

#PRODUCTPLACEMENT ON INSTAGRAM – THE SPONSORED AND FABRICATED EWOM

Comparing product placement on Instagram and banner advertisement of a weight loss product

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ABSTRACT

Social media, especially Instagram are becoming more and more important for personal communication, but also for marketing purposes. Especially the fitness industry on Instagram is booming. On Instagram everyday people can become famous due to their beauty, fitness or lifestyle. These “Instagrammers” reach millions of followers and serve as idols, people to admire and as inspiration for those. They are online opinion leaders. Marketers understood this and pay famous Instagrammers for posting a picture with their (fitness) product and recommending it to their followers, just like a friend would do – a product placement, creating sponsored and fabricated electronic word-of-mouth (eWOM).

Although product placement on Instagram (IPP) is an emerging and effective form of marketing, since it is often not perceived as advertisement, but rather as a product review or even as a product recommendation of a friend, research on this area is very limited. This study wants to fill this gap by examining the influence of advertisement type of a weight loss and fitness product (detox tea) on perceived message credibility, product attitude and purchase intention. In addition to that the present study wants to examine the effects of the text appeal of the advertisement text. By comparing a rational text appeal, giving facts about the effects of drinking the detox tea regularly, to an emotional text appeal, describing the experienced feelings about drinking the detox tea regularly, the present study aims to understand which language, in terms of text appeals, is more effective on IPP. The present study also aims to investigate the power of IPP compared to banner advertisement. The effects of IPP are measured by implementing an IPP with a sponsorship label (hashtag “#sponsored”) and one without. A 3 (non-sponsored IPP vs sponsored IPP vs banner advertisement) by 2 (rational appeal vs emotional appeal) between-subject design is implemented. Instagram involvement and body satisfaction were included as moderators. In this online-study 256 female Instagram users with a minimal usage duration of 3 months, living in Germany took part.

In contrast to expectations no main effects of advertisement type on message credibility, product attitude and purchase intention were found. The manipulation check revealed that all three advertisement types were perceived as forms of advertisement. Results show that text appeal did influence product attitude and purchase intention. For rational text appeals participants showed a more positive product attitude and a higher purchase intention compared to emotional text appeals. No interaction effects between advertisement type and text appeal have been found. Instagram involvement had a significant main effect on purchase intention. Highly involved Instagram users had a higher purchase intention than lowly involved Instagram users. No interaction effects between Instagram involvement and advertisement type have been found. In contrast, an interaction effect between Instagram involvement and text appeal has been found. Highly involved Instagram users were proven to have a higher preference for a rational text appeal in terms of purchase intention than lowly involved Instagram users. Also an interaction effect between body satisfaction, advertisement type and text appeal on product attitude and purchase intention was found.

Findings suggest that highly educated Instagram users of full age perceive IPP, just like banner advertisement, as a form of advertisement. In terms of text appeals findings suggest that a rational text appeal is more effective in influencing product attitude and purchase intention than an emotional appeal. Furthermore the present study suggests that the level of body satisfaction determines which combination of advertisement type and text appeal is most powerful at influencing consumers' product attitude and purchase intention. The present study provides first insights into the area of product placement on Instagram, especially in terms of recognition of sponsorship labels in form of a “#sponsored” hashtag, on which future research should elaborate.

Keywords: *Product Placement, Instagram, eWOM, online reviews, micro-celebrity, Influencer Marketing, social media*

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1. INTRODUCTION

Social Media are nowadays an important part of the personal social life. Next to communicating with friends social media also enables users to connect to strangers all over the world with whom they share the same interest. Different communities emerge on social media and especially the fitness community on Instagram grew immensely, making fit people famous. Followers regard fit social media stars as fitness inspiration. Consequently some followers tend to buy the same fitness products the Instagrammer uses or do the same fitness routines, hoping to get the same perfect body as their idol. For example, the Australian fitness trainer Kayla Itsines with 5,9 million followers (Instagram, 2016b) became famous on Instagram due to her fitness routine "Bikini Body Guide" ("#bbg"), which she promotes on her Instagram account and has already sold to 10 million women all over the world.

Advertising on social media has become of big importance in the past years. The digital report of We Are Social (2016) showed that there are 2.307 billion active social media users, which is equal to 31% global penetration. The social media platform Instagram, which is a photo-sharing mobile phone application, counts 500 million monthly active users (Instagram, 2016). Instagram was founded in 2010 and in 2012 sold to Facebook (Salomon, 2013).

Instagram is about posting pictures and presenting oneself and one's life in form of a digital photo album to others. For a lot of users Instagram is not only about having contact with friends. It is rather about seeing and being seen. It is about getting attention, being admired by strangers and having a lot of likes and followers. Due to social media a new type of celebrities emerged, micro-celebrities. Senft (2013) defines micro-celebrity as a person, who shows "the commitment to deploying and maintaining one's online identity as if it were a branded good, with the expectation that others do the same". Micro-celebrities on Instagram can be referred to as famous Instagram users, which are called "Instagrammers" (Latiff & Safiee, 2015). They are admired by their fanbase (followers) for their expensive clothes, luxurious life style, fashion style, make up skills, pretty face or their fit body.

Undoubtedly, next to social media also the fitness industry is booming. As of late fashionable lines of fitness clothing can be bought at almost every clothing store, like H&M or Primark and different fitness and diet programs, drinks and foods can be found everywhere in the supermarkets - and on Instagram. Fit Instagrammers post pictures of themselves with different fitness products, such as detox teas, showing off with their fit bodies and getting millions of likes. For a lot of followers they serve as an inspiration, a so called "Fitspiration" (Tiggemann & Zaccardo, 2015). Most of the famous Instagrammers used to be the girl next door and became famous only because of their pictures on Instagram. Followers admire them, but still see them as "one of us" (Uzunoğlu & Kip, 2014) and feel connected to them. They serve as opinion leaders.

Nowadays Instagram is not only about getting attention and admiration, it is also about making money. A lot of companies understood the huge influence of Instagrammers and send them products for free, hoping that Instagrammers post pictures with their products and recommend them. Some companies even pay Instagrammers to promote their products, without telling their followers that they are getting paid for doing so. It is a product placement on social media, a combination of paid electronic Word-of-Mouth (eWOM) and paid user generated content (UGC). Product placement on social media can also be considered as an modern form of celebrity endorsement and seen as part of the marketing form Influencer Marketing, which Woods (2016) defines as "essentially virtual word of mouth" and a marketing technique "where the focus is placed on specific individuals rather than a target market as a whole". According to Liu, Chou and Liao (2015) product placement on social media can be considered to be one of the most valuable marketing strategies.

Product placement on Instagram (IPP) is a new dimension of marketing, since it influences customers through eWOM, fandom, and peer communication, without even being recognized as

persuasive attempt (McCarty, 2004) – ergo an advertisement. By creating a fabricated eWOM IPP immensely abuses consumers' trust. Becoming a more and more professional business, brands tend to give the Instagrammers instructions about implemented hashtags, timing of the post, visual language and even exact wording of the IPP (Zietek, 2016). Thus, IPP's are scripted and planned carefully. Looking at different profiles of famous Instagrammers, who review the same detox tea, indeed reviews with the exact same wording can be found. This supports the suggestion that some brands create the review text themselves and consequently suggests that some Instagrammers possibly do not even test the product they are actually reviewing on Instagram, abusing their followers' trust. Nowadays there is a lot of discussion about product placement on social media due to this abuse of trust. In order to be more honest with followers some Instagrammers disclose the posts they are being paid for by making use of hashtags like "#ad" or "#sponsored" (Woods, 2016). Unfortunately not all Instagrammers apply these hashtags. Furthermore, the question is how many followers even notice these small hashtags and whether the disclosure really makes a difference in consumers' perception.

In social media users share a special form of community language. Also in advertizing and consumer reviews the use of language is of big importance. Language, in terms of different text appeals, can lead to different consumer choices. Kotler and Keller (2008) separate appeals into emotional and rational appeals. While an emotional appeal can arouse purchase willingness by eliciting emotions, a rational appeal presents the product attributes as consumer benefits. In order to understand which text appeal is most suitable for IPP an emotional text appeal, describing the elicited emotions by using the product, and a rational appeal, giving facts about the product attributes, were implemented.

Surprisingly, scientific research in the area of product placement on social media or Influencer Marketing, especially on Instagram, is highly limited. Also in terms of text appeals on IPP scientific research is highly limited. In order to illustrate the immense power of IPP and understand the influence of the disclosing of hashtags a research was conducted comparing Instagram product placement without sponsorship hashtag (non-sponsored IPP), Instagram product placement with sponsorship hashtag (sponsored IPP) and a banner advertisement for a detox tea, all of which share the same text. Furthermore, this research also looked into text appeals, comparing emotional and rational text appeals in order to understand which text appeal works the best for which type of advertisement. The following research questions were formulated:

RQ1: To what extent does the advertisement type (non-sponsored IPP vs sponsored IPP vs banner ad) influence consumers' perceived message credibility, product attitude and purchase intention?

RQ2: To what extent does the text appeal (rational text appeal vs emotional text appeal) influence consumers' perceived message credibility, product attitude and purchase intention?

The aim of this study is to investigate the power and nature of IPP by comparing it with banner advertisement, a form of traditional online advertisement. Furthermore, this research wants to reveal the influence of applying sponsored hashtags on IPP and thereby disclosing the product placement. It aims to examine whether IPP in general is significantly more influential than banner advertisement, but also if non-sponsored IPP is more influential than sponsored IPP. Furthermore, it aims to give both researchers and marketers an insight into the (fitness) world of Instagram, in order to better understand this online community and provide a base for further research on this interesting topic. Moreover, this study aims to examine this form of advertisement from a critical, ethical perspective, showing how immensely consumer trust is abused by IPP.

2. THEORETICAL FRAMEWORK

Prior research provides useful theoretical findings about the variables related to the present study. In order to give an insight into the research topic of IPP, to form an experimental design, and to draw hypotheses, the different variables related to IPP will be discussed in this chapter.

2.1 Social media: Instagram

The importance of social media, “a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user generated content” (Kaplan & Haenlein, 2010), is growing. Social media has become a significant part of daily personal communication. In 2015 90% of young adults in the age group 18-29 made use of social media (Perrin, 2015). In addition to that, social media enables consumers to share their product experiences through consumer reviews or word-of-mouth (Chen, Fay & Wang, 2011). Thus, it facilitates the communication between consumers (Abzari, Ghassemi & Vosta, 2014). In media and research social media are also often referred as Social networking sites (SNS). Social networking sites can be described as a cyber environment where individuals can create a personal profile, share photos, images and text with each other (Powell, 2009).

Nowadays, the mobile photo-sharing application Instagram belongs to the most popular social media/SNS. Instagram is the first social media platform, which was especially created for mobile devices (Miles, 2014). In short, Instagram enables users to share their photos and videos with their followers (Dubovik, 2013). Users can see the posts of followed users in their Instagram news feed or by visiting a user's profile. Instagram grew and became popular very fast. The mobile application was launched in 2010 in the App Store and gained one million users within two months (Latiff & Safiee, 2015). Today, in 2016, Instagram counts more than 500 million monthly active users and more than 95 million photos/videos are posted per day (Instagram, 2016). In contrast to other social media platforms Instagram is mainly photo-based (Linashke, 2011) and mobile-based (Miles, 2014). However, nowadays Instagram can also be viewed via a web-browser, but still only the application on a mobile device enables users to post on Instagram.

Marshall (2010) states that social media enable individuals to create a public self-presentation. Especially Instagram is used as a platform for this purpose. Since users only can post pictures or videos, their Instagram profile can serve as a public digital photo album or photo diary. In comparison to Facebook a lot of users utilize Instagram not only for communication with friends, but rather for communicating and connecting with strangers. On Instagram it is all about getting followers and likes. Research of De Veirman, Cauberghe and Hudders (2016) showed that Instagram profiles with high numbers of followers are considered more likeable, mostly because of higher perceptions of popularity. There are a lot of popular users on Instagram, known as “Instagrammers” (Latiff & Safiee, 2015), who have millions of followers and are admired by those for their beauty, lifestyle or fitness. Those Instagrammers are micro-celebrities. According to Marwick (2011) “micro-celebrity can be understood as a mindset and set of practices in which audience is viewed as a fan base; popularity is maintained through ongoing fan management; and self-presentation is carefully constructed to be consumed by others.”

Famous bloggers and Instagrammers are comparable. Just like Instagrammers, bloggers, can be considered as micro-celebrities, as digital influencers and as online opinion leaders. By sending out a message they affect the communities in the digital environment and have the potential to create a viral effect (Uzunoğlu & Kip, 2014). Opinion leaders serve as “the connective communication tissue that alerts their peers to what matters among political events, social issues, and consumer choices” (Nisbet & Kotcher, 2009). Most famous Instagrammers used to be normal people before the advent of social media and only became famous through it. On the one hand they appear as admirable celebrities, but on the other hand

they appear as regular people, a girl next door for example. Research of Korotina and Jargalsaikhan (2016) found that some people see micro-celebrities on Instagram as their long-distance friends. Furthermore they found that in contrast to traditional celebrities, micro-celebrities are perceived as approachable: *“I like following micro-celebrities because they are somewhere in between ordinary people and celebrities”*. Because of that followers both admire Instagrammers, but also feel close to them. In line with this, research of Isosuo (2016) showed that followers see famous Instagrammers as peers. According to Heinberg and Thompson (1995) peers are more likely to serve as a target for appearance-comparison than models or celebrities. Thus, peer communication is of huge influence in being able to motivate others to buy a certain product: Peers owning a certain product can make consumers buy the same brand or avoid other brands in order to be like them (Lueg & Finney, 2007). They serve as idols and their lives and achievements are considered as goals, partly even creating fandom. Consequently, Instagrammers provide a great potential for marketers.

As of late marketers have realized this great potential of social media (Adis et al., 2015) and especially Instagram. It can be helpful for companies for the promotion of products or services (Bevins, 2014). But rather than just creating an own Instagram account or use banner advertisement on Instagram, marketers engage with famous Instagrammers in order to advertise their product (Latiff & Safiee, 2015). Since social media is based on consumer to consumer dialog, brand managers can utilize bloggers (Instagrammers) as intermediaries to influence the consumer conversation (Uzunoğlu & Kip, 2014). As was already stated bloggers and Instagrammers can be referred to as social media influencers (SMIs), who represent “a new type of independent third party endorser who shape audience attitudes through blogs, tweets, and the use of other social media” (Freberg, Graham, McGaughey & Freberg, 2011).

By using famous Instagrammers as advertisement tool companies face different benefits. First of all it is a relatively inexpensive form of advertisement (Zarella, 2009; Hajli, 2015), since there is no third party involved and no media or agency budget needed (Latiff & Safiee, 2015). Furthermore it enables brands to attain an authentic and trustworthy presence among online communities (Uzunoğlu & Kip, 2014). Instagram users tend to follow Instagrammers, who share the same interest, e.g. fitness or travelling, or who post appealing pictures or who they admire for example because of their beauty or life style.

For the convenience of identifying relevant photos and videos Instagram offers the hashtag (#) function (Dennis, 2014). Users can browse a certain hashtag to find pictures/videos of their interest, such as “#interior” for interior inspiration or “#veganfood” for vegan food inspiration. Using suitable and relevant hashtags, e.g. “#losingweight” for promoting dieting products, the target group and thus potential consumers can find the advertisement on their own. Thus, by identifying the key Instagrammers, the target audience can be reached fast and easily (Latiff & Safiee, 2015), both through the Instagrammers’ followers, but also through like-minded people, who came across the post by browsing an applied hashtag.

2.1.1 Fitness on Instagram: #Fitspiration

In the past years Instagram became a popular social networking site for sharing fitness pictures, next to travelling, fashion, beauty, interior and food pictures. On Instagram a real fitness community evolved. Users post photos and videos of their fitness exercises, healthy food, fitness and dieting products, such as protein shakes and detox teas, and their fitness results – ergo their fit body. Currently (8th December, 2016) 161.208.515 posts have been tagged with the hashtag “#fitness” and 27.050.510 with the hashtag “weightloss”.

During the past years popular and famous fitness Instagrammers emerged, who serve as a fit and healthy role model, a “#fitspiration” for their followers. Fitspiration is the combination of the words fitness and inspiration and an online trend inspiring viewers to live a healthier lifestyle by promoting exercise and

healthy food (Tiggemann & Zaccardo, 2015). At the moment (8th Decemeber, 2016) 10.006.059 posts on Instagram can be found for the hashtag “#fitspiration”. The famous Instagrammer and Australian fitness trainer Kayla Itsines (5,9 million followers) promotes her fitness routine in her famous “Bikini Body Guide” (“#bbg”) on Instagram, which can be purchased on her website. People all over the world buy her fitness guides and even post their results with before and after pictures, using the “#bbg” hashtag, sharing it with the fitness community and creating word-of-mouth. The most impressive progress pictures are shared by Kayla Itsines on her account. Currently (8th December, 2016) 4.689.977 posts are tagged with “#bbg”, illustrating the immense viral effect. Next to Kayla Itsines other famous Instagrammers share and sell their fitness and eating routines. In addition to that a lot of dieting and fitness products, such as fitness teas, so called detox and weight loss teas, found their way to Instagram and the profiles of famous Instagrammers.

People tend to compare themselves to others. However, through the emergence of social networking sites people can now compare themselves to thousands of people without even leaving their home (Kong, 2015). Since people only see the online life of Instagrammers, they draw conclusions about said Instagrammers' lives based only on their solely positive online presentation, resulting in lifestyle envy (Kong, 2015). Especially regarding to fitness Instagrammers, research of Tiggemann and Zaccardo (2015) showed that the exposure to fitspiration images led to an decreased state appearance self-esteem, increased body dissatisfaction and negative mood. As research of Korotina and Jargalsaikhan (2016) showed, followers want to be like their admired Instagrammer. Especially the bodies of fitness Instagrammers serve as “#bodygoals” and “#fitnessgoals”. Fitness Instagrammers promoting a fitness or food product and encouraging consumers to buy the product in order to achieve same fitness results, can make consumers consider to buy the product.

2.2 Defining IPP: eWOM and UGC

With the advent of the internet consumer communication changed. Nowadays people are much more aware of their power as consumers. They do not only serve as passive recipients of messages, but rather they want to participate in the communication (Uzunoğlu & Kip, 2014). Social media give consumers a place to share their opinions and product experiences, thus publishing consumer reviews or word-of-mouth (Chen et al., 2011). Social media put consumers in a position to talk to one another (Mangold & Faulds, 2009), thus facilitating consumer-to-consumer conversations. These new communication opportunities for consumers also provide new dimensions for marketers. Next to traditional online advertisement, such as banner advertisement, social media enable marketers to advertise covertly by implementing product placements.

In general terms banner advertisement can be referred to as traditional advertising, such as print advertisement. Banner advertisement can be defined as a popular homepage advertisement which “combines words and pictures with the obtrusive or contextual presentation style in a webpage to attract a user to click and interact with an advertisement and buy a product online” (Chi, Yeh & Chiou, 2012).

