

SUCCESSFULLY ADVERTISING NONDURABLE GOODS ON FACEBOOK: **THE HARD WAY OR THE INFORMATIVE WAY?**

Insights in to what extent a content marketing advertising approach for nondurable goods advertised on Facebook versus a traditional advertising approach differ in effectiveness

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Keywords: content marketing, digital marketing, Facebook advertising, marketing communication, nondurable goods, social media, traditional advertising.

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English Abstract

Scientific knowledge about the effectiveness of using a content marketing advertising approach for digital marketing is lacking. Therefore, this exploratory study aims to give insights into what extent the effectiveness differs between using the soft, indirect advertising approach of content marketing for advertising nondurable goods on Facebook compared to the direct, hard sell, traditional advertising approach.

First, this study showed that both types of Facebook advertisements were recognized as being an advertisement. Second, this study found a marginal but not significant pattern of the evoked attitudes towards the advertisement in favour of the content marketing advertising approach. However, respondents significantly preferred receiving Facebook advertisements with a traditional advertising approach instead of a content marketing advertising approach. As a final, this study found significant evidence for disfavour of receiving Facebook advertisements.

This master thesis provides practical insights for marketers for designing social media strategies. Besides, it has laid a foundation of insights for further research into applying the content marketing advertising approach for nondurable goods on Facebook.

Preface

The master thesis, the final assignment, the moment you work towards during your time as a student...and there it is. Just as all the other students I needed to write a master thesis. However, after seven years of studying I did not want to write 'just a' thesis. I wanted to write a thesis which I would proudly remember when I am 'grown-up and working' and no longer a student.

But where to begin! Luckily, I had the course '*Advertising and Marketing Psychology*' given by Ronald Voorn as one of my last courses. The topics that were addressed, but especially Ronald's endless enthusiasm, made me decide that I wanted to do research into one of these course topics. For that reason, I asked Ronald for some advice.

Ronald brought me into contact with Tristan Lavender, content marketer of Philipps NL, who gave me practical insights within the problem of using content marketing for nondurable goods. Subsequently, Ronald introduced me to Isobar NL, one of the leading digital marketing agencies, which led to a fourth month internship and a cooperation for this study.

Therefore, I would like to first and foremost, thank Ronald Voorn. From the beginning as well as during the hard and 'endless' time of finalizing the research proposal, Ronald has been a great supervisor to me. Which is even more special because this was his first time supervising a master student: he is a real natural! Also, many thanks to Thomas van Rompay, his role as a supervisor has been a big help in finalizing the research design and method. Many thanks.

I want to thank Tristan Lavender for the great experiences at Philips. Besides, many thanks to the whole 'strategy team' of Isobar NL and in particular, Bram Draaijer and Martin Kloos for supporting this research. You really increased the quality of this research. Thanks for the opportunity to work for Isobar for four months, it has been a great pleasure.

Finally, I would like to thank Rianne and Leontine for reviewing my thesis: the best friend awards are coming your way! Also, many thanks to my family, friends and boyfriend for being patient and supportive. Especially many thanks to my parents who have always supported and motivated me, thank you so much!

It had a long way, but I am very satisfied with the end-result of the thesis which has become the thesis I hoped for. I am very grateful for the fantastic time, the wonderful people and the unforgettable experiences the master thesis has brought me: thank you all very much!

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Chapter 1: Introduction

“The art of communicating without selling” is how content marketing can be defined according to Pulizzi (as cited in Kerkhof, 2012, p. 14). It is seen as a soft, indirect advertising approach based on offering consumers’ valuable information instead of the more direct, traditional advertising approach that contains of price and sales focused content. For that reason, many marketing blogs write about content marketing as ‘the holy grail’ in today’s economy (Abel, 2012; Berthon, Pitt, Plangger, & Shapiro, 2012; Kho, 2014; Pulizzi, 2012; Wright & Khanfar 2010). They argue that within a western society where consumers are daily exposed to more than 1000 commercial messages, consumers have become more resistant to marketing exposures than ever. Therefore, a soft and indirect marketing approach as content marketing would be more effective (Abel, 2012; Berthon et al., 2012; Kho, 2014; Liebrecht, 2015; Pulizzi, 2012; Wright & Khanfar, 2010).

As a result, an ever-growing majority of marketers has started to use content marketing in their digital marketing since 2013 (Berthon et al., 2012; Wright & Khanfar, 2010). However, there are many concerns about the effectiveness of using content marketing in digital marketing strategies (Bakker, 2017; Kho, 2014; Liebrecht, 2015; Visser, 2015). More specifically, there are concerns about the effectiveness of using content marketing for advertising nondurable goods on social media (Bakker, 2017; T. Lavender, personal communication, October 21, 2016). This is because the content needs to be valuable for consumers to get noticed and read, before it can become a successful advertisement (Abel, 2012, Pulizzi, 2012). According to the Content Marketing Institute (CMI, 2015), content marketing can be defined as: “creating and distributing valuable, relevant and consistent content to attract and acquire a clearly defined audience...with the objective of driving profitable customer action.” But is communicating informative content about nondurable products on a medium where people are mostly low involved, more effective compared to using a direct, hard sell, traditional advertising approach?

Based on the work of several authors one could argue that an advertisement with a content marketing approach is more effective compared to using a traditional advertising approach because consumers do not recognize it as a direct attempt to sell which increases the salience and evokes more favourable attitudes (Abel, 2012; Liebrecht, 2015; MarketingMonday, 2013; Visser, 2015). On the other hand, as is stated in the Persuasion Knowledge Model of Friestad and Wright (1994), one could argue that a mismatch between what a brand communicates and what consumers demand and expect, can also cause ignorance of the advertisement or negative attitudes towards the brand.

However, little scientific knowledge is available about the usage of content marketing on social media which is why research into the effectiveness of it is required (Kerkhof, 2012; Liebrecht, 2015). Within this field, Facebook is since 2013 the most used medium to practise content marketing (CMI, 2015). Therefore, this exploratory study resulted in a two by two, between-subjects factorial design to answer the research question: to what extent do advertisements with a content marketing advertising approach differ in terms of salience and influencing attitudes compared to advertisements with a traditional advertising approach in advertising nondurable goods on Facebook amongst Facebook users within the age group of 25-45 year olds?

In the next section a theoretical framework is presented with an outline of relevant literature followed by a section including the formulation of the research question and research design. The thesis continues with a description of the research methods followed by the results. The last chapter includes a discussion of the findings of this study as well as recommendations and the research limitations.

Chapter 2: Theoretical framework

The key concepts and variables of this study are defined in this chapter. In the first subsection, the two advertising approaches of content marketing and traditional advertising are defined. Secondly insights into advertising on Facebook are given followed by a discussion of the possible differences in effectiveness in terms of salience, attitudes towards the brand, attitudes towards the advertisement, personal action tendencies and preferences.

2.1 Advertising Approaches

The concept of advertising has been studied for years and several definitions and perspectives exist (Richards & Curran, 2002). The work of Richards and Curran (2002) is used to give an unambiguous definition for the concept of advertising used in this study, which is: “advertising is a paid, mediated form of marketing communication from an identifiable source, designed to persuade the receiver to take some action, now or in the future” (p.74). However, there are various advertising approaches that can be used. Which approach is best to use is based on such aspects as the advertised product/service, medium, audience and marketing objectives (Haygood, 2017). This study is focused on two different and opposing advertising approaches: a traditional advertising approach and a content marketing advertising approach.

