MASTER THESIS

HOW TO CREATE USER-GENERATED BRANDING IN INDUSTRIAL MARKETING?

A PERSPECTIVE ON VIDEO SOURCE, SOURCE CREDIBILITY AND VIDEO CONTENT

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ABSTRACT

Today's customers are more powerful and active on online platforms, making it a good opportunity for industrial organizations to create brand exposure. Because of the growing possibilities to brand products by means of online videos, the purpose of this study was to explore user-generated branding (UGB) options for industrial organizations and marketers. Video source was central in this study and was divided in two dimensions: generator and gender. Both dimensions existed of two independent variables and were applied in a 2 (generator: user-generated video (UGV) vs. firm-generated video (FGV)) x 2 (gender: male vs. female) experimental study. Four videos were made as stimulus materials and 84 industrial workers watched one of the four videos and filled in a questionnaire afterwards. Results indicated that displaying a female person in a video has more effect on online sharing in comparison to a male person. An explanation for this result is that men are overrepresented in the industrial sector and women are therefore perceived as more memorable. Regarding video content, results of this study imply that perceived usefulness has a strong positive moderating role on the effect of the video source on all factors of UGB. Perceived humorous video content has a positive moderating effect of video source on online sharing, perceived brand quality and brand awareness (not on user intention). Findings of this study contribute to a better understanding into how to generate successful videos to stimulate UGB for organizations, products and brands within the industrial sector.

Keywords: video generator, gender roles in video, source trustworthiness, source expertise, humorous video content, useful video content, industrial brand equity

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1. INTRODUCTION

According to Kaplan and Haenlein (2011) there is no question about it; the most effective influence on the behavior of consumers towards a brand is when they share brand-related content with each other. Because of the rise of the internet a few years ago, new varieties of online tools like review pages on websites, e-mail, videos or social media platforms make it very easy for customers to share content with each other (Kaplan & Haenlein, 2011).

User-generated branding (UGB) stands for achieving brand goals by stimulating consumers to create or share brand-related content (Arnhold & Burmann, 2009). Although many organizations are already actively participating in online marketing activities, still a lot of industrial companies are just starting to explore their online branding options (Williamson, 2010). Because of the large number of competitors in the market, manufacturers and suppliers of industrial products need to consider new ways to create brand equity. Several studies showed a positive relation between online branding activities and brand equity. For example, Hsieh, Hsieh and Tang (2012) measured the success of a UGB campaign of a beer brand by applying Lasswell's (1948) classical formula of communication with four dimensions; (1) source, (2) content, (3) channel and (4) receiver. Their study showed the greatest effect on online sharing at the source and content dimension (Hsieh et al., 2012). Therefore, this study primarily focusses on these two dimensions. Even though the focus of this study is not on the channel and the receiver dimension, both are incorporated by a clear definition of the channel (online videos) and receivers (industrial workers).

Via multiple online tools tangible and intangible physical product attributes (i.e., size, material composition, price and quality) can be visualized. These attributes are essential for branding industrial products (Lee, 2006; Van Riel, Pahud de Mortanges & Streukens, 2005). In the past years video marketing became quite popular to brand industrial products because videos can clearly visualize product attributes (Shipley & Howard, 1993; Van Riel et al., 2005). The content of a video has a strong effect on the success of an UGB campaign (Hautz, Füller, Hutter & Thürridl, 2014). Especially in industrial organizations where customers are interested to hear opportunities to improve job

performance, providing useful and value adding content is very successful (Van Riel et al., 2005). Nonetheless, in order to gain attention and evoke positive arousal towards the brand, the content of a video needs to be humorous as well (Eisend, 2009; Kaplan & Haenlein, 2011). Due to the crucial influence of humor and usefulness as variables of video content, this study considers video content as an important moderator in measuring the success of an UGB campaign. However, before a recipient assesses the video content he or she first looks at the source and immediately determines its credibility (De Bruyn & Lilien, 2008; Hautz et al., 2014; Hsieh et al., 2012).

Chiu, Hsieh, Kao and Lee (2007) stated that consumers are more willing to share a message with others if they receive it from friends instead of firms. The central element in this study is video source, divided in two dimensions: generator and gender. When looking at the generator of a video, this study makes a distinction between user-generated videos (UGVs) (i.e., produced by individuals outside an organization) and firm-generated videos (FGVs) (i.e., produced by or on behalf of an organization). Referring to source credibility, Schivinski and Dąbrowski (2013) argue that UGVs may be perceived as non-commercial advertising whereas FGVs may be perceived as commercial advertising. Following the arguments of Chiu et al. (2007), the generator of the video could influence an UGB campaign because of its perceived persuasive intent. The gender of a person who has the lead in a video could also influence the success of a UGB campaign (Collins, 2011). Regarding online sharing, displaying a female person with an industrial product can lead to more online shares because of its unexpected and memorable character (Kaplan & Haenlein, 2011). However, industrial products belong to the masculine brand category because almost all industrial workers are men. Thereby industrial workers seem to need a high gender fit because of its functional-oriented nature (Lee, 2006). These men perform heavy physical tasks on a daily basis, which is automatically more related to men than to women.

Therefore, this study is set up to measure the effect of four video source combinations on UGB in a 2 (generator: UGV vs. FGV) x 2 (gender: male vs. female) research design. The purpose of this study is to explore their UGB options by means of video marketing. The main research question of this study is: “What is the effect of video source, in relation to the (humorous and useful) content of a video, on user-generated branding (UGB) in industrial B2B marketing?”

2. THEORETICAL FRAMEWORK

2.1 USER-GENERATED BRANDING

UGB, also found in literature as electronic word-of-mouth communication, implies person-to-person communication about a brand, product or service in an online environment (Hsieh et al., 2012). Because of the low costs of an UGB campaign and the possibility to reach the right audience, initiating UGB campaigns can be very effective. A commonly used definition of UGB is: *"The strategic and operative management of brand related user-generated content (UGC) to achieve brand goals"* (Arnhold & Burmann, 2009, p.66). As stated by Berthon, Pitt, Cyr and Campbell (2008) much is changed in the marketing mix of companies because of the growing rate of worldwide use of internet by customers. Because of the rise of many online social technologies like social networking sites, video and community platforms millions of people start creating own brand-related content (Burmann, 2010).

While branding has been and still is a very important subject in marketing literature, branding in the industrial sector is rather new. Industrial branding has emerged because firms who make or distribute industrial products, now discover opportunities to create more product awareness (Van Riel et al., 2005). UGB is the overarching construct which is understood as all created brand messages (also known as UGC) by non-marketers in all possible forms and via all available online social platforms. This means that UGC can be expressed in; text, image, audio or video and can be found for example on; blogs, reviews, video sharing and social networking sites, but also via mobile apps (Vickery & Wunsch-Vincent, 2007; Burmann 2010). According to Erdoğmuş and Cicek (2012) it is proven that UGC increases brand awareness, boosts brand recognition and recall and increases brand loyalty (Gunelius, 2011). Because the industrial sector is very product-orientated new online tools make it possible to show product attributes by means of images or videos to increase industrial brand equity (Van Riel et al., 2005; Kaplan & Haenlein, 2011).

2.1.1 Online sharing

Today's customers are more powerful, busy and active on online platforms. This creates opportunities for organizations to expose their brands and products (Gordhamer, 2009; Erdoğmuş & Cicek, 2012). UGB is only successful for industrial organizations if customers create or share brand-related content on online platforms and if it creates industrial brand equity afterwards. The phenomenon of online sharing and creating brand exposure on a large scale is also known as 'viral marketing' (Dobele, Lindgreen, Beverland, Vanhamme & van Wijk, 2007). The main purpose of viral marketing is to spread a marketing message related to a company, brand, or product, through different online tools as far as possible amongst a relevant audience (Kaplan & Haenlein, 2011). Even when the UGC is negative about a brand or product, it can still contribute to increasing awareness of the brand or product (Berger & Milkman, 2012).

According to Kaplan and Haenlein (2011) there are multiple personal, interpersonal and external reasons for a customer to share or not share content online. This is demonstrated by their definition of viral marketing: *"A message can create a viral effect when the right people get the right message under the right circumstances"* (Kaplan & Haenlein, 2011, p. 256). In this study the right people are workers in a professional industrial sector and the right circumstances are work-related. As stated by Berger and Milkman (2012) a person shares a message because he or she experiences a positive or negative arousal towards the content. The content needs to be memorable and interesting, otherwise the target audience will not even notice the message. Besides that it is also important that the message contains added value which means that it provides new content (Kaplan & Haenlein, 2011).

De Bruyn and Lilien (2008) stated that a recipient of a message first becomes aware of the content by only looking at the subject and source. In this awareness stage the perceived expertise and trustworthiness of the source is very important for the receiver (De Bruyn & Lilien, 2008; Hautz et al., 2014). Next is the interest stage where the recipient becomes aware of the purpose of the content and assesses to spend time on the message. The final stage follows where a recipient decides to actively take part in creating or sharing brand-related content online (De Bruyn & Lilien, 2008; Kaplan & Haenlein, 2011).

2.1.2 Industrial brand equity

Industrial products are products that are made in a factory or plant on a large scale and in most cases multiple products belong to a singular brand category. Every day more and more industrial organizations discover the opportunities to create brand awareness via available online tools (Van Riel et al., 2005). According to Yoo and Donthu (2001) it is very important for organizations to gain brand equity because it positively affects the long-term cash flow and profits because customers are willing to pay more for a brand with higher brand equity. Brand equity is the reason why almost every marketing activity is executed (Aaker, 1991; Yoo, Donthu & Lee, 2000). Brand equity has many definitions but collectively brand equity exist of four factors; brand loyalty, brand awareness, perceived quality of the brand and brand associations (Aaker, 1991; Keller 1993). Brand loyalty is defined as: *"the attachment that a customer has to a brand"* (Aaker, 1991, p. 39). Brand awareness is defined as: *"the ability for a buyer to recognize or recall that a brand is a member of a certain product category"* (Aaker, 1991, p. 61). Zeithaml (1988) defined the perceived quality of a brand as: "*the consumer's judgment about a product's overall excellence or superiority*" (p. 3). Aaker (1991) defined brand associations as: *"anything linked in memory to a brand"* (p. 109). The more positive brand loyalty, brand awareness, perceived brand quality and the associations of the brand are, the higher the brand equity is.

Even though this brand equity theory can be generalized for organizations in the business-to-consumer (B2C) and business-to-business (B2B) sector there are also differences. This study focuses on the industrial sector -which belongs to B2B communication- in which product attributes like product performance, product quality, delivery, service and price play a far more important role compared to consumers in other contexts (Shipley & Howard, 1993; Van Riel et al., 2005). As concluded by Van Riel et al. (2005) brand loyalty, the perceived quality of the branded product and brand awareness are the three most important factors for creating industrial brand equity. They stated that brand loyalty is demonstrated by the intention of a person to purchase the brand as a primary choice. Because the focus is on a product and brand that is quite new this study is more focused on 'user intention' instead of brand loyalty. The 'perceived brand quality' is important because in the industrial sector workers are dependent of these products on a daily basis.

Therefore, the products that belong to a brand need to function properly (Low & Lamb Jr, 2000; Van Riel et al. 2005). 'Brand awareness' is a very important factor of industrial brand equity because of the large numbers of competitive products and suppliers in the market (Mitchell, King & Reast, 2001). Though Aaker (1991) stated that brand associations are important in consumer branding, Van Riel et al. (2005) stated that brand associations play a smaller role in industrial branding. An explanation for this is that industrial products rarely evoke non-product related associations. Therefore, brand associations are not considered in this study as part of generating industrial brand equity.

In the past, several studies examined the relationship between UGB and brand equity or some factors of brand equity. Erdoğmuş and Cicek (2012) studied the influence of social media marketing on brand loyalty, which is one of the most important indicators of industrial brand equity. The researchers found that it is possible for organizations to create brand loyalty via social media by (1) offering advantageous campaigns, (2) offering relevant content, (3) offering popular content, and via (4) appearance on various platforms. Another study conducted by Schivinski and Dąbrowski (2013) gave more insight in the effect of firm-generated (FG) and user-generated (UG) social media communication on brand equity, brand attitude and purchase intention in different industries. They found that both FG and UG communication had a positive effect on the general brand perceptions of customers. Specifically in the case of brand equity Schivinski and Dąbrowski (2013) only found a significant positive relationship with UG.

2.2 VIDEO SOURCE

Nowadays, streaming video technology becomes the most popular form of marketing because almost everyone is able to shoot a video with his or her own digital camera (Lian, 2011).

Online video streaming website YouTube has never been more popular. Furthermore sharing videos have become one of the most popular activities on social networking sites like Twitter and Facebook. Although videos have become quite popular and interesting for marketers, little empirical research can be found on its influence on branding (Hautz et al., 2014). As mentioned in the introduction, videos are of great interest for industrial organizations. Videos make it possible to show physical product attributes of industrial brands (Kaplan & Haenlein, 2011; Van Riel et al., 2005).

As explained by De Bruyn and Lilien (2008) a recipient of a message first looks at the source which indicates that the video source plays a very important role in generating a successful UGB campaign. The work of Kaplan and Haenlein (2011) showed that the source of the message, because of the awareness of its persuasive intent or the presence of a salesperson in a video can influence ones willingness to share a message online (Yang, Hsu & Tan, 2010). In order to create successful UGB campaigns for industrial organizations it is therefore of interest to examine the effect of video source on UGB.