Product placement, in contrast, is a very different form of advertising. It can be defined as the integration of a brand or of a product into entertainment (Russel & Belch, 2005). Rather than being marked as an advertisement, the brand is implement in the storyline of the show (McCarty, 2004). For more than over 70 years product placement has been known as a promotion method (Babacan, Akcali & Baytekin, 2012). In the beginning product placement primarily worked for television networks as means for reducing production costs through the borrowing of props (Newell, Salmon & Chang, 2006). In contrast to traditional advertisements product placements are not identified by viewers as a persuasion attempt (McCarty, 2004). Thereby they “undermine the traditional defenses that operate when viewers are exposed to traditional advertising” (Bennett, Pecotich & Putrevu, 1999). In the past product placements only took place in

traditional media like television, movies and radio. Today product placements also occur in new media, such as online games, mobile phone applications, music videos, video games and social media (Eagle & Dahl, 2015).

McCarty (2004) compares traditional advertising and product placement using the two dimensions for comparing marketing communications by Nebenzhal and Jaffe (1998). The first dimension is about the extent of disguise of the sponsor of the message and of the fact that the message is paid. The second dimension is about the extent of the secondarity of the persuasive message to the main message of the communication. McCarty (2004) argues that while in traditional advertising the sponsor is not disguised and therefore the persuasive effort clear to the audience, in product placement the product "is not connected with the company as an explicit attempt to persuade, and the brand is presented in the context of a story". In terms of the second dimension, in traditional advertisement the persuasive message is the main part of the communication, while in product placement the persuasive attempt is secondary to the main message. Based on Balasubramanian (1994) and Nebenzhal and Jaffe (1998), McCarty (2004) furthermore argues that the hidden secondary nature of product placements distinguishes them immensely from traditional forms of advertisements and viewers may even process product placements differently than traditional advertisements.

Social media provide a new dimension for product placements. By implementing product placement on Instagram, thus paying influential Instagrammers to post a picture/video with the product (creating paid user-generated-content) and to recommend the product to their followers (creating paid electronic word-of-mouth), brands can reach potential customers all over the world in an inexpensive (See-To & Ho, 2014), easy, and effective way. All the while without this being recognized as a persuasion attempt by the brand itself (McCarty, 2004). Thus by implementing their product authentically in the Instagram "storyline" of an influential Instagrammer, brands can induce and partially control consumer-to-consumer conversations and even electronic word-of-mouth. Electronic word-of-mouth (eWOM) can be defined as "any positive or negative statement made by potential, actual, or former customers about a product or company, which is made available to a multitude of people and institutions via the Internet" (Hennig-Thurau, Gwinner, Walsh, & Gremler, 2004). While traditional WOM primarily impacts family and a local group of friends (Chen et al., 2011), through the advent of the internet and especially social media eWOM reaches a much larger audience. Via an Instagram post eWOM can reach millions of other users, even strangers in a very short time. Furthermore eWOM in form of an Instagram post is durable and persistent and can be reread forever, creating an "infinite reach of messages" (Petrie, 2016). User-generated-content (UGC) is "consumer-generated media encompassing opinions, experiences, advice and commentary about products, brands, companies and services – usually informed by personal experience – that exists in consumer-created postings on internet discussion boards, forums, usernet newsgroups and blogs" (Belch, Belch, Kerr & Powell, 2012).

Product placements offer marketers through eWOM and UGC a very different form of advertisement. Comparing product placement on Instagram and banner advertisement, it can be expected, that both forms of advertisement are processed differently. A famous Instagrammer, posting a picture with a product and even recommending it, will probably be perceived differently than a banner advertisement with the same product. An IPP will be perceived as a general and authentic Instagram post, fitting in the Instagram "diary story" of the Instagrammer. It will be considered to be interpersonal communication, not a persuasive effort. In contrast, the banner advertisement will probably be perceived as commercial communication, thus as a persuasive attempt. Furthermore it is interesting to investigate the difference in perception between non-sponsored and sponsored IPP. While some followers will probably identify the hashtag "#sponsored" as product placement and therefore perceive the message as persuasive attempt,

other followers probably will not understand the meaning and others won't even notice the hashtag and thus perceive it still as interpersonal communication.

2.3 Text appeal: rational vs. emotional

Both in advertising and product reviews the text appeal can be of high importance. According to Kotler and Keller (2008) appeals can be separated into emotional and rational appeals: An emotional appeal can elicit emotions, positive or negative, in order to arouse purchase willingness. In contrast a rational appeal presents product attributes as consumer benefit.

According to the Elaboration Likelihood Model of Persuasion (ELM) of Cacioppo and Petty (1984) information can be processed via two different routes, the central route or the peripheral route of persuasion. When elaboration is relatively high the central route is used, involving systematic thinking. Persuasion through the central route involves thoughtful examination of issue-relevant arguments (O'Keefe, 2008). When elaboration is relatively low the information is processed via the peripheral route, using peripheral cues. Thus, following the peripheral route, attitudes can be affected in the absence of any arguments (Cacioppo & Petty, 1984). Rational and emotional appeals can be related to the ELM. While a rational appeal encourages a thoughtful and cognitive response, an emotional appeal encourages an affective response (Rask, Holm, Jensen & Poulsen, 2014).

In terms of IPP and banner advertisement also the text appeal of the product recommendation message can be of meaning in influencing consumer choices. Looking at the endorsed product in both IPP and banner advertisement the detox tea SkinnyMint can be considered as a high-involvement product. Product involvement can vary across individual consumers, however product characteristics can also classify products into high- and low-involvement products (Gu, Park & Konana, 2012). They can be classified on the consumers' perceived risk of purchase (Hoyer & MacInnis, 2008). Thus, when a consumer experiences a high perceived risk of purchase, the product can be considered as a high-involvement product. Even though the purchase of the detox tea cannot be related to high financial risk, it can be referred to a high perceived risk in terms of time and effort. The detox tea needs to be drunken regularly over a longer amount of time in order to be effective. Furthermore results are promised to be most effective when drinking the detox tea in combination with regular workouts. Also the risk of not getting the promised and expected effects and consequently causing frustrations can be of high risk. A general tea, e.g. a peppermint tea, in contrast, has no specific function and does not promise specific effects. The consumer only needs to drink it when/he wants to. Consequently, for a general tea the consumers perceives low risk in terms of time and effort. The only perceived risk is the not likeable taste of the tea. Consequently, it can be expected that for the implemented detox tea, consumers tend to elaborate the product using the central route, thus examining issue-relevant arguments (O'Keefe, 2008). Thus, the rational text appeal, giving arguments can be expected to be more effective than the emotional text appeal.

2.4 Interaction effect of advertising type and text appeal

Looking at the different research findings and the fact that product placements are not perceived and processed as persuasive attempts (McCarty, 2004), it can be argued that different appeals for persuasive messages on IPP and persuasive messages on banner ads could be effective, thus advertising type and text appeal having an interaction effect. Congruent combinations of advertising type and text appeal could lead to a higher perceived message credibility, product attitude and purchase intention. Congruence is the degree to which stimuli are matching to each other (Garretson & Niedrich, 2004). Stimulus congruence can

facilitate the formation of impressions, consequently positively affecting consumers' responses (Van Rompay, Pruyn & Tieke, 2009).

While the banner advertisement is perceived as a persuasive attempt, the receiver probably needs strong arguments like product performance, thus using the central route, in order to be persuaded. In contrast, Instagram is used as a form of entertainment and IPP is expected to be perceived as a normal Instagram post instead of a persuasive attempt. Research of Alhabash et. al (2013) showed that users prefer online content with an emotional appeal. Furthermore, using Instagram as a form of entertainment, receivers are probably not motivated to process the message cognitively, thus using the peripheral route, resulting in a greater persuasion effect for emotional appeals (Cacioppo & Petty, 1986; Lee & Hong, 2016). Yet, since these are only assumptions and research on this area is very limited, it is hard to draw arguable conclusions about the congruent combinations. Therefore the following exploratory research question is formulated:

ERQ: *To what extent do advertisement type and text appeal interact with each other in influencing perceived message credibility, product attitude and purchase intention?*

2.5 Dependent variables

2.5.1 Perceived message credibility

For all sorts of advertisement credibility, which can be related to trust, is a very important factor, also for IPP and banner advertisement. Especially for IPP, being defined as a sponsored form of eWOM, credibility is of high relevance, since for guiding purchase decisions consumers assess the credibility of online product reviews. Also the text appeal of a product review can influence message credibility. Reviews that are perceived as more credible lead to higher purchase intentions (Jiménez & Mendoza, 2013). Thus for reaching a high purchase intention the trust of consumers is crucial. There is empirical evidence that consumers' trust is a significant factor for influencing purchase intention (McKnight, Choudhury, & Kacmar, 2002; Kim, Ferrin & Rao, 2009). Also the theoretical analysis of See-To & Ho (2014) showed that eWOM has both a direct and indirect impact, moderated by consumers' trust, on purchase intention. Consumers tend to perceive WOM, the offline and traditional form of eWOM, as more persuasive and trustworthy than traditional media (Cheung & Thadani, 2012). Also Wu and Wang (2011) state that product opinions, experiences and reviews in form of eWOM are more trusted than other corporate messages.

Cheung and Thadani (2012) argue that online reviews in the context of eWOM are mostly shared by unknown individuals. Furthermore, they argue that research showed that a personal information source strongly impacts consumer preferences and choices. Thus both facts could indicate that eWOM has no strong impact on consumers choices. Yet, looking at eWOM in form of IPP, the information source is not always a complete stranger. Followers of a famous Instagrammer feel connected to the person and do not perceive them as an unknown individual writing a customer review on a brand website. In line with this, research of Korotina and Jargalsaikhan (2016) showed that followers perceive Instagrammers as a long-distance friend. Even when the customer viewing the IPP is not a follower of the famous Instagrammer, by browsing his/her Instagram profile the consumer can collect information about the Instagrammer and his/her life. Moreover, Uzunoğlu and Kip (2014) state that "instead of simply accepting packaged brand messages, they (customers) tend to place more trust in the opinions of those who appear to be similar to themselves". In their research one of their participants recognized bloggers, which are similar to Instagrammers, as credible and sincere, since they are accepted as "one of us" by other Internet users, suggesting that Instagrammers can be considered to be a personal information source. Woods (2016) states that social media influencers are even trusted almost as much as a friend.

As already mentioned, implementing warning labels can make viewers perceive product placement as an unethical type of advertisement (Bennett et al., 1999). Following this assumption sponsored IPP can be perceived as less credible, since it communicates that the Instagrammer got paid for recommending the product. Thus in comparing IPP and banner advertisement it can be assumed that the same product is perceived as more credible the more the persuasive attempt is hidden.

Next to the advertisement type also the advertisement text, the text appeal, is of importance for influencing perceived message credibility. Research of Avicenna (2016) showed that rational framing reviews were perceived as more credible than emotional framing reviews.

2.5.2 Product attitude and purchase intention

Due to the different conditions and contexts of IPP and banner advertisement it can be expected that also the effects on consumers should be different, even with the same product and text appeal. Furthermore it can be expected that the different text appeals influence both product attitude and purchase intention differently.

Posting a (sponsored) post on a personal Instagram account can be attributed to interpersonal communication, while a banner advertisement can be attributed to mass media. It can be argued that interpersonal communication has more power on affecting attitudes of individuals than mass media (Weimann, 1994). Famous Instagrammers form an online community with their followers by engaging with them in interpersonal communication via Instagram. Famous Instagrammers are also part of the Instagram community and, based on their expertise, they also belong to an Instagram niche community, e.g. fitness. In line with this, research of Forman, Ghose and Wiesenfeld (2008) found that when consumers deduce that the reviewer is part of a common online community, it is more likely that the review influences consumers' decisions. In addition to that Uzunoğlu and Kip (2014) state that bloggers, to which famous Instagrammers can be related, have the ability to influence attitudes, perceptions and even purchase behaviors of their target audience. Furthermore, they state that the major source of this power can be attributed to their trustworthiness, because consumers value the opinion of a person who personally has tried the product, suggesting that IPP can influence audiences' purchase intention and product attitude next to the perceived message credibility.

Unfortunately research about IPP, the influence of text appeals on IPP, and the influence of disclosure of the product placement by applying hashtags is highly limited. Since it already has been argued that IPP can be considered paid eWOM celebrity endorsement this paragraph will be focused on research about eWOM and celebrity endorsement in order to draw hypotheses on the effects of IPP and text appeals on IPP.

Research of Cheung and Thadani (2012) showed that 91% of consumers make use of online reviews, blogs and other UCG before making a purchase of a new product or service. Purchase intention, which Kim and Ko (2012) describe as "a combination of consumers' interest in and possibility of buying a product", is enhanced by positive eWOM and reduced by negative eWOM (Tsang & Tse, 2005; Bailey, 2004). eWOM can both impact purchase intention directly and indirectly, being moderated by consumers' trust in the product (See-To & Ho, 2014). The study of Tseng and Tse (2005) even showed that eWOM has a greater effect on purchase intention than traditional ads. Statistics of the DEI Worldwide study (2008) show that 70% of consumers visited social media in order to gain information, while 49% of them made purchase decisions based on the information found on social media. In line with this, research of Abzari et al. (2014) showed that both social media and traditional advertising have significant impact on brand attitude, but the effect of social media is greater compared to traditional advertising.

Non-sponsored IPP and sponsored IPP differ a lot. Only by implementing a small hashtag the

advertisement and the persuasive attempt is disclosed. Based on this it can be expected that non-sponsored IPP and sponsored IPP will be perceived differently, therefore influencing product attitude and purchase intention differently. While a banner advertisement is perceived as an advertisement from the first moment on, the perception of IPPs changes from the moment of noticing the "#sponsored" hashtag. By being warned of the product placement, viewers may find this type of advertising unethical (Bennett et al. 1999). On the other side research of Bennett et al. (1999) showed that including warning labels for product placements in a movie before showing the movie leads to a higher brand recall and has no impact on liking the product – it can even be beneficial for advertisers. In regard to sponsored IPP, since the warning label in form of a "#sponsored" hashtag is not shown before the product placement exposure, but rather is part of the product placement, it can be expected that the hashtag will decrease product attitude and purchase intention, in case the hashtag has been noticed by the viewer.

Also research on IPP in terms of text appeals is limited. Therefore different forms of persuasion will be reviewed in order to draw conclusions. IPP and banner advertisement with a commercial model giving a review can also be related to celebrity endorsement. As shown in research of Wang, Cheng and Chu (2013) advertising appeal and celebrity endorsement significantly and positively affect consumer purchase intentions. Comparing emotional and rational appeal, they only differ little. Looking especially at SNS, users react more favorably to online content or persuasive messages with an emotional appeal (Alhabash et al., 2013). As for consumer reviews research showed that rational appeals are more effective than emotional appeals. In research of Avicenna (2016) the product attitude for rational framing reviews was greater than for emotional framing reviews. Research of Wu and Wang (2011) showed that consumers with a high product involvement had a greater brand attitude for the rational appeal than for the emotional appeal, using the central route for elaborating eWOM content. In contrast, for consumers with a low product involvement no significant difference was found. As already stated, the implemented product, a detox tea, can be considered as a high-involvement product. Thus, consumers will possibly choose the central route of elaboration and consequently prefer product attributes and benefits over peripheral cues.

Based on the different research findings, keeping in mind that IPP can be seen as a marketing tool working through eWOM, celebrity endorsement and peer communication, and taking into account that consumers possibly think carefully about the purchase of the implemented high-involvement product, by using the central route of elaboration, the following hypotheses can be formalized:

H1: Non-sponsored IPP will have a more positive effect on (a) perceived message credibility, (b) product attitude and (c) purchase intention compared to the other two advertisement types.

H2: A rational text appeal will have a more positive effect on (a) perceived message credibility, (b) product attitude and (c) purchase intention compared to an emotional text appeal.

2.6 Moderating variables

2.6.1 Instagram involvement

Social media gives women the possibility to browse images of other women they want to look like, enabling them to compare their outward appearance with peers and celebrities (Klein, 2013). Instagram enables users to follow strangers' lives in pictures and short videos. By simply scrolling down the Instagram feed, users are viewing, consciously or unconsciously, a lot of pictures within the shortest amount of time (Zietek, 2016). Thus, by following famous Instagrammers they are confronted with thousands of pictures of pretty faces and fit bodies. By browsing Instagram frequently users are confronted with these pretty faces and fit

bodies on a regular basis. Consequently for frequent users famous Instagrammers can become their social comparison group (Dion, 2016).

Thus, it can be expected that users, who are highly involved in Instagram tend to feel more addressed to product reviews on Instagram, compared to lowly involved Instagram users. Highly involved Instagram users, in regard to this research are users, who have been using Instagram for a long period of time in a regular and active manner. They tend to follow a bigger amount of profiles, possibly including strangers, and in doing so do not only use Instagram as a medium for communicating with friends. Highly involved Instagram users possibly are more familiar with famous Instagrammers and consequently feel more connected to famous Instagrammers, while lowly involved Instagram users are less familiar with famous Instagrammers and/or do not really care about them. They possibly do not consider Instagram as a place for inspiration and do not consider famous Instagrammers as a social comparison group. In alignment with this, research of Dion (2016) showed that "the amount of strangers followed moderated the association of Instagram use with social comparison".

Based on this it can be argued that a participants' Instagram involvement will have an influence on the results, moderating the effects of advertisement type on perceived message credibility, product attitude and purchase intention. While highly involved Instagram users possibly do value product reviews on Instagram, possibly will be familiar with the implemented Instagrammer Pamela Reif and will view her, just like other famous Instagrammers, as a source of reference, lowly involved Instagram users possibly do not consider a product review on Instagram as valuable and possibly will not be familiar with Pamela Re

H3: Non-sponsored IPP and sponsored IPP will have a more positive effect on (a) perceived message credibility, (b) product attitude and (c) purchase intention for highly involved Instagram users compared to lowly involved Instagram users.

2.6.2 Body satisfaction

It is known that media, such as television, magazines and advertisements who are showing models and celebrities with fit bodies influence women's body satisfaction negatively. Research showed that girls being exposed to images of models show a significantly lower body satisfaction and self-esteem compared to girls not being exposed to these images (Clay, Vignoles & Dittmar, 2005).

With the advent of social media and especially Instagram, women are not only confronted with attractive models and celebrities in the media, but also with attractive girls next door in social media (Kong, 2015). In addition to that, on Instagram they do not only see pictures of the perfect bodies of famous Instagrammers, they also see their popularity through amounts of followers, likes and comments. Research of Tiggemann & Zaccardo (2015) looked at the effect of typical Instagram fitspiration images. The exposure to these images led to an increased body dissatisfaction, negative mood and an decreased state appearance self-esteem. However, they also found that the images had a positive effect on the motivation to pursue healthy goals.

Consequently it can be argued that seeing a product review for a detox tea in form of an Instagram post or banner advertisement with a fit women could motivate consumers to pursue healthy goals and consequently arouse consumers' product interest. It can also be argued that especially women, who are dissatisfied with their bodies, are more motivated to pursue healthy life goals after being exposed to the detox tea product review of the fit model and thus more interested in the detox tea, than women, who are satisfied, since they feel they have smaller need, or no need at all for a change.

