screen 2

Before entering the main survey, we ask to you to complete two questions to determine whether you are eligible for participation.

(Q1) What gender do you identify with?

- Male
- Female
- Other

*At this point, respondents who are male or other gender that we study will be forwarded to an automated message saying "Thank you for your interest in our study. Regrettably, you do not fit the target group of interest."*



### Screen 3

Before starting with the survey, we want to ensure you video and sound is working. Please first watch the following video and answer question.



(Q.3.1) In the video, does the cat?

- Scratches the dog
- Meows at the dog
- Runs away from the dog
- Licks the dog

---

### Screen 4

Thank you for your answers. You fit the target group of interest. Before showing you the video, we would like to know a few more things about your demographic background and personal values.

(Q.4.1) What is your age?

< Open text box >

(Q.4.2) Which country are you from?

<dropdown list>

(Q.4.3) What is the highest educational level that you have followed?

- Primary school
- Secondary school / high school
- Vocational degree after high school
- Bachelor's degree
- Master's degree
- PhD, or other equivalent
- Other, namely.... < Open text box >

---

**Screen 5**

Next, you will see an advertisement by Clinique Laboratories. You may be assigned an image or video advertisement. Study the advertisement carefully before progressing to the next page. If the advertisement is of video form, please start the video yourself and watch it until the end.

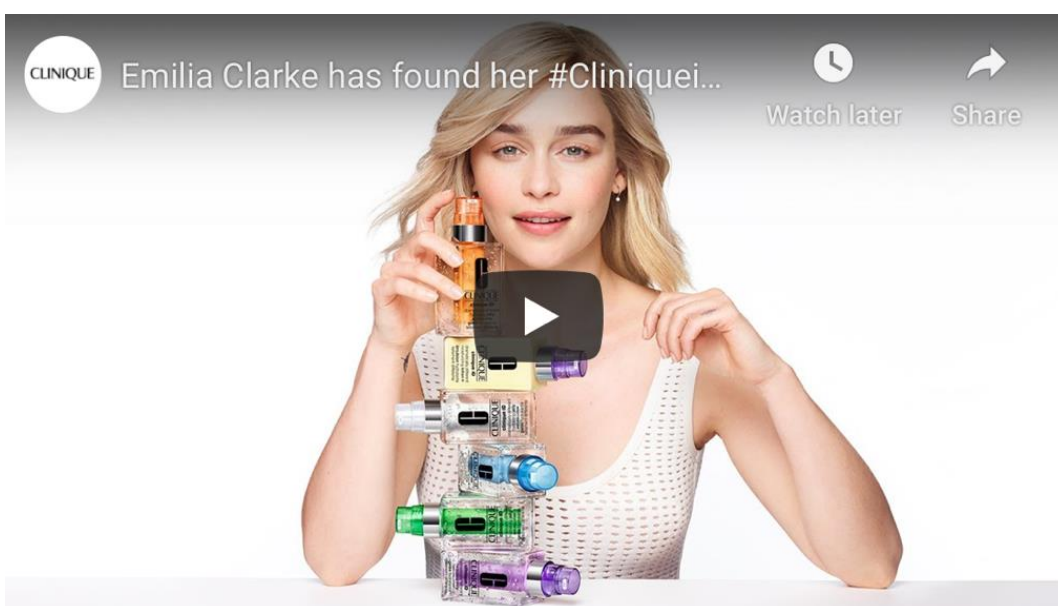
---

**Screen 6**

*Random type of advertisement will be shown. See examples below;*



---

**Screen 7**

---

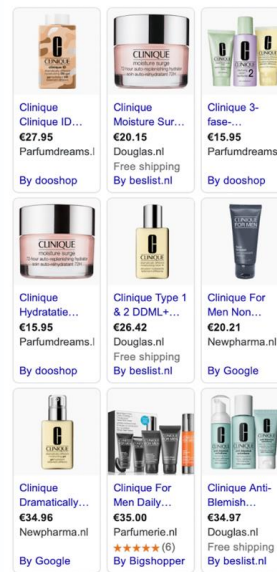
**Screen 8**

### How would you describe your skin?

My skin is pretty moist and dewy from all the products I layer on my face every day. Without them, my skin is very dry and sensitive. I've suffered from eczema for my entire life and can sense a flare up from a mile away. If I'm exposed to extreme temperature changes or humidity, or if I eat too much of certain things (mainly dairy and sugar), I know a flare-up will occur somewhere on my body. For example, when I travel from New York to Bangkok (where my family is from) and undergo an extreme temperatures change, I have to stay extra hydrated, calm, and cool—or else my neck, the crook of my arm, and the cupid's bow area on my face will get extremely itchy. Also if I drink more than two alcoholic beverages, the eczema on my hands will flare up right away.

### How would you describe your skincare approach in general?

Now that I'm in my 30s, my skincare approach is guided by the advice of my esthetician. I have been seeing Vicki from Vicki Morav Spa for awhile now, and she has changed my whole perspective. I used to think more is better when it comes to products, but she helped me see otherwise. She also taught me that what I eat really affects how my skin looks. A couple times a year (usually during transitional weather) I experience eczema flare-ups all over my body including my face, so during these seasonal changes I'll reduce my intake of sugar, dairy, alcohol, and spicy foods to stop or at least slow down the inflammation. This practice is extremely hard for me, since I own Thai restaurants and I'm constantly surrounded by my favorite foods with bold flavors such as spice, acidity, and salt. But it makes a big difference.



---

## Screen 9



---

## Screen 10

Now, we would like to ask you some questions about the advertisement you just saw.

(Q.10.1) Prior to watching this advertisement, were you already familiar with the Clinique Laboratories brand? *Have you for instance seen commercials for or tried products of Clinique before?*

- Yes
- No

(Q.10.2) Had you seen this particular advertisement by Clinique Laboratories before?