2.2.1 Generator

Chiu et al. (2007) reported that consumers are more willing to share or forward a message when they receive it from friends than messages received from firms. User-generated videos (UGVs) are produced by individuals outside an organization (e.g., peers, friends, colleagues or acquaintances) and firm-generated videos (FGV) are professionally produced by or on behalf of an organization (Hautz et al., 2014; Schivinski & Dąbrowski, 2013). According to Hautz et al. (2014) UGVs allow customers to share and discuss opinions and experiences with a brand or product via a combination of images, text, sounds and storylines in the form of audio-visual material (Paek et al., 2011). According to Schivinski and Dąbrowski (2013) FGVs allow organizations to influence individuals' perceptions about their products and spread information (Brodie, Ilic, Juric & Hollebeek, 2013). A typical element of a FGV is that it is a commercial aimed to promote a brand or product. In most cases brands are clearly present and a representative or salesperson of the organization states the benefits of the brand or product. On the other hand, UGVs are more often produced by enthused customers or users of products and want other customers to benefit from that brand or product too.

A distinction between these sources is necessary because FGV may be perceived as commercial advertising whereas UGV is perceived as non-commercial advertising (Schivinski & Dąbrowski, 2013). Kaplan and Haenlein (2011) argued that the more people perceive the message in a video as persuasive, the lower the chance that people will share it. This is also acknowledged by Hautz et al. (2014) who stated that a message communicated by a corporate source is perceived as more

commercial and persuasive compared to a peer source. An explanation for this is that a peer, in the form of a friend or colleague, feels more similar and will therefore be shared more online.

Schivinski and Dąbrowski (2013) stated that UG and FG content both influence peoples brand perceptions when shared via social media. Thereby the probability that a brand will be incorporated into the customers' consideration set increases. This can lead to a shorter brand decision process and a higher chance of purchasing this brand the next time. Schivinski and Dąbrowski (2013) found that UG content positively influences brand loyalty and perceived brand quality more than FG content. An explanation for this might again be due to the fact that FG content is perceived as more persuasive (Hautz et al., 2014; Kaplan & Haenlein, 2011).

*H1a. UGV's lead to higher levels of **sharing a video online** than FGV's.*

*H1b. UGV's lead to higher levels of **industrial brand equity** than FGV's.*

2.2.2 Gender

Besides looking at the generator of the video as a video source, it is also important to look at the gender of the person who has the lead role in a video. Gender and branding are related to each other since gender is very important because many jobs and products belong to a gender category (Bobbit-Zeher, 2011; Collins, 2011). Especially in work-related and brand-related topics within industrial organizations gender is relevant because almost all industrial workers are men and industrial products belong to the masculine brand category (Bobbit-Zeher, 2011; Collins, 2011; Lee, 2006). The reason why mainly men are working in the industrial sector is explained by the fact that it is mostly heavy physical work and is therefore more associated with men than women.

According to Collins (2011) traditional advertising focused on a right fit between the image gender of the brand and gender roles in advertisements. However, because of new online tools the media landscape is evolving and asks for memorable and diverse content. This movement ultimately influences gender stereotypical advertising.

This is acknowledged by Kaplan and Haenlein (2011) and Weinberger, Gulas and Weinberger (2012) who state that a message or a video needs to contain an unexpected element and be memorable in order to gain attention from the intended target audience. Following this line of reasoning; online messages or videos can become memorable for industrial workers when a female person is displayed with an industrial brand instead of a male. As stated by Kaplan and Haenlein (2011) the more memorable a message is, the more likely it is that someone is willing to share this message online.

Lee (2006) divides products into an image-oriented category (i.e., symbolic products where benefits are sought in the extrinsic and imagery nature) or function-oriented category (i.e., functional products where benefits are sought in the intrinsic nature and product-related attributes) and stated that this influences gender interpretations in advertising. Industrial products are more function-oriented because it is a need product where tangible (i.e., size, weight, material composition, and price) and intangible product-related attributes (i.e., quality and reliability) are mostly important (Van Riel et al., 2005). When a product is more function-oriented like industrial products are a higher fit between brand gender and gender roles in video is needed to generate industrial brand equity (Lee, 2006). How this phenomenon works is explained by Lee (2006) as the way men strongly identify themselves with the material goods they purchase and use. It appears that men are consistent in defining their sexual identity in terms of external possessions, whereby the effect of the fit between brand gender and the gender of a person who is displayed in advertisement is crucial to create the right product associations among this audience (Lee, 2006). That is why the masculine character of the products and brands that are made and delivered by industrial organizations, also has its influence on the gender of the person who plays the lead role in a video. Following these arguments, a better fit between masculine industrial brands is expected when a male person is displayed in a UG or FG video instead of a female person. This right fit between the brand gender and the gender of the person who is displayed in a video should lead to higher user intention, perceived brand quality and brand awareness.

*H2a. A female in a video creates a higher level of **sharing a video online** than a male among industrial workers.*

*H2b. A male in a video creates a higher level of **industrial brand equity** than a female among industrial workers.*

2.2.3 Source credibility

When the recipient of a video knows who the source is, he or she will still judge the overall credibility of this video source. Therefore, the perceived source credibility plays an important mediating role when examining the effect of video source on UGB (Hautz et al., 2014; Lowry, Wilson & Haig, 2014). In the case of high perceived source credibility, people are more likely to be persuaded by the message and show intended behavior (Hautz et al., 2014). Source credibility mainly exists of two factors: trustworthiness and expertise, whereas trustworthiness relates to the perceived integrity of the source and expertise relates to the knowledge or skills of the source in the subject area (Lowry et al., 2014).

As explained by Willemsen, Neijens and Bronner (2012) especially in an online environment a recipient's level of 'identification' with the source is a good predictor of source credibility.
An explanation for this is that when a recipient identificated himself with an user of the branded product – in case of UGV –, or with a salesperson – in case of FGV – or with a male or female person displayed in a video, he will value the whole video as more credible (Hautz et al., 2014; Willemsen et al., 2014).

Measuring the perceived 'trustworthiness' of the video source is very important because a video generated by a user or a salesperson of an organization can be judged differently on its trustworthiness as a result of the persuasive intent he or she evokes (Schivinski & Dąbrowski, 2013). According to Hautz et al. (2014) the perceived 'expertise' of the video source can be divided into use experience and product-related knowledge. This means that both users and salespeople of industrial products can be perceived as someone with expertise.

In sum, the more a person identifies himself with a source and the more he or she perceives the source as trustworthy and as someone with expertise, the higher the perceived source credibility will be.

High source credibility has a positive effect on the willingness to share online and industrial brand equity. Thus, the more the video will be shared, the more people will be confronted with the video and the more likely it is that the brand goals of the UGB are met.

H3a-b. Perceived identification positively mediates the effect of video source on ***(a) sharing a video online and (b) industrial brand equity****.*

H4a-b. Perceived trustworthiness positively mediates the effect of video source on ***(a) online sharing and (b) industrial brand equity****.*

H5a-b. Perceived expertise positively mediates the effect of video source on ***(a) online sharing and (b) industrial brand equity****.*

2.3 VIDEO CONTENT

Besides looking at the video source, the fact that someone is willing to share brand-related video also strongly depends on its content (Hautz et al., 2014). To create a viral effect with a video its content needs to contain elements of entertainment or news (Chiu et al., 2007; Kaplan & Haenlein, 2011). Because this study focuses on branding industrial products, the goal is to evoke positive arousal with the videos by using humor as an element of entertainment. Next to that, as stated before by Van Riel et al. (2005) customers of industrial products are more interested in product attributes like the added value of the product. Hereby usefulness is the element of news, since the video needs to contain some kind of new and useful information for the user of this product. Therefore, humor and usefulness are both considered as important video content factors in this study.

2.3.1 Humor

Several researchers observed a direct relation between the perceived humor in an advertisement and the attitude towards an advertisement (Dobele et al., 2007; Eisend, 2009; Hsieh et al., 2012; Kaplan & Haenlein, 2011).

The explanation for this is that humor stimulates positive or negative arousals. Humor has been a research subject for many years and will always play a role in the advertising industry because people will always keep laughing.

As stated by Weinberger et al. (2012) factors that lead to the level of perceived humor in an advertisement strongly depend on the culture (norms, values and meanings) of the target audience. The reason for this is that a person from a particular culture embodies natural behavior through socialization, which leads in integrated behavior and values related to humor. Hereby, as stated by Weinberger et al. (2012) people give different meanings to advertising messages, even in a networked world. In this study the target audience of the video is male industrial workers who all have their own experiences and believes. Therefore, it can never be set in advance with 100% certainty someone perceives content as humorous. Nevertheless, more peer-to-peer communication between colleagues will arise by making video content humorous as it lays into the nature of a person who laughed, to make someone else laugh too (Dobele et al., 2007).

According to Kaplan and Haenlein (2011) humor makes a video memorable and therefore more effective in UGB campaign compared to non-humorous videos. As explained by Eisend (2009) there are cognitive and affective arguments to explain the influence of humor in advertising on brand perceptions. A cognitive explanation for the positive effect of humor in advertising is that (1) humor brings positive attention-attracting ability towards the brand and that (2) humor distracts people from generating counterarguments (Eisend, 2009; Krishnan & Chakravarti, 2003). An affective explanation of the positive effect of humor in advertising is that humor generates a feeling of happiness which influences the overall evaluations of the displayed brand (Eisend, 2009). An important remark to both cognitive and affective explanations is that the humor in the advertisement needs to be positively related to the brand in order to create positive brand perceptions. Based on aforementioned literature it is argued that humorous content delivered in a UGV and by a female person as a video source is more successful generating online shares and industrial brand equity as opposed to a FGV and by a male person. Therefore it is hypothesized:

*H6a. The effect of video source on **online sharing** is moderated by humor. When the level of perceived humor in a video is high, the willingness to share online increases.*

*H6b. The effect of video source on **industrial brand equity** is moderated by humor. When the level of perceived humor in the video is high, industrial brand equity is also high.*

2.3.2 Usefulness

Besides factors of source credibility and humor the role of useful content also needs to be taken into consideration because of the function-oriented nature of the industrial sector. Industrial organizations depend on the products they need to perform their work and therefore consider product attributes more than ordinary consumer products or image-oriented products (Lee, 2006).

When it comes to creating successful video content to create industrial brand equity, it is imaginable that its content needs to contain some kind of news value (Kaplan & Haenlein, 2011). With news value is meant; content in the form of information that improves work activities with that specific product or brand. According to Weinberger et al. (2012) people who receive content always seek for some congruence, followed by a disparaging of this congruence. Especially when displaying situations that relate to a problem, there is a high need for solutions and closure to this problem (Kaplan & Haenlein, 2011; Weinberger et al., 2012). A condition which useful videos must meet is that the video content needs to contribute to the current knowledge of an industrial worker. When it does, it is likely that an industrial worker shares the video with a colleague, who deals with the same issue or situation (Dobele et al., 2007). Based on aforementioned literature it is argued that useful content delivered in a UGV and by a male person as a video source are more successful in generating online shares and industrial brand equity as opposed to an UGV and by a female person. Therefore it is hypothesized:

*H7a. The effect of video source on **online sharing** is moderated by usefulness. When the level of perceived usefulness in the video is high, the willingness to share online increases.*

*H7b. The effect of video source on **industrial brand equity** is moderated by usefulness. When the level of perceived usefulness in the video is high, industrial brand equity is also high.*

2.4 CONCEPTUAL RESEARCH MODEL

In the introduction, the relevance and purpose of this study was outlined. The hypotheses that were supported by other studies and literature in the theoretical framework represent the expected effect of video source on UGB. In addition, the expected mediating effect of source credibility and the moderating effect of video content were outlined too. All hypotheses of this study are visualized in the conceptual research model as displayed in *Figure 1*.

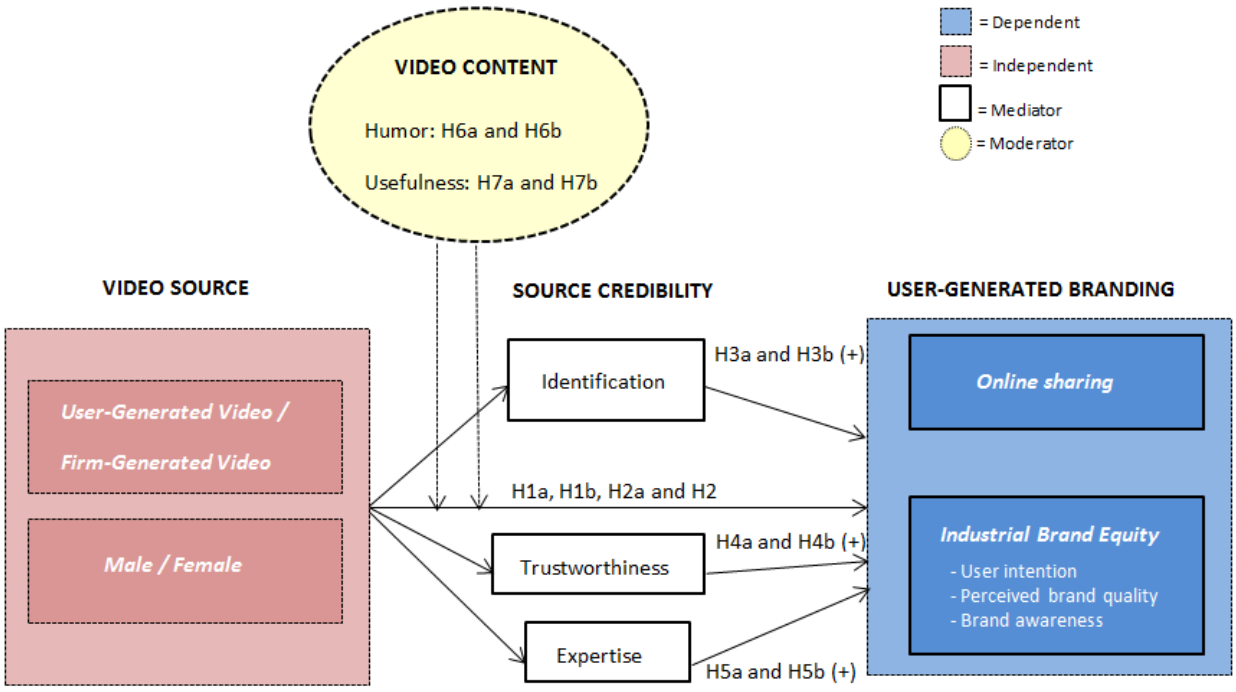

Figure 1. Conceptual Research Model

3. METHOD

3.1 RESEARCH DESIGN

The design that was used to test the fourteen developed hypotheses in a first and second study is a 2 (generator: UGV versus FGV) x 2 (gender: male versus female) research design. First, a qualitative study (study 1) was performed in order to better understand how industrial workers view advertisements of industrial products, what their online sharing behavior is and which video source and content dimensions are important according to them. The hypothesized relationships were measured in an experimental study with a quantitative measurement instrument (study 2). In this second study four videos were made which consisted of different video source combinations (UGV male, UGV female, FGV male and FGV female). The chosen industrial product was a *polishing wheel* and the industrial brand was *Norton*. Norton polishing wheels are produced by international manufacturer Saint-Gobain Abrasives and they can be used to polish steel, metal and aluminum to achieve a high-gloss finish. During the first study, multiple cutting discs and grinding wheels were used to discuss the overall assumptions of industrial workers towards these industrial products.