In addition to that it can be expected that women with body dissatisfaction, can identify more with a girl-next-door Instagrammer, recommending the detox tea than a model endorsing the tea in a banner

advertisement, because the social comparison theory of Festinger (1954) states that individuals tend to compare themselves to other individuals with similar abilities and opinions, "because otherwise it would be akin to a beginning athlete comparing him or herself to an Olympian" (Kong, 2015). In line with this, Korotina and Jargalsaikhan (2016) found that consumers perceive Instagrammers as reachable: "*They have reachable lifestyle. I believe that I can be same as her.*" Women with a body dissatisfaction possibly perceive fit models in typical advertisement campaigns as the ideal, portrayed by the media industry. They possibly do not see similarities in opinions and abilities and consequently perceive them and their fit body as less reachable. Thus, it can be expected that body-dissatisfied women perceive it more realistic to achieve the same body results as an Instagrammer than as a banner advertisement model. Consequently they will possibly feel more motivated to pursue the same fitness goals as an Instagrammer. For body satisfied women in contrast no significant differences are expected. Based on this the following hypothesis can be formulated:

H4: Body-dissatisfied women will show a more positive (a) perceived message credibility, (b) product attitude and (c) purchase intention for non-sponsored IPP and sponsored IPP compared to banner advertisement.

3. RESEARCH DESIGN AND METHOD

Based on the theoretical background and the formalized hypotheses a 3 (non-sponsored IPP vs sponsored IPP vs banner advertisement) x 2 (rational text appeal vs emotional text appeal) between-subject design (see Figure 1) was created. In order to measure the dependent variables perceived message credibility, product attitude, and purchase intention both the independent variables advertisement type and text appeal were manipulated. Instagram involvement and body satisfaction were expected to moderate the effects of advertisement type on perceived message credibility, product attitude, and purchase intention.

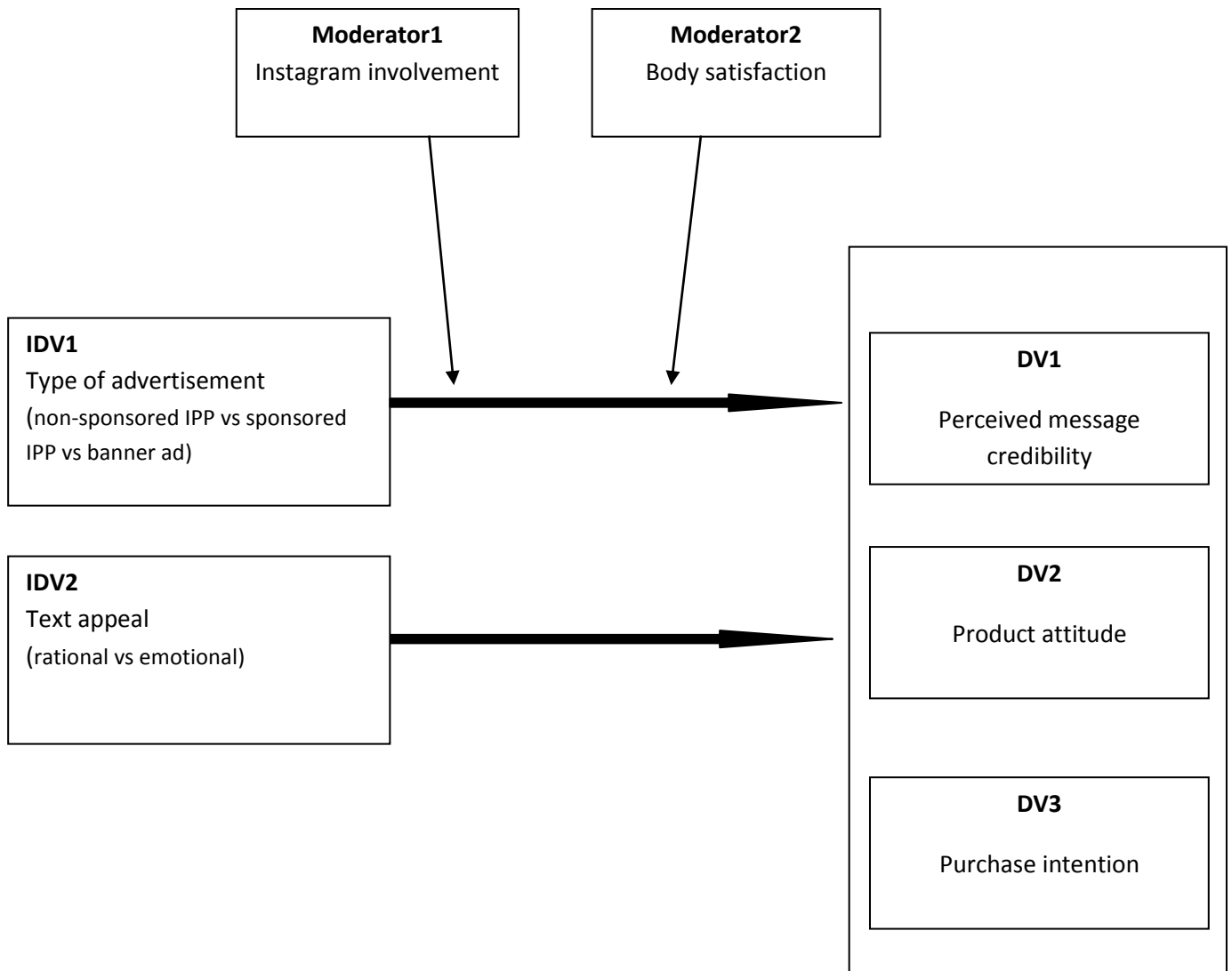


Figure 1. Research Model

3.1 Procedure

In total 6 different stimulus materials were used in this study. Due to the between-subjects-design of the study every respondent only saw 1 of the 6 stimulus conditions. The study was conducted as an online survey, using the survey software Qualtrics, which enabled a random assignment of the different stimuli to each participant.

The survey consisted of five different parts. In the beginning of the survey participants were asked about their Instagram behavior. At this point participants who entered that they did not use Instagram or had been using it less than 3 months, were sent to the end of the survey in order to be sure only Instagram users, who were used to Instagram, took part in this study. In the next part participants received a small introduction on the research, including a fake scenario, asking them to stay focused and look at all elements of the upcoming picture and text, because afterwards they will receive questions about the different elements. After the introduction they were assigned to one of the stimuli materials. Afterwards the DV's were measured. Next the participants answered the fake scenario questions about the different elements and answered the manipulation check questions. It was decided to implement the fake scenario attention questions in order to make participants look carefully at the stimuli material and not just skip it. By asking about different elements the fake scenario was used to make them unaware of the fact that the goal of this research part was actually only to see whether they recognize the "#sponsored" hashtag or not. Next the control variables of the two different models were measured. In the end the participants' body satisfaction and demographics were measured.

3.2 Stimulus materials

In order to guarantee an independent manipulation and to prevent participants from realizing the purpose of the experiment, a between-subject design in form of an online survey by using Qualtrics was implemented. Each Participant was randomly assigned to one of the six stimulus. Figure 2 illustrates the six different versions of stimuli material. While the difference between the Instagram conditions and the banner advertisement condition is very obvious, showing a different form of advertisement and a different model, the difference between the two Instagram conditions is not easily detectable. Both conditions contain the same model and context, the only difference is the hashtag "#sponsored", which can be found on the sponsored IPP condition, while the non-sponsored IPP condition does not contain this hashtag.

In order to really compare an IPP with banner advertisement, for the IPP conditions the German Instagrammer Pamela Reif and for the banner advertisement the German Television Personality Fiona Erdmann has been chosen. Pamela Reif is a German famous Fitness Instagrammer with 2,6 million followers (Instagram, 2016c). She posts different pictures of her lifestyle, various selfies and fitness routines. She is an ambassador of the detox tea SkinnyMint, posting pictures with the tea and getting paid for it. Fiona Erdmann is a German Model and TV personality. She used to be part of the second season of the TV show "Germany's next Top model". She is also famous for being fit and sporty and has her own fitness bootcamp on Mallorca. It was chosen to use two different models in order to really create a realistic IPP condition and a realistic banner advertisement condition within the respective context. Implementing an Instagrammer on the banner advertisement could make participants perceive it as an Instagrammer in a "real advertisement" context, but not as a general commercial model. Also, using a Television Personality in an Instagram condition could make participants perceive it as a TV personality in an Instagram context. However, they still could perceive it as a commercial model with an Instagram account, but not as a "real" Instagrammer, being famous only because of Instagram. In the pictures both models wore workout clothes, showing their fit stomach. Furthermore both models have a similar hair color.

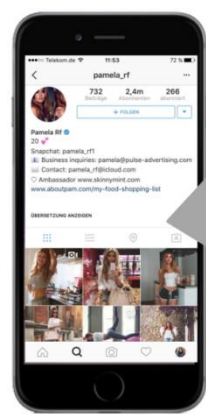
For creating a realistic atmosphere the stimuli material was presented in a scenario, asking

participants to imagine being surfing on Instagram (the internet) and coming across the profile of Pamela Reif (the banner advertisement) . In order to make this scenario more visible, a screenshot in a smartphone of Pamela Reif's profile was implemented and the banner advertisement was placed on a computer screen. Next to the scenario a short description of the depicted model was provided to give participants, who did not know the model, a short impression of the person or to give participants , who did not recognize the model at first sight, a hint.

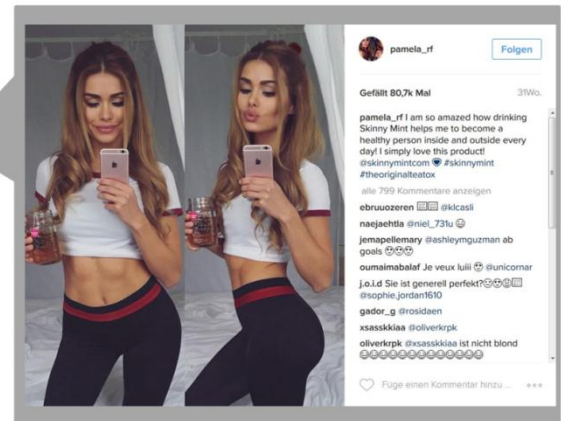
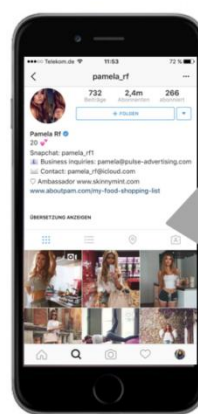
The wording of the reviews was exactly the same in all three conditions, thus the banner advertisement was created as a product review, just in form of an obvious advertisement. For the Instagram conditions hashtags were added after the review text in order to be typically Instagram-like and to make the "#sponsored" hashtag in the sponsored IPP condition more hidden, as is often the case in real Instagram product placements. For the banner advertisement no hashtags were implemented, since they did not match with this type of advertisement. The only hashtag in the banner ad implemented "#daretobegorgeous" was part of the SkinnyMint logo.

Although both models were German, the text has been chosen to be written in English. The main reason for this was that on Instagram, especially for famous commercial Instagrammers, the "official" language is English, in order to reach followers all over the world. Since Pamela Reif also always posts in English, a German product review would not have fit to her Instagram and participants could have become aware of the manipulation. Noriega and Blair (2008) state that language choice can influence advertising effects in a social psychological, cognitive, and affective perspective, implementing consumers' native language instead of second language being more effective. Consequently, it has been chosen to also make use of the English language in the banner advertisement, in order to have no effects caused by language choice. To justify the use of English, the participants in the banner condition, were told they were being exposed to an international advertisement of Fiona Erdmann. In order to make sure that the participants with a weak level of English did understand the advertisement message, a German translation was implemented underneath the picture for all stimulus conditions.

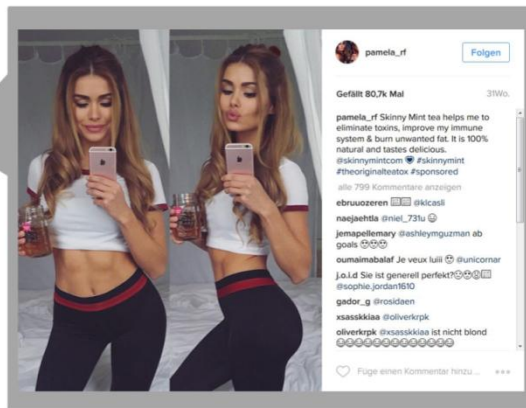
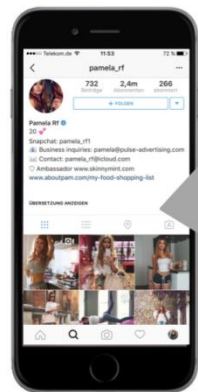
The reviews implemented in this study were chosen based on a conducted pre-test, measuring perceived emotionality and rationality of 10 different positive reviews. The 10 different reviews were constructed by combining text elements of real reviews, found on Instagram and the product website.



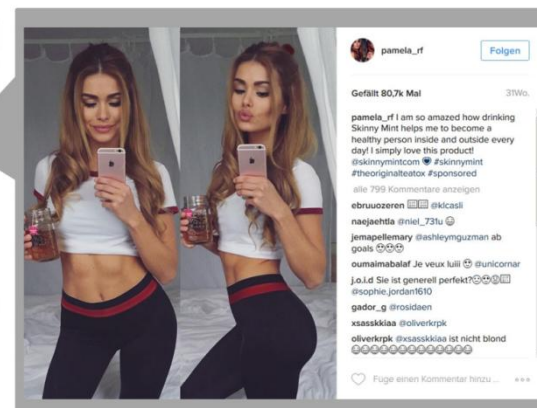
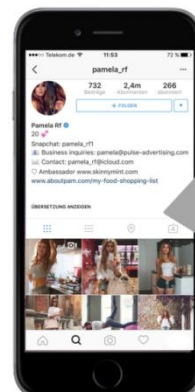
Condition 1: non-sponsored IPP + rational appeal



Condition 2: non-sponsored IPP + emotional appeal



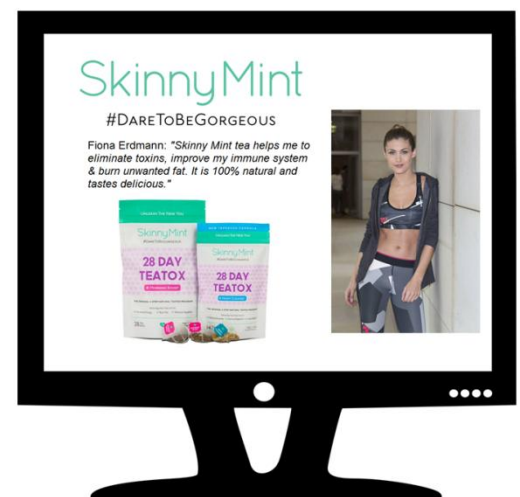
Condition 3: sponsored IPP + rational appeal



Condition 4: sponsored IPP + emotional appeal



Condition 5: banner ad + rational appeal



Condition 6: banner ad + emotional appeal

Figure 2. Stimulus materials

3.3 Participants

Since more women than men make use of Instagram (Duggan, 2015) and the stimuli material will consist of a female model, it has been decided to only make use of female participants. Furthermore, it has been chosen to only use participants who have been using Instagram for at least three months, in order to have participants who understand Instagram features, such as hashtags, and are familiar with current Instagram trends.

In total 366 participants took part in the research. However, 68 were kicked out after the first page, because they did not use Instagram or did use it for less than 3 months. In addition to that 10 participants did not meet the requirement, i.e. not being female or between 18 and 30 years old. Furthermore, 32 participants did not complete the survey. In the end 256 participants were useable for the data analysis.

The participants were female, aged between 18 and 30 ($M = 22,71$; $SD = 3,15$), living in Germany. Participants had a relatively high education level ($M = 5,09$; $SD = 0,94$), most of them having obtained a levels (Abitur), the highest high school degree in Germany ($n = 109$; 42,6%) or an university degree ($n = 97$; 37,9%). The majority of the sample was of German nationality ($n = 244$; 95,3%). Looking at the means of the 6 different conditions, participants were relatively equal in age, level of education and nationality in all conditions (see Table 1).

Table 1

Demographics of participants

Stimulus group	Participants		Age		Level of education							Nationality	
	<i>n</i>	<i>M</i>	<i>SD</i>	1*	2*	3*	4*	5*	6*	7*		German	other
(1) non-sponsored IPP + rational appeal	40	22,30	2,93	0,0%	2,5%	2,5%	22,5%	37,5%	35,0%	0,0%		95,0%	5,0%
(2) non-sponsored IPP + emotional appeal	42	22,43	3,36	0,0%	2,3%	9,5%	7,1%	42,9%	40,5%	0,0%		97,6%	2,4%
(3) sponsored IPP + rational appeal	44	23,16	2,95	0,0%	0,0%	4,5%	15,9%	37,5%	35,0%	0,0%		93,2%	6,8%
(4) sponsored IPP + emotional appeal	44	23,18	3,47	2,3%	0,0%	15,9%	1,3%	42,9%	40,5%	0,0%		95,5%	4,5%
(5) banner add + rational appeal	43	22,40	2,80	0,0%	0,0%	4,7%	14,0%	39,5%	41,9%	0,0%		95,3%	4,7%
(6) banner ad + emotional appeal	43	22,74	3,40	0,0%	0,0%	2,3%	9,3%	48,8%	39,5%	0,0%		95,3%	4,7%
Total	256	22,71	3,15	0,4%	0,8%	6,6%	11,7%	42,6%	37,9%	0,0%		95,3%	4,7%

*1= no degree, 2=Hauptschule degree, 3= Realschule degree 4= Fachabitur degree, 5= Abitur degree, 6= University degree

(Bachelor, Master and comparable degrees) 7= PhD (and comparable degrees)

3.4 Measures

3.4.1 Perceived message credibility (dependent variable)

The dependent variable *perceived message credibility* was measured by implementing a 5-point semantic differential scale with three items of Andrews, Burton and Netemeyer (2000). In this scale a statement ("The information provided about the product was...") was given for all three items, which respondents had to complete by judging their perceived credibility. Item one ranged from unbelievable to believable, item two ranged from "untrustworthy" to "trustworthy" and item 3 ranged from "not credible" to "credible". Instead of implementing a 7-point scale like Andrews et al. (2000) did, the scale was transformed into a 5-point scale in order to "force" respondents to make more drastic choices between the two opposite options. Reliability analysis showed a high reliability ($\alpha = .93$) for this scale.

3.4.2 Product attitude (dependent variable)

The second dependent variable *product attitude* was measured by a 6 item likert scale, of which 4 items were adapted from Chae and Hoegg (2013), and was transformed from a 7-point scale to a 5-point scale for the same reasons as for the credibility scale. This scale gave one statement per item which respondents rated by agreement (1 = "fully disagree", 5 = "fully agree"). In their scale Chae and Hoegg (2013) used the answer options 1 = "not at all" and 7 = "very much". It was decided to rather use agreement, since the scale was translated to German and agreement is more suitable to the German language. The first 4 adopted items contained general expressions about the product, e.g. "SkinnyMint tea is a reliable product". In order to measure respondents' attitude more specifically about the product's effects, two more items were added, e.g. "Drinking SkinnyMint tea will help me to get fit". Alpha reliability for this scale was $\alpha = .92$.