2.1.1 Traditional Advertising Approach

A traditional advertising approach is foremost characterized by a strong focus on product or service specific features to inform consumers directly what is for sale, for what price and how and where it can be bought (Brown, 2015; Fennis & Stroebe, 2015; Schmitt, 1999). It is established from a rational and analytical view of customers, products and competition whereby the self-interest of the organization is directly noticeable (Brown, 2015; Schmitt, 1999).

Overall, advertisements with a traditional advertising approach contain strong promotional information with a clear objective for selling by using persuasive arguments that include product features and/or aspects as price and discount and/or a direct call to action to convince and motivate prospective buyers to directly make the purchase (Brown, 2015; Fennis & Stroebe, 2015; Schmitt, 1999).

The traditional advertising approach is a widely used strategy for advertising nondurable goods (Fennis & Stroebe, 2015; Zaichkowsky, 1985). Nondurable goods can be defined as relatively cheap products which are used and bought often and can be consumed during one or more uses as for example laundry detergent. Consumers are usually not highly involved while shopping for this type of product because little cognitive process is required (Fennis & Stroebe, 2015; Zaichkowsky, 1985).

The latter can be explained by the Elaboration Likelihood Model, which states that the amount of cognitive involvement required to notice and process an advertised message, depends on one's perceived personal relevance and the situation one is involved with (Fennis & Stroebe, 2015; Petty, Cacioppo & Schumann, 1983). A low state of consumer involvement can be characterized by having little or no time and/or motivation to search for information or to read and overthink arguments. A peripheral route of processing is used whereby decisions are made based on simple heuristics, inferences, gut feelings or positive or negative cues (Chaiken & Maheswaran, 1994; Fennis & Stroebe, 2015; Petty et al., 1983). For that reason, this direct, hard-sell, traditional advertising approach, is often used for advertising nondurable products (Fennis & Stroebe, 2015).

2.1.2 Content marketing advertising approach

In comparison to the traditional advertising approach there is the soft, indirect advertising approach of content marketing. According to the Content Marketing Institute, content marketing is: "creating and distributing valuable, relevant and consistent content to attract and acquire a clearly defined audience...with the objective of driving profitable customer action." (CMI, 2015). Additionally, Peter Kerkhof (2012), described the main objective of content marketing as: "creating and sustaining relationships with customers and prospects by offering valuable information instead of only promotional information" (p.2) and that it is used more often online with the possibility to share it among social media networks (Kerkhof, 2012).

This advertising approach puts customers in a central position instead of the product or the brand taking first place and it evokes an interaction with the customer (Liebrecht, 2015). Therefore, the self interest of the organization is minimally noticeable if at all, and the consumers can experience the content as a helpful service instead of a direct attempt to sell (Kerkhof, 2010; Liebrecht, 2015; Pulizzi, 2012). The content marketing advertising approach has as prior objective of promoting valuable and informative content to persuade consumers to start reading it and to positively influence their attitudes to eventually achieve the set marketing objectives (Abel, 2012; Liebrecht, 2015).

Consequently, the content of a content marketing exposure must first trigger the consumer to notice and read it to become effective (Abel, 2012, Pulizzi, 2012). Therefore, consumers must find the exposed content relevant and interesting (de Groot, 2014). However, the Elaboration Likelihood Model states that consumers only become high involved when the product or content is seen as important to the consumer and if the reader has enough time and motivation to actively think about it (Fennis & Stroebe, 2015; Petty et al., 1983). As a result, content marketing is a commonly used strategy among products that require high consumer involvement as durable goods (Bakker, 2017). Durable goods can be defined as products that last at least three years after purchase and/or which theoretically cannot be used up like computers or cars (Fennis & Stroebe, 2015; Zaichkowsky 1985).

For that reason, some marketers questioning the effectiveness of using the content marketing advertising approach instead of the traditional approach for advertising 'uninteresting' nondurable goods on Facebook, a medium where people are often low involved. (Bakker, 2017; T. Lavender, personal communication, October 21, 2016).

2.2 Advertising Effectiveness

2.2.1 Salience

According to Fennis and Stroebe (2015) salience of an advertisement can be defined as the extent to which an exposure draws attention and becomes more interesting for an individual. The amount of salience is based on visual and contextual aspects as well as personal interpretations and evaluations of the exposure (Fennis & Stroebe, 2015; Isaac & Grayson, 2017). According to the Persuasion Knowledge Model of Friestad and Wright (1994), these personal interpretations and evaluations are based on prior knowledge of persuasion tactics and the exposed brand and its product or service. Herewith the perceived appropriateness and credibility of the persuasive message in the exposure can be determined (Friestad & Wright, 1994; Isaac & Grayson, 2017). Based on whether these evaluations are positive or negative, specific consumer behaviour is evoked. This behaviour can vary from paying attention, accepting and admitting the persuasive message, to unconsciously activating a defence mechanism whereby the consumer ignores the advertisement (Fennis & Stroebe, 2015; Isaac & Grayson, 2017). Therefore, the evaluation of the advertising, which occurs mostly unconscious, can determine whether the advertising will be ignored and determines the salience (Friestad & Wright, 1994).

2.2.2 Attitudes

Based on whether an advertisement get noticed by an individual, the evaluation of it determines the attitudes towards the advertisement. Attitudes are formed by evaluating a specific concept by a certain degree of favour or disfavour (Fennis & Stroebe, 2015; Spears & Singh, 2004). According to the Dual Mediation Hypothesis of Mackenzie, Lutz and Belch (1986), attitudes towards the advertisement directly influence the attitudes towards the brand and indirectly influence personal action tendencies as for example, a purchase (MacKenzie, Lutz & Belch, 1986; Spears & Singh, 2004; Torres, Sierra & Heiser, 2007).

According to this hypothesis, the attitudes towards the advertisement influence the attitude towards the brand through two pathways: indirect via prior brand cognitions and direct via evaluative conditioning (Fennis & Stroebe, 2015, p.136).

According to Fennis and Stroebe (2015), evaluative conditioning holds that the evoked attitudes towards the advertisement are transferred to the brand and therefore directly determine or influence the brand attitude. The attitudes towards the brand in turn determine or influence the personal action tendencies. Hence, a mediated relationship exists between the attitudes towards the advertisement on the attitude towards the brand and the personal action tendencies (MacKenzie, Lutz & Belch, 1986; Spears & Singh, 2004; Torres, Sierra & Heiser, 2007). The Dual Mediation Hypothesis is used many times for performing research into advertising effectiveness (Spears & Singh, 2004). Hence, this study has measured both the attitudes and personal action tendencies to get insights into the effectiveness of both advertising approaches in advertising nondurable goods on Facebook.

2.3 Facebook Advertisement

The determination of which advertising approach to use depends, among other things, on the advertising medium (Haygood, 2017). According to the Content Marketing Institute (2015) the social media platform Facebook is at 94% the most used digital marketing medium to practise content marketing (CMI, 2016). For that reason, this study has measured the effectiveness of both advertising approaches on Facebook.

On Facebook people or organizations can share posts on their Facebook timeline organically, which means that only accounts which are with mutual consent linked to the sender will be exposed with the posts. Facebook users are mostly low involvement while scrolling through their Facebook timeline as it is seen as a little break (Morin, 2016). Next to that, there are advertised or so called, 'sponsored Facebook posts', which can be 'pushed' on the timelines of a specific target group. These types of sponsored Facebook posts have a note of 'sponsored' and 'proposed' to inform the receiver that it is an advertisement (Facebook, 2017).