3.2 STUDY 1

To better understand the attitude of industrial workers towards online sharing and industrial branding and the importance of video source and video content dimensions, two separate focus group discussions were conducted. A focus group discussion is a valuable method to explore concepts, to gather qualitative data and to generate creative ideas. Because of the nature of the participants (male industrial workers) it was also a conscious decision to make the focus group discussion fun and interactive (Colluci, 2007). As argued by Phelps, Lewis, Perry and Raman (2004) a focus group is an ideal instrument to measure people's motivations to forward information because participants are not limited in their answers. In comparison to individual interviews, a focus group gives participants the possibility to express their own opinions and views in a natural social context.

Since both focus group discussions consisted of several people and was executed collectively in the natural habitat of the respondents it was also possible to observe group interactions. The focus group discussion consisted of three parts by using multiple of Colluci's (2007) focus group techniques. These focus group parts, techniques and their applications are chronologically listed in Table 1.

Table 1

Focus group parts, focus group techniques and their applications

Part	**Techniques (Colluci, 2007)**	**Technique application**
1. Industrial branding	Free listing	Both groups were collectively confronted with four open questions concerning grinding wheels and branding. No limitations were set on the answers allowing the industrial workers to say everything they wanted.
2. Source	Rating & Picture sort	Every participant received a paper with two arrows in different directions (one pointing at unexpected and one at expertise) and 16 pictures of different people (four male users, four female users, four male salespeople and four female salespeople). They had to sort all pictures on the line, and then that was collectively discussed.
3. Online sharing and content	Sentence completion	All participants received three small papers with a sentence they had to complete. After filling in the papers, the answers were collectively discussed.

3.2.1 Participants

A nonrandom sample was used to select participants in the area of Enschede (the Netherlands) to participate in focus group discussion. Nonrandom implies that it was predetermined that the focus groups had to consist of male industrial workers who had experience with grinding wheels.

A distinction was made between workers from the construction and automotive industry because they both use grinding wheels, whereas construction workers use them more for heavy grinding and automotive workers more for sanding operations. The first group consisted of eight men from the construction industry and the second group consisted of six men from the automotive industry. All 14 industrial workers use grinding wheels on a daily basis and both groups dependent on these products to perform their work. The average age of the participants of the first group -with construction workers- was 40.1 years (SD=10.39), with the youngest being 29 years and the oldest 59 years. The average age of the second group -with automotive workers- was 33.3 years (SD=15.2), with the youngest being 18 and the oldest 52.

3.2.2 Procedure

The focus group discussions both took place during lunch break at the working area of the industrial workers and lasted about 30 minutes. The discussions were led by an independent spokesperson in order to prevent observation bias. Both discussions were captured on video and the participants were informed in advance about the purpose of the study. First, all participants introduced themselves one by one by telling their age and if so, what social media they use.

1. Industrial branding

Furthermore, the free listing technique was performed to gain insight in the first part: industrial branding. Without showing anything to the participants needed to collectively answer the question: ‘What does your ideal workday look like?’. Thereafter a picture of a grinding wheel belonging to the brand Norton -printed on a large piece of paper- was shown to the participants, followed by the question: ‘What do you think when you see this grinding wheel?’. After that an image of a man grinding with a grinding wheel was shown. The questions belonging to that image were: ‘What do you think when you see this man grinding with the grinding wheel?’ and ‘Imagine that you would be the marketing manager of this product and you would have to make a commercial about this grinding wheel. The budget does not matter. What would you make?’.

2. Source

The second part of the focus group was measured by using a combination of the rating and picture sort technique. All participants received 16 small pictures (four male users, four female users, four male salespeople and four female salespeople) and a large piece of paper with two arrows, one in the direction of 'unexpected' and one in the direction of 'expertise'. The participants were instructed to sort all pictures by imagining that this person came to the working area to give advice about grinding wheels. Participants had to sort all 16 pictures by placing the pictures on the arrow and determine whether they perceived someone as unexpected or as someone with expertise in relation to giving advice about grinding wheels. When the participants finished, the spokesperson asked all participants why they sorted their pictures in that specific order.

3. Online sharing and content

Lastly, motivations to share information and specifically a video with a colleague were measured in the last part by making use of the sentence completion technique. All participants received three small pieces of paper with one question, namely: 'I would share something with a colleague if…', 'I would recommend a video to a colleague if…' and 'I would share a YouTube video online if…'. The participants had a few minutes to complete the sentences and after they were finished, the spokesperson collectively asked what and why they wrote that down.

3.2.3 Results

As the two focus group discussions took place separately, results are presented separately.

Group 1: Construction industry

The introduction round with the eight construction workers showed that seven out of eight construction workers were active on social media. The first part regarding industrial branding revealed that construction workers give much importance to 'nice colleagues' in order to get an ideal working day. When it comes to their thoughts and feelings towards a grinding wheel it was pointed out that they attach value to 'personal protective equipment' –such as earplugs, caps and gloves- and are very

product oriented when looking at this product. Their opinion about a commercial to brand a grinding wheel of Norton revealed that a 'beautiful woman, a realistic situation and a nice location' were most desirable. The second part regarding the source revealed that construction workers perceived female salespeople as more unexpected compared to male users. Looking at expertise, male users are perceived as people with more expertise in the field of grinding wheels. The construction workers encountered the most problems with ordering females in a category. As an example, one construction worker explained this by indicating that a female person is rarely seen on a construction site. The last part regarding online sharing revealed that 'usefulness' of the information is very important for construction workers before they would share information or a video with a colleague.
Also 'humor' or 'funny' content was written down as an important factor to share online. One construction worker mentioned a 'beautiful woman' again. As the result of mentioning a beautiful woman again, one construction worker stated: *"With men in a video you draw the wrong attention, we want to see women"*.

Group 2: Automotive industry

All six automotive workers said that they use social media. Regarding the first part of the focus group with automotive workers, the discussion revealed that this group gave much importance to 'a smooth running day' and 'good collaboration' with colleagues. When it comes to their thoughts and feelings toward a grinding wheel it was clear that automotive workers are also very product and solution oriented when looking at this product. This stemmed from the automotive workers who mentioned product specific details like 'rusted surfaces' and 'tighten up material' and highlighted the importance of a grinding wheel for their working activities. Their thoughts about a commercial to brand a grinding wheel of Norton showed incongruence as some automotive workers think mass communication like radio or television would be good, whereas other workers state that these commercials should be focusing on specific marketing segments. Furthermore, the participants did not come up with specific content suggestions for the commercial. The second part regarding source revealed that automotive workers perceive salespeople as more unexpected compared to users. One automotive worker clearly stated about salesmen:

"A man in a suit only thinks about money and does not know what goes on in the workplace". There was no difference in the ordering of males and females. Looking at expertise, females were perceived as people having more expertise compared to male in the automotive sanding industry. An explanation for this is that there were two pictures of female users who wore the same protection mask as automotive workers do. Thereby, after asking why they perceived females as having more expertise, they stated that females can also perform car sanding operations. When the group discussed the role of males and females as workers in the automotive industry one man interfered by saying:
"To come back to the previous question about the commercial. To brand a grinding wheel in the automotive industry it would be nice to use a sexy woman in a tight red suit with a red Ferrari".
The last part regarding online sharing revealed that 'usefulness' of the information, 'work-related' and 'humorous' content is very important for automotive workers before they share information or a video with colleague. One man wrote down 'when there is problem' which strongly indicates that he only watched videos to get solutions to work-related problems.

3.2.4 Conclusion

The results of these focus groups indicated that the industrial workers experienced differences in source combinations in relation to industrial branding with products such as grinding wheels. According these two groups with instruction workers the gender of a person that represents an industrial brand played a role in creating unexpected and memorable content.

It was mentioned in both groups that a beautiful woman should play a role in industrial branding commercials, simply because they would like to see that. Even when it was asked in a separate part of the focus group what kind of video they would share online or offline with colleagues, a woman came up in their minds.

Thereby, the role (a user versus a salesperson) of the source plays a crucial role in the perceived identification with and perceived expertise of the industrial worker with the source. A detail that came to light during all focus groups was that personal protective equipment and clothes were important factors for industrial workers in order to determine the expertise of a person.

Study 1 showed that usefulness is the most important content factor, followed by humor, to increase online sharing. With useful content the industrial workers meant information that contributes to the current knowledge or improvement of the overall working activities. Despite the questioning, industrial workers were not able to explain what kind of (video) content they perceive as humorous.

To summarize, source identification and source expertise have proven to play a mediating role between video source and the willingness to share and industrial branding. Also humor and usefulness have proven to play an important moderating role to stimulate UGB in this industrial setting.

3.3 STUDY 2

3.3.1 Stimulus materials and procedure

To examine the effect of video source on UGB (online sharing and industrial brand equity) more thoroughly, a second study was performed. In study 2, four videos were made and each video contained two video source conditions. A distinction was made between a *user-generated video (UGV)* versus a *firm-generated video (FGV)* and a *male* versus a *female* person in the lead role of the video. In all the videos it was intended that the video content dimensions were the same, namely: humorous and useful video content.

The only differences were some form features within the video to state the difference between UGV and FGV, namely: the location of the video and the tone-of-voice and clothes of the person. The tone-of-voice and clothes of the person in the FGV was more *formal*, whereas the tone-of-voice and the clothes of the person in the UGV were more *informal*. An example of the difference in tone-of-voice is that in the UGV the person who had the lead role stated in the end: "this polishing wheel is really good though" and in the FGV he or she stated: "Look at the result of this polishing wheel". The selected *product* (a polishing wheel) and *brand* (Norton) were clearly displayed in all videos.
Table 2 gives an overview of the four conditions, content and form features that were used to visualize the different conditions.

Pretest

To test if the manipulations in the videos were clear, a pretest took place before the videos were made. The main purpose of this pretest was to test the equivalence and realism of the man and woman who were selected to play the leading role in the videos. Ten male factory workers at the factory of grinding wheel manufacturer Saint-Gobain Abrasives BV in Eibergen participated in this pretest. Five factory workers were confronted with the picture of the selected female and five factory workers were confronted with two pictures of the selected person (one of them in total and one of them in an image with a YouTube video). Thereafter they were asked about their feelings and opinions towards both persons and they were asked to compare them.

The results of the pretest were positive, which means that the design of the leading persons in the video did not needed to be adjusted. First of all, it was clear that the male person was perceived as more realistic and expected with grinding and would probably have more knowledge of grinding wheels compared to the female person. It was also shown that the female person was perceived as more interesting and the video with the female person in it would probably be shared more than the video with the male person. On the question: 'Is this person able to work with a grinding wheel?' three out of five factory workers who judged the female person answered 'no', while five out of five factory workers who judged the male person answered 'yes'. This indicated that the factory workers were more skeptical about the selected woman working with a grinding wheel as opposed to the man.

As a result of the factory workers appearing to be more skeptical about a female working with a grinding wheel, it was asked where they would focus on when looking at the grinding qualities of the person. One participant stated that he would look at how the woman carries the grinding machine, the distance between her and the workbench and her personal protective equipment. Although three participants in this pretest seemed to be skeptical about the female person, four out of ten participants stated that everyone could be able to learn how to grind or sand with a grinding wheel. Thus, the pretest was successful and therefore the set-up and design of study 2 was unaltered.

Table 2

An overview of the four conditions

	User-generated video (UGV)	**Firm-generated video (FGV)**
Male	**Condition 1 (n=20)** *Male person is an user of the product* Tone-of voice: Informal Clothes: Dirty and used Duration: 1:04 minutes 	**Condition 3 (n=21)** *Male person is the salesperson of the firm* Tone-of voice: Formal Clothes: Clean and new Duration: 1:10 minutes 
Female	**Condition 2 (n=22)** *Female person is an user of the product* Tone-of voice: Informal Clothes: Dirty and used Duration: 1:13 minutes 	**Condition 4 (n=21)** *Female person is the salesperson of the firm* Tone-of voice: Formal Clothes: Clean and new Duration: 1:16 minutes 

3.3.2 Respondents

A total of 84 industrial workers participated in this study voluntary. To avoid bias, none of the respondents who participated in the first study, participated in this second study. Respondents were selected by using a nonrandom sample. The researcher actively searched for respondents to participate by calling, e-mailing and visiting workplaces unannounced which it was thought or known that the industrial workers in those workplaces used polishing wheels like the one in the four videos.

It was tried to make an equal distribution between organizations in the welding/metal, automotive and construction industry. Due to the low response rate of 59%, especially in the automotive and construction industry this goal was not achieved. The main cause of this low response rate is that it became clear after approaching these industrial workers that they did not fit in the screening criteria since they were not performing any polishing activities.