3.4.3 Purchase intention (dependent variable)

The third dependent variable *purchase intention* with the three dimensions product search, product purchase and product recommendation – was measured by a 5-point likert scale, consisting of 3 items, ranging from 1 = "very unlikely" to 5 = "very likely". The question formulation for all three items was inspired by a scale of Jiménez and Mendoza (2013). Each item covered a different dimension. Item 1 asked respondents about their likeliness to look for the product in an online shop, while item 2 asked about their likeliness to actually buy the product. Item 3 was about the likeliness to recommend the product to a friend. Reliability was also proven to be high for this scale ($\alpha = .90$).

3.4.4 Instagram usage

In order to get an overview of Instagram usage of the respondents different scales were implemented. First the *actual use of Instagram* was measured by one nominal item, which simply read "Do you use Instagram?" giving "yes" and "no" as options. For participants who selected "no" the survey ended at this point. Afterwards *duration of Instagram usage* was measured by one single item using an 8-point likert scale, adapted from Ting (2014). The option ranged from 1 = "less than 3 months" to 8 = "more than 3 years". In order to make sure only to have participants who use Instagram on a regular basis and are consequently familiar with Instagram and Instagram trends, the survey ended for participants, who selected "less than 3 months". This scale was not implemented in the statistical analysis. However, the item *duration of Instagram usage* was implemented in the "Instagram involvement" scale.

3.4.5 Instagram activities

A 7-point *Instagram activities* likert scale with 7 items, adapted from Ting (2014), was implemented in order to create a broader understanding of specific actions on Instagram of the participants. The 7-point frequency scale ranged from 1= "Never (0 times)" to 7= "Very frequently (Everyday)". All items were rephrased, instead of using "friend" the more general term "someone" was implemented, since Instagram enables users to interact with strangers from all over the world. Furthermore 6 items of the scale by Ting (2014), asking about different picture and video posting behaviors including different types of people, were modified to one general item "How often did you post a picture or video on Instagram?". After deleting item 7 ("How often did you view a brand's Instagram profile?") the scale was proven to be reliable ($\alpha = .80$). In this form the scale was not implemented in the statistical analysis. However, all items were implemented in the "Instagram Involvement" scale.

3.4.6 Instagram behavior

To gather more information about the Instagram behavior of participants *Instagram privacy*, *number of followed profiles*, *number of followers* and *types of followed Instagram profiles* was measured. *Instagram privacy* was measured by using two nominal items. Participants were asked whether their profile was private and if so whether they accepted strangers as followers. *Number of followed profiles* was measured by a one-item 5-point likert scale ranging from 1 = "<50" to 5 = ">5000". The scale for *number of followers* was identical. *Types of followed Instagram profiles* measured which type of Instagram profiles were followed by the participants. This scale consisted of 8 different types of profiles, e.g. celebrities or fitness Instagrammers. Participants could tick which kind of profiles they follow. Multiple choice was possible. In this constellation the scale was not reliable ($\alpha = .60$). Consequently, this scale was not implemented in the statistical analysis. However, the items *number of followed profiles* and *number of followers* were implemented in the "Instagram Involvement" scale.

3.4.7 Instagram involvement (moderator)

In order to get a better understanding of the results an *Instagram expertise* scale was created by combining items of the different Instagram scales, which was included in the analysis. Different options were tested on reliability and its effects. The final Instagram Involvement scale consisted of the 7 *Instagram activities* items, *Instagram usage duration* item, *number of followed profiles* item and *number of profiles followed* item. Computing cronbachs alpha the scale was proven to be reliable ($\alpha = .81$).

3.4.8 Body satisfaction (moderator)

Body satisfaction was measured by implementing the Figure Rating Scale (FRS), developed by Stunkar Sørensen and Schulsinger (1983). The scale consists of 9 female body figures, ranging from thin (1) to obese (9) (Lake, Staiger & Glowinski, 2000). Participants answered two different questions concerning the 9 figures. First they were asked which of the 9 represented their actual body (current body). Afterwards they were asked which represented the body they would like to have (ideal body). Body satisfaction was calculated by subtracting the ideal body from the current body. A discrepancy represented a body dissatisfaction.

Table 2

Descriptive statistics of implemented variables

	α	M	SD	N
Credibility	.93	2,30	0,96	3
Product attitude	.92	2,34	0,83	6
Purchase intention	.90	1,83	0,95	3
Instagram involvement	.81	3,86	0,98	11
Body satisfaction	/	0,99	1,09	2

3.5 Pretest

In order to choose appropriate emotional and rational appeals, as well as a matching model for the banner advertisement condition, two pretests have been conducted.

3.5.1 Pretest 1

For this pretest different reviews of two sentences were created. The researcher created five according to her emotional, and five according to her rational reviews by combining original SkinnyMint reviews together and creating new ones in the process.

3.5.1.1 Procedure and Measures

The 10 different reviews were shown to 20 female participants who use Instagram in their free time. First a small introduction about the research was given. Afterwards the product SkinnyMint tea was shown to the participants and a small piece of information about the product was given. On every page one review was shown in English, with a German translation beneath. Participants rated every review on two 5-point likert scales on perceived rationality and perceived emotionality. The question asked was "How do you perceive the text?". The scales ranged from not at all rational (emotional) to very rational (emotional).

3.5.1.2 Results

The findings show that review 3 ("I am so amazed how drinking SkinnyMint helps me to become a healthy person inside and outside every day. I simply love this product!") was perceived as most emotional ($M = 4,30$; $SD = 1,170$) and least rational ($M = 1,85$; $SD = 0,933$). Thus, this review can be implemented as emotional appeal. Review 7 ("SkinnyMint tea helps me to eliminate toxins, improve my immune system & burn unwanted fat! It is 100% natural and tastes delicious!") was perceived the most rational ($M = 3,95$; $SD = 0,759$) and the second least emotional ($M = 2,50$; $SD = 0,761$).

Review 4 ("By drinking 2 SkinnyMint cups every day I can see how my body becomes both slimmer and fitter. The tea restores my energy and curbs my appetite!") was perceived as less emotional ($M = 2,40$; $SD = 1,095$), but also less rational ($M = 3,55$; $SD = 1,099$). Looking at the differences between the rational and emotional means for both reviews, review 7 is perceived as more rational than review 4.

An analysis of variance analysis (ANOVA) was conducted in order to see if there were significant differences between the ratings for emotionality and rationality for review 3 and review 7. The ANOVA analysis showed that review 3 and review 7 differed significantly on rationality ratings ($p < .001$) and on emotionality ratings ($p < .001$).

3.5.2 Pretest 2

Another pretest was conducted in order to find a suitable model who was similar to the IPP model in familiarity and likeability, for the banner advertisement conditions. The IPP model Pamela Reif had been chosen due to her German nationality, fit body, high amount of followers and ambassadorship of SkinnyMint tea. 9 additional German speaking, fit body celebrities have been incorporated in the pretest. All of these 9 celebrities became famous through television, while Pamela Reif became famous through Instagram.

3.5.2.1 Procedure and Measures

The 10 different celebrities were shown to 62 female Instagram users. On every page the name of the celebrity was exposed to the participants. Furthermore, a small text with some information about the celebrity, and two pictures of the celebrity showing the face in a close up and the body in short clothes, like sportswear or a bikini, were provided. The participants rated every celebrity on familiarity and likability on two 5-point likert scales, running from not at all familiar (likeable) to extremely familiar (likeable). The ratings of the 9 TV celebrities were compared to the ratings of the Instagram celebrity in order to choose an appropriate celebrity for the banner advertisement condition

3.5.2.2 Results

The findings showed that Pamela Reif was perceived as relatively unfamiliar ($M = 2,35$; $SD = 1,580$) and unlikeable ($M = 2,15$; $SD = 0,973$). Looking at the other celebrities, Charlotte Wuerdig was the closest on familiarity ($M = 2,66$; $SD = 0,62$) and Fiona Erdmann on likeability ($M = 2,34$; $SD = 0,940$) to Pamela Reif. Since Fiona Erdmann was also perceived as relatively unfamiliar ($M = 2,71$; $SD = 1,046$), while Charlotte Wuerdig was perceived as more likeable ($M = 2,71$; $SD = 1,046$), Fiona Erdmann had been chosen as model for the banner advertisement condition.

An ANOVA analysis has been conducted in order to determine if there were no significant differences between the familiarity and likability ratings of the two chosen models. The ANOVA analysis showed that there were no significant differences of the familiarity ratings ($p = 1.000$) and likability ratings ($p = 1.000$) between the Instagrammer Pamela Reif and the commercial model Fiona Erdmann.

3.6 Manipulation Check

In order to make sure respondents understood the different manipulations, a manipulation check for the two dependent variables was implemented. The manipulation check questions were implemented after the scales for the dependent variables to guarantee that participants would not be influenced by the manipulation check questions.

First a manipulation check for the type of advertisement was done. It was decided to implement a 5-point semantic differential scale, making participants rate how they perceived the shown online communication. The manipulation check was not formulated as a question, but rather as a statement: "I perceived the shown picture and related text as a form of..." 1 = non-commercial, interpersonal form of communication, 5 = advertisement. The second manipulation check measured the type of appeal. Also, at this point a 5-point scale and a statement were implemented: "I perceived the shown text as..." 1 = rational; 5 = emotional.

3.7 Control variables

Since it had been decided to implement two different models, three control variables had been implemented into the survey to test if the two models were perceived differently. The two variables *familiarity* and *likeability* tested in the pretest had been implemented. Furthermore it was decided to implement a third variable "perceived attractiveness", because research showed that in the offline world consumers judge a source based on different attributes, including perceived attractiveness (Cheung & Thadani, 2012), which could also be related to the online world. Furthermore, Hsu and McDonalds (2002) state that a celebrity endorsing a product should fit the product in terms of attractiveness. Thus, especially for a product promising a fit body, the model should have an attractive body. Consequently, both models, promoting the same product, should be similar in perceived attractiveness.

4. RESULTS

In this chapter the different statistical results will be discussed. First the manipulation check will be discussed. In alignment with this the fake scenario will be discussed. Afterwards the ANOVA results for the three dependent variables will be evaluated. Also, the moderation effects will be discussed. Finally the control variables will be outlined.

4.1 Manipulation Check

For the manipulation advertisement type an analysis of variance (ANOVA), and for the manipulation text appeal a t-test were done, in order to see if the manipulations were successful. The results show that both manipulations were unsuccessful.

The ANOVA shows that there were no significant differences between the types non-sponsored ($M = 4,50$; $SD = 0,10$), sponsored ($M = 4,39$; $SD = 0,10$) and banner advertisement ($M = 4,51$; $SD = 0,10$), $F(2,253) = .52$, $p = .593$. All three types were perceived as advertisements.

The t-test shows that there was no significant difference between the rational and emotional appeal, $t(253,988) = -.746$; $p = .457$. Both the rational appeal ($M = 2,60$; $SD = 1,21$) and the emotional appeal ($M = 2,71$; $SD = 1,25$) were perceived as relatively emotional.

4.2 Fake Scenario

In order to determine whether participants noticed the "#sponsored" hashtag in the sponsored condition, a crosstabulation was conducted. Interestingly only 26,1% of the participants in the sponsored condition did notice the hashtag. 17% were not sure if they saw the hashtag or not and 56,8% stated that they did not notice it. Looking at the different advertisement types, in the non-sponsored condition 2,4% thought they saw the hashtag, 13,4% were unsure and 84,1% rightly said that there was no sponsored hashtag. Surprisingly, even in the banner advertisement condition 2,3% mentioned they had seen a sponsored hashtag, 7,0% were unsure and 90,7% were right with not detecting a "#sponsored" hashtag.

Also at the detection of the other hashtags participants had difficulties. Only 24,4% participants in the non-sponsored condition and 26,1% in the sponsored condition detected the hashtag "#theoriginalteatox". However, 80,2% of the participants in the banner condition were right with not detecting the hashtag. In contrast, 67,1% participants of the non-sponsored condition and 64,8% participants of the sponsored condition detected the implemented "#skinnymint" hashtag. In the banner advertisement 53,5% rightly did not detect the hashtag.

4.3 Main effects

A MANOVA analysis was conducted to test the effects of the three different implemented advertisement types on perceived credibility, product attitude, and purchase intention. The main effect of advertisement type on perceived credibility was not significant, $F(2,250) = 0.043$, $p = .958$, rejecting hypothesis 1(a). There was also no significant main effect of advertisement type on product attitude, $F(2,250) = 0.816$, $p = .443$, rejecting hypothesis 1(b). Also, for purchase intention no significant main effect of advertisement type was found, $F(2,250) = 2.183$, $p = .115$. Consequently also hypothesis 1(c) was rejected.

Also, for text appeal a MANOVA analysis was conducted to investigate the effects of rational vs emotional text appeals on perceived credibility, product attitude, and purchase intention. No significant main effect of the text appeal on message credibility was found, $F(1,250) = 3.039$, $p = .083$. Consequently, hypothesis 2(a) was rejected. However, there was a significant main effect of the text appeal on the product attitude, $F(1,250) = 3.965$, $p < 0.05$, supporting hypothesis 2(b). The product attitude was rated more positive with a rational appeal ($M = 2.44$, $SD = 0.07$) than with an emotional appeal ($M = 2.24$, $SD = 0.07$). Also, a significant main effect of text appeal on purchase intention was found, $F(1,250) = 3.956$, $p < 0.05$, supporting hypothesis 2(c). The purchase intention was higher for a rational appeal ($M = 1.94$, $SD = 0.08$) than for an emotional appeal ($M = 1.71$, $SD = 0.08$).

4.4 Advertisement type and text appeal: Interaction effects

No interaction effects of advertisement type and text appeal have been found. There was no significant interaction effect between the advertisement type and text appeal on the perceived credibility, $F(2,250) = 0.131$, $p = .877$. Furthermore, no significant interaction effect on product attitude has been found, $F(2,250) = 1.778$, $p = .171$. Moreover, there was no significant interaction effect between advertisement type and text appeal onto purchase intention, $F(2,250) = 2.106$, $p = .124$.

4.5 Moderating effects

No interaction effects of advertisement type and Instagram involvement on credibility $F(2,244) = 0.051$, $p = .951$, product attitude $F(2,244) = 0.270$, $p = .763$, and purchase intention, $F(2,44) = 0.662$, $p = .517$, were found, rejecting hypotheses 3 (a), (b) and (c).

Looking at interactions between Instagram involvement and the independent variables, an interaction effect of Instagram involvement and text appeal on purchase intention was found, $F(1,244) = 4.675$, $p < 0.05$. Highly involved Instagram users, who saw a rational appeal ($M = 2.18$; $SD = 0.12$), showed a higher purchase intention compared to highly involved Instagram users who saw an emotional appeal ($M = 1.72$; $SD = 0.13$). Furthermore, in comparison to lowly involved users ($M = 1.67$; $SD = 0.12$), highly involved users ($M = 2.18$; $SD = 0.12$) had a higher purchase intention in the rational appeal condition.

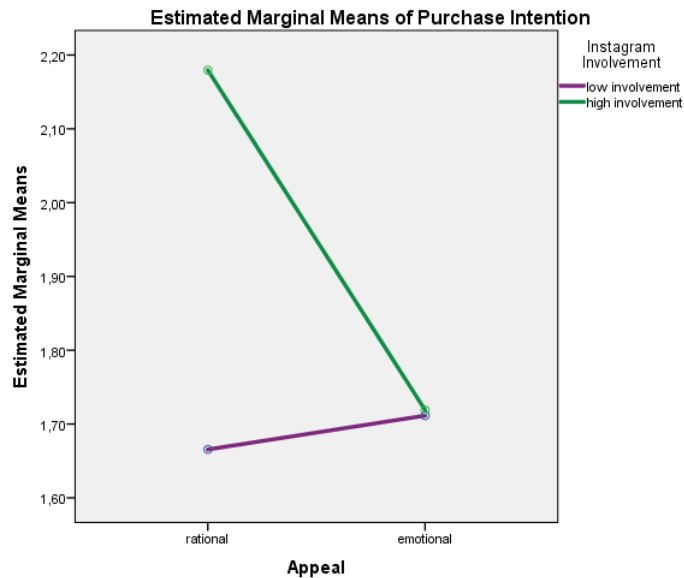


Figure 3. Interaction effects between text appeal and Instagram involvement onto purchase intention

Looking at main effects Instagram involvement showed no significant main effects, neither on perceived credibility, $F(1,244) = .051$, $p = .901$, nor on product attitude, $F(1, 244) = 1.685$, $p = .195$. In contrast, Instagram involvement had a significant main effect on purchase intention, $F(1, 244) = 4.959$, $p < .05$. Participants with a high involvement on Instagram had a higher purchase intention ($M = 1.95$; $SD = 0.09$) compared to participants with a low Instagram involvement ($M = 1.69$; $SD = 0.08$).

Also body satisfaction showed no moderating effect on advertisement type. The Figure Rating Scale (FRS) was implemented to determine how participants described their current body shape ($M = 4.07$; $SD = 1.37$) and their ideal body shape ($M = 3.08$; $SD = 0.96$). The discrepancy between ideal and current represented the body dissatisfaction ($M = 0.99$; $SD = 1.09$), indicating that participants were in general dissatisfied. However, the discrepancy between ideal and current body was not that immense. 71.1% indicated that their ideal figure is thinner than their current figure, 5.5% that their ideal figure is heavier than their current figure and for only 23.4% their ideal figure was identical to their current figure.