According to Statista (2017) the most active Facebook users worldwide are 42% females and 58% males between the age of 20 and 45. Within this group, most online purchases in the category of nondurable and household products are made by consumers in the age range of 25 and 45 years (CBS, 2016). Hence, Facebook users within the age group of 25 – 45 years olds are the target group of this study.

2.4 Possible differences in effectiveness

The content marketing and the traditional advertising approach differ in terms of content of which the content marketing approach does not look like an active attempt to sell but rather to inform and help. According to the Persuasion Knowledge Model, it might therefore be less likely to be perceived as a persuasive attempt and as a result, can evoke positive evaluations of credibility which can increase the salience and attitudes towards the brand (Abel, 2012; Liebrecht, 2015; MarketingMonday, 2013; Visser, 2015). Besides, the fact that it looks like an attempt to inform the consumer rather than an attempt to sell can evoke more positive attitudes towards the advertisement and the brand (Hofmann et al., 2010; Spears & Singh, 2004) which can lead to preferred consumer behaviour as making purchases (Spears & Singh, 2004) or in case of Facebook advertisements: clicking or sharing the advertisement on Facebook (Facebook Ad Guide, 2017).

Therefore, if Facebook users do notice the content marketing advertisement, and recognize it as an attempt to inform rather than an attempt to sell, one could argue that an advertisement with a content marketing approach is more preferred by consumers to receive on their personal Facebook timeline.

On the other hand, one could also argue that a content marketing advertising approach would be less effective compared to a traditional advertising approach. According to the Persuasion Knowledge Model, the appropriateness of the advertisement and the match or mismatch between what a consumer prefers and expects to see from a product or brand, and what is exposed in an advertisement, determines the consumer's evaluation and attitudes (Fennis & Stroebe, 2015; Friestad & Wright, 1994; Isaac & Grayson, 2017). If consumers perceive the content of the content marketing advertisement of a nondurable good as irrelevant or uninteresting, it can evoke negative attitudes creating undesirable consumer behaviour such as dismissing the advertisement (Friestad and Wright, 1994). If the content marketing approached advertisement is considered to be irrelevant, a preference towards the traditional advertising approached advertisement can be expected.

Besides, the traditional advertising approach is used more often for advertising nondurable goods (Fennis & Stroebe, Zaichkowsky, 1985). Hence, one could argue that the traditional advertising approached advertisement would perform better in salience and evoking positive attitudes because it looks more familiar to the consumers.

Moreover, because Facebook users are mostly low involved while scrolling on their Facebook timeline (Moring, 2016), a peripheral route of processing is activated. The advertisement is processed and evaluated based on simple heuristics and positive and negative cues (Chaiken & Maheswaran, 1994; Fennis & Stroebe, 2015; Petty et al., 1983). Because the content of the traditional advertising approached advertisement contains more clear and direct aspects (for example discount) it might be more 'suitable' to be processed via the peripheral route and therefore become more effective compared to the content marketing advertisement. The low involved state of the respondents might make them ignore the content marketing approached advertisement because not enough cognitive focus, motivation and/ or time is available to process it.

Many scientific theories exist about the effectiveness of the traditional advertising (Brown, 2015; Fennis & Stroebe, 2015; Schmitt, 1999) and the content marketing advertising approach (Kerkhof, 2012; Liebrecht, 2015; Visser, 2015). Moreover, previous research into the effectiveness of content marketing on 'owned' digital media as the organizations website exists (Liebrecht, 2015; Visser, 2015). However, research into the effectiveness of using a content marketing advertising approach for advertising nondurable goods on Facebook is lacking, which is why no clear predictions can be made. For that reason, an exploratory research has been performed to give insights in to what extent the effectiveness between both advertising approaches differ.

Chapter 3: Research methods

First the research question and research design are defined followed by the justification and determination of the manipulation stimulus and respondents. The last subsection includes a description of the research procedure and the used research methods.

3.1 Research question

Scientific research into the effectiveness of using content marketing for nondurable goods is lacking as well as scientific research into the effectiveness of using a content marketing approach on Facebook. Therefore, an exploratory research has been performed to gain insights into which theories of content marketing can and cannot be applied to using content marketing on Facebook for advertising nondurable goods. The aim of this exploratory study was to answer the research question:

- to what extent do advertisements with a content marketing advertising approach differ in terms of salience and influencing attitudes compared to advertisements with a traditional advertising approach in advertising nondurable goods on Facebook amongst Facebook users within the age group of 25-45 year olds? -

3.2 research design

A two by three, between-subjects factorial design was used in which the two independent variables were (1) an advertising approach with two levels: traditional and content marketing and (2) a nondurable product with two different products. The dependent variable is the advertisement effectiveness with the three levels: (1) salience, (2) attitudes and (3) preferences.

Two pre-tests have been conducted prior to designing the main study. The study consisted of an online questionnaire which gathered the data in four research parts. In the first part the salience of the sponsored Facebook posts were measured and in the second part the attitudes and personal action tendencies. To increase the practical relevance of the study a hot-spot analysis was conducted in the third part. In the fourth and final part the direct preferences between both advertising approaches were measured by use of an A/B-test. Figure 1 on the next page visualizes the performed study.

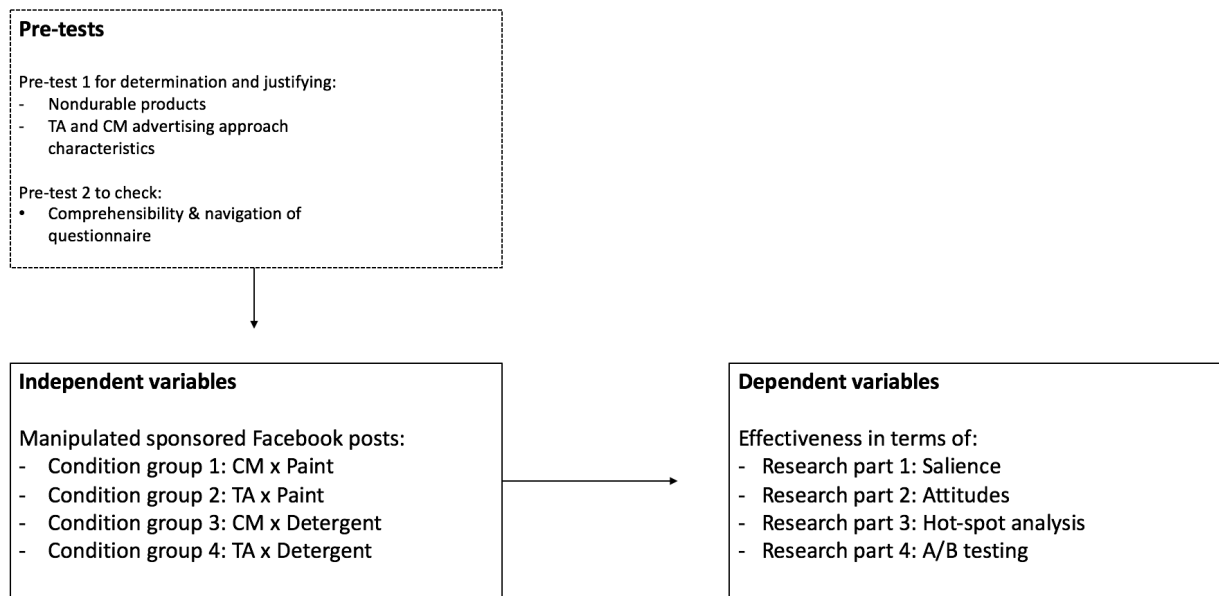


Figure 1: Visualization of the performed research

Note: CM is the abbreviation for content marketing. TM is the abbreviation for traditional advertising.