About 75% of the respondents work in the welding/metal industry, 4.8% in the automotive industry and 20.2% in the construction industry. A total of 15 industrial organizations participated in this study, of which the number of respondents who took part ranged from 1 to 15 industrial workers per organization. The largest part of 50% the respondents follows or followed vocational education, followed by 20% who follows or followed pre-vocational education. Only 7% of the respondents follows or have followed a bachelor of science, 6% an 'other' education, 3.5% primary school, 1% pre-university education and 1% science education.

While this study actually focused on male industrial workers, it was decided after ethical considerations to let female industrial workers participate anyhow. Almost all, namely 97.5% of these 84 respondents is male and 2.5% is female. After looking at the results of these two females, no extreme outliers were detected and therefore it was decided that the data of these two women could stay within further analysis. The age of the respondents varies from 17 to 62 years, with a mean age of 38.07 years (SD=12.75). About 45% is younger than 35, while 32% is in the age of 36 to 50 years and 22.5% is 51 years or older.

The largest group of 57% respondents stated they were reasonably familiar with the brand Norton. This was followed by 18% of the respondents who were somewhat familiar and 18% of the respondents were not familiar with Norton at all. Only 7% of the industrial workers who participated in this study were very much familiar with the brand Norton. Looking at which social media channels industrial workers used as many as 68% used Facebook, 60.5% YouTube, 34.5% Twitter and 22.5% used LinkedIn. About 63% were often active on these social media channels, followed by 28.5% who used it occasionally and 5% never used social media.

Table 3

Characteristics of the respondents including: organization, gender, age, brand familiarity, social media channels and social media usage

	N (=84)	(%)
Gender		
Male	82	98
Female	2	2
Age		
Younger than 35	38	45
36 to 50 years	27	32
51 years or older	19	23
Brand familiarity		
Very much familiar	6	7
Reasonably familiar	48	57
Somewhat familiar	15	18
Not familiar	15	18
Social media		
Facebook	57	68
YouTube	51	61
Twitter	29	35
LinkedIn	19	23
Other	4	5
None	4	5
Social media usage		
Often (multiple times a day up to 4 times a week)	53	63
Occasionally (once a week up to once a month)	24	29
Never	4	5
Missing	3	4

3.3.3 Measurement instrument

In study 2 the stimulus materials referring to the 2 x 2 design of this research were processed into a video experiment, followed by a questionnaire. According to Gibson, Caldeira and Spence (2005) embedding a well-defined experiment into a representative questionnaire provides significant benefits for both internal and external validity.

All 84 participants were randomly assigned to one of the four videos and asked to watch it with duration of approximately 70 seconds. All videos were displayed on a tablet and shown to one or multiple industrial workers at a time in a quiet room. After watching one video these participants were asked to answer questions in a face-to-face questionnaire. The advantage of using a face-to-face questionnaire is that it is a controlled way of gathering quantitative data from a large population (Downs & Adrian, 2004). It was stated that the questions would be reported anonymously and that participation would take a maximum of 15 minutes of their time. The questionnaire consisted of a total of 54 questions. All participants completed the questionnaire when they started.

The dependent, mediating and moderating variables were measured with 43 items derived from 11 existing scales. The Cronbach's alpha (α) for each scale needs to contain a reliability of 0.70 or higher. All items were adapted to the context of this study, since the used product was a *polishing wheel* and the brand was *Norton*. In the context of B2B marketing, items were adapted to sharing and working with *colleagues* instead of friends. Participants rated their agreement with the statements in the questionnaire with a 7-point Likert scale, ranging from 1 (entirely disagree) to 7 (entirely agree). The complete questionnaire (note: the questionnaire is in Dutch) can be found as Appendix E.

<u>Dependent variables</u>

Online sharing was measured by three items derived from the research of Hsieh et al. (2012). An example item was: 'I will share this video to my colleagues through internet or social media' (α=0.92). *Industrial brand equity* was measured by three scales with a total of 12 items. *User intention* was measured by three items derived from the research of Van Riel et al. (2005), such as: 'I intend to use this Norton polishing wheel in the future' (α=0.85).

Perceived brand quality was measured by four items also derived from the research of Van Riel et al. (2005). An example item was: 'This Norton polishing wheel is a dependable and consistent product' (α =0.71). *Brand awareness* was measured by five items derived from the research of Lai, Chiu, Yang and Pai (2010). An example item was: 'I have no difficulties in imaging this Norton brand in mind' (α=0.79).

Mediating variables

To measure the mediating role of source credibility the level of *identification* with the video source was measured first. A scale with four items derived from the research of Henry, Arrow and Carini (1999) was applied. An example item was: 'I see myself as quite similar as the person in this video' (α =0.57). Because the Cronbach's alpha is lower than 0.70, this scale is not reliable enough to measure the level of *identification* with the video source. Therefore, this whole scale is left out of the study. As a second, the perceived *trustworthiness* of the video source was measured by three items from the study of Hautz et al. (2014), such as: 'The person in this video is reliable' (α =0.82). Finally, the perceived *expertise* of the video source was measured by five items derived from the research of Ohanian (1990). An example item was: 'The person in this video is experienced with grinding wheels' (α=0.90).

Moderating variables

To measure the moderating role of *humor* and *useful* video content two separate scales were incorporated in the questionnaire. *Humorous* video content was measured by four items derived from the research of Hsieh et al. (2012). An example item was: 'This video is humorous' (α=0.80). *Useful* video content was measured by the aid of five items from the research of Gefen, Karahanna and Straub (2003). This scale specifically measured the usefulness of the substantive dimensions of the video and an example item was: 'This video makes it easier for me to find useful information about grinding wheels' (α=0.93).

4. RESULTS

4.1 MANIPULATION CHECKS

The results of study 2 were analyzed by using the statistical software package: IBM SPSS Statistics 20. Even though the pretest revealed the set-up of the research design did not needed to be altered, the manipulations within the stimulus materials in this video experiment followed by a questionnaire were checked again by means of two open-ended questions with selective answers. The first question was: "*Who do you think made this video?*" and the second question was: "*Who had the lead role in the video?*" The results of the first question in the manipulation check showed significant evidence that the largest group of respondents per condition correctly interpreted the generator of the video as a user of the product (UGV) or a firm that wants to sell the product (FGV), $p<.001$.

Regarding the manipulations that have been made between the two levels (UGV versus FGV) of generator and the two levels of gender (male versus female), the second question in this manipulation check also provided significant evidence that the largest group of respondents ranked the manipulations in the right video source combination, $p<.05$. In sum, findings of the manipulation check indicated that the largest group of respondents was able to correctly categorize the video. Therefore, it was implied that the manipulations in this experiment are correct. The exact amount and percentage of respondents who made the right and wrong video assumptions are displayed per manipulation check in Table 4.

Table 4.

Manipulation check study 2

	RIGHT		WRONG	
	n	**(%)**	**n**	**(%)**
Generator				
Someone who uses this product	19	23	17	21
A company that wants to sell this product	30	36	2	2
Video source combinations				
Male user	18	22	2	2
Female user	20	24	2	2
Male salesperson	15	18	5	6
Female salesperson	12	15	9	11

4.2 EFFECTS OF VIDEO SOURCE

A factorial between groups analysis of variance (ANOVA) was used to compare the effect of four video source dimensions on UGB in an industrial setting: (1) a male person in a UGV, (2) a female person in a UGV, (3) a male person in a FGV, (4) a female person in a FGV. Shapiro-Wilk and Levene's test were used to evaluate the assumptions of normality and homogeneity of variance respectively. Although the Levene's test showed no violations, Shapiro-Wilk showed some violations of normality. Non-parametric tests were performed to found out if the data would become more useful. While these non-parametric tests showed no improvement and statistical theory indicated that the two-way ANOVA is quite a robust method against moderate violations, it was decided to proceed with this method (Allen & Bennett, 2010).

Analyzing the grand means of the independent variables indicated that the overall level of online sharing is low (M=3.6, SD=1.81). Also for the three dependent factors of industrial brand equity low grand means were detected. Of these factors the highest score was on brand awareness (M=4.6, SD=1.05), followed by perceived brand quality (M=4.3, SD=1.05) and the lowest score on user intention (M=4.2, SD=1.26).

4.2.1 Online sharing

There was not a significant main effect of the generator of the video on online sharing at the $p<.05$ level for the two conditions UGV and FGV ($F(1,79)=.93$, partial $\eta^2=.01$, ***ns***).

The main effect of gender on online sharing was statistically significant, ($F(1,79)=6.94$, $p<.05$) thus industrial workers who watched a video with in the lead role a female person ($M=4$, $SD=.26$) would share this video more often compared to a video with a male person in the lead role ($M=3$, $SD=.27$). Partial eta-squared (η^2) for this effect was .08. In addition, there was no interaction between generator and gender in relation to online sharing ($F(1,79)=.01$, partial $\eta^2=.00$, ***ns***).

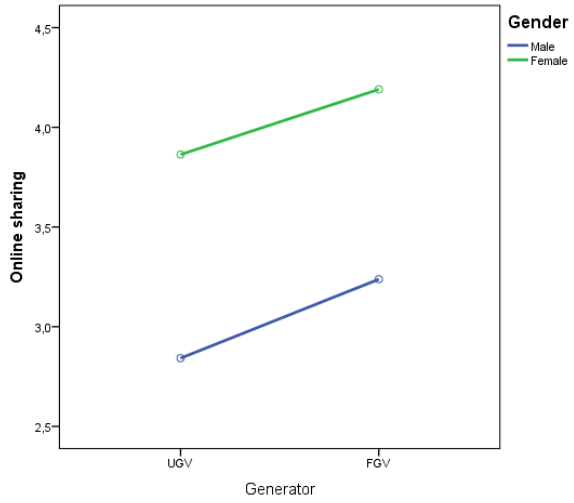

Figure 2. Main effect of gender on online sharing

4.2.2 Industrial brand equity

There was not a significant main effect of the generator of the video on user intention at the $p<.05$ level for the two conditions UGV and FGV ($F(1,80)=.16$, partial $\eta^2=.01$, ***ns***). Likewise, there was not a significant main effect of gender on user intention ($F(1,80)=1.4$, partial $\eta^2=.02$, ***ns***). And there was also no interaction between generator and gender in relation to user intention ($F(1,80)=.46$, partial $\eta^2=.01$, ***ns***).

Results also indicated that there was no significant main effect of the generator of the video on the perceived quality of the brand at the $p<.05$ level for the two conditions UGV and FGV

(F(1,78)=.03, partial η^2=.00, ***ns***). Likewise, there was not a significant main effect of gender on perceived brand quality at the for the two conditions male and female (F(1,78)=.14, partial η^2=.01, ***ns***). There is no significant interaction between generator and gender in relation to perceived brand quality (F(1,78)=0.16, partial η^2=.01, ***ns***).

Also no significant main effect of the generator of the video on brand awareness was found at the p<.05 level for the two conditions UGV and FGV (F(1,69)=.54, partial η^2=.01, ***ns***). The main effect of gender on brand awareness was almost significant (F(1,69)=2.58, p=.11), thus industrial workers who watched a video with the female person (M=4.8, SD=.17) were more aware of the brand in the video compared to the video with the male person (M=4.4, SD=.18). Partial eta-squared (η^2) for this effect was .04.

At last, there was also no interaction between generator and gender in relation to brand awareness (F(1,69)=.1, partial η^2=.00, ***ns***).

Table 5

Mean scores on the factors of user-generated branding per video source condition

	UGV		**FGV**	
	Male (n=20)	**Female (n=22)**	**Male (n=21)**	**Female (n=21)**
	M (SD)	***M (SD)***	***M (SD)***	***M (SD)***
Online sharing	2.8 (1.50)	3.9 (1.98)	3.2 (1.77)	4.2 (1.49)
Industrial brand equity				
User intention	4.3 (1.30)	3.8 (1.10)	4.3 (1.35)	4.1 (1.45)
Perceived brand quality	4.3 (1.14)	4.2 (.88)	4.2 (1.00)	4.2 (1.11)
Brand awareness	4.3 (1.18)	4.7 (.85)	4.5 (1.18)	4.9 (.94)

4.3 MEDIATING ROLE OF SOURCE CREDBILITY

Because of the low reliability of the identification scale, identification is left out as a mediator in further analysis in this study. Therefore, only trustworthiness and expertise are included in measuring the mediating effect of source credibility on the effect of video source on UGB. The grand mean of the perceived trustworthiness of all four video's is 4.1 (*SD*=1.31) which indicates that overall the industrial workers did not perceived the person in the video as very trustworthy. Perceived expertise scored even more low with a grand mean of 3.4 (*SD*=1.35) which means that the overall credibility of the four video sources were low.

Table 6

Mean scores of source credibility per video source condition

	UGV		**FGV**	
	Male (n=20)	**Female (n=22)**	**Male (n=21)**	**Female (n=21)**
	M (SD)	***M (SD)***	***M (SD)***	***M (SD)***
Trustworthiness	4.1 (1.18)	3.9 (1.37)	4.1 (1.24)	4.4 (1.47)
Expertise	3.7 (1.40)	3.1 (1.29)	3.5 (1.35)	3.1 (1.37)

Hypotheses 4a and 4b state that perceived trustworthiness positively mediates the effect of video source on online sharing and industrial brand equity. Hypotheses 5a and 5b state that perceived expertise positively mediates the effect of video source on online sharing and industrial brand equity.

Baron and Kenny (1986) stated that for this type of mediation analysis to apply, there should be a direct effect between the independent variables (video source) and the dependent variables (online sharing, user intention, perceived brand quality and brand awareness). As previous results showed, there was only a significant direct effect of gender on online sharing ($p<.05$).

Also, there should be a direct effect off the remaining independent variables (gender) on the mediators (trustworthiness and expertise). Results show a non-significant effect of gender on

trustworthiness ($F(1,78)=.01$, partial $\eta^2=.00$, ***ns***). The effect of gender on expertise was also not significant ($F(1,80)=2.82$, partial $\eta^2=.03$, ***ns***).