For investigating a moderating effect of body satisfaction a MANOVA analysis was conducted. Results showed that body satisfaction had no significant main effects on credibility $F(1,244) = .365$, $p = .547$, product attitude, $F(1,244) = 1.125$, $p = .290$, and purchase intention $F(1,244) = .005$, $p = .942$. Consequently hypotheses 4 (a), (b) and (c) were rejected. No interaction effects between body satisfaction and advertisement type neither on credibility, $F(2,244) = .027$, $p = .974$, product attitude, $F(2,244) = .595$, $p = .552$, nor on purchase intention, $F(2,244) = 1.079$; $p = .342$ were found. Although it was not expected to find an interaction effect between body satisfaction and text appeal, it was also measured, since also for Instagram involvement and text appeal an unexpected interaction effect was found. No interaction effect between body satisfaction and text appeal on perceived message credibility, $F(1,244) = 1.730$, $p = .190$, product attitude, $F(1,244) = .010$, $p = .919$ or purchase intention, $F(1, 244) = .001$, $p = .982$ was found. However, an interaction effect between body satisfaction, advertisement type and text appeal on product attitude, $F(2, 244) = 4.811$, $p < .01$ and purchase intention $F(2, 244) = 3.243$, $p < .05$ was found. Looking at the graphs in figure 4, in terms of product attitude for body-satisfied participants the largest discrepancies between text appeals can be found for sponsored IPP, while for body-dissatisfied the largest discrepancies between text appeals can be found for banner advertisement. For body-satisfied participants in the sponsored IPP condition the rational appeal ($M = 2.90$; $SD = 0.93$) led to higher product attitude compared to the emotional appeal ($M = 1.59$; $SD = 0.73$). In contrast, for both non-sponsored IPP ($M = 2.38$; $SD = 0.71$) and banner ad ($M = 2.38$; $SD = 0.89$) the emotional appeal was more effective in affecting product attitude for

body-satisfied participants compared to the rational appeal, respectively ($M = 2,00$; $SD = 0,78$) and ($M = 2,18$; $SD = 0,77$). Looking at body-dissatisfied participants the rational appeal was more influential for non-sponsored IPP ($M = 2,45$; $SD = 0,82$), sponsored IPP ($M = 2,53$; $SD = 0,78$) and banner advertisement ($M = 2,24$; $SD = 0,86$) compared to the emotional appeal, respectively ($M = 2,44$; $SD = 0,82$), ($M = 2,33$; $SD = 0,98$) and ($M = 2,01$; $SD = 0,77$)

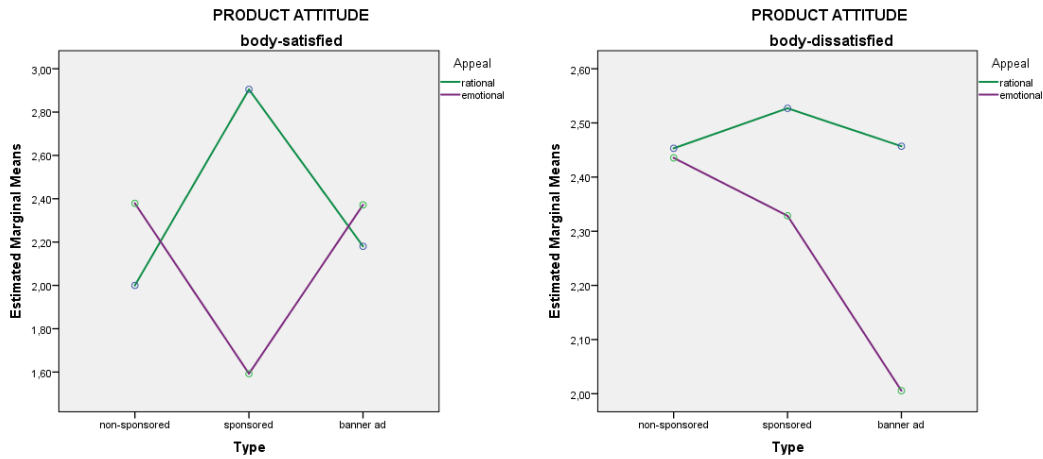


Figure 4. Interaction effect between body satisfaction, advertisement type and text appeal on product attitude

Also the two graphs of figure 5, comparing the interaction between text appeal and advertisement type on the level of body satisfaction onto purchase intention, reveal insights. Looking at body-satisfied participants, non-sponsored IPP and banner advertisement had a greater effect on purchase intention with an emotional appeal, ($M = 1,97$; $SD = 1,11$), ($M = 1,67$; $SD = 0,68$) respectively, compared to a rational appeal, ($M = 1,75$; $SD = 0,83$), ($M = 1,28$; $SD = 0,37$) respectively. In contrast, for body-dissatisfied participants a rational appeal is more effective in influencing purchase intention for non-sponsored IPP ($M = 1,94$; $SD = 1,05$), sponsored IPP ($M = 2,10$; $SD = 1,12$), and banner ad ($M = 1,86$; $SD = 1,05$), compared to an emotional appeal, respectively ($M = 1,80$; $SD = 0,80$), ($M = 1,71$; $SD = 0,72$) and ($M = 1,60$; $SD = 0,79$). For body-dissatisfied participants for all types and both for product attitude and purchase intention rational text appeals were more influential compared to emotional text appeals.

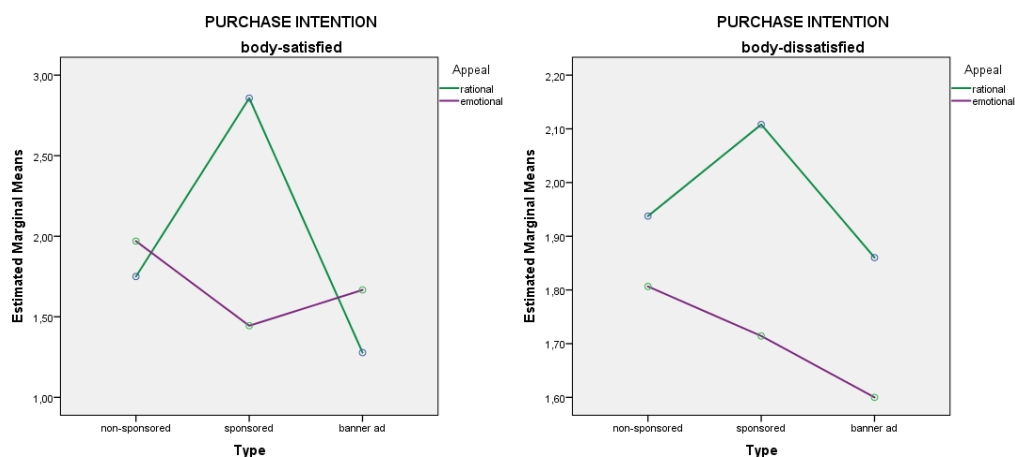


Figure 5. Interaction effect between body satisfaction, advertisement type and text appeal on purchase intention

4.6 Control Variables

In order to see if the two models were perceived similarly in terms of familiarity, likeability, and attractiveness a two-way analysis of variance (ANOVA) was done for each of these three dependent variables. The ANOVA revealed a highly significant difference in rated familiarity, $F(1,254) = 30.376$, $p < .001$. Participants were more familiar with the commercial model Fiona Erdmann ($M = 2.95$; $SD = 1.20$) than with the Instagram model Pamela Reif ($M = 2.01$; $SD = 1.35$). Also, a significant difference in rated attractiveness was found, $F(1,254) = 4.795$, $p < .05$. Participants rated Pamela Reif as more attractive ($M=3.65$; $SD=1.02$) compared to Fiona Erdmann ($M=3.37$; $SD= 0.86$). No significant differences were found for likeability, $F(1,24) = .104$, $p = .747$. Both, Pamela Reif ($M = 2.59$; $SD = 0.95$) and Fiona Erdmann ($M=2.63$; $SD=0.90$) were rated as neither very unlikeable, nor very likeable.

In order to better understand the influence of the advertisement models on the results, 3 multiple regression analyzes with model familiarity, model likeability, and model attractiveness as independent variables and perceived message credibility, product attitude and purchase intention as dependent variables were conducted. Results showed that familiarity, $t(252) = 1.956$, $p = .052$, marginally significant predicted credibility and purchase intention, $t(252) = 1.772$, $p=.078$. However, familiarity did not significantly predict product attitude, $t(252) = 1.519$, $p = .130$. Likeability significantly predicted credibility, $t(252) = 4.491$, $p < .001$ and product attitude, $t(252) = 3.475$, $p < .01$. The higher the likeability, the higher the credibility was rated, e.g. participants, who rated the model as "not at all likeable" ($M = 1.67$; $SD = 0.92$) perceived the advertisement as less credible than participants, who rated the model as "extremely likeable" ($M = 3.33$; $SD = 1.20$). Also, for product attitude, participants, who rated the model as "not at all likeable" showed a lower product attitude ($M = 1.65$; $SD = 0.71$), compared to participants who rated the model as "extremely likeable" ($M = 2.72$; $SD = 1.08$). But participants who rated the model as "somewhat likeable" ($M = 2.55$; $SD = 0.83$) showed a higher product attitude than participants, who rated the model as "very likeable" ($M = 2.51$; $SD = 0.83$). In contrast to credibility and product attitude, likeability did not significantly predict purchase intention $t(252) = 1.335$, $p = .183$.

Attractiveness of the model did not predict credibility, $t(252) = .384$, $p = .701$, and product attitude, $t(252) = 1.104$, $p = .271$, but significantly predicted purchase intention, $t(252) = 2.359$, $p < .05$. The more attractive the model was perceived, the higher was the purchase intention, e.g. participants, who rated the model as "not attractive at all" showed a low purchase intention ($M = 1.52$; $SD = 0.87$) compared to participants who rated the model as "extremely attractive" ($M = 2.27$; $SD = 1.14$).

Table 3

Results of MANOVA analyzes

Dependent variables		F	sig
Credibility	Independent variables		
	Advertisement type	.043	.958
	Text appeal	3.039	.083
	Type x Appeal	.131	.877
	Moderators		
	Instagram involvement	.015	.901
	Involvement x Type	.051	.951
	Involvement x Appeal	.745	.389
	Body satisfaction	.365	.547
	Body satisfaction x Type	.027	.974
	Body satisfaction x Appeal	1.730	.190
	Body satisfaction x Type x Appeal	1.158	.316
Product attitude	Independent variables		
	Advertisement type	.816	.443
	Text appeal	3.965	.048
	Type x Appeal	1.778	.171
	Moderators		
	Instagram involvement	1.685	.195
	Involvement x Type	.270	.763
	Involvement x Appeal	1.133	.288
	Body satisfaction	1.125	.290
	Body satisfaction x Type	.595	.552
	Body satisfaction x Appeal	.010	.919
	Body satisfaction x Type x Appeal	4.811	.009
Purchase intention	Independent variables		
	Advertisement type	2.183	.115
	Text appeal	2.956	.048
	Type x Appeal	2.106	.124
	Moderators		
	Instagram involvement	4.959	.027
	Involvement x Type	.662	.517
	Involvement x Appeal	4.675	.032
	Body satisfaction	.005	.942
	Body satisfaction x Type	1.079	.342
	Body satisfaction x Appeal	.001	.982
	Body satisfaction x Type x Appeal	3.243	.041

5. DISCUSSION

5.1 Confirmation of hypotheses

Table 4

Confirmation of hypotheses

Hypotheses	Confirmed?
H1: Non-sponsored IPP will have a more positive effect on (a) perceived message credibility, (b) product attitude and (c) purchase intention compared to the two other advertisement types.	No
H2: A rational text appeal will have a more positive effect on (a) perceived message credibility, (b) product attitude and (c) purchase intention compared to an emotional text appeal.	(a) not confirmed, (b) and (c) confirmed
H3: Non-sponsored IPP and sponsored IPP will have a more positive effect on (a) perceived message credibility, (b) product attitude and (c) purchase intention for highly involved Instagram users compared to lowly involved Instagram users.	No
H4: Body-dissatisfied women will show a more positive (a) perceived message credibility, (b) product attitude and (c) purchase intention for non-sponsored IPP and sponsored IPP compared to banner advertisement.	No

5.2 General discussion

The main objective of this study was to show the power IPP in form of a product review in regards of perceived message credibility, product attitude, and purchase intention, compared to a more traditional and more explicit form of advertisement, namely banner advertisement. Furthermore, the aim of the study was to investigate the influence of the product review's text appeal on perceived message credibility, product attitude and purchase intention.

Contrary to research expectations, the findings suggest that IPP, no matter if being labeled as sponsored or not, is not perceived as more credible, does not lead to a more positive product attitude, and does not lead to a higher purchase intention than banner advertisement, opposing the eWOM and social media related findings of Tsang and Tse (2005) and Abzari et al. (2014). It was expected that a product review in form of an IPP would not be perceived as a persuasive attempt, but rather as a normal Instagram post containing a product review. Different reasons for the missing main effect of advertisement type on the dependent variables can be assumed: (1) unsuccessful manipulation check for advertisement type, (2)

not the most suitable participants group, (3) unrealistic Instagram research condition.

First of all, the unsuccessful manipulation check of the advertisement types can serve as an explanation. According to the manipulation check, all three types were perceived as advertisements, rejecting the hidden persuasive attempt proposed by McCarty (2004). The perception of all three types as advertisement is in line with the non-significant differences in effects onto the dependent variables between the three types. Research of Korotina and Jargalsaikhan (2016) found that noticeable marketing and a too pushy promotion make Instagram users skeptical about a product promoted by a micro-celebrity on Instagram. Thus, it may be possible that the implemented IPP was too noticeable and too pushy. Also, the big discussion of IPP in the media could explain participants' awareness. Another explanation of course could be that, participants perceived the product placement types as advertisements due to the research situation, and asking them about their perception made them think more critically about it. However, since the manipulation check question was asked after the dependent variables questions, these answers were not influenced by the manipulation check question.

Looking at the participants' familiarity and likability of the Instagrammer Pamela Reif can also serve as a possible explanation for the missing significant main effect of advertisement type on the dependent variables. Since Pamela Reif was rated as relatively unfamiliar, not very likeable, and only 58,6 percent of the participants followed fitness Instagrammers, it can be concluded that not many followers of Pamela Reif took part in the research and not a lot of participants were interested in these kinds of Instagram profiles. Research of Korotina and Jargalsaikhan (2016) found that Instagram users trust a micro-celebrity when they follow this person for a certain amount of time, which gives them a clear knowledge about the micro-celebrity's lifestyle and patterns. Consequently, this indicates that not the most suitable participant group took part in this study. Possibly a more favorable participants group towards Pamela Reif and other fitness Instagrammers, would have led to different research findings.

Another explanation for the missing significant main effect of advertisement type on the dependent variables can be derived from the unrealistic Instagram research condition. In the survey participants only saw a screenshot of Pamela Reif's profile and of the manipulated Instagram post. They had no opportunity to seek for further information or details by scrolling through her profile, browsing the implemented hashtags like "#skinnymintea", visiting the brand's Instagram profile, or using Google. Research of Korotina and Jargalsaikhan (2016) found that most Instagram users, before considering to buy a product promoted by a micro-celebrity on Instagram, tend to conduct further research on official web pages and blogs, even if they like the product. By just showing a screenshot with one single review a real Instagram product placement situation was not represented and therefore the immense viral effect of product placements on Instagram was neither provided to be explored by the participants, nor communicated to them.

In contrast to advertisement type, text appeal had significant effects on product attitude and purchase intention. As expected a rational appeal led to a more positive product attitude and a higher purchase intention, being in line with research findings of Avicenna (2016) and Coulson (1989). However, no significant effect of text appeal on perceived message credibility was found. Research of Herr, Kardes and Kim (1991) showed that detailed reviews, containing details about the product or recommender's product experience are more persuasive than reviews without such details. In line with this, Jiménez and Mendoza (2013) state that the written portion of an online product review is relevant for consumers' review credibility judgment. Thus the participants possibly perceived the given information in both text appeals as not detailed enough, since the reviews were short and no additional information about ingredients or the functioning of the product was given.

An interaction effect between advertisement type and text appeal was not found, neither on perceived message credibility and product attitude, nor on purchase intention. Since McCarty (2004) argues that product placements are not perceived as persuasive attempts and therefore processed differently, it

was expected that for product placement and banner advertisement a different argumentation in form of different text appeals could have been more effective. However, all advertisement types were perceived as such and thus as persuasive attempt. Consequently no interaction effect was found, indicating that for all three advertisement types the different text appeals had similar effects.

Rejecting research expectations, Instagram involvement did not significantly moderate the effect of advertisement type on perceived message credibility, product attitude, and purchase intention, partially standing in contrast to research of Dion (2016), who showed that the amount of strangers followed on Instagram moderates the association of Instagram use with social comparison. The implemented Instagram involvement scale, however, did not measure Instagram use as a tool for social comparison, but rather as a scale for Instagram behavior. Measuring motives for using Instagram instead of Instagram involvement could have led to different results. However, Instagram involvement had a main effect on purchase intention. Highly involved Instagram users had a higher purchase intention than lowly involved Instagram users. Surprisingly, Instagram involvement was found to be moderating the effect of text appeal on purchase intention. Participants with a high Instagram involvement showed a significantly higher purchase intention for a rational text appeal than for an emotional text appeal. Also compared to lowly involved Instagram users, highly involved Instagram users had a significantly higher purchase intention for a rational appeal. Due to frequent Instagram use highly involved Instagram users are possibly more confronted with detox teas. Consequently they are more familiar and involved with the product than lowly involved Instagram users. Research of Park and Lee (2009) showed that recipients with a high product involvement have a greater motivation to go through the central route by engaging in effortful cognitive activity and therefore the perceived informativeness of the eWOM message has greater effects on purchase intention than perceived product popularity. Lowly involved Instagram users, in contrast, are possibly not familiar with this type of product and do not really care about the text appeal.

Looking at body satisfaction, findings showed that most participants were not satisfied with their bodies. However, rejecting research expectations, body satisfaction did not moderate the effects of advertisement type onto perceived message credibility, product attitude, and purchase intention. Types of IPP were expected to have a more positive effect for body-dissatisfied women compared to banner advertisement, because individuals compare themselves to individuals with similar opinions and abilities (Festinger, 1954) and Instagrammers are perceived as reachable (Korotina & Jargalsaikhan, 2016) compared to a banner advertisement model. Possibly participants also did not perceive the Instagrammer as reachable and similar in abilities. However, the fact, that an interaction effect between body satisfaction, advertisement type and text appeal was found, is interesting. For all three advertisement types, body-dissatisfied women showed higher effects in terms of product attitude and purchase intention for a rational appeal compared to an emotional appeal. Body-satisfied women showed for the combination of emotional appeals and non-sponsored IPP and banner advertisement a higher product attitude and purchase intention compared to rational appeals. For sponsored IPP effects were the opposite. The findings indicate that body-dissatisfied women prefer rational text appeal, giving product benefits, in all three types of advertisements in order to be persuaded, while for body-dissatisfied women the most effective combinations of text appeal and advertisement type differ.

5.3 Theoretical implications

The investigative study provides first and interesting insights in the world of fitness product placements on Instagram. It has to be highlighted that the implemented product, the detox product, is a high-involvement product and therefore research findings with similar conditions, but focused on a low-involvement product, could differ significantly from current findings.

The present study showed that for this product type a rational appeal has a greater effect on product attitude and purchase intention compared to an emotional appeal. Previous research findings partly support current findings, showing that rational reviews led to a higher purchase intention (Coulson, 1989) and are partly in contrast to current findings, showing that in Facebook status updates users prefer emotional appeals (Alhabash et al., 2013). However, IPP can be both considered to be a product review and a status update. The present study indicates that for this form of advertisement, combining these two elements, for a high-involvement product consumers prefer facts and arguments instead of emotions.

The fact that no main effect of advertisement type was found is interesting. It shows that for the experimental group, being highly educated adults with low involvement in detecting hashtags, IPP does not have stronger effects on consumers' choices than traditional advertisement, rejecting expectations based on literature regarding eWOM, product placement and peer communication. This provides an interesting insight and base for future research in this area, since current findings could be underlined, or it could be proven that IPP is actually more powerful than traditional advertising for less educated and younger groups. Also the found interaction effect between body satisfaction, advertisement type and text appeal is interesting, showing that the level of body satisfaction of the advertisement viewer influences the relationship of text appeal and advertisement type.