- Yes
- No

(Q.10.3) Can you describe the type of advertisement you just watched?

- Traditional advertisement on YouTube (similar to TV commercial)
- Influencer advertisement
- Product placement advertisement (product shown in movies)
- Side-banner advertisement ( advertisement seen next to websites' content)
- Uncertain

---

**Screen 11**

(Q.11.1) Next, I would also like to ask you some questions about your opinion on the advertisement you watched. To what extent do you agree that the advertisement that you watched was ...?

Unappealing	1	2	3	4	5	Appealing
Bad	1	2	3	4	5	Good
Unpleasant	1	2	3	4	5	Pleasant
Unfavorable	1	2	3	4	5	Favorable
Unlikable	1	2	3	4	5	Likable

---

**Screen 12**

(Q.12.1) Next, there will be 16 statement shown regarding the advertisement you watched. For your convenience the statement will be divided in three screens, each with no more than 6 statements.

	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
--	-------------------	-------------------	----------------------------	----------------	----------------

The advertisement made me cheerful	1	2	3	4	5
The advertisement annoyed me	1	2	3	4	5
The advertisement was rather unclear	1	2	3	4	5
The advertisement filled an empty moment	1	2	3	4	5
The advertisement made me enthusiastic	1	2	3	4	5

---

**Screen 13**

(Q.13.1) To what extent do you agree with the following statements?

	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
The advertisement was original and unique	1	2	3	4	5
The advertisement offered me something new	1	2	3	4	5
In the advertisement I recognize myself in	1	2	3	4	5
The advertisement made sure I could vent my opinion	1	2	3	4	5
The advertisement motivated me to visit a shop/search for more information	1	2	3	4	5

---

**Screen 14**

(Q.14.1) Here are the last 6 statement about advertisement you watched. To what extent do you agree with the following statements?

---

	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
The advertisement gave me incredible information	1	2	3	4	5
The advertisement gave me the opportunity to come into contact with new things/ to be surprised	1	2	3	4	5
The advertisement enables me to share something with others	1	2	3	4	5
The advertisement gives me subject of conversation	1	2	3	4	5
The advertisement made sure I was up to date	1	2	3	4	5
The advertisement gave me useful information	1	2	3	4	5

---

**Screen 15**

(Q.15.1) In the next section I will show you 9 more statement about the advertisement you just watched. In this part, similarly to the previous section, the statements will be shown in 2 screens, with no more than 5 statement per screen. Please let me know to what extend you agree with the statements.

---

**Screen 16**

(Q.16.1) To what extend do you agree with the statements?

	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
We can depend on getting the truth in this Clinique's advertisement	1	2	3	4	5

This Clinique's advertisement aim is to inform the consumer	1	2	3	4	5
I believe this Clinique's advertisement is informative	1	2	3	4	5
Clinique's advertising is generally truthful	1	2	3	4	5
This Clinique's advertising is a reliable source of information about the quality and performance of products	1	2	3	4	5

---

**Screen 17**

(Q.17.1) In this section you will find the last 4 statements. Can you tell me to what extent do you agree with the following statement?

	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
This Clinique's advertisement is truth well told	1	2	3	4	5
In general, Clinique's advertising presents a true picture of the product being advertised	1	2	3	4	5
I feel I've been accurately informed after viewing this Clinique's advertisement	1	2	3	4	5
Most Clinique's advertisement provides consumers with essential information	1	2	3	4	5

---

**Screen 18**

Now, in this section I would like to ask you some questions about your opinion on the brand Clinique Laboratories.

(Q.18.1) To what extent do you agree that the brand Clinique is...?

Unappealing	1	2	3	4	5	Appealing
Bad	1	2	3	4	5	Good
Unpleasant	1	2	3	4	5	Pleasant
Unfavorable	1	2	3	4	5	Favorable
Unlikable	1	2	3	4	5	Likable

### Screen 19

You are almost done but before,

(Q.19.1) Do you use similar products to the one shown in the advertisement by different brands?

- Yes
- No

(Q.19.2) Do you use Clinique products?

- Yes
- No
- 

(Q.19.3) How likely is would it be for you to buy the advertise products by Clinique Laboratories?

	Extremely unlikely	Somewhat unlikely	Neither likely nor unlikely	Somewhat likely	Extremely likely
I would buy the advertised Clinique products	1	2	3	4	5

### Screen 20

(Q.20.1) You have now reached the end of the questionnaire. Thank you for your time and effort. Your help is highly appreciated! If you have questions or comments about this questionnaire, please list them below or you can contact me, Maged at 514170mo@student.eur.nl

*[Add text box]*

PLEASE PRESS THE NEXT BUTTON TO STORE ALL YOUR ANSWERS.



## 7.2 Appendix B: advertising liking

*Table 3: Factor and reliability analyses for scales for Advertising Liking (N = 144)*

Item	<i>Advertising Liking</i>
Unappealing – Appealing	.90
Bad – Good	.84
Unpleasant – Pleasant	.88
Unfavorable – Favorable	.89
Unlikable - Likable	.92
$R^2$	.27
Eigenvalue	3.92
Cronbach's $\alpha$	.93
$M$	3.69
$SD$	0.99

### 7.3 Appendix C: brand attitude

*Table 4: Factor and reliability analyses for scales for Brand Attitudes (N = 144)*

Item	<i>Advertising Liking</i>
Unappealing – Appealing	.81
Bad – Good	.88
Unpleasant – Pleasant	.88
Unfavorable – Favorable	.88
Unlikable - Likable	.91
<i>R</i> <sup>2</sup>	.76
Eigenvalue	3.80
Cronbach's $\alpha$	.92
<i>M</i>	4.03
<i>SD</i>	0.76