3.2.1 Pre-tests

The data of the first pre-test determined and justified the nondurable products and the characteristics of the traditional advertising and content marketing approach for designing valid stimulus materials. An online questionnaire gathered the data of 32 respondents of which 90% were familiar with the concept of content marketing and 76% had a job or education related to digital marketing.

First four nondurable goods were elected based on previous research onto nondurable goods, and in consultation with Isobar NL to make the study of more practical relevance (Bech-larsen & Nielsen, 1998; Hoonsoopon & Puriwat, 2016; Zaichkowsky, 1985). The seven-point Likert scale of Zaichkowsky (1985) for measuring involvement, justified which product respondents were least involved with ($\alpha=.80$). Based on the results and practical relevance for Isobar NL, the products: wall paint ($M=.42$, $SD=.20$) and laundry detergent ($M=.82$, $SD=.20$) were selected for this study. Secondly, the distinctive main characteristics for both the traditional advertising and content marketing advertising approaches were determined. Herewith the stimulus materials could be designed and tested. The results of the first pre-test can be found in appendix 2. The second pre-test ($N=19$) was performed to check the comprehensibility and navigation of the online questionnaire for the final study. The results of the second pre-test can be found in appendix 3.

3.3 Manipulation Materials

3.3.1 Facebook advertisements

The manipulation materials used in this study consisted of four different sponsored Facebook posts: both the nondurable products laundry detergent and wall paint, one version with a content marketing approach and a version with a traditional advertising approach. Figure 2 includes all four manipulated Facebook posts used in this study. The fictional brand and logo 'Onimo' were used for both nondurable products to avoid conflict with other possible brand associations and attitudes as well as to increase the internal validity of the study (Keller & Aaker, 1992).



Figure 2: Facebook advertisements

Note: From left to right, first row: advertisement 1, traditional advertising approach with product paint; advertisement 2, content marketing approach with product paint. From left to right, second row: advertisement 3, traditional advertising approach with product laundry detergent, advertisement 4: content marketing approach with product laundry detergent.

3.3.2 Simulated Facebook timeline

The exposure of sponsored Facebook posts on a Facebook timeline has been simulated to increase the internal validity of the study. Therefore, a fictional Facebook timeline was created along with a fake account of the University of Twente. The timeline included seven organic, fictional Facebook messages and one sponsored Facebook post. One of the four simulated Facebook timelines can be found in Appendix 4. Figure 3 includes a part of the timeline.



Figure 3: First part of the fictional Facebook timeline

Note: Stimulus material exposed here: TA version with paint.

3.4 Measurement procedure and methods

As discussed in paragraph 3.1, the online questionnaire used for gathering the data contained of four parts. Per research part the procedure and method are described.

3.4.1 Research part 1: measuring salience

For the first part of the study scrolling through an actual Facebook timeline was simulated and therefore the respondents state of low involvement was manipulated. Because scrolling through a Facebook timeline is mostly performed mindlessly, with little or no specific focus and with low involvement, the respondents needed to perform four IQ-test questions to deplete them and to manipulate a state of low involvement (Morin, 2016). After the respondent had performed the IQ-test questions, they were instructed to ‘take a break and relax’ and to scroll through the simulated Facebook timeline from top to bottom and then from the bottom up. The respondents had ten seconds to scroll through the Facebook timeline.

Measurement

For measuring the saliences of the sponsored Facebook posts, ‘recall tasks’ were used to measure the salience in an unconscious way (Torres et al, 2007). After performing the instructions of scrolling through the Facebook timeline, the respondent was asked to recall as many subjects as he or she could from the Facebook timeline. Herewith, insights could be gathered whether the Facebook advertisement was noticed (Torres et al., 2007).

Thereafter, a direct and explicit question was used to verify if the respondent had seen a sponsored Facebook post of a brand, followed by letting the respondent fill in the product they thought they had seen at the sponsored Facebook post. To gain insights in to what extent the respondent could recall all aspects of the sponsored Facebook post, a direct question was asked to recall the brand name. The overall salience of the sponsored Facebook post could be determined based on whether a subject, product and brand related to the stimulus materials was recalled. To overcome researcher bias and to test the inter-rater reliability, an external researcher assessed the results first (Dooley, 2001).

The last question of this research part included a seven-point semantic differential scale with one scale: *“the sponsored Facebook post is an advertisement / the sponsored Facebook post is not an advertisement”*. Insights could be gathered to what extent the two different advertising approaches were identified as advertisement. In this study only seven-point scales are used instead of five-point scales to get more precise information of the measurement (Alwin,1997).

3.4.2 Research part 2: measuring attitudes

The attitudes towards the advertisement, attitudes towards the brand and the personal action tendencies are measured by use of seven-point semantic differentiation scales for each dependent variable. To stimulate and activate a peripheral route of processing of the exposures, the respondent first got to see the sponsored Facebook post for five seconds because low involved people are not motivated or take little or no time to pay attention (Fennis & Stroebe, 2015; Petty et al., 1983). Before seeing the sponsored Facebook post, the respondent was informed that it was a sponsored Facebook post of a new brand that was not yet available in The Netherlands.

Because this study used a fictional brand, it was important to note that the respondents needed to make evaluations based on the advertisement itself instead of existing brand cognitions (Keller & Aaker, 1992).

Measuring attitudes towards the brand

First of all, the attitudes toward the brand, Onimo, were measured by the use of a seven-point differential scale. The scale contained nine items: (1) good/ bad; (2) positive/ negative; (3) friendly/ unfriendly; (4) high quality/ low quality; (5) interesting/ uninteresting; (6) desirable/ undesirable; (7) worthless/ valuable; (8) I would buy the brands products/ I would not buy the brands product; (9) the brand looks reliable/ the brand does not look reliable. The items of the scale are derived from a successfully conducted research onto attitudes towards the brand done by Spears and Singh (2004). To check the focus of the respondent and prevent habituation bias, item 7: worthless/ valuable, was reversed from the other items (Dooley, 2001). After recoding the reversed item, the scale reliability was confirmed ($\alpha=.90$).

Measuring personal action tendencies

The personal action tendencies are measured by a seven-point semantic differential scale with three items of which the respondent needed to indicate to what extent they were intended to perform the behaviour. The three items used are: (1) click intention: definitely do tend to click/ definitely do not tend to click, (2) share intention: definitely do tend to share/ definitely do not tend to share this at my Facebook timeline and (3) read intention: definitely do tend to read more about this/ definitely do not tend to read more about this on the brands website. The scale item reliability was confirmed ($\alpha=.89$).

Measuring attitudes towards the advertisement

Finally, to measure the attitudes towards the advertisement, a seven-point semantic differential scale was used with ten items: (1) interesting/ uninteresting; (2) positive/ negative; (3) pleasant/ unpleasant; (4) enjoyable/ irritating; (5) relevant/ irrelevant; (6) appropriate/ inappropriate; (7) credible/ sceptical; (8) nice to see/ annoying to see; (9) a clear attempt to sell/ no clear attempt to sell; (10) clear attempt to inform/ no clear attempt to inform.

Items one to eight are derived from a previous study on attitudes done by Spears and Singh (2004). Items nine and ten are added based on the characteristics of this study. The internal consistency of the scale was confirmed ($\alpha=.89$).