As a result of the non-significant effects of gender on online sharing and brand awareness are in contrast with the requirements for mediation, no further mediation analysis was applied (Baron & Kenny, 1986).

4.4 MODERATING ROLE OF VIDEO CONTENT

A one-way analysis of covariance (ANCOVA) was used to compare the effect of video source on UGB. A covariate was included to partial out the effects of participants' opinions about the humorous and usefulness character of the video content from the analysis.

Examination of the Shapiro-Wilk statistics and histograms for each group indicated that the ANCOVA assumption of normality was supported in most cases. Shapiro-Wilk showed some moderate violations of normality, so that a non-parametric test was executed to test if the data would improve. By analyzing the outcome of the non-parametric test it was clear that the data did not improve. Thereby, and due to the fact that an ANCOVA is quite a robust method against moderate violations it was chosen to proceed with this method (Allen & Bennett, 2010). Scatterplots indicated that the relationship between the covariates (humorous and useful video content) and all dependent variables (online sharing, user intention, perceived brand quality and brand awareness) was linear. Finally, the assumptions of homogeneity of regression slopes and homogeneity of variances were supported by the absence of significant IV-by-covariate interactions and non-significant Levene's tests.

The grand mean of the perceived humor in all four video's is 4.9 (*SD*=1.17) which indicates that the industrial workers perceived the video as a little bit funny. Perceived usefulness scored much more low with a grand mean of 3.5 (*SD*=1.39) which means that it is indicated that the industrial workers did not perceived these videos as very useful.

Table 7

Mean scores of video content per video source condition

	UGV		FGV	
	Male (n=20)	**Female (n=22)**	**Male (n=21)**	**Female (n=21)**
	M (SD)	***M (SD)***	***M (SD)***	***M (SD)***
Humor	4.9 (.95)	4.8 (1.19)	5 (1.13)	5 (1.41)
Usefulness	3.6 (1.41)	3.3 (1.45)	3.7 (1.51)	3.5 (1.25)

4.4.1 Humor

The ANCOVA indicated that the perceived humor in the video was significantly related to online sharing, ($F(1,79)=13.36$, $p<.001$). Partial eta-squared (η^2) for this effect was .16. After accounting for the effects of perceived humorous video content, there was not a significant effect of the generator of the video on online sharing, ($F(1,79)=.31$, partial $\eta^2=.00$, ***ns***). There was indeed a strong significant effect of humor as a factor of video content on the effect of the gender in the video on online sharing ($F(1,79)=6.96$, $p<.05$). Partial eta-squared (η^2) for this effect was .08. Post-hoc testing revealed that the industrial workers who witnessed a video with a female person in the lead role were more willing to share the video online compared to the video with a male person, even after controlling for the perceived humor in the video.

Results of the ANCOVA showed that humor was not significantly related to user intention ($F(1,80)=.6$, partial $\eta^2=.01$, ***ns***). Furthermore, the effect of the generator ($F(1,80)=.00$, partial $\eta^2=.00$, ***ns***) and gender on user intention ($F(1,80)=2.44$, partial $\eta^2=.03$, ***ns***), was also not significantly moderated by the perceived humor in the video.

The results of the ANCOVA indicated that the perceived humor in the video was significantly related to perceived brand quality, ($F(1,78)=7.66$, $p<.05$). Partial eta-squared (η^2) for this effect was .09. Nevertheless, there was no significant effect of the generator ($F(1,78)=.14$, partial $\eta^2=.00$, ***ns***) and gender ($F(1,78)=.54$, partial $\eta^2=.01$, ***ns***) as a video source on perceived brand quality, after controlling for the perceived humor in the video.

Perceived humor in the video was significantly related to brand awareness according to the ANCOVA, (F(1,69)=5.89, p<.05). Partial eta-squared (η^2) for this effect was .08. Nonetheless, again there was no significant effect of the generator (F(1,69)=.49, partial η^2=.01, ***ns***) and gender (F(1,69)=1.62, partial η^2=.02, ***ns***) as a video source on brand awareness, after controlling for the perceived humor in the video.

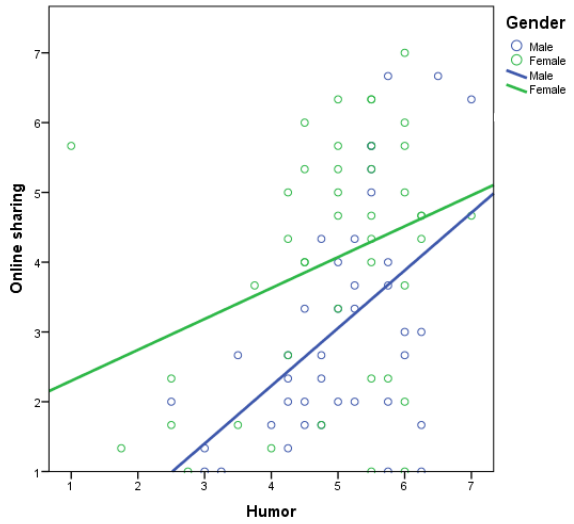

Figure 4. Moderating role of humor on the effect of video source on user-generated branding

4.4.2 Usefulness

The ANCOVA indicated that the perceived usefulness of the video was significantly related to online sharing (F(1,79)=116.09, p<.001). Partial eta-squared (η^2) for this effect was .60. After accounting for the effects of perceived usefulness of the video content, there was not a significant effect of the generator of the video on online sharing, (F(1,79)=1.06, partial η^2=.01, ***ns***). There was a strong significant effect of usefulness as a video content dimension on the effect of the gender in the video on online sharing (F(1,79)=26.82, p<.001). Partial eta-squared (η^2) for this effect was .26. Post-hoc testing revealed that the industrial workers who witnessed a video with a female person in the lead role were more willing to share the video online in comparison to the video with a male person, even after controlling for the perceived usefulness of the video.

Results of the ANCOVA indicated that the perceived usefulness of the video content was significantly related to user intention ($F(1,79)=70.59$, $p<.001$). Partial eta-squared (η^2) for this effect was .47. Nevertheless, the effect of the generator ($F(1,79)=.05$, partial $\eta^2=.00$, ***ns***) and gender ($F(1,79)=.85$, partial $\eta^2=.01$, ***ns***) as a video source was non-significantly moderated by the perceived usefulness of the video in relation to user intention.

In case of perceived brand quality the ANCOVA showed a significant relation with the perceived usefulness of the video ($F(1,78)=49.11$, $p<.001$). Partial eta-squared (η^2) for this effect was .39. Nevertheless, the effect of the generator ($F(1,78)=.04$, partial $\eta^2=.00$, ***ns***) and gender ($F(1,78)=.00$, partial $\eta^2=.00$, ***ns***) as a video source was non-significantly moderated by the perceived usefulness of the video in relation to the perceived brand quality.

The ANCOVA indicated that the perceived usefulness of the video was significantly related to brand awareness, ($F(1,69)=7.97$, $p<.05$). Partial eta-squared (η^2) for this effect was .10. Nonetheless, again there was no significant effect of the generator ($F(1,69)=.57$, partial $\eta^2=.01$, ***ns***) and gender ($F(1,69)=1.49$, partial $\eta^2=.02$, ***ns***) as a video source on brand awareness, after controlling for the perceived usefulness of the video content.

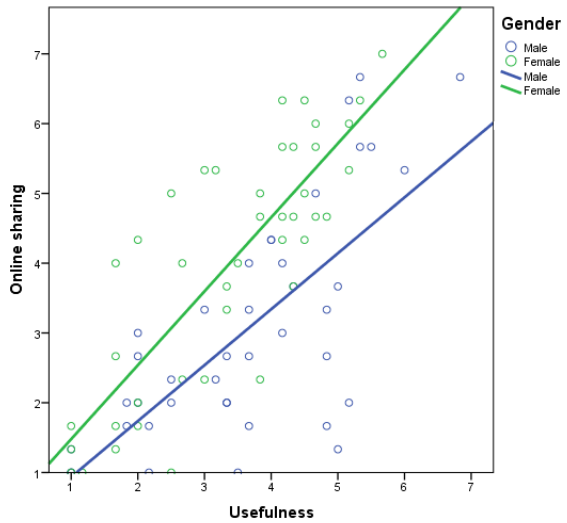

Figure 5. Moderating role of usefulness on the effect of video source on user-generated branding

4.5 HYPOTHESES

Video source

Hypothesis 1a: that UGV's lead to higher levels of sharing a video online than FGV's – is rejected. The results showed no significant evidence that UGV's or FGV's created more online shares.

Hypothesis 1b: that UGV's lead to higher levels of industrial brand equity than FGV's – is rejected. The generator of the video did not appear as a significant predictor for any of the three factors (user intention, perceived brand equity and brand awareness) of industrial brand equity.

Hypothesis 2a: that a female in a video creates a higher level of sharing a video online than a male among industrial workers – is supported. The results of this study showed a significant difference between the gender (male versus female) of the person who had the lead role in a video and the willingness of industrial workers to share the video online. Industrial workers were more willing to share a video with a female person in the lead role compared to a video with a male person in the lead role.

Hypothesis 2b: that a male in a video creates a higher level of industrial brand equity than a female among industrial workers – is rejected. However it was not significant, results of this study provided little indications that a female person in a video creates more brand awareness.

Source credibility

Hypothesis 3a-b: that perceived identification positively mediates the effect of video source on (a) sharing a video online and (b) industrial brand equity – cannot be said since identification was excluded from this study because of the low reliability ($\alpha = 0.57$) of the scale.

Hypothesis 4a: that perceived trustworthiness positively mediates the effect of video source on online sharing – is rejected. The effects between the independent and dependent variables and trustworthiness as a mediator, were not in line with the requirements for mediation. Therefore, further analysis of mediation was not applied.

Hypothesis 4b: that perceived trustworthiness positively mediates the effect of video source on industrial brand equity – is rejected.

The effects between the independent and dependent variables and trustworthiness as a mediator, were not in line with the requirements for mediation. Therefore, further analysis of mediation was not applied.

Hypothesis 5a: that perceived expertise positively mediates the effect of video source on online sharing – is rejected. The effects between the independent and dependent variables and expertise as a mediator, were not in line with the requirements for mediation. Therefore, further analysis of mediation was not applied.

Hypothesis 5b: that perceived expertise positively mediates the effect of video source on industrial brand equity – is rejected. The effects between the independent and dependent variables and expertise as a mediator, were not in line with the requirements for mediation. Further analysis of mediation was not applied.

Video content

Hypothesis 6a: that the effect of video source on online sharing is moderated by humor – is supported. A strong significant relation was found between the perceived humor of the video content and the willingness of industrial workers to share the video online.

No evidence was found for the difference between the UGV and FGV and online sharing. In relation to gender, results indicated that the video with the female person in the lead role would be shared more by industrial workers compared to the video with a male person, even after controlling for the perceived humorous video content.

Hypothesis 6b: that the effect of video source on industrial brand equity is moderated by humor – is partially supported. Humor had a moderating role when it came to perceived brand quality and brand awareness. Only in case of user intention, perceived humorous video content did not seem to have a strong effect. There were no significant differences found in this study between the two levels video source (generator and gender).

Hypothesis 7a: that the effect of video source on online sharing is moderated by usefulness – is supported. Strong significant evidence was found between the perceived usefulness of the video and the amount of online sharing behavior.

No evidence was found for the difference between the UGV and the FGV and online sharing. In relation to gender, results indicated that the video with a female person in the lead role would be shared more by industrial workers compared to the video with the male person, even after controlling for the perceived usefulness of the video.

Hypothesis 7b: that the effect of video source on industrial brand equity is moderated by usefulness – is supported. Even though there were no significant differences between the two levels of video source (generator and gender), when it came to user intention, perceived brand quality and brand awareness, usefulness of the video had a moderating role.

Table 8

Overview of the supported and rejected hypotheses

		INDUSTRIAL BRAND EQUITY		
	Online sharing	User intention	Perceived brand quality	Brand awareness
Hypotheses				
H1a: UGV	x	-	-	-
H1b: UGV	-	x	x	x
H2a: Female	✓	-	-	-
H2b: Male	-	x	x	-
H3a-b: Identification	-	-	-	-
H4a: Trustworthiness	x	-	-	-
H4b: Trustworthiness	-	x	x	x
H5a: Expertise	x	-	-	-
H5b: Expertise	-	x	x	x
H6a: Humor	✓	-	-	-
H6b: Humor	-	x	✓	✓
H7a: Usefulness	✓	-	-	-
H7b: Usefulness	-	✓	✓	✓

✓ Hypothesis is supported

x Hypothesis is rejected

5. CONCLUSION AND DISCUSSION

5.1 MAIN FINDINGS

The purpose of this study was to explore UGB options for industrial organizations with a relevant and well-defined research design. By means of a qualitative first study, this study set up a new 2 x 2 research design. As the focus group in study 1 already confirmed; industrial workers experience differences in source combination concerning receiving information about industrial products they need to perform their work. Thus, central in this study was video source with the dimensions: generator (UGV versus FGV) and the gender (male versus female) of the person who had the lead role in the video. The results of study 2, a video experiment followed by a questionnaire indicated there were significant differences between the effects video source, source credibility and video content on UGB.

5.1.1 Video source and user-generated branding

With regard to the general level of online sharing no high scores were found. Also for the three dependent factors of industrial brand equity no high mean scores were detected; with the highest score on brand awareness, followed by perceived brand quality and the lowest score on user intention. An explanation for these low scores is that industrial workers in general did not perceive any of the four videos as very useful. It is difficult to exactly indicate without further research why the industrial workers did not perceived the videos as useful. Nevertheless, it could be concluded that the video did not contain enough elements of news or value adding information about the product attributes of the branded industrial product (Kaplan & Haenlein, 2011).