Surprisingly, at detecting hashtags participant's involvement was low. Only around one quarter of the participants recognized the "#sponsored" hashtag in the sponsored Instagram condition, indicating that Instagram users do not look carefully at hashtags and consequently rejecting current media debates about the need of marked sponsorships in Instagram product placements. These findings provide an first insight in the recognition of sponsorship labels on Instagram for both research and media. However, further research in the field of detection of hashtags on IPP is needed to draw final conclusions.

Another interesting finding of the present study, in regards to advertisement type, is consumers' perception. Interestingly the participants perceived all three types as advertisement. Still, no significant differences between the sponsored and non-sponsored Instagram conditions were found. The present study shows that Instagram product placements, even without sponsorship label, were not as hidden as expected for the experimental group, indicating that highly educated Instagram users of full age are aware of product placements and do not see Instagram only as a platform for entertainment and communication, but also as a platform for advertizing.

5.4 Practical and managerial implications

The findings of the present study suggest that it is advisable for marketers when advertizing a detox tea to implement a rational text appeal instead of an emotional text appeal in order to affect consumers' product attitude and purchase intention positively.

Since no main effect of advertisement was found and the present study is one of the first studies in the field of IPP with different research limitations it is hard to draw conclusions whether IPP can be considered as advisable form of advertisement. Since product placement on social media is immensely lower in costs (Zarrella, 2009), and reaches the intended target group straight away by choosing the key famous Instagrammers (Latiff & Safiee, 2015), marketers can consider IPP as an advertisement option. For a banner advertisement, in contrast, the celebrity endorser fee, production costs of photo shoot, banner design costs, and the display costs of the chosen webpage publishing the banner has to be taken into account. For a product placement on Instagram only the Instagrammer fee is required. However, findings suggest that at selecting the target group for a detox tea advertisement marketers should take the body satisfaction of the target group in mind, since body satisfaction can moderate which combination of advertisement type and text appeal is most influential on product attitude and purchase intention.

Due to legal restrictions and ethical considerations, firms should advise the Instagrammer to mark the sponsorship by adding the hashtag "sponsored". Findings of the present study suggest that the experimental group did not look carefully at hashtags of an IPP. Consequently the findings suggest marking the review as sponsored will not even be recognized by most consumers and will not have a negative effect on consumer choices. However, for drawing final conclusions about the detection of hashtags further research is needed.

Furthermore, the research findings suggest that marketers advertising a detox tea should use models with high familiarity, likeability and attractiveness as endorsers for both IPP and for banner advertisements. As Hsu and McDonald (2002) state, the endorser's characteristics should fit the product, especially in terms of physical attractiveness, expertise and high relevant characteristics. Thus, as the present study shows, for a detox tea promising improvements in fitness and weight loss, a physically attractive model with a fit body, indicating fitness expertise, should be implemented. As findings of the present study show, familiarity and likeability can be also considered as highly relevant characteristics. In terms of familiarity and likeability for IPP, an Instagrammer with a high reach in terms of followers and followers activity in terms of likes and comments should be implemented.

5.9 Limitations and future research

In the following limitations of the present study and suggestion for future research will be discussed.

First of all the unsuccessful manipulation can be considered a limitation. All three types were perceived as advertisements. These findings provide an interesting base for future research about product placement on Instagram. Future research, examining the perception of product placement on Instagram, could make use of alternative scales. For example, asking participants if they think the person was paid for the Instagram posts could provide deeper insights into consumers' perceptions and knowledge about IPP. Also, the unsuccessful manipulation of the text appeals, both being perceived as emotional, can be considered a limitation of the present study. Future research examining effects of more distinct text appeals could provide more insights.

Furthermore, the present study did not provide a realistic Instagram situation. Participants were only confronted with a static screenshot of one single Instagram post. Future research could implement a more realistic and open Instagram situation, thus enabling participants to browse through the Instagrammer's profile and browse product related hashtags, the company's Instagram account and maybe even then product's website.

Another important limitation is the sample, in terms of sample size, educational level, age and Instagram followership. Due to a slow data collection process based on the requirements for the participant group, only the minimum sample size was met. Future research should implement a bigger sample size. Furthermore, in order to measure the real potential of IPP, only followers of the implemented Instagrammer should be included in the sample, since they are the exact target group of this advertisement type. Furthermore, in the present study the educational level was high and not that diverse. Participants age ranged from 18 to 30 years. Future research should try to implement a lower and more distinct educational level. Also implementing underage Instagram users could provide interesting insights, because minors are possibly less critical and less aware of IPP than adults.

The present study took Instagram involvement as a moderating variable in account, but only in terms of Instagram usage and not in terms of motives for Instagram usage. Future research should focus more on the motives of using Instagram, such as entertainment, gossiping, or (fitness) inspiration. Measuring social comparison with Instagrammers could provide important insights in understanding IPP, especially when featuring products related to a fit body.

For future research especially the detection of hashtags like "#sponsored" or "#ad" related effects on consumer choices, provide an interesting research field, e.g. the text position of the hashtags in the reviews in terms of primacy and recency effects. Since the present study examined effects of IPP featuring a high-involvement product, future research could also focus on low-involvement products. Also, comparing IPP featuring a high-involvement and IPP featuring a low-involvement product could be an interesting field for future research. Furthermore future research about the influence of body satisfaction can help to understand both IPP and traditional advertisement forms of detox teas.

5.10 Conclusion

Product placement on Instagram is a more and more emerging form of advertising, aiming to mislead consumers by not being perceived as advertisement. The present study aimed to show the immense effect of IPP in terms of product reviews compared to banner advertisement and the effect of text appeal on message credibility, product attitude and purchase intention.

Findings of the present suggest that text appeal can influence consumer choices. Advertising a high-involvement product in form of a product review by implementing a rational text appeal instead of an emotional text appeal is more effective in influencing product attitude and purchase intention. Especially for highly involved Instagram users a rational text appeal is more effective in influencing purchase intention.

For the experimental group the present study revealed no significant differences between non-sponsored IPP, sponsored IPP and banner advertisement in influencing message credibility, product attitude and purchase intention in terms of a main effect. However, an interaction effect between body satisfaction, advertisement type and text appeal was found. For, body-dissatisfied women, who can be considered as the product's target group, for each advertisement type a rational appeal led to a higher product attitude and purchase intention compared to an emotional text appeal, while for body-satisfied the combinations differed.

Furthermore, the findings of the present study suggest that considering IPP an immense powerful marketing tool, capable of misleading consumers, is not realistic for the implemented experimental group, because participants perceived product placements as a form of advertisement, just like they perceive banner advertisements as a form of advertisement. However, looking at these findings, the research limitations should be kept in mind. The closed research condition, the low involvement of participants, especially in detecting different hashtags, and the fact that not the most suitable participants group in terms of educational level, age and Instagram followership was implemented could provide an explanation for these findings.

As being one of the first studies in this field the present study provides an interesting base for future research in this area, e.g. the influence of body satisfaction for fitness related products, the detection of "#sponsored" hashtags or alternative ways of labeling IPP and gives useful suggestions for important improvements in terms of sample and stimulus materials. Future research in the field of IPP is needed for examining whether differences in advertisement perception, perceived message credibility, product attitude and purchase intention do exist for less educated and younger Instagram users.

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APPENDIX

Appendix A: Pretest 1

Stoppen

8%

Willkommen!

Vielen Dank für die Teilnahme!

Die Umfrage ist ein **pretest** für meine Masterarbeit an der Universität Twente, Enschede, in den Niederlanden. In dieser Umfrage geht es um die Bewertung von Formulierungen verschiedener Textpassagen in Bezug auf Rationalität und Emotionalität. Dabei gibt es kein richtig und falsch. Es geht lediglich um Ihre persönliche Meinung. Ich suche hierfür Teilnehmerinnen, die weiblich, zwischen 18 und 30 Jahre alt sind, deutscher Nationalität sind oder schon länger in Deutschland leben und Instagram in ihrer Freizeit nutzen.

Die Umfrage dauert circa 5-7 Minuten.

Die Teilnahme ist freiwillig und komplett **anonym**. Die Teilnahme kann jederzeit abgebrochen werden. Es werden keine persönlichen Daten von Ihnen gespeichert oder an Dritte weitergegeben. Keine Ihrer Antworten kann zu Konsequenzen für Sie führen. Ihre anonymen Antworten werden lediglich für die Auswertung dieser wissenschaftlichen Untersuchung verwendet.

Durch Klicken auf "weiter" geben Sie an, dass Sie mit diesen Bedingungen einverstanden sind.

Bei Fragen oder Anmerkungen bin ich jederzeit unter s.wnent@student.utwente.nl erreichbar.

Vielen Dank für Ihre Teilnahme.

Sandra Wnent

Weiter (Ich bin einverstanden)

Beantwortet

100%

1

Was ist ihr Geschlecht?

- ☐ weiblich
☐ männlich

2

Was ist Ihr derzeit höchster erreichter Bildungsabschluss?

- ☐ Kein Schulabschluss
☐ Hauptschulabschluss
☐ Realschulabschluss
☐ Fachabitur
☐ Abitur
☐ Bachelorabschluss
☐ Masterabschluss
☐ Dokortitel

3

Was ist ihre Nationalität?

- ☐ Deutsch
☐ Türkisch
☐ Polnisch
☐ Russisch
☐ Anderes

4

Wie alt sind Sie?

Stoppen

28%



Skinny Mint tea, ist ein sogenannter "teatox". Es ist ein natürliches Tee Detox Programm. Ein Detox Programm ist eine Entgiftungs-Kur um den Körper von allen Schadstoffen, die durch Umwelt und Ernährung aufgenommen worden, zu reinigen.

Der aus 100% natürlichen Zutaten hergestellte Skinny Mint Tee wird 2 x täglich (morgens und abends) getrunken und verspricht Kraft sowie Energie zu erhöhen und den Körper auf natürliche Weise zu reinigen.

Auf den folgenden Seiten sehen Sie jeweils 10 Skinny Mint Produktbeurteilungen, die Sie in Bezug auf Emotionalität und Rationalität beurteilen sollen. Da die Skinny Mint Website nicht auf deutsch verfügbar ist, sind die Beurteilungen in englischer Sprache verfasst. Es ist jedoch jeder Beurteilung eine Übersetzung beigelegt.

Weiter

Stoppen

31%

"Skinny Mint tea has helped me to become healthier. I definitely recommend Skinny Mint to everyone who truly wants to lose fat and live a healthy lifestyle instead of just losing weight!"

Übersetzung: "Skinny Mint Tee hat mir geholfen gesünder zu werden. Ich empfehle Skinny Mint definitiv jedem, der wirklich Fett verlieren und ein gesundes Leben führen möchte statt einfach nur Gewicht zu verlieren!"

5

Wie empfinden Sie den obigen Text?

Bitte beurteilen Sie anhand dieser Skala wie rational und wie emotional Sie diese Produktbeurteilung empfinden. Durch Wählen von 1 geben Sie beispielsweise an, dass Sie den Text überhaupt nicht rational (emotional) finden. Durch Wählen von 5 geben Sie an, dass Sie den Text sehr rational (emotional) finden.

überhaupt nicht rational	1	2	3	4	5	sehr rational
überhaupt nicht emotional	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	sehr emotional

Weiter

Stoppen

38%

"My Skinny Mint tea morning boost is exactly what I need to push myself to the gym. It prevents a pot belly and gets me a good digestion."

Übersetzung: "Mein Skinny Mint Tee morning boost ist genau was ich brauche um mich selbst für den Gang ins Fitnessstudio zu motivieren. Der Tee beugt einem Blähbauch vor und sorgt bei mir für eine gute Verdauung."

6

Wie empfinden Sie den obigen Text?

Bitte beurteilen Sie anhand dieser Skala wie rational und wie emotional Sie diese Produktbeurteilung empfinden. Durch Wählen von 1 geben Sie beispielsweise an, dass Sie den Text überhaupt nicht rational (emotional) finden. Durch Wählen von 5 geben Sie an, dass Sie den Text sehr rational (emotional) finden.

überhaupt nicht rational	1	2	3	4	5	sehr rational
überhaupt nicht emotional	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	sehr emotional

Weiter

Stoppen

40%

"I am so amazed how drinking Skinny Mint helps me to become a healthy person inside and outside every day. I simply love this product!"

Übersetzung: "Ich bin so begeistert wie Skinny Mint Tee mir täglich hilft eine bessere Person von innen und außen zu werden. Ich liebe dieses Produkt einfach!"

7

Wie empfinden Sie den obigen Text?

Bitte beurteilen Sie anhand dieser Skala wie rational und wie emotional Sie diese Produktbeurteilung empfinden. Durch Wählen von 1 geben Sie beispielsweise an, dass Sie den Text überhaupt nicht rational (emotional) finden. Durch Wählen von 5 geben Sie an, dass Sie den Text sehr rational (emotional) finden.

überhaupt nicht rational	1	2	3	4	5	sehr rational
überhaupt nicht emotional	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	sehr emotional

Weiter

Stoppen

54%

"By drinking 2 Skinny Mint cups every day I can see how my body becomes both slimmer and fitter. The tea restores my energy and curbs my appetite!"

Übersetzung: "Durch das tägliche Trinken von 2 Tassen Skinny Mint Tee sehe ich wie meine Körper sowohl schlanker als auch fitter wird. Der Tee verleiht mir Kraft und zügelt meinen Appetit!"

8

Wie empfinden Sie den obigen Text?

Bitte beurteilen Sie anhand dieser Skala wie rational und wie emotional Sie diese Produktbeurteilung empfinden. Durch Wählen von 1 geben Sie beispielsweise an, dass Sie den Text überhaupt nicht rational (emotional) finden. Durch Wählen von 5 geben Sie an, dass Sie den Text sehr rational (emotional) finden.

überhaupt nicht rational	1	2	3	4	5	sehr rational
überhaupt nicht emotional	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Weiter

Stoppen

62%

"Feeling so happy and healthy with my morning cleanse by drinking Skinny Mint tea. I love how the tea helps me to get fit and strong!"

Übersetzung: "Ich fühle mich so glücklich und gesund mit meiner morgentlichen Entgiftung durch das Trinken von Skinny Mint Tee. Ich liebe wie der Tee mir hilft fit und stark zu werden!"

9

Wie empfinden Sie den obigen Text?

Bitte beurteilen Sie anhand dieser Skala wie rational und wie emotional Sie diese Produktbeurteilung empfinden. Durch Wählen von 1 geben Sie beispielsweise an, dass Sie den Text überhaupt nicht rational (emotional) finden. Durch Wählen von 5 geben Sie an, dass Sie den Text sehr rational (emotional) finden.

überhaupt nicht rational	1	2	3	4	5	sehr rational
überhaupt nicht emotional	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Weiter

Stoppen

69%

"I love how drinking Skinny Mint helps me to become the stronger, prouder and most beautiful version of myself. I am so inspired by my results!"

Übersetzung: "Ich liebe wie das Trinken von Skinny Mint Tee mir hilft stärker, stolzer und die schönste Version meiner selbst zu werden. Ich bin von meinen Ergebnissen unglaublich inspiriert."

10

Wie empfinden Sie den obigen Text?

Bitte beurteilen Sie anhand dieser Skala wie rational und wie emotional Sie diese Produktbeurteilung empfinden. Durch Wählen von 1 geben Sie beispielsweise an, dass Sie den Text überhaupt nicht rational (emotional) finden. Durch Wählen von 5 geben Sie an, dass Sie den Text sehr rational (emotional) finden.

überhaupt nicht rational	1	2	3	4	5	sehr rational
überhaupt nicht emotional	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Weiter

Stoppen

77%

"Skinny Mint tea helps me to eliminate toxins, improve my immune system & burn unwanted fat! It is 100% natural and tastes delicious!"

Übersetzung: "Skinny Mint Tee hilft mir Giftstoffe zu eliminieren, mein Immunsystem zu stärken & ungewolltes Fett zu verbrennen. Es ist 100 % naturbelassen und schmeckt köstlich!"

11

Wie empfinden Sie den obigen Text?

Bitte beurteilen Sie anhand dieser Skala wie rational und wie emotional Sie diese Produktbeurteilung empfinden. Durch Wählen von 1 geben Sie beispielsweise an, dass Sie den Text überhaupt nicht rational (emotional) finden. Durch Wählen von 5 geben Sie an, dass Sie den Text sehr rational (emotional) finden.

überhaupt nicht rational	1	2	3	4	5	sehr rational
überhaupt nicht emotional	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Weiter

Stoppen

85%

"I'm incredibly happy with my results drinking Skinny Mint tea. I simply feel amazing!"

Übersetzung: "Ich bin unglaublich glücklich mit meinen Ergebnissen, die ich durch das Trinken von Skinny Mint Tee erzielt habe. Ich fühle mich einfach wunderbar!"

12

Wie empfinden Sie den obigen Text?

Bitte beurteilen Sie anhand dieser Skala wie rational und wie emotional Sie diese Produktbeurteilung empfinden. Durch Wählen von 1 geben Sie beispielsweise an, dass Sie den Text überhaupt nicht rational (emotional) finden. Durch Wählen von 5 geben Sie an, dass Sie den Text sehr rational (emotional) finden.

überhaupt nicht rational	1	2	3	4	5	sehr rational
überhaupt nicht emotional						sehr emotional

Weiter

Stoppen

90%

"I am so proud of my fitness achievements. I simply love how drinking Skinny Mint tea helps me to be energized and to reach my fitness goals!"

Übersetzung: "Ich bin so stolz auf meine Fitness Leistungen. Ich liebe einfach wie das Trinken von Skinny Mint Tee mir hilft energiegeladener zu sein und meine Fitness Ziele zu erreichen."

13

Wie empfinden Sie den obigen Text?

Bitte beurteilen Sie anhand dieser Skala wie rational und wie emotional Sie diese Produktbeurteilung empfinden. Durch Wählen von 1 geben Sie beispielsweise an, dass Sie den Text überhaupt nicht rational (emotional) finden. Durch Wählen von 5 geben Sie an, dass Sie den Text sehr rational (emotional) finden.

überhaupt nicht rational	1	2	3	4	5	sehr rational
überhaupt nicht emotional						sehr emotional

Weiter

Stoppen

100%

"I am drinking Skinny Mint tea to stay slim and less bloated! Combining the natural tea tox with a healthy lifestyle helps me to achieve my fitness goals."

Übersetzung: "Ich trinke Skinny Mint Tee um schlank und weniger aufgebläht zu bleiben. Kombiniert mit einem gesunden Lebensstil hilft mir der naturbelassene teatox meine Fitness Ziele zu erreichen."

14

Wie empfinden Sie den obigen Text?

Bitte beurteilen Sie anhand dieser Skala wie rational und wie emotional Sie diese Produktbeurteilung empfinden. Durch Wählen von 1 geben Sie beispielsweise an, dass Sie den Text überhaupt nicht rational (emotional) finden. Durch Wählen von 5 geben Sie an, dass Sie den Text sehr rational (emotional) finden.

überhaupt nicht rational	1	2	3	4	5	sehr rational
überhaupt nicht emotional						sehr emotional

Abschicken

Appendix B: Pretest 2

Stoppen

0%

Willkommen!