3.4.3 Research part 3: hot-spot analysis

To increase the practical relevance of this study, insights are gathered for both advertising approaches on a qualitative level using a hot-spot analysis. Based on the Facebook ad style guide (2017) and the characteristics of this study, the sponsored Facebook posts were divided into eight layout components. The eight components were red squared and numbered and the respondents needed to assess all eight components of both a content marketing and a traditional advertising approached Facebook posts as either: positive, negative or neutral. After the data was gathered, the layout components which were evaluated most positive were coloured green whereas the most negative evaluated components were coloured red. Herewith the evaluation of the pre-defined components of the sponsored Facebook posts were visualized which is referred to as hot-spot analysis (Qualtrics, 2017). The results of the hot-spot analysis gave practical insights for digital marketers into which Facebook-post items were positively and negatively evaluated by consumer per type of advertising approach. Figure 4 shows the eight layout components, which included:

1. Notification 'proposed post'
2. Logo and notification 'sponsored post'
3. Call-to-action button: 'like page'
4. Headline text
5. Image
6. Call-to-action button: 'click here for discount' (traditional advertising version) / click here for more information (content marketing version)
7. Call-to-action button: 'go to website'
8. Button 'more information'



Figure 4: Sponsored Facebook post with pre-defined layout components used for creating the hot-spot analysis

3.4.4 Research part 4: measuring preferences

Next, an A/B-test allowed the respondent to directly choose between a content marketing and a traditional advertising approached Facebook advertisement. According to Dooley (2001), A/B-testing is a frequently used method to identify performances between two different types of advertisements.

To get more insights into the reason of the preference, a seven-point Likert scale was used with scale one indicating '*absolutely do not agree*' and seven indicating '*absolutely do agree*'. The respondents needed to rank nine items for the statement '*I prefer advertisement X (the one they had chosen) above advertisement Y because...*'. The nine items used are: (1) It is more interesting to me, (2) It is more relevant to me, (3) It has more value to me, (4) the other advertisement is annoying, (5) the information given is of more value to me, (6) I prefer this type of advertisement more, (7) I like to get this type of post on my Facebook profile, (8) I would click on the advertisement to get more information, (9) I would share this post on my Facebook timeline. The scale reliability was confirmed ($\alpha=.80$).

3.5 Participants

In total 208 Dutch respondents with an age group range of 25 - 45 year olds ($M: 34.94$ years, $SD=6.28$) have participated in this study. As was stated in chapter 3.1, the research design resulted in four research groups. The respondents were randomly divided among the four research groups. An overview of all four research groups per age and gender can be found in table 1. To increase the quality of the data, the participants are collected by the research panel agency: Panelzicht. The age and gender were equally distributed among all four conditions (both $F<1$).

Table 1: Overview research groups per age and gender

Research groups	N	Age		Gender	
		M	SD	Male	Female
Group 1: CM x Paint	52	35.13	6.91	50%	50%
Group 2: TA x Paint	52	34.10	6.04	50%	50%
Group 3: CM x Detergent	52	35.21	6.23	50%	50%
Group 4: TA x Detergent	52	35.31	6.01	50%	50%
Total	208	34.94	6.28	50%	50%

Note: CM is the abbreviation for content marketing. TM is the abbreviation for traditional advertising.

4. Results

4.1 Results Saliency

4.1.1 IQ-tests questions

A small majority of 53% of all respondents has answered all four IQ-tests questions correctly. The first question was answered correctly by 84%, the second by 78%, the third by 86,5% and the fourth by 68,8%. The high scores show that most respondents have performed the IQ-tests questions with high cognitive involvement which caused depletion and therefore stimulated a state of low involvement. Herewith the cognitive state of the respondents is more similar to as they were scrolling through an actual Facebook timeline (Morin, 2016).

4.1.2 Results measuring saliency

Secondly, a Chi-square test showed no significant differences between the saliency of both advertising approaches.

First, the results show that 19.23% of all respondents could recall a word related to the stimulus material of which 45% had seen a Facebook advertisement with a content marketing approach and 55% the traditional advertisement. A Chi-square test showed no significant differences $X^2(2) = 0.62, p = 0.73$. Secondly, 30.77% of the respondents answered 'Yes I have seen a sponsored Facebook post of a brand and its product' of which 47% of respondents were exposed to a content marketing advertisement and 53% to a traditional advertisement. A small majority of 53.13% of the respondents could recall a related product of which 41.18% was exposed to a content marketing advertisement and 58.82% to a traditional advertisement. Again, no significant differences were found $X^2(2) = .38, p = .83$. Thirdly, 29.70% of the respondents could recall the right brand name or a name related to the brand of which 36.85% was exposed to a content marketing advertisement and 63.15% to the traditional advertising approached advertisement.

There is a consistent difference of more recalled words related to the traditional advertising approached advertisement in comparison to the content marketing advertisement. Even though this difference is not significant, it can be used as a groundwork for further research. An overview of the results per recall-question, per research group can be found in appendix 1. An overview of all recalled subjects, products and brand names of the Facebook timeline can be found in appendix 6.

4.1.3 Results determination Advertisement

Finally, no significant differences were found between the results of both advertising approaches, $F(3,60) = .97, p = .41$. A one sample t-test showed that both the content marketing advertising approached advertisements as well as both the traditional advertising approached advertisement were significantly more defined as advertisements instead of no-advertisement, ($M = 4.14, SD = 1.80$), $t(63) = -2.93, p < 0.01$.

Both advertisements were defined as *"clearly an advertisement because it is posted inorganically"*.

4.2 Results Attitudes and Personal Action Tendencies

4.2.1 Results Attitudes towards the Brand

First, an analysis of variance showed no significant differences between the results of the attitudes towards the brand of both advertising approaches, $F(3, 204) = .34, p = .80$. There are no significant differences between the results of both content marketing (paint: $M = 3.62, SD = 1.02$; detergent: $M = 3.60, SD = 1.09$) and both traditional advertising (paint: $M = 3.77, SD = 0.89$; Detergent: $M = 3.72, SD = 1.17$) approached Facebook posts. An overview of the results can be found in appendix 1.

4.2.2 Results Personal Action Tendencies

Secondly, an analysis of variances showed no significant differences in the results of the evoked personal action tendencies, $F(3, 204) = .11, p = .96$. The results of both content marketing approached advertisements (paint: $M = 5.15, SD = 1.58$; laundry detergent: $M = 5.05, SD = 1.62$) did not differ significantly with the results of both traditional advertisements (paint: $M = 5.24, SD = 1.80$; laundry detergent: $M = 5.16, SD = 1.67$). An overview of the results can be found in appendix 1.

4.2.3 Results Attitudes towards the Advertisement

Thirdly, an independent sample t-test showed no significant, but marginal significant, differences between the results of both content marketing advertisements ($M = 3.65, SD = .98$) and traditional advertising advertisements ($M = 3.90, SD = 1.15$) in evoking attitudes towards the advertisement, $t(206) = -1.71, p = .09$. However, a marginal but not significant difference was found between the results of the content marketing ($M = 3.52, SD = .92$) and the traditional advertising approached Facebook advertisements ($M = 3.93, SD = 1.25$) for advertising laundry detergent, $t(102) = -1.94, p = .06$. No significant differences were found between the two groups of content marketing ($M = 3.78, SD = 1.03$) and traditional advertising ($M = 3.87, SD = 1.05$) for the paint product group $t(102) = -.43, p = .67$. An overview of the results can be seen in table 2 on the next page.