When looking at online sharing, this study provided significant evidence that displaying a female person in a video created more online shares among industrial workers, in comparison to a video with a male person.

An explanation for this result can be presupposed by the fact that male industrial workers' emotions and responses were positively influenced by the sexual appeal of a woman in a video (Berger & Milkman, 2012; Kaplan & Haenlein, 2011; Wyllie, Carlson & Rosenberger III, 2014).

Even though it was expected that a male person in a video would create more brand equity among industrial workers, this study provided little evidence that a female person in a video created more brand awareness in an industrial setting compared to a video with a male person. This is in contrast with the line of reasoning of Lee (2006) and Van Riel et al. (2005), who argued that a higher fit between brand gender and the gender of a person displayed in advertisements is needed due to the function-oriented nature of industrial products. On the other hand, this unexpected result underlined the claims of Kaplan and Haenlein (2011) and Weinberger et al. (2012), who stated that a message needs to contain an unexpected element and be memorable in order to evoke attention from the intended audience. Since women are rarely seen as industrial workers, the female aspect of the person in the video can be presumed to be the unexpected and memorable element in the video.

These two results demonstrate that in order to create successful UGB campaigns in the context of industrial B2B marketing, the best effect on online sharing and brand awareness is achieved when a female person has the lead role in a video.

5.1.2 Source credibility and user-generated branding

When looking at the general scores of source credibility in study 2 it can be concluded that the perceived trustworthiness and expertise of the video sources were low. As well as with the main effects of video source, low scores on source credibility can be explained as result of the low scores also on the perceived usefulness of the videos.

With regard to the mediating role of the credibility on the effect of video source on UGB, this study did not provided significant differences between the four video source combinations. An explanation for not finding any results on these relations could be because it is difficult to judge someone as trustworthy. Besides that, expertise relates to the knowledge or skills of the source in the subject area which could just as well be applied to a male user, female user, male salesperson or female salesperson of an industrial product (Hautz et al., 2014; Lowry et al., 2014).

5.1.3 Video content and user-generated branding

With regard to the general level of the perceived humor and perceived usefulness of the videos, study 2 showed a moderate high score on humor and a low score on usefulness. On the one hand these results imply that the videos were humorous enough, but on the other hand results can also imply that the videos did not contain enough useful information for the industrial workers. When looking at the effect of the (humorous and useful) video content on UGB this study showed significant evidences.

Humor

To begin with, a strong positive moderating role was found of the perceived humor in the video on the willingness of industrial workers to share the video online. This was already discussed by Kaplan and Haenlein (2011) who explained that humor stimulates positive arousals and creates peer-to-peer communication, thus a person wants to share the humorous message in order to make someone else (e.g., a colleague or a friend) laugh too (Dobele et al., 2007).

In relation to the gender as a dimension of the video source, results indicated that even after controlling for perceived humorous content, a video with the female person in the lead role would be shared more by industrial workers in comparison to a video with the male person. This result can be explained by the line of reasoning of Kaplan and Haenlein (2011) and Weinberger et al. (2012), who argued that people perceive incongruent content as humorous since it contains an unexpected element. As mentioned before, a female person in the lead role of a video can be viewed as unexpected in a video because men are overrepresented in industrial organizations.

The perceived humorous video content had a positive effect on two factors of industrial brand equity: perceived brand quality and brand awareness. This result underlined the claims of Eisend (2009) who argued that humor in advertising generates a feeling of happiness which influences the overall evaluations of the displayed brand.

These results demonstrate that the best effect on online sharing, perceived brand quality and brand awareness is achieved when the video is perceived as humorous by industrial workers. When that is achieved, successful UGB campaigns in the context of industrial B2B marketing are stimulated.

Usefulness

Despite the low general scores on useful video content, results showed that useful video content had a positive moderating effect on all factors of UGB. The detected positive relation of useful video content on online sharing confirmed the assertions of Dobele et al. (2007), who argued that when video content is perceived as useful it is more likely an industrial worker shares the video with a colleague to make him or her benefit from this useful information too. This also confirms the assertions of Berger and Milkman (2012), who argued that even when receivers of a message are not so positive about the perceived usefulness of the content (low scores in study 2); it can still enhance brand awareness.

In relation to gender, results of study 2 indicated that a video with a female person in the lead role would be shared more by industrial workers in comparison to a video with a male person, even after controlling for the perceived usefulness of the video. Although current studies are lacking in the area of explaining this phenomenon, results of this study on source expertise could imply that industrial workers perceived the female as equally knowledgeable as the male person. Study 1 indicated that industrial workers look at the personal projective equipment in order to judge source credibility. In all videos the personal projective equipment was the same, which could have had its influence on the equal expertise qualification of the female and male person. This could be an explanation for the fact that even after controlling for the perceived usefulness, the video with the female person in the lead role would be shared more.

When looking at user intention, perceived brand quality and brand awareness, the perceived usefulness of the video had a positive moderating role on all three factors. Lee (2006) already argued that in order to brand industrial products the focus is more on product attributes in comparison to ordinary consumer products as industrial organizations are dependent on these products daily. Therefore, in order to generate industrial brand equity by means of video the content needs to contain some kind of news value (Kaplan & Haenlein, 2011).

These results demonstrate that the best effect on online sharing, user intention, perceived brand quality and brand awareness is achieved when the video is valued as useful by industrial workers. When that is achieved, successful UGB campaigns in the context of industrial B2B marketing are stimulated.

5.2 LIMITATIONS AND FUTURE RESEARCH

Several limitations can be pointed out in this study. First of all, it should be noted that well-defined experiments embedded in a questionnaire are a complete and valid way of measuring intended consumer behavior (Gibson et al., 2005). However, the stimulus materials within an experiment are always unstandardized and are therefore more sensitive for misinterpretations of the manipulations. Even though a pretest was performed, results on the manipulation checks within study 2 and the non-significant results on generator indicated that the stimulus materials were not as effective as supposed. Mainly in case of generator as a video source dimension, results imply that participants struggled with witnessing differences between a UGV and a FGV. On the other hand, all participants witnessed only one of the four videos which in return could have reduced the negative effect of method bias.

Another limitation of this study was observed during the performance of the experiment and especially while respondents filled in the questionnaire. It was implied that the questionnaire was too long for nearly half of the industrial workers as a result of observing the physical reactions and duration time of them completing the questionnaire. It was observed that some industrial workers moaned loudly while they turned to the next pages. Among a number of participants it was observed that some industrial workers had troubles with reading. For example, few participants used their finger to point out the line of reading or spoke aloud while reading the questions. This observation can be explained by the general low educational level of the participants, in which 70% followed pre-vocational or vocational education where illiteracy is more often seen (Parikh, Parker, Nurss, Baker & Williams, 1996). Additionally, the relatively low size of the sample in study 2 gives limitations to this study. The goal was to have a minimum of 30 participants per video source condition. Unfortunately, there was a low response rate of 60% so this goal was not achieved. An explanation is the period of the year (October and November) in which the study was conducted, in which many industrial organizations stated they needed to finish their orders before Christmas. Also the chosen product (a polishing wheel to polish metal and rusted surfaces) seemed not to be a widely used product in industrial organizations. During the approach of some organizations where twenty or more workers performed similar tasks, it seemed that in some cases just a few of them were working with these specific polishing wheels.

Another reason why not all industrial workers could participate in this study was because of the intention to measure 'user intention' as part of industrial brand equity. Therefore, it was required that the industrial worker used polishing wheels or should have visible motivations to use it in the future. Both aspects lowered the response rate and as a consequence the sample size of study 2 went down. However, the assumptions of normality were not violated by means of sample sizes per video source conditions. This means that even though the overall sample size was low, the participants were equally divided among the four video source conditions (Allen & Bennett, 2010). Because of these equal divisions, it was possible to state all previous mentioned main findings between the effects of video source on UGB.

Future research

Even though this study gave new insights into the UGB options for industrial organizations by means of video marketing, more research is warranted to gain complete insights. This study only focused on the source and content dimension of Lasswell's (1948) classical formula of communication. Although the remaining dimensions: channel and receiver, were somehow incorporated in this study, it would be interesting to shed a light from these dimensions on UGB within industrial B2B marketing. This study showed low general scores on source credibility, video content and all factors of UGB; whereby it can be argued that industrial workers are skeptical towards videos about products. Therefore, it would be interesting to learn more about the thoughts and behavior of industrial workers, in order to make it able to reach them better.

One of the most noticeable main effects of this study was that in order to create UGB in industrial B2B marketing, it is better to display a female person in a video than a male person in order to stimulate online sharing and brand awareness. Even though many researchers like Berger and Milkman (2012), Kaplan and Haenlein (2011) and Willie et al. (2014), already shed light on the probable positive influence of a women's sex appeal on males' emotions and responses, existing literature was not found in the context of industrial branding. Studies examining the effects of gender roles in industrial advertising are lacking and additional research is specifically warranted in its relation with source credibility and brand awareness.

Therefore, it is suggested that more research should be done on multiple personal elements of a female person (e.g., clothes, hair, age, and image) and its effect on the factors of UGB in an industrial context. It would also be interesting to measure the effect of displaying a woman with an industrial product on its brands image or reputation.

Practical implications

The study attempted to examine the effects of video source, in relation to the (humorous and useful) content of a video, on user-generated branding (UGB) in industrial B2B marketing. When industrial organizations or marketers want to stimulate UGB by means of video, it is better to display a female person in a video in comparison to a male person. Thereby, they must be very careful that the woman is perceived as knowledgeable and skilled in the field of the product.

In addition, industrial organizations and marketers should also pay attention to the content of the video. It was found that it is important for industrial workers that a video contributes to their current knowledge.

An extra impulse to stimulate industrial workers to share the video online with colleagues can be done by adding a humorous or funny element to the video. When industrial organizations and marketers take into account all of the above it is more likely a UGB campaign achieves its brand goals.

In sum, by the results of this study it can be stated that: when industrial organizations give a memorable female person the lead role in a video and make sure its content is perceived as very useful and a bit humorous, a viral marketing effect is born and positive industrial brand equity is stimulated.

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APPENDIX A – MEASUREMENT INSTRUMENT STUDY 1

Part 1: Industrial branding

A. *What does your ideal workday look like?*

Now I show to you this grinding wheel <show picture> and I would like you to be honest about what you think or feel about this product and there is no wrong answer.

B. *What do you think when you see this grinding wheel?*

Now I show to you a person who is working with a grinding wheel <show picture> and I would like you to be honest about what you think or feel about this product and there is no wrong answer.

C. *What do you think when you see this man grinding with the grinding wheel?*

D. *Imagine that you would be the marketing manager of this grinding wheel and you could make a commercial around this grinding wheel. Budget doesn't matter. What would you do?*

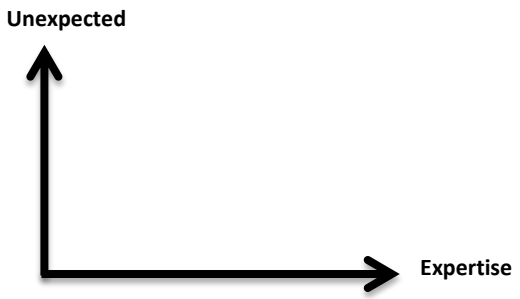
Part 2: Source

A. *Male user: four photos*

B. *Male salesperson: four photos*

C. *Female user: four photos*

D. *Female salesperson: four photos*



Part 3: Online sharing & Content

A. *I would share something with a colleague if:*

……

……

B. *I would recommend a video to a colleague if:*

……

……

C. *I would share a YouTube video online if:*

……

……

APPENDIX B – RESULTS STUDY 1

Group 1: Construction Industry

Table B1 'What does your ideal workday look like?'

Ideal workday	Frequency (n=8)
Nice colleagues	4 (50%)
If everything goes well	1 (12.5%)
Getting up in the morning is not nice	1 (12.5%)
Having fun during work	1 (12.5%)
Good directions	1 (12.5%)
Nice weather	1 (12.5%)
No frost	1 (12.5%)
Dry	1 (12.5%)
If something goes wrong	1 (12.5%)

Table B2 'What do you think when you see this grinding wheel?'

Feeling grinding wheel	Frequency (n=8)	Example
Not round	1 (12.5%)	
Noise	1 (12.5%)	
Only stone	1 (12.5%)	
Has a whole	1 (12.5%)	
Not right proportion	1 (12.5%)	
Is made of paper	1 (12.5%)	
Looks like a cd	1 (12.5%)	
They made a mistake because it is not needed	1 (12.5%)	
Is needed, e.g.: stone is to long	1 (12.5%)	

Because the construction workers were specifically focusing on the improvised research material (a grinding wheel printed on a paper) an additional statement was given that this question was focusing on their thoughts about grinding wheel materials in a broader perspective. As a result of that remark; *noise (1, 12.5%), earplugs (3, 37.50%), dust (1, 12.5%), glasses (1, 12.5%), and extraction (1, 12.5%),* were additionally mentioned.

Table B3 ‘What do you think when you see this man grinding?’

Feeling to grinding worker	Frequency (n=8)	Example
Earplugs	4 (50%)	
Sissy	2 (25%)	
No glasses	1 (12.5%)	
Protection cap	1 (12.5%)	
Thick gloves	1 (12.5%)	
Inside workplace	1 (12.5%)	
Dry	1 (12.5%)	
Closed	1 (12.5%)	

Table B4 ‘What kind of commercial would you make to sell a grinding wheel?’

Commercial	Frequency (n=8)
Beautiful woman, demands men’s attention	3 (37.5%)
With men you track the wrong attention	1 (12.5%)
Mainly men working in construction	1 (12.5%)
Something realistic, not fake	1 (12.5%)
Danger / risks on long term	1 (12.5%)
Beautiful beach	1 (12.5%)
No quagmire	1 (12.5%)

Table B5 ‘How would you order the 16 pictures on the arrows of unexpected and expertise?’