Vielen Dank für die Teilnahme!

Die Umfrage ist ein **pretest** für meine Masterarbeit an der Universität Twente, Enschede, in den Niederlanden.

In dieser Umfrage möchte ich den **Bekanntheits- sowie den Sympathiegrad verschiedener Promis in Deutschland** messen. Hierbei geht es um **Ihre persönliche Meinung**. Es gibt kein richtig und falsch.

Ich suche hierfür Teilnehmerinnen, die weiblich, zwischen 18 und 30 Jahre alt sind, deutscher Nationalität sind oder schon länger in Deutschland leben und Instagram in ihrer Freizeit nutzen.

Die Umfrage dauert circa 4 Minuten.

Die Teilnahme ist freiwillig und komplett **anonym**. Die Teilnahme kann jederzeit abgebrochen werden. Es werden keine persönlichen Daten von Ihnen gespeichert oder an Dritte weitergegeben. Keine Ihrer Antworten kann zu Konsequenzen für Sie führen. Ihre anonymen Antworten werden lediglich für die Auswertung dieser wissenschaftlichen Untersuchung verwendet.

Durch Klicken auf "weiter" geben Sie an, dass Sie mit diesen Bedingungen einverstanden sind. Sind Sie nicht einverstanden, können Sie durch Schließung des Fensters die Umfrage einfach beenden.

Bei Fragen oder Anmerkungen bin ich jederzeit unter s.wnent@student.utwente.nl erreichbar.

Vielen Dank für Ihre Teilnahme,

Sandra Wnent

Weiter (Ich bin einverstanden)

Was ist Ihr Geschlecht?

- ☐ weiblich
☐ männlich

Wie alt sind Sie?

Was ist Ihr derzeit höchster erreichter Bildungsabschluss?

- ☐ Kein Schulabschluss
☐ Hauptschulabschluss
☐ Realschulabschluss
☐ Fachabitur
☐ Abitur
☐ Bachelorabschluss
☐ Masterabschluss
☐ Dokortitel

Auf den nächsten Seiten sehen Sie jeweils Fotos von 10 verschiedenen weiblichen Prominenten. Zusätzlich gibt es zu jeder Person einen kurzen Text. Ich bitte Sie den Text durchzulesen. Möglicherweise erkennen Sie die Person nicht direkt am Namen oder am Foto, jedoch an den zusätzlichen Informationen, die im Text zu finden sind.

Bitte bewerten Sie jede Person in Bezug auf Bekanntheit und Sympathie. Dabei geht es um Ihre **persönliche Meinung**.

Weiter

Fiona Erdmann

Fiona Erdmann (27) ist bekannt als TV Personality und Model. 2007 nahm sie an der zweiten Staffel der Casting-Show "Germany's Next Topmodel" teil und belegte den vierten Platz.



Wie bekannt ist Ihnen Fiona Erdmann aus den Medien oder Social Media?

- ☐ überhaupt nicht bekannt
☐ geringfügig bekannt
☐ mäßig bekannt
☐ sehr bekannt
☐ äußerst bekannt

Wie sympathisch ist Ihnen Fiona Erdmann?

- ☐ überhaupt nicht sympathisch
☐ geringfügig sympathisch
☐ mäßig sympathisch
☐ sehr sympathisch
☐ äußerst sympathisch

Weiter

Toni Garmn

Toni Garmn (23) ist ein deutsches erfolgreiches Model. Unter anderem modelte sie bereits für die Marken Calvin Klein, Burberry, Versace, Hugo Boss und Prada. Von 2013 bis 2014 war sie mit dem Schauspieler Leonardo DiCaprio zusammen. Seit 2015 führt sie mit US-Basketballspieler Chandler Parsons eine Beziehung.



Wie bekannt ist Ihnen Toni Garmn aus den Medien oder Social Media?

- ☐ überhaupt nicht bekannt
☐ geringfügig bekannt
☐ mäßig bekannt
☐ sehr bekannt
☐ äußerst bekannt

Wie sympathisch ist Ihnen Toni Garmn?

- ☐ überhaupt nicht sympathisch
☐ geringfügig sympathisch
☐ mäßig sympathisch
☐ sehr sympathisch
☐ äußerst sympathisch

Weiter

Lena Gercke

Lena Gercke (28) ist ein deutsches Model. 2006 gewann sie die erste Staffel der TV-Show "Germany's Next Top Model". Von 2011 bis 2015 führte sie eine Beziehung mit dem deutschen Fußball Nationalspieler Sami Khedira. 2013 und 2014 war sie Jurymitglied der TV-show "Das Supertalent", 2015 moderierte sie die 5. Staffel der TV-show "The voice of Germany" und seit 2015 moderiert sie ebenfalls die TV-Show "Prankenstein".



Wie bekannt ist Ihnen Lena Gercke aus den Medien oder Social Media?

überhaupt nicht bekannt geringfügig bekannt mäßig bekannt sehr bekannt äußerst bekannt

Wie sympathisch ist Ihnen Lena Gercke?

überhaupt nicht sympathisch geringfügig sympathisch mäßig sympathisch sehr sympathisch äußerst sympathisch

Weiter

Fernanda Brandão

Fernanda Brandão ist eine brasilianische Sängerin, Moderatorin, Fitnessexpertin und Schauspielerin. Bekannt wurde sie mit dem Pop-Trio Hot Banditoz. 2011 war sie Jurymitglied der TV-Show "Deutschland sucht den Superstar". 2014 fungierte sie während der Fußball-WM für die ARD als offizielle WM-Korrespondentin und Expertin für Land und Leute in Brasilien.



Wie bekannt ist Ihnen Fernanda Brandão aus den Medien oder Social Media?

überhaupt nicht bekannt geringfügig bekannt mäßig bekannt sehr bekannt äußerst bekannt

Wie sympathisch ist Ihnen Fernanda Brandão?

überhaupt nicht sympathisch geringfügig sympathisch mäßig sympathisch sehr sympathisch äußerst sympathisch

Weiter

Charlotte Würdig

Charlotte Würdig (37), ehemals bekannt als Charlotte Engelhardt, ist eine deutsche Moderatorin und Schauspielerin. Unter anderem moderierte sie "Do it yourself - 505", "Taff" und "Popstars". 2012 heiratete sie den Rapper Sido.



Wie bekannt ist Ihnen Charlotte Würdig aus den Medien oder Social Media?

Überhaupt nicht bekannt ☐ geringfügig bekannt ☐ mäßig bekannt ☐ sehr bekannt ☐ äußerst bekannt ☐

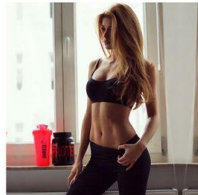
Wie sympathisch ist Ihnen Charlotte Würdig?

Überhaupt nicht sympathisch ☐ geringfügig sympathisch ☐ mäßig sympathisch ☐ sehr sympathisch ☐ äußerst sympathisch ☐

Weiter

Pamela Reif

Pamela Reif (19) ist mit 2,3 Millionen Followern Deutschlands erfolgreichster Instagram-Star. Bekannt wurde sie ausschließlich durch Instagram. Im April 2016 war sie zu Gast in der Talkshow von Markus Lanz.



Wie bekannt ist Ihnen Pamela Reif aus den Medien oder Social Media?

Überhaupt nicht bekannt ☐ geringfügig bekannt ☐ mäßig bekannt ☐ sehr bekannt ☐ äußerst bekannt ☐

Wie sympathisch ist Ihnen Pamela Reif?

Überhaupt nicht sympathisch ☐ geringfügig sympathisch ☐ mäßig sympathisch ☐ sehr sympathisch ☐ äußerst sympathisch ☐

Weiter

Sara Nuru

Sara Nuru (26) ist ein deutsches Model und Moderatorin. 2009 gewann sie die vierte Staffel der TV-Show "Germany's Next Top model".



Wie bekannt ist Ihnen Sara Nuru aus den Medien oder Social Media?

überhaupt nicht bekannt geringfügig bekannt mäßig bekannt sehr bekannt äußerst bekannt

Wie sympathisch ist Ihnen Sara Nuru?

überhaupt nicht sympathisch geringfügig sympathisch mäßig sympathisch sehr sympathisch äußerst sympathisch

Weiter

Lena Meyer-Landrut

Lena Meyer-Landrut (25) ist eine deutsche Sängerin. 2010 gewann Lena den deutschen Eurovision Songcontest Vorentscheid in der Show "Unser Star für Oslo". Anschließend gewann sie für Deutschland den Eurovision Songcontest in Oslo. Seit 2013 ist sie festes Jurymitglied der TV-Show "The Voice kids". Außerdem fungiert sie als Werbegesicht für L'Oréal.



Wie bekannt ist Ihnen Lena Meyer-Landrut aus den Medien oder Social Media?

überhaupt nicht bekannt geringfügig bekannt mäßig bekannt sehr bekannt äußerst bekannt

Wie sympathisch ist Ihnen Lena Meyer-Landrut?

überhaupt nicht sympathisch geringfügig sympathisch mäßig sympathisch sehr sympathisch äußerst sympathisch

Weiter

Sylvie Meis

Sylvie Meis (38), ehemals bekannt unter Sylvie van der Vaart, ist ein niederländisches Foto-Model und TV-Moderatorin. Bekannt wurde sie in Deutschland zunächst als Spielfrau vom niederländischen Fußballspieler Rafael van der Vaart. Sylvie war Jurymitglied der TV-Show "Das Supertalent" und moderiert seit 2011 die TV-Show "Let's dance".



Wie bekannt ist Ihnen Sylvie Meis aus den Medien oder Social Media?

überhaupt nicht bekannt geringfügig bekannt mäßig bekannt sehr bekannt äußerst bekannt

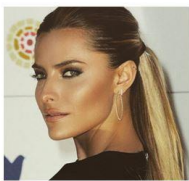
Wie sympathisch ist Ihnen Sylvie Meis?

überhaupt nicht sympathisch geringfügig sympathisch mäßig sympathisch sehr sympathisch äußerst sympathisch

Weiter

Sophia Thomalla

Sophia Thomalla (26) ist eine deutsche Schauspielerin. Sie ist die Tochter der Schauspielerin Simone Thomalla. Von 2011 bis 2015 war Sophia mit dem Frontsänger der Band Rammstein liiert.



Wie bekannt ist Ihnen Sophia Thomalla aus den Medien oder Social Media?

überhaupt nicht bekannt geringfügig bekannt mäßig bekannt sehr bekannt äußerst bekannt

Wie sympathisch ist Ihnen Sophia Thomalla?

überhaupt nicht sympathisch geringfügig sympathisch mäßig sympathisch sehr sympathisch äußerst sympathisch

Abschicken

Appendix C: Survey of main study

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Vielen Dank für die Teilnahme an der Untersuchung für meine Masterarbeit an der University of Twente. Mit dieser Untersuchung möchte ich die Aufmerksamkeit auf Online-Botschaften im Bereich Gewichtsreduktionsprodukte und deren Auswirkungen messen.

Sie können an meiner Untersuchung teilnehmen, wenn Sie **weiblich, zwischen 18 und 30 Jahre** alt sind, **in Deutschland leben** und **Instagram seit mindestens 3 Monaten** in Ihrer Freizeit nutzen.

Am Ende der Umfrage haben Sie die Möglichkeit, an einem Gewinnspiel teilzunehmen. Es werden 2x10€-Gutscheine für wahlweise Amazon oder Zalando verlost. Die Gewinnspielteilnahme ist freiwillig. Selbstverständlich erfolgt die Gewinnerbekanntgabe nicht öffentlich. Als Gewinner erhalten Sie den Gutschein per Email.

Informationen zum Datenschutz

Mir ist bewusst, dass meine Antworten in dieser Umfrage für wissenschaftliche Zwecke gespeichert und analysiert werden. Außerdem ist mir bewusst, dass meine Antworten komplett anonym sind und nicht an Dritte weitergegeben werden. Ich weiß, dass ich die Umfrage jederzeit und grundlos abbrechen kann.

Durch das Klicken des Buttons "Weiter" stimmen Sie diesen Bedingungen zu. Falls Sie nicht einverstanden sind, können Sie das Fenster schließen und somit die Umfrage verlassen.

Bei Fragen können Sie die durchführende Untersucherin Sandra Wnent jederzeit via Email erreichen (s.wnent@student.utwente.nl).

Umfragenfortschritt

0% 100%

>>

Survey Powered By [Qualtrics](#)



Zu Beginn erhalten Sie verschiedene Fragen über Ihren Instagram-Gebrauch. Bitte versuchen Sie, diese möglichst genau zu beantworten.

Benutzen Sie Instagram in Ihrer Freizeit?

- ☐ Ja
☐ Nein

Seit wann nutzen Sie Instagram?

- ☐ Weniger als 3 Monate
☐ 3 - 6 Monate
☐ 7 - 12 Monate
☐ 13 - 18 Monate
☐ 19 - 24 Monate
☐ 25 - 30 Monate
☐ 31 - 36 Monate
☐ Mehr als 3 Jahre

Bitte geben Sie an, wie häufig Sie die verschiedenen Aktionen in den letzten 3 Monaten auf Instagram durchgeführt haben.

In den letzten 3 Monaten ...

	Nie (0 mal)	Sehr selten (nur 1 - 2 mal)	Selten (einmal im Monat)	Gelegentlich (ein paar Mal im Monat)	Manchmal (einmal die Woche)	Regelmäßig (ein paar Mal die Woche)	Sehr regelmäßig (täglich)
... wie oft haben Sie ein Foto oder Video auf Instagram gepostet?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... wie oft haben Sie einen Post einer anderen Person auf Instagram geliked?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... wie oft haben Sie einen Post einer anderen Person auf Instagram kommentiert?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... wie oft haben Sie eine andere Person in einem Ihrer geposteten Fotos/Videos auf Instagram getagged (markiert)?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... wie oft haben Sie einen #hashtag unter einen Ihrer Posts auf Instagram gesetzt?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... wie oft haben Sie einen #hashtag genutzt um nach bestimmten Dingen auf Instagram zu suchen?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... wie oft haben Sie ein Instagram-Profil einer Marke besucht?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Ist Ihr Instagram-Profil privat?

- ☐ Ja
☐ Nein

Akzeptieren Sie Fremde als Follower?

- ☐ Ja
☐ Nein

Wie viele Follower haben Sie circa auf Instagram?

- ☐ < 50
☐ < 100
☐ < 500
☐ < 1000
☐ < 5000
☐ > 5000

Wie vielen Instagram-Profilen folgen Sie circa?

- ☐ < 50
☐ < 100
☐ < 500
☐ < 1000
☐ < 5000
☐ > 5000

Was für Profilen folgen Sie auf Instagram? (Mehrere Antworten sind möglich)

- ☐ Freunden/Personen, die ich privat kenne
☐ Promis (z.B. Schauspieler, Musiker, TV Persönlichkeiten)
☐ Bloggern
☐ Firmen (z.B. Nike, MAC Cosmetics)
☐ Youtubern
☐ Fitness Instagrammern
☐ Beauty Instagrammern
☐ Food Instagrammern
☐ anderen, nämlich

Umfragenfortschritt
0% 100%

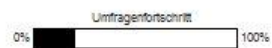
>>

Bitte lesen Sie aufmerksam!

Ziel dieser Untersuchung ist es die **Aufmerksamkeit auf verschiedene Elemente von Online-Botschaften** im Bereich Gewichtsreduzierungsprodukte zu messen.

Im Folgenden sehen Sie einen Screenshot einer Online-Botschaft vom Detox Tee der Marke Skinny Mint.

Bitte begutachten Sie die verschiedenen Elemente im Foto sowie im Text und versuchen Sie sich so viele wie möglich zu merken.



Survey Powered By [Qualtrics](#)

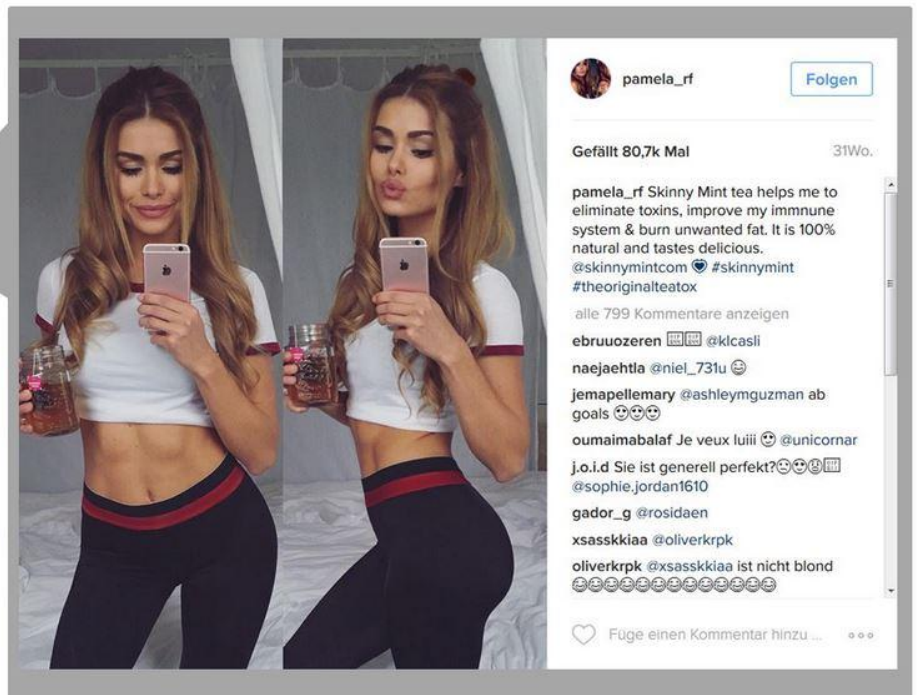
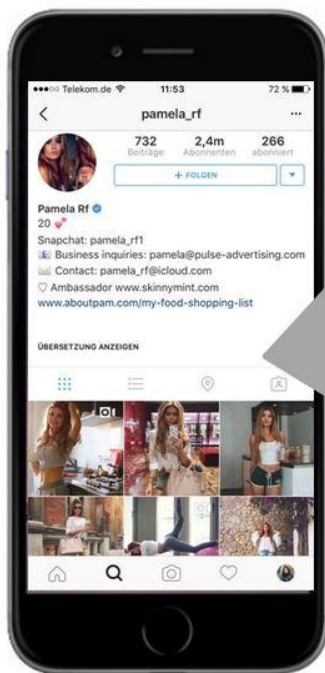
(Condition 1: non-sponsored IPP - rational text appeal)

UNIVERSITY OF TWENTE.

Stellen Sie sich vor, Sie surfen auf Instagram und stoßen auf das Profil von Pamela Reif. Stellen Sie sich vor, dass Sie ihr Profil begutachten und den folgenden Post öffnen.

Pamela ist ein 20 jähriges deutsches Mädchen und Deutschlands erfolgreichste "Instagrammerin". Sie verbringt viel Zeit im Fitnessstudio und ist besonders für ihren fitten Körper bekannt.

Bitte begutachten Sie das Foto sowie die caption (Bildunterschrift) auf der rechten Seite sorgfältig. Auf den folgenden Seiten werden Sie gefragt, an welche Elemente Sie sich erinnern können.