Moreover, an ANOVA showed statistic significant differences between the mean scores of item 4: 'Enjoyable – Irritating' between both content marketing (paint: $M = 3.85, SD = 1.49$; detergent: $M = 3.42, SD = 1.40$) and both traditional advertising (paint: $M = 4.10, SD = 1.49$; detergent: $M = 4.27, SD = 1.79$) approached Facebook advertisements, $F(3, 204) = 2.91, p = .04$. Besides, on scale item 10: 'A clear attempt to inform- No clear attempt to inform', also a significant difference was found between the mean scores of both content marketing (paint: $M = 3.29, SD = 1.39$; detergent: $M = 2.85, SD = 1.23$) and both traditional advertising approached Facebook advertisements (paint: $M = 3.67, SD = 1.57$; detergent: $M = 3.58, SD = 1.38$), $F(3, 204) = 3.68, p = .01$. The results are not significant, but the results do shows a pattern in favour of the content marketing advertising approached Facebook advertisements.

Table 2: Overview results attitudes towards the advertisement

Scale items	Group 1: CM-paint		Group 2: TA-paint		Group 3: CM-Detergent		Group 4: TA-Detergent		Total	
	M	SD	M	SD	M	SD	M	SD	M	SD
1. Interesting - Uninteresting	4.21	1.67	4.08	1.53	3.77	1.66	4.29	1.76	4.09	1.66
2. Positive - Negative	3.60	1.43	3.88	1.38	3.31	1.38	3.73	1.51	3.63	1.43
3. Pleasant - Unpleasant	3.87	1.44	4.08	1.43	3.88	1.38	3.98	1.64	3.95	1.47
4. Enjoyable - Irritating	3.85	1.49	4.10	1.49	3.42	1.42	4.27	1.79	3.91	1.58
5. Relevant - Irrelevant	4.54	1.55	4.33	1.64	3.96	1.70	4.67	1.72	4.38	1.67
6. Appropriate - Inappropriate	3.73	1.52	3.81	1.51	3.87	1.60	4.12	1.55	3.88	1.54
7. Credible - Sceptical	3.67	1.29	3.90	1.45	3.56	1.26	3.73	1.44	3.72	1.36
8. Nice to see - Annoying to see	4.15	1.58	3.98	1.53	3.63	1.39	4.40	1.65	4.04	1.55
9. A clear attempt to sell - No clear attempt to sell	2.94	1.55	2.90	1.66	2.92	1.55	2.58	1.27	2.84	1.51
10. A clear attempt to inform - No clear attempt to inform	3.29	1.39	3.67	1.57	2.85	1.23	3.58	1.38	3.35	1.42
Total	3.78	1.03	3.87	1.50	3.52	0.92	3.93	1.25	3.78	1.07

Note: CM is the abbreviation for the content marketing advertising approach. TA is the abbreviation for the traditional advertising approach

4.2.4 Mediation effect

Subsequently, the mediated relationship of evaluative condition, as part of the Dual Mediation Hypothesis, was also found in this study. Approximately 37% of the variance in the results of the personal action tendencies was accounted for by the predictors: attitudes towards the advertisement and attitudes towards the brand ($R^2=.37$). The regression coefficients and standard errors can be found in Table 3. Four steps for measuring a mediated relationship with a linear regression are performed (Kenny, 2016). As a first, a significant relation between the attitudes towards the brand and the personal action tendencies was found, $F(1,206) = 64,264$, $p<.001$, adj. $R^2 = .24$. Secondly, a significant relation between the attitudes towards the advertisement and the personal action tendencies was found, $F(1,206) = 117,049$, $p<.001$, adj. $R^2 = .359$. Thirdly a significant relation between the attitudes towards the advertisement and the attitudes towards the brand was found, $F(2, 205) = 59.33$, $p < .001$, adj. $R^2 = .61$. As a fourth, the attitudes towards the brand were no longer a significant predictor of the personal action tendencies after controlling the proposed mediator ($p=.24$) which indicates a mediation effect.

This test was performed to check the internal validity of the used measurement scales. The measurement scales used to measure the attitudes and personal action tendencies are extensively derived from the study of Spears & Singh (2004) and were adjusted to the characteristics of this research. Because the same mediated relationship was found, the measurements scales used in this study are proven to be reliable. Secondly, a marginal but no significant difference was found in the results of the attitudes towards the advertisement. Based on the found mediated relationship predictions can be made which can be used as a groundwork for further research into the effectiveness of using a traditional or content marketing advertising approach on Facebook.

Table 3: Results regression analysis of the attitudes towards the brand on the personal action tendencies with the attitudes towards the advertisement as mediator

Dependent Variables	<i>B</i>	<i>SE B</i>	β	<i>t</i>	Sing. (<i>p</i>)
Constant	1.49	.36		4.15	.00*
AA	.82	.13	.53	6.46	.00*
AB	.15	.13	.10	1.18	.24

*Note: $R^2 = .37$, * $p < 0.001$.*

4.3 Results Hot-spot analysis

To increase the practical relevance of this study a hot-spot analysis is performed to gain qualitative insights into the preferences of the respondents per Facebook advertisement lay-out component. The top three most positive and negative evaluated components of all four Facebook advertisements can be seen in figure 5. Green represents a positive and red a negative evaluated component. The corresponding scores can be found in appendix 1. Both content marketing advertisements gained more positive rankings for component 4: *'Headline text'* compared to the traditional advertisement which is a characteristic of the content marketing approach. Whereas the traditional advertisement gained more positive ranking for component 6: *'Discount call-to-action button'*, which is a characteristic for the traditional advertising approach. For all four Facebook advertisements, the component numbers of 1: *'Notification of proposed post'* and 2: *'Brand logo + notification sponsored post'* were ranked most negatively.



Figure 5: Results Hot-spot analysis

Note: From left to right, first row: advertisement 1, content marketing with product paint; advertisement 2, traditional advertising with paint. From left to right, second row: advertisement 3, content marketing with laundry detergent; advertisement 4, traditional advertising with laundry detergent.

4.4 Results preferences

4.4.1 Results A/B-test

The traditional advertising approached Facebook advertisement is with 59.62%, significantly more preferred than the content marketing advertisement in the research groups including the paint product, $X^2(1) = 4.99$, $p = 0.05$. A $\phi = .20$ showed a moderate but significant difference (Field, 2009). At the laundry detergent product group also a majority of 57.69% of respondents preferred the traditional advertising approached advertisement. However, no significant differences were found, $X^2(1) = 1.42$, $p = .23$. Table 4 shows the total scores of both versions.

A majority of respondents who chose the content marketing advertisement supported their choice with scale item 3 '*it has more value to me*' ($M = 4.44$, $SD = 1.43$) whereas a majority of respondents who chose the traditional advertisement agreed with scale item 4: '*The other post (content marketing) is annoying*'. The results of all nine scale items per Facebook posts preference can be found in appendix 1.

Table 4: Overview results preferences

	CM	TA	Total
Research groups			
Group 1: CM-Paint	30.77%	69.23%	100%
Group 2: TA-Paint	50.00%	50.00%	100%
Group 3: CM-Detergent	48.08%	51.92%	100%
Group 4: TA-Detergent	36.54%	63.46%	100%
Total	41.35%	58.65%	100%

Note: Percentages are calculated per research group with $N = 52$, in total $N = 208$. CM is the abbreviation for content marketing. TM is the abbreviation for traditional advertising.

4.4.2 Overall attitude towards receiving sponsored advertisement

Finally, on average, respondents do not like to receive sponsored Facebook posts on their personal timeline ($M = 2.92$; $SD = 1.73$), $t(207) = -7.30$, $p < 0.01$. No significant differences were found between the results of the four research groups $F(3,204) = .51$, $p = .67$. The results per research group can be found in appendix 1.

5. Discussion

5.1 Discussing the results

The main goal of this exploratory study was to get insights in to what extent Facebook advertisements with a content marketing advertising approach differ in terms of salience and affecting attitudes compared to Facebook advertisements with a traditional advertising approach in advertising nondurable goods.

Salience

The results for measuring the effectiveness in terms of saliences showed small differences which were not found to be significant. Respondents which were exposed to the traditional advertisement could recall more related subjects (55%), products (58.82%) and brand names (63.15%) compared to respondents exposed to the content marketing advertisement. Besides, both advertisements were significantly recognized as an advertisement ($p < 0.001$)

The found pattern can be explained by the fact that both types of Facebook advertisements were defined and recognized as advertisements in this study. Facebook advertisements, other than printed advertisements, have a notification of the post being 'sponsored' and 'proposed' which might have caused this outcome (Facebook, 2017). It makes the advertised Facebook post directly recognizable as an advertisement. For that reason, one might argue that the theories and statements of the content marketing advertising approach being more effective in terms of salience because it is not directly recognized as an advertisement (Abel, 2012; Liebrecht, 2015; MarketingMonday, 2013; Visser, 2015) cannot be applied to Facebook advertisements. Therefore, further research into the effectiveness in terms of salience for using the content marketing advertising approach on Facebook advertisements is required.

Attitudes

Secondly, although no significant differences were found in the results of the attitudes towards the advertisement, attitudes towards the brand and personal action tendencies, the study did found a consistent and interesting pattern.

The Facebook advertisements with a content marketing approach evoked not significant but slightly more positive attitudes towards the brand (content marketing: $M=3.62/M=3.60$; traditional advertising: $M=3.77/M=3.72$), more positive attitudes towards the advertisement (content marketing: $M=3.52/M=3.78$; traditional advertising: $M=3.93/M=3.87$) and more personal action tendencies (content marketing: $M=5.15/M=5.05$; traditional advertising: $M=5.24/M=5.16$) compared to the traditional advertising approached advertisement. A marginal significant ($p=.09$) difference was found in the attitudes towards the advertisement between all four groups. Within only the product group of laundry detergent, the p-value was nearly significant ($p=.06$).

Additionally, the sponsored Facebook post with a content marketing approach was significantly more evaluated as *'Enjoyable'* ($p=.04$) and *'A clear attempt to inform'* ($p=.01$) compared to the post with a traditional advertising approach.

The pattern of the content marketing approached advertisement evoking moderately more positive attitudes can be explained by the mediated relationship of evaluative conditioning (Mackenzie, Lutz & Belch, 1986; Spears & Singh, 2004). The results of this study found the same mediation relationship confirming that the attitudes towards the advertisement do influence the attitudes towards the brand and in turn influence the personal action tendencies ($p < .001$, $R^2=.37$). For that reason, the more positive attitudes towards the content marketing approached Facebook advertisement has caused more positive attitudes towards the brand and personal action tendencies. The found pattern gives reasons and can be used as a groundwork to further explore the effectiveness of using a content marketing advertising approach for advertising nondurable goods on Facebook.

Thirdly, the hot-spot analysis showed small differences in the positively evaluated components of both types of advertising approaches. The *'call-to-action-discount-button'* of the traditional approached Facebook advertisement was most preferred, whereas the informative *'headline text'* was most positively evaluated at the content marketing approached Facebook advertisement. These results show that the characteristics of both advertising approaches are evaluated as most positive and favourable.

Fourthly, the study showed a significant preference in favour of the traditional Facebook advertisement ($p=.05$). The respondents would rather see a sponsored Facebook post of a nondurable product with a traditional advertising approach instead of a content marketing approach. The reason most respondents had for preferring the Facebook post with a content marketing approach was: *'it has more value to me'*. Whereas most respondents who preferred the Facebook post with the traditional advertising approach had the reason: *'the other post (CM) is annoying'*.

This result is contradicting the found marginal difference of the more favourable attitudes towards the content marketing advertisements. The results might be explained by that sponsored Facebook posts with a content marketing advertising approach do evoke more positive attitudes (Abel, 2012; Liebrecht, 2015; MarketingMonday, 2013; Visser, 2015), but in terms of relevance and practical utility, consumers rather receive discount and direct, sales focused information about 'uninteresting' nondurable goods while they are mindlessly scrolling through their Facebook timeline (Fennis & Stroebe, 2015; Zaichkowsky, 1985). Besides, since the traditional advertising approach is more commonly used for advertising nondurable goods, it might be more familiar and therefore be seen as relevant to consumer (Friestad & Wright, 1994). Besides, the fact that the traditional advertising approached advertisement included a simple cue offering discount, might have made it more suitable to be processed via the peripheral route which led to be more favourable (Fennis & Stroebe, 2015; Petty et al., 1983).

Moreover, the fact that the traditional advertising approached advertisement included a discount offer, might have evoked the feeling of ‘gaining’ something, the possibility of saving money, which might have made it more favourable (Fennis & Stroebe, 2015). Finally, the proposed information about the ‘uninteresting’ nondurable good of the content marketing approached Facebook advertisement might have been experienced as irrelevant to the consumer (Bakker, 2017), whereas saving money for a nondurable product might be more relevant.

Finally, significant evidence was found that the respondents do not like to receive sponsored Facebook posts on their personal timeline ($p < 0.001$). This finding was also supported by the hot-spot analysis. The notification of the post being ‘*a proposed*’ and ‘*sponsored*’ post as well as the ‘*click-to-like-this-page*’ button were most negatively evaluated regardless of the advertising approach.

5.2 Recommendations

As was addressed in chapter 1, since 2013 an ever growing majority of marketers have started to use content marketing, but without a pre-defined strategy or insights in the effectiveness (Abel, 2012; Berthon, Pitt, Plangger, & Shapiro, 2012; Kho, 2014; Pulizzi, 2012; Wright & Khanfar 2010). Because the highly promising blogpost about the effectiveness of content marketing are all over the internet, many marketers have started to implement content marketing in their digital marketing strategies (Berthon et al., 2012; Wright & Khanfar, 2010). The assumptions made on previous theories and research onto content marketing have been mindlessly applied to theories of using content marketing on social media. However, this study found contradicting results and therefore, as Kerkhof (2014) and Liebrecht (2015) stated, further research is required to make well-reasoned and wise decisions before implementing content marketing.

For that reason, marketers should be critical in assessing the reliability and credibility of information sources before using it for designing marketing strategies. Besides, more organizations should be aware of their own possibilities to invest in high quality research for both practical and scientifically purposes. Herewith marketing strategies can be made which rely on more specified, precise and foremost reliable information which is of great value for developing successful marketing strategies.

As a following, the results of this study underlined the characteristics of content marketing being ‘valuable’ and a ‘clear objective to inform’. Marketers who use the content marketing advertising approach could use these characteristics for designing their campaigns. However, marketers should bear in mind that these characteristics are the power of content marketing and they must be aware of the ethics of the consumer (Pulizzi 2012). Using content marketing for only getting the consumers attention without meeting the set expectations can damage the brand image badly. If a consumer experiences to be treated unfair, as for example misleading them with nonsense content, negative attitudes will be evoked towards the brand which can harm the brand image (Fennis & Stroebe, 2015; Friestad & Wright, 1994).

Next, the hot-spot analysis showed that the main characteristics of both advertising approaches were evaluated most positively. A marketer could therefore use these insights for designing their Facebook advertisements. Again, the results emphasised on the importance of creating valuable content since the 'headline text' was evaluated most positively.

Finally, this study showed that respondents do not like to receive sponsored Facebook posts. Marketers could use this insights in designing their digital marketing campaigns more precisely. For example, they could use targeting to increase the relevance of the advertisement and to prevent advertising overload.

5.3 Limitations

The findings of this study cope with several research limitations due to the fact that it is an exploratory research. First of all, an exploratory research design is known for the low ability in drawing explicit conclusions and therefore lacks the potential for being able to generalize results (Dooley, 2001). This is because it is focused on gathering insights to *form* a hypothesis for further research instead of *testing* hypotheses. The results of this research gave insights into the effectiveness of content marketing in digital marketing.

Secondly, differences in results between the two product groups could be explained by the fact that the products do not belong to the same product category; the paint product belongs to the group of construction products whereas laundry detergent is a household product. The latter is used more often as a nondurable product in research on low involved consumers (Zaichkowsky, 1985). Therefore, laundry detergent is more relevant to consumers because it is bought and used more frequently by consumers than paint. This could have influenced the outcome reliability of this research which is why further research into the possible differences of both advertising approaches for nondurable products is required.

Moreover, a fictional brand was used in this research causing respondents to make decisions based on only the restricted time they saw the stimulus material and not on experiences with the brand. Therefore, they could not rely on prior knowledge of the brand to form expectations and attitudes (Friestad and Wright, 1994). As a result, differences in the results of the evoked attitudes can be caused by consumers relying on their emotional state or guessing rather than the advertisement or product itself (Keller & Aaker, 1992).

Additionally, differences in the results can be caused due to technical problems of the questionnaire. The stimulus material in the first two parts of the research were exposed for a restricted period (ten and five seconds) to stimulate a peripheral route of processing the exposure (Petty et al., 1983). If the respondent did not see the stimulus material correctly due to technical problems, for example, an incorrect scaled image, the results of that respondent were no longer reliable.

5.4 Conclusion

To conclude, this exploratory research has shown that the advertising approach of content marketing for digital marketing strategies demands further scientific research. Marketers cannot rely on existing theories to predict the effectiveness of using the content marketing advertising approach for advertising nondurable goods with Facebook advertisements. Especially in this dynamic digital age that has created new media channels as social media, with its own highly specific characteristics, there is a need for researchers to create new theories about the effectiveness and performance of the content marketing advertising approach.

As is stated in a quote by Albert Einstein: *“A theory can be proved by experiment; but no path leads from experiment to the birth of a theory”* (1976), this study has provided insights and reasons for researchers to develop and test new theories of content marketing.

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Appendix 1: Overview results main study

For all tables hold the following: CM is an abbreviation for the content marketing advertising approach and TA the abbreviation for traditional advertising approach.

1.1 Overview results salience

Table 1: *Overview results recall-task: recall Facebook subjects, per research group*

Research group	N	Related	Unrelated	No answer	Total
Group 1: CM-Paint	52	9.62%	65.38%	25.0%	100%
Group 2: TA-Paint	52	23.07%	59.62%	17.31%	100%
Group 3: CM-Detergent	52	25.00%	59.62%	15.38%	100%
Group 4: TA-Detergent	52	19.23%	55.77%	25.00%	100%
Total	208	19.23%	60.10%	20.67%	100%

Note: Percentages are calculated per research group with N=52.

Table 2. *Overview results confirmation salience of Facebook post, per research group*

Research group	N	Yes	No	I do not know	Total
Group 1: CM-Paint	52	28.85%	32.69%	38.46%	100%
Group 2: TA-Paint	52	36.54%	28.85%	34.62%	100%
Group 3: CM-Detergent	52	28.85%	30.77%	40.38%	100%
Group 4: TA-Detergent	52	28.85%	32.69%	38.46%	100%
Total	208	30.77%	31.25%	37.98%	100%

Note: Percentages are calculated per research group with N=52.

1.2 Overview results attitudes towards the brand

Table 3: Overview mean and standard deviation of results 7-point differential scale for measuring AB per research group.

Scale items	Group 1: CM-paint		Group 2: TA-paint		Group 3: CM-Detergent		Group 4: TA-Detergent		Total	
	M	SD	M	SD	M	SD	M	SD	M	SD
1. Good - Bad	3.4	1.29	3.69	1.32	3.42	1.41	3.67	1.54	3.56	1.38
2. Positive - Negative	3.3	1.30	3.44	1.41	3.42	1.36	3.65	1.44	3.47	1.37
3. Friendly - Unfriendly	3.3	1.42	3.42	1.22	3.25	1.40	3.29	1.24	3.32	1.32
4. High quality - Low quality	3.4	1.24	3.77	1.28	3.44	1.35	3.60	1.26	3.55	1.28
5. Interesting - Uninteresting	3.7	1.46	3.85	1.56	3.56	1.70	3.79	1.61	3.73	1.57
6. Desirable - Undesirable	4.0	1.50	4.17	1.47	3.71	1.70	3.92	1.58	3.97	1.56
7. Valuable - Worthless	3.4	1.33	3.85	1.49	3.79	1.59	3.67	1.46	3.68	1.47
8. The brand looks reliable - does not look reliable	3.6	1.22	3.75	1.44	3.81	1.44	3.71	1.36	3.74	1.35
9. I would buy the product - I would not buy the product	4.1	1.10	4.04	1.31	3.96	1.19	4.19	1.40	4.09	1.25
Total	3.6	1.02	3.77	0.89	3.60	1.09	3.72	1.17	3.70	1.04

1.3 Overview results personal action tendencies

Table 4: Overview mean and standard deviation of results 7-point semantic differential scale for measuring PAT per research group.

Scale items	Group 1: CM-paint		Group 2: TA-paint		Group 3: CM-Detergent		Group 4: TA-Detergent		Total	
	M	SD	M	SD	M	SD	M	SD	M	SD
PAT: clicking	5.12	1.71	5.13	1.91	4.71	1.89	5.04	1.94	5.00	1.86
PAT: Sharing	5.73	1.72	5.62	1.91	5.81	1.71	5.65	1.73	5.70	1.76
PAT: Read more online	4.60	1.82	4.96	1.93	4.63	1.91	4.79	1.87	4.75	1.88
Total	5.15	1.58	5.24	1.80	5.05	1.62	5.16	1.67	5.15	1.66

1.4 Overview results hot-spot analysis

Table 5: Overview total results hot-spot analysis per advertising approach (CM x TA) per nondurable product category (paint x detergent) on three hotspot analysis levels (positive x neutral x negative)

Hotspot levels	CM version			TA version		
	Paint	Detergent	Total	Paint	Detergent	Total
Positive	24.40%	30.17%	27.28%	26.44%	30.41%	28.43%
Neutral	58.29%	55.65%	56.97%	59.74%	53.00%	56.37%
Negative	17.31%	14.18%	15.75%	13.82%	16.59%	15.20%
Total	100%	100%	100%	100%	100%	100%

Note: 1 The total score each stimulus material of CM and TA could gain per construct group was: eight Facebook post components times two version (CM and TA) times 52 respondents =832.

Table 6: Overview hot-spot analysis results top 3 most positive and negative evaluated Facebook post components of both CM and TA posts of the product group paint

Product paint x CM version		Product paint x TA version	
Positive	Negative	Positive	Negative
Component 5: 38	Component 2: 22	Component 6: 52	Component 1:22
Component 4: 36	Component 1: 20	Component 4: 38	Component 2: 19
Component 6: 30	Component 3: 16	Component 5: 36	Component 3: 16
Total: 104	Total: 58	Total: 126	Total: 57

Table 7: Overview hot-spot analysis results top 3 most positive and negative evaluated Facebook