Variables	Construct		%
Female users	Unexpected	High	14.3
		Low	3.6
	Expertise	High	28.6
		Low	28.6
	None of both		25
	Missing		0
Male users	Unexpected	High	7.1
		Low	0
	Expertise	High	57.1
		Low	25
	None of both		7.1
	Missing		3.6

Female salespeople	Unexpected	High	50
		Low	17.6
	Expertise	High	0
		Low	3.6
	None of both		28.6
	Missing		0
Male salespeople	Unexpected	High	42.6
		Low	25
	Expertise	High	7.1
		Low	3.6
	None of both		21.4
	Missing		0

Table B6 'Why would you share…..?'

Question	**Motivations**	**Frequency (n=8)**
1. Share information	Useful	7 (87.5%)
	Humor	1 (12.5%)
	Woman and soccer	1 (12.5%)
2. Recommend a YouTube video	Useful	3 (37.5%)
	Woman and soccer	1 (12.5%)
	Humor	1 (12.5%)
	Memories from past	1 (12.5%)
	Exciting information	1 (12.5%)
3. Share a video online	Project	3 (37.5%)
	Useful	2 (25%)
	About own construction	1 (12.5%)
	Humor	1 (12.5%)
	Woman and soccer	1 (12.5%)
	When colleague joins	1 (12.5%)

Group 2: Automotive industry

Table B7 ‘What does your ideal workday look like?’

Ideal workday	**Frequency (n=6)**
When things run smooth	4 (66.66%)
Free	1 (16.66%)
Good collaboration	1 (16.66%)

Table B8 ‘What do you think when you see this grinding wheel?’

Feeling grinding wheel	**Frequency (n=6)**	**Example**
Cleaning surface	3 (50%)	
Very important	2 (33.33%)	
Rusted	1 (16.66%)	
Large grinder	1 (16.66%)	
Quick and effective	1 (16.66%)	
Rapid finish	1 (16.66%)	

Table B9 ‘What do you think when you see this man grinding?’

Feeling grinding worker	**Frequency (n=6)**	**Example**
Tighten up material	2 (33.33%)	
Pre-processing for the spraying of a car	2 (33.33%)	
Tighten up a putty place	1 (16.66%)	
Sanding	1 (16.66%)	
Adhesion of the material	1 (16.66%)	
It is a grinding wheel	1 (16.66%)	

Table B10 What kind of commercial would you make to sell a grinding wheel?’

Commercial	**Frequency (n=6)**
Radio commercial	2 (33.33%)
Television	1 (12.5%)
Market related magazines	1 (16.66%)
Not on television	1 (16.66%)
Fairs	1 (16.66%)
Product knowledge	1 (16.66%)

Target group is important	1 (16.66%)
Beautiful woman	1 (16.66%)

Table B11 ‘How would you order the 16 pictures on the arrows of unexpected and expertise?’

Variables	**Construct**		**%**
Female users	Unexpected	High	8.3
		Low	8.3
	Expertise	High	33.3
		Low	33.3
	None of both		16.7
	Missing		0
Male users	Unexpected	High	20.8
		Low	12.5
	Expertise	High	12.5
		Low	29.2
	None of both		20.8
	Missing		4.2
Female salespeople	Unexpected	High	33.3
		Low	8.3
	Expertise	High	25
		Low	12.5
	None of both		20.8
	Missing		0
Male salespeople	Unexpected	High	29.2
		Low	16.7
	Expertise	High	33.3
		Low	0
	None of both		16.7
	Missing		4.2

Table B12 ‘Why would you share…..?’

Question	Motivations	Frequency (n=6)
1. Share information	Work related	3 (50%)
	Useful	2 (33.33%)
	When there is a problem	1 (16.66%)
2. Recommend a YouTube video	Visual help	1 (16.66%)
	Work related	1 (16.66%)
	Nice video	1 (16.66%)
	Interesting	1 (16.66%)
	Humor	1 (16.66%)
	Music	1 (16.66%)
3. Share a video online	Work related	2 (33.33%)
	Colleague asks for	1 (16.66%)
	Humor	1 (16.66%)
	Nice video	1 (16.66%)
	About cars	1 (16.66%)

APPENDIX C – SCRIPT VIDEO EXPERIMENT STUDY 2

Note: This video was made in Dutch because that is the native language of the respondents. Therefore, the video script is in Dutch.

In dit onderzoek zijn vier verschillende video's gemaakt waarin de hoofdrolspeler een andere rol heeft en de boodschap vanuit een ander perspectief verteld wordt. De verschillen zijn:

Video 1: gebruikers gegenereerde video + man	(hoofdrol: mannelijke eindgebruiker)
Video 2: gebruikers gegenereerde video + vrouw	(hoofdrol: vrouwelijke eindgebruiker)
Video 3: organisatie gegenereerde video + man	(hoofdrol: mannelijke verkoper)
Video 4: organisatie gegenereerde video + vrouw	(hoofdrol: vrouwelijke verkoper)

Product: Norton Rapid Polish – polijstschijf

Hoofdrol:

Man

Vrouw:

Locatie:

Video 3 en 4 (UGV male and UGV female):

Video 1 en 2: (FGV male and FGV female):

Video scenario:
Alle video's duren 30 seconden. Alle vier video's bevatten dezelfde algemene boodschap, locatie, producten en beelden. De teksten zijn in video 1 en 2 (eindgebruiker) hetzelfde, maar verschillen van de tekst in video 3 en 4 (verkoper). De tone-of-voice (manier van praten en overkomen) en kleding zijn informeler in video 1 en 2 vergeleken met video 3 en 4, waar de eindgebruiker een gebruikte en ietwat vieze overall draagt en de verkoper een nette schone overall. Ook bevatten alle vier de filmpjes hetzelfde grappige* en nuttige* aspect. De doelgroep van de filmpjes zijn eindgebruikers van slijpschijven die meerdere uren per week tijdens werkzaamheden schuren, slijpen of polijsten in een grote organisatie.

De hoofdpersoon in het filmpje staat klaar met de machine (een haakse slijper met variabel toerental) en Norton Rapid Polish schijf. De hoofdpersoon vertelt kort iets over de voordelen van deze schijf en voor wie deze schijf geschikt kan zijn (materiaal) en deze persoon maakt zich klaar om te polijsten. Vervolgens komt plotseling een collega tevoorschijn met een bril en zegt 'he joh vergeet je bril niet op te zetten'. De hoofdpersoon doet de bril op en gaat een stuk voorbewerkt metaal polijsten met de Norton Rapid Polish. Na een aantal seconden is het stuk metaal hoogglans gepolijst en spiegelt het oppervlakte goed. De hoofdpersoon tilt het stuk metaal op en is blij met het resultaat. De hoofdpersoon zet de bril van de neus en ziet dan in het stuk metaal dat er een ronde afdruk op zijn of haar gezicht staat. Het blijkt dat de collega als grapje zwart smeer in de bril heeft gedaan. De video eindigt met een lachende collega.

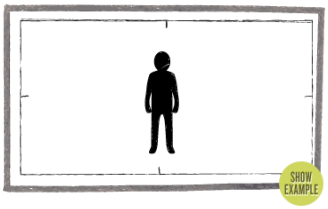
*Grappig: Grapje met de collega
*Nuttig: Snel hoogglans polijsten met één schijf op een haakse slijper

Video script:

Beeld: video 1, 2, 3 en 4	**Tekst: video 1& 2**	**Tekst: video 3 & 4**
Startshot: Hoofdpersoon duidelijk in beeld, totaalshot van werkbank en collega die in de buurt is. *Shot: Long shot* *Duur: 3 sec*		
Shot 2: Inzoomen op gezicht hoofdpersoon, kort aan het woord. *Shot: Close up* *Duur: 10 sec*	Hoofdpersoon: *'Hallo, ik dacht ik maak een mooi filmpje want ik heb zooo'n goede polijstschijf gevonden joh. Bij ons in de werkplaats doen we altijd zo lang over het behalen van een hoogglans resultaat bij het polijsten van metaal. Deze polijstschijf van Norton is echt goed en dat ga ik je nu laten zien op een stukje RVS. Maar je kan ook deze polijstschijf gebruiken voor het polijsten van autovelgen of aluminium onderdelen.'*	Hoofdpersoon: *'Goedendag, ik ben Alex/Lisa, vertegenwoordiger bij Saint-Gobain Abrasives. De grootste fabrikant van slijp- en schuurmiddelen wereldwijd. Vandaag wil ik u laten zien hoe u gebruik kunt maken van onze nieuwste Norton polijstschijf op een RVS plaat. U kunt deze polijstschijf bijvoorbeeld toepassen in de bouw- las- of autoindustrie.'*
Shot 3: Collega komt plots in beeld dus camera ook op collega die van links binnen komt lopen met een bril in zijn hand en spreekt de hoofdpersoon kort aan. *Shot: Medium shot* *Duur: 5 sec*	Collega: *'Hé, vergeet je bril niet op te zetten'*	Collega: *'Hé, vergeet uw bril niet op te zetten'*
Shot 4: De hoofdpersoon bedankt de collega voor het aangeven van de bril, de hoofdpersoon wijst nog even goed naar de machine en schijf en hij gaat het voorbewerkte stuk staal polijsten. *Shot: Cowboy shot en medium shot* *Duur: 10 sec? max 20 sec.*	Hoofdpersoon: *'Dankjewel Jon, nu zal ik je laten zien hoe je met deze Norton polijstschijf werkt.'*	Hoofdpersoon: *'Bedankt Jon, nu zal ik u demonstreren hoe deze Norton polijstschijf werkt.'*
Shot 5: De hoofdpersoon is blij met het resultaat en pakt enthousiast het stuk metaal van de werkbank. *Shot: Medium shot naar close-up* *Duur: 3 sec*		
Shot 6: De hoofdpersoon kijkt naar het stuk staal en haalt zijn/haar bril van de neus. Duidelijk is te zien dat hij/zij de kringen rondom zijn ogen ziet (zie: beschrijving scenario). *Shot: Medium shot* *Duur: 5 sec*		
Eindshot: De collega komt lachend tevoorschijn terwijl de hoofdpersoon nog een goed woordje doet voor de Norton viltschijf. Wijst nog even opnieuw naar de machine + schijf. *Shot: Medium shot naar long shot* *Duur: 5 sec*	Collega: *'Hahah'* Hoofdpersoon: *'Mijn collega is echt een grappenmaker, maar deze polijstschijf is echt goed hoor.'*	Collega: *'Hahah'* Hoofdpersoon: *'Deze beste man is een echte grappenmaker. Maar zie hier het resultaat van deze polijstschijf'*

Toegepaste shots:

Long shot:

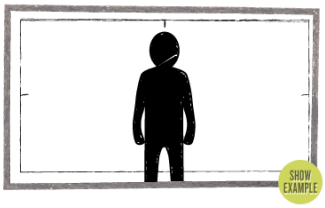


THE SHOT
Long Shot
A shot that depicts an entire character or object from head tc
foot. Not as long as an establishing shot. Aka a wide shot.

Close up:

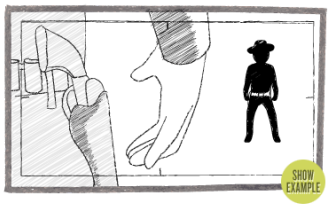
THE SHOT
Close Up
A shot that keeps only the face full in the frame. Perhaps the
most important building block in cinematic storytelling.

Medium shot:



THE SHOT
Medium Shot
The shot that utilizes the most common framing in movies,
shows less than a long shot, more than a close-up.
Obviously.

Cowboy shot:



THE SHOT
Cowboy Shot
A shot framed from mid thigh up, so called because of its
recurrent use in Westerns. When it comes, you know Clint
Eastwood is about to shoot your ass.

APPENDIX D – PRETEST STUDY 2

Note: This interview scheme was made in Dutch because that is the native language of the respondents. Therefore, the pretest is completely in Dutch.

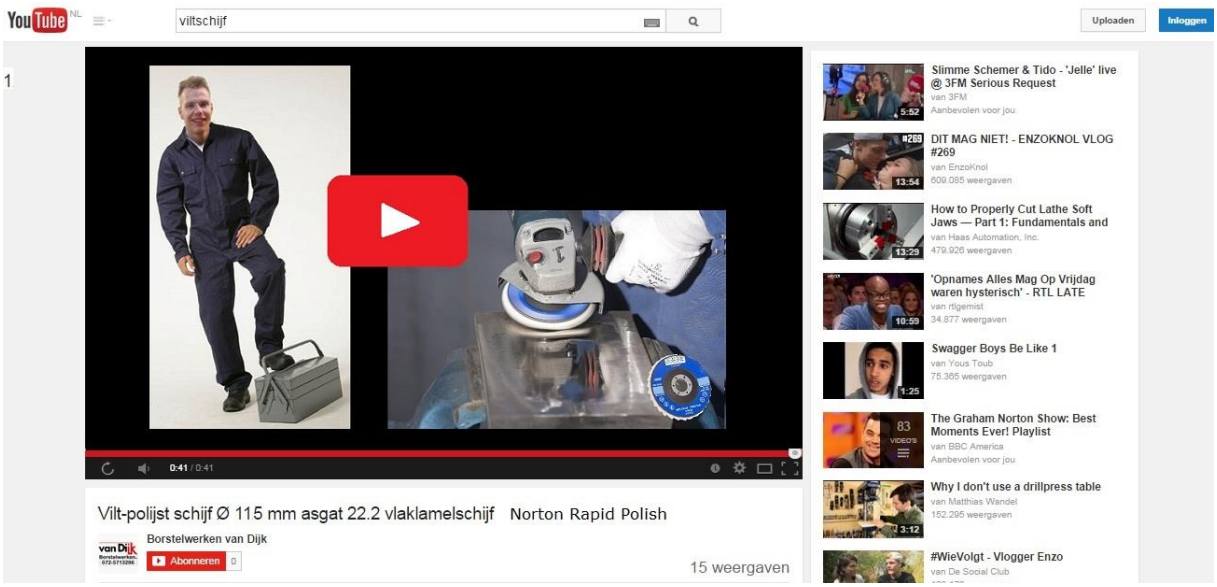
2A: MEETINSTRUMENT

VARIABELE 1: MAN

1. Denkt u dat deze man met een slijpschijf aan het werk zou kunnen? Waarom wel/ waarom niet

2. Denkt u dat deze man verstand zou kunnen hebben van slijpschijven? Waarom wel/ waarom niet

"Beeld u zich in dat u dit filmpje tegenkomt waarin deze man demonstreert hoe de Norton Rapid Polish slijpschijf werkt."



3. Zou u dit realistisch vinden? Waarom wel/ waarom niet

4. Zou u het filmpje delen met collega's? Waarom wel/ waarom niet

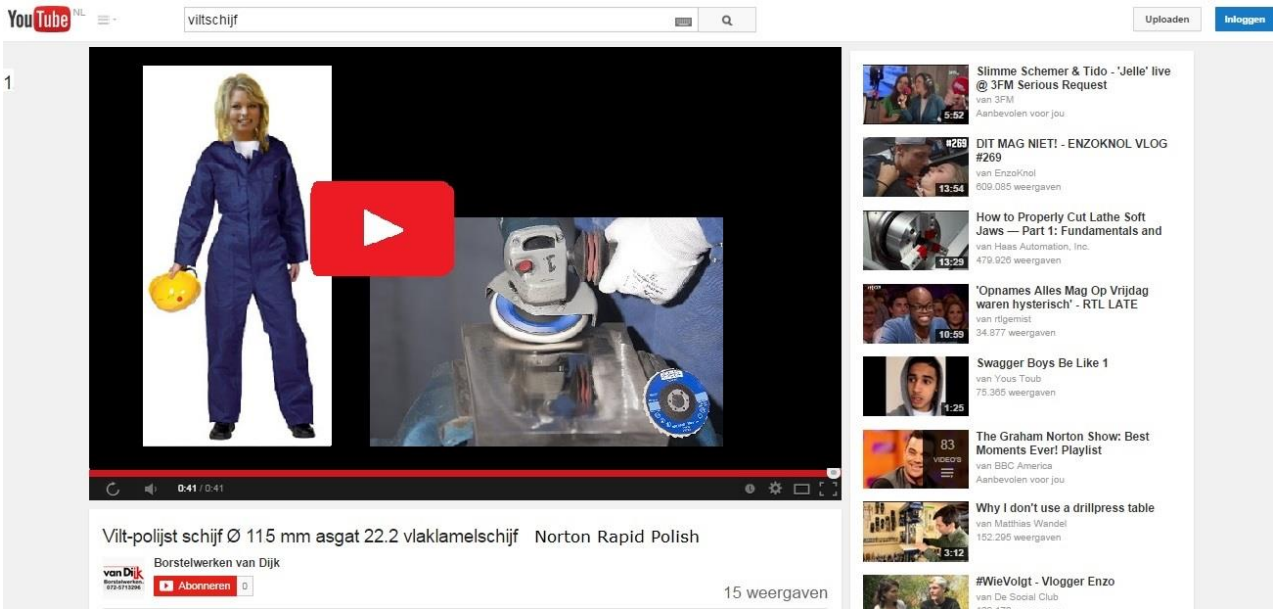
5. Wat komt er verder bij u op?

VARIABELE 2: VROUW

1. Denkt u dat deze vrouw met een slijpschijf aan het werk zou kunnen? Waarom wel/ waarom niet

2. Denkt u dat deze vrouw verstand zou kunnen hebben van slijpschijven? Waarom wel/ waarom niet

''Beeld u zich in dat u dit filmpje tegenkomt waarin deze vrouw demonstreert hoe de Norton Rapid Polish polijstschijf werkt.''



3. Zou u dit realistisch vinden? Waarom wel/ waarom niet

4. Zou u het filmpje delen met collega's? Waarom wel/ waarom niet

5. Wat komt er verder bij u op?

2B: RESULTATEN

VARIABELE 1: MAN

Vraag	Antwoord	Aantal
1. Zou hij kunnen slijpen?	Ja	5
	Nee	0
2. Zou hij verstand hebben van slijpschijven?	Ja	4
	N ee	1
3. Vind je het realistisch?	Ja	5
	Nee	0
4. Zou u dit delen via social media?	Ja	4
	Nee	1
5. Denkt u dat het goed is voor het merk?	Ja	4
	Nee	1

Opmerkingen:
'Persoonlijke beschermingsmiddelen zijn heel belangrijk, hier kijken de meesten als eerste na'
'Slijpen kan iedereen leren, zo moeilijk is het niet'
'Zou filmpje sowieso bekijken vanwege nieuwsgierigheid'

VARIABELE 2: VROUW

Vraag	Antwoord	Aantal
1. Zou zij kunnen slijpen?	Ja	2
	Nee	3
2. Zou zij verstand hebben van slijpschijven?	Ja	3
	N ee	2
3. Vindt u het realistisch?	Ja	2
	Nee	3
4. Zou u dit delen via social media?	Ja	5
	Nee	0
5. Denkt u dat het goed is voor het merk?	Ja	3
	Nee	2

Opmerkingen:
'De vrouw ziet er hoogopgeleid uit'
'Deze vrouw verwacht je niet bij het slijpen of schuren'
'Ze zou wel kunnen slijpen maar ik denk wel dat mensen wel goed opletten of ze het kan (beter dan bij een man)'
'Als ze goed slijpt zou ik wel verrast zijn en dit filmpje delen met anderen'

APPENDIX E – MEASUREMENT INSTRUMENT STUDY 2

Note: This questionnaire was made in Dutch because that is the native language of the respondents. Therefore, the questionnaire is displayed in Dutch.

VRAGENLIJST AFSTUDEERONDERZOEK UNIVERSITEIT TWENTE

U heeft zojuist een video gezien waarin iemand aan het polijsten is. Hierover krijgt u een aantal vragen in de vorm van stellingen waarop u kunt antwoorden van 1 (helemaal mee oneens), 2 (mee oneens), 3 (beetje oneens), 4 (niet oneens/niet eens), 5 (beetje eens), 6 (mee eens) tot 7 (helemaal mee eens). Het juiste antwoord geeft u door het juiste rondje aan te kruizen.

		Helemaal mee oneens	*1*	*2*	*3*	*4*	*5*	*6*	*7*	*Helemaal mee eens*
1.	Deze video is vrolijk		0	0	0	0	0	0	0	
2.	Deze video is interessant		0	0	0	0	0	0	0	
3.	Deze video is humoristisch		0	0	0	0	0	0	0	
4.	Deze video is grappig		0	0	0	0	0	0	0	
5.	Deze video is nuttig		0	0	0	0	0	0	0	

---

6. Wie denkt u dat deze video gemaakt heeft?
   0 Een persoon die dit product gebruikt
   0 Een bedrijf die dit product wil verkopen
   0 Ik weet het niet

7. Wie had de hoofdrol in deze video?
   0 Mannelijke gebruiker van deze polijstschijf
   0 Vrouwelijke gebruiker van deze polijstschijf
   0 Mannelijke verkoper van deze polijstschijf
   0 Vrouwelijke verkoper van deze polijstschijf

		Helemaal mee oneens	*1*	*2*	*3*	*4*	*5*	*6*	*7*	*Helemaal mee eens*
8.	De persoon in de video is verrassend		0	0	0	0	0	0	0	
9.	Ik verbaas me dat deze persoon in deze video voorkomt		0	0	0	0	0	0	0	
10.	Deze persoon had ik niet verwacht in een video over schuurschijven		0	0	0	0	0	0	0	
11.	De persoon in de video is eerlijk		0	0	0	0	0	0	0	
12.	De persoon in de video is betrouwbaar		0	0	0	0	0	0	0	
13.	De persoon in de video is realistisch		0	0	0	0	0	0	0	

		Helemaal mee oneens	*1 2 3 4 5 6 7*	*Helemaal mee eens*
14.	De persoon in de video is een expert op het gebied van deze polijstschijf		0 0 0 0 0 0 0	
15.	De persoon in de video is ervaren op het gebied van deze polijstschijf		0 0 0 0 0 0 0	
16.	De persoon in de video is goed ingelicht over polijstschijven		0 0 0 0 0 0 0	
17.	De persoon in de video is opgeleid of getraind om met deze schijven te werken		0 0 0 0 0 0 0	
18.	De persoon in de video is deskundig op het gebied van polijstschijven		0 0 0 0 0 0 0	
19.	Ik kan mijzelf vergelijken met de persoon in de video		0 0 0 0 0 0 0	
20.	Ik zie mijzelf als behoorlijk verschillend als de persoon in de video		0 0 0 0 0 0 0	
21.	Ik kan me totaal niet verplaatsen in deze persoon		0 0 0 0 0 0 0	
22.	Ik zie mijzelf als vrijwel hetzelfde als de persoon in de video		0 0 0 0 0 0 0	

23.	Ik denk dat deze video het waard is om te delen met anderen		0 0 0 0 0 0 0	
24.	Ik zou deze video aan anderen aanbevelen		0 0 0 0 0 0 0	
25.	Ik zou deze video met collega's delen via het internet of social media (Facebook, Twitter, LinkedIn etc.)		0 0 0 0 0 0 0	
26.	Deze video is nuttig voor mij om informatie te krijgen over polijstschijven		0 0 0 0 0 0 0	
27.	Deze schijf zorgt voor betere prestaties op het werk		0 0 0 0 0 0 0	
28.	Deze video maakt het voor mij mogelijk om sneller te schuren en/of polijsten		0 0 0 0 0 0 0	
29.	Als ik met deze schijf zou mogen werken dan verhoogt dat de effectiviteit van mijn polijstwerkzaamheden		0 0 0 0 0 0 0	
30.	Deze video maakt het voor mij makkelijker om een goede schijf te kopen		0 0 0 0 0 0 0	
31.	De schijf uit deze video zou de productiviteit tijdens mijn werkzaamheden verhogen		0 0 0 0 0 0 0	

		Helemaal mee oneens	*1 2 3 4 5 6 7*	*Helemaal mee eens*
32.	Deze video probeert een specifiek product of merk aan mij te verkopen		0 0 0 0 0 0 0	
33.	Deze video is een reclame om een specifiek product te promoten		0 0 0 0 0 0 0	
34.	Deze video is gemaakt op basis van commerciële bedoelingen		0 0 0 0 0 0 0	

---

35. In hoeverre bent u bekend met het slijp- en schuurmiddelen merk Norton?
    0 Heel erg bekend
    0 Redelijk bekend
    0 Een beetje bekend
    0 Helemaal niet bekend (sla vraag 46, 47 en 48 over)

36. Hoe vaak schuurt/polijst u met een vilt-, polijst of schuurschijf die op deze schijf lijkt?
    0 Dagelijks
    0 Wekelijks
    0 Maandelijks
    0 Zelden
    0 Anders, namelijk: …….

		Helemaal mee oneens	*1 2 3 4 5 6 7*	*Helemaal mee eens*
37.	Ik denk dat ik tevreden zou kunnen zijn met de schijf uit de video		0 0 0 0 0 0 0	
38.	Ik zou deze polijstschijf aan anderen aanbevelen		0 0 0 0 0 0 0	
39.	Ik overweeg om deze schijf in de toekomst te gebruiken		0 0 0 0 0 0 0	
40.	De schijf in deze video is een hoogwaardig product		0 0 0 0 0 0 0	
41.	De tijd waarin deze polijst schijf resultaat levert in de video is uitstekend		0 0 0 0 0 0 0	
42.	Zo te zien in deze video is deze schijf een betrouwbaar en bestendig product		0 0 0 0 0 0 0	
43.	De schijf in deze video is een innovatief product		0 0 0 0 0 0 0	
44.	Ik vind het niet moeilijk om mijzelf het merk Norton voor te kunnen stellen		0 0 0 0 0 0 0	
45.	Ik kan eigenschappen van het merk Norton herinneren en benoemen		0 0 0 0 0 0 0	

Helemaal mee oneens *1 2 3 4 5 6 7* *Helemaal mee eens*

(Kent u het slijp- en schuurmiddelen merk Norton helemaal niet? Sla dan de volgende drie stellingen over)

46. Norton is een bekend merk in mijn industrie 0 0 0 0 0 0 0

47. Ik kan een product van het merk Norton herkennen tussen andere merken van schuurschijven 0 0 0 0 0 0 0

48. Vergeleken met andere schijven, is dit merk Norton marktleider in deze industrie 0 0 0 0 0 0 0

---

49. Wat is uw geslacht?
0 Man 0 Vrouw

50. Wat is uw leeftijd? ……

51. Wat is uw huidige of hoogst genoten opleidingsniveau?
0 Lagere school
0 Vmbo
0 Havo
0 Vwo
0 Mbo
0 Hbo
0 Wo
0 Overig

52. In welke industrie bent u werkzaam?
0 Metaal / lasindustrie
0 Autoindustrie
0 Bouwindustrie
0 Anders, namelijk: ……....

53. Welke social media gebruikt u? (meerdere antwoorden mogelijk)
0 LinkedIn
0 Twitter
0 Facebook
0 YouTube
0 Anders, namelijk: ……...

54. Hoe vaak bent u actief op social media (Twitter, Facebook, LinkedIn en YouTube)?
0 Meerdere keren per dag
0 Eenmaal per dag
0 4 tot 5 dagen per week
0 1 tot 3 dagen per week
0 Een aantal dagen per maand
0 Eenmaal per maand
0 Minder dan eenmaal per maand

Bedankt voor uw deelname aan dit onderzoek!

Vriendelijke groet, Lotte Hilberts