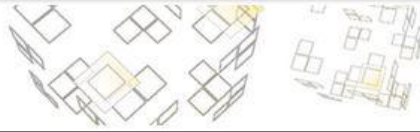
Deutsche Übersetzung: "Skinny Mint Tee hilft mir Giftstoffe zu eliminieren, mein Immunsystem zu stärken & ungewolltes Fett zu verbrennen. Es ist 100 % naturbelassen und schmeckt köstlich."

Umfragefortschritt
0% 100%

>>

(Condition 2: non-sponsored IPP - emotional text appeal)

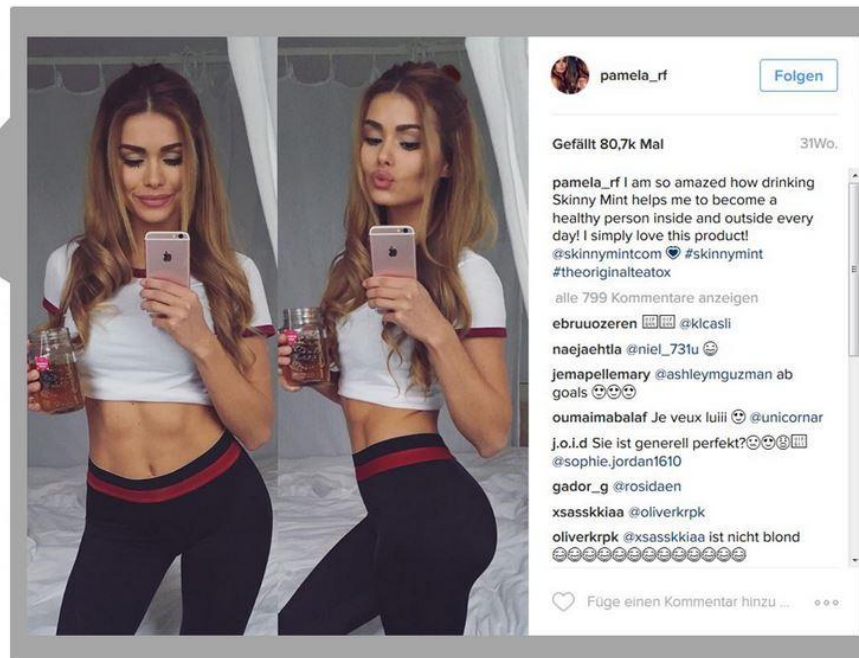
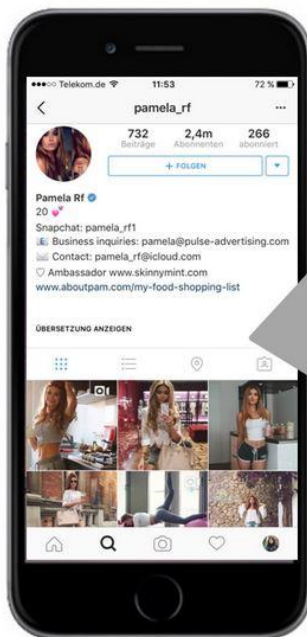
UNIVERSITY OF TWENTE.



Stellen Sie sich vor, Sie surfen auf Instagram und stoßen auf das Profil von Pamela Reif. Stellen Sie sich vor, dass Sie ihr Profil begutachten und den folgenden Post öffnen.

Pamela ist ein 20 jähriges deutsches Mädchen und Deutschlands erfolgreichste "Instagrammerin". Sie verbringt viel Zeit im Fitnessstudio und ist besonders für ihren fiten Körper bekannt.

Bitte begutachten Sie das Foto sowie die caption (Bildunterschrift) auf der rechten Seite sorgfältig. Auf den folgenden Seiten werden Sie gefragt, an welche Elemente Sie sich erinnern können.



Deutsche Übersetzung: "Ich bin so begeistert wie Skinny Mint mir täglich hilft eine bessere Person von innen und außen zu werden! Ich liebe dieses Produkt einfach!"

Umfragefortschritt
0% 100%



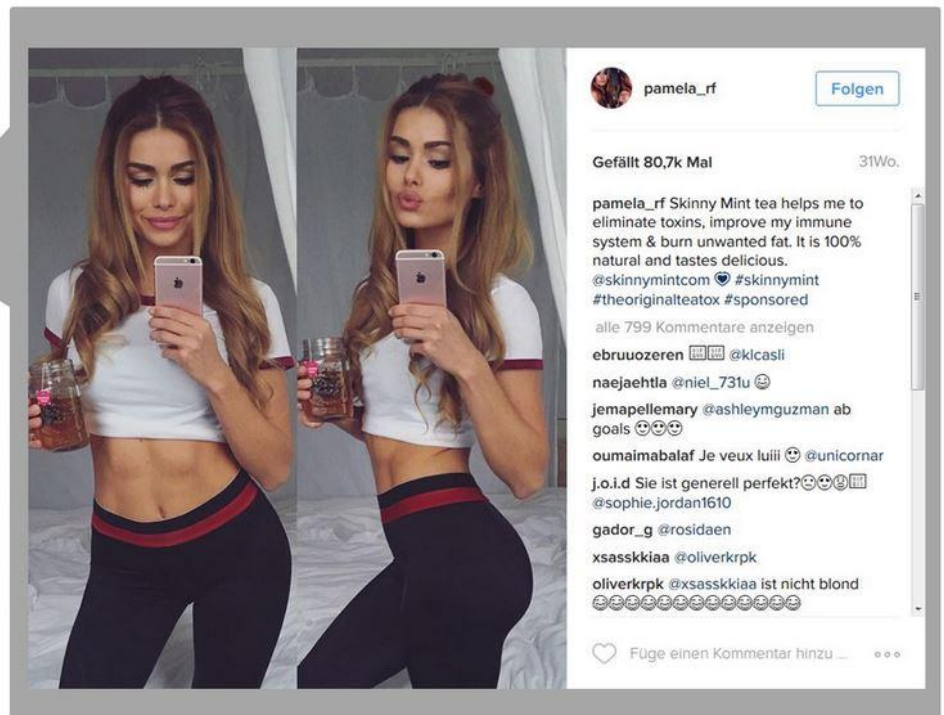
(Condition 3: sponsored IPP - rational text appeal)

UNIVERSITY OF TWENTE.

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Deutsche Übersetzung: "Skinny Mint Tee hilft mir Giftstoffe zu eliminieren, mein Immunsystem zu stärken & ungewolltes Fett zu verbrennen. Es ist 100 % naturbelassen und schmeckt köstlich."

Umfragefortschritt
0% 100%

>>

(Condition 4: sponsored IPP - emotional text appeal)

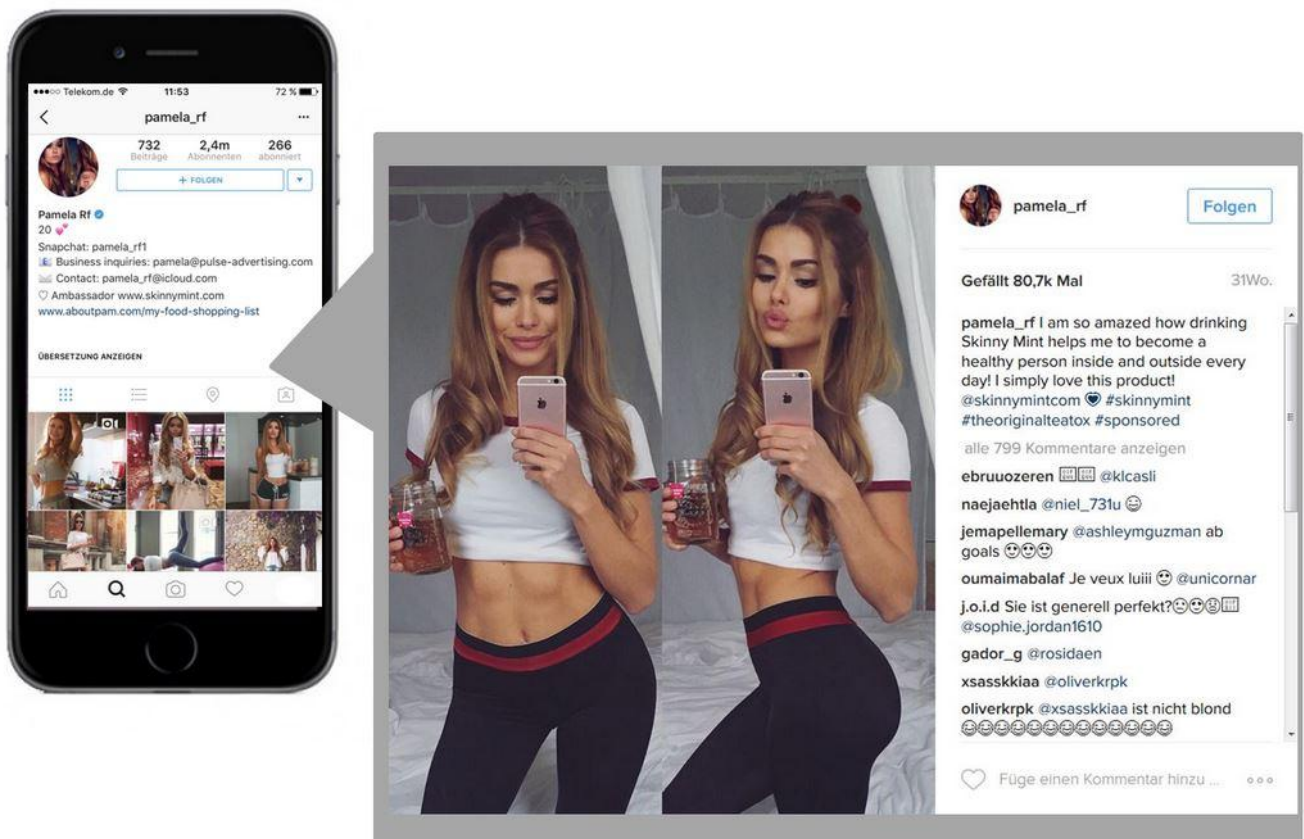
UNIVERSITY OF TWENTE.



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Umfeldfortschritt
0% 100%



(Condition 5: Banner advertisement - rational text appeal)

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Stellen Sie sich vor, Sie surfen im Internet und stoßen auf die folgende internationale Werbekampagne mit Fiona Erdmann.

Fiona Erdmann ist ein deutsches Model und TV Persönlichkeit. 2007 nahm sie an der zweiten Staffel der TV Show "Germany's next Top model" teil. 2013 ging sie ins Dschungelcamp sowie 2015 in das Sommer-Dschungelcamp. Fiona ist sehr sportlich und hat ein Bootcamp auf Mallorca.

Bitte begutachten Sie die bildlichen Elemente der Werbung und lesen Sie den kleinen Text in der Werbung. Auf den folgenden Seiten werden Sie gefragt, an welche Elemente Sie sich erinnern können.



Deutsche Übersetzung: "Skinny Mint Tee hilft mir Giftstoffe zu eliminieren, mein Immunsystem zu stärken & ungewolltes Fett zu verbrennen. Es ist 100 % naturbelassen und schmeckt köstlich."

Umfragenfortschritt
0% 100%



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(Condition 6: Banner advertisement - emotional text appeal)

UNIVERSITY OF TWENTE.

Stellen Sie sich vor, Sie surfen im Internet und stoßen auf die folgende internationale Werbekampagne mit Fiona Erdmann.

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Deutsche Übersetzung: "Ich bin so begeistert wie Skinny Mint mir täglich hilft eine bessere Person von innen und außen zu werden! Ich liebe dieses Produkt einfach!"

Umfragenfortschritt
0% 100%



Im Folgenden erhalten Sie verschiedene Fragen zu Ihrer Meinung über den Tee von Skinny Mint. Dabei gibt es kein richtig oder falsch. Es geht lediglich um Ihre persönliche Meinung.

Die gegebene Information über das Produkt war ...

unglaublich	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	glaublich
nicht vertrauenswürdig	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	vertrauenswürdig
unglaublich	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	glaublich

Bitte bewerten Sie wie stark Sie den einzelnen Aussagen zustimmen.

	Stimme überhaupt nicht zu	Stimme eher nicht zu	Stimme teilweise zu	Stimme eher zu	Stimme völlig zu
Skinny Mint tea ist ein gutes Produkt	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Skinny Mint tea ist ein positives Produkt	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Skinny Mint tea ist ein effektives Produkt	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Skinny Mint tea ist ein zuverlässiges Produkt	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Trinken von Skinny Mint tea wird mir helfen fit zu werden	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Trinken von Skinny Mint tea wird mir helfen abzunehmen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

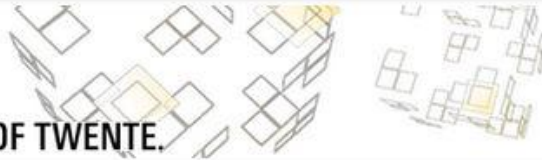
Bitte bewerten Sie wie wahrscheinlich die folgenden Handlungen unter den gegebenen Voraussetzungen wären.

	sehr unwahrscheinlich	unwahrscheinlich	neutral	wahrscheinlich	sehr wahrscheinlich
Wenn Sie gerne Gewicht verlieren und/oder fitter werden würden, wie wahrscheinlich wäre es dann, dass Sie speziell nach diesem Produkt in Online-Shops suchen?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wenn Sie gerne Gewicht verlieren und/oder gerne fitter werden würden, wie wahrscheinlich wäre es dann, dass Sie in Erwägung ziehen dieses Produkt zu kaufen?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wie wahrscheinlich wäre es, dass Sie dieses Produkt einer Freundin empfehlen, die gerne Gewicht verlieren und/oder fitter werden möchte?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Umfragentfortschritt
0% ☐ 100%


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Bitte geben Sie an, welche der folgenden Elemente Sie in dem gezeigten Bild und dem dazugehörigen Text wahrgenommen haben und welche nicht.

	Ja	Ich weiß es nicht	Nein
Hielt das Model den beschriebenen Tee in der Hand?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Haben Sie einen "#skinnymint" hahstag wahrgenommen?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hat das Model gelächelt?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Haben Sie einen "#daretobegorgeous" hashtag wahrgenommen?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Haben Sie einen Produktpreis wahrgenommen?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Haben Sie einen "#sponsored" hashtag wahrgenommen?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Haben Sie ein Produktlogo wahrgenommen?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Haben Sie einen hashtag "#theoriginalteatox" wahrgenommen?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Umfragenfortschritt
0%  100%



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Bitte beurteilen Sie anhand der folgenden Fragen wie Sie die gezeigte Online-Botschaft wahrgenommen und empfunden haben. Dabei gibt es kein richtig und falsch. Es geht lediglich um Ihre persönliche Empfindung.

Ich habe das gezeigte Foto inklusive des dazugehörigen Textes wahrgenommen als

eine Form von nichtkommerzieller,
zwischenmenschlicher Kommunikation

☐☐☒☐☐

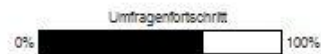
eine Form von Werbung

Ich empfand den gezeigten Produkttext als

rational

☐☐☒☐☐

emotional




>>


Wie bekannt ist Ihnen die Person auf dem gezeigten Foto aus den Medien oder Social Media?


	überhaupt nicht bekannt	geringfügig bekannt	mäßig bekannt	sehr bekannt	äußerst bekannt
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Wie sympathisch ist Ihnen die Person auf dem gezeigten Foto?

	überhaupt nicht sympathisch	geringfügig sympathisch	mäßig sympathisch	sehr sympathisch	äußerst sympathisch
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

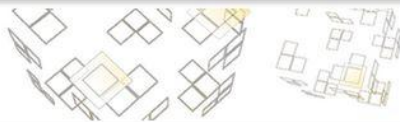
Wie attraktiv (unabhängig von Ihrer sexuellen Orientierung) finden Sie die Person auf dem gezeigten Foto?

	überhaupt nicht attraktiv	geringfügig attraktiv	mäßig attraktiv	sehr attraktiv	äußerst attraktiv
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

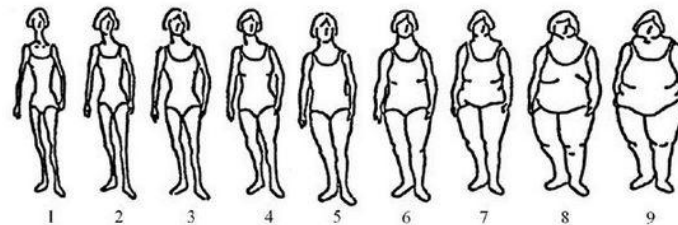
Umfragenfortschritt
0%  100%

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Im Folgenden sehen Sie 9 verschiedene Körperprofile, die mit Nummern gekennzeichnet sind. Bitte wählen Sie bei den Fragen die entsprechende Nummer. Bitte antworten Sie ehrlich.



	1	2	3	4	5	6	7	8	9
Welches Körperprofil repräsentiert Ihre aktuelle physische Erscheinung am besten?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Welches Körperprofil würden Sie gerne haben?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Umfragenfortschritt: 0% 100%



Abschließend bitte ich Sie noch ein paar Fragen zu Ihrer Person zu beantworten.

Was ist Ihr Geschlecht?

- ☐ Männlich
☐ Weiblich

Wie alt sind Sie?


Was ist Ihre Nationalität?

- ☐ deutsch
☐ türkisch
☐ polnisch
☐ italienisch
☐ rumänisch
☐ kroatisch
☐ russisch
☐ andere, nämlich



Was ist Ihr höchster erreichter Bildungsabschluss?

- ☐ Kein Schulabschluss
☐ Hauptschulabschluss
☐ Mittlere Reife (Realschulabschluss)
☐ Fachabitur
☐ Abitur
☐ Hochschulabschluss (Bachelor, Master und Vergleichbares)
☐ gehobener Hochschulabschluss (Promotion und Vergleichbares)

Umfragenfortschritt
0%  100%




Zum Abschluss haben Sie die Möglichkeit am **Gewinnspiel** teilzunehmen. Dafür benötige ich lediglich Ihre Emailadresse. Wenn Sie nicht am Gewinnspiel teilnehmen möchten, können Sie das Feld selbstverständlich einfach leer lassen.

Welchen Gutschein würden Sie bei Gewinn gerne im Wert von 10 Euro erhalten?

- ☐ Ich möchte nicht am Gewinnspiel teilnehmen
- ☐ Amazon
- ☐ Zalando

Bitte geben Sie Ihre Emailadresse an, um am Gewinnspiel teilzunehmen. Bei Gewinn wird Ihnen der Gutschein an diese Email zugesandt.

Umfragefortschritt
0%  100%

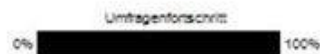
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Vielen Dank für Ihre Teilnahme!

Ihre Antworten wurden erfasst. Ich möchte darauf hinweisen, dass die gezeigte Skinny Mint Botschaft fiktiv war und speziell für diese Untersuchung erstellt bzw. manipuliert wurde.

Bei Fragen und Anmerkungen können Sie mich unter s.wnent@student.utwente.nl erreichen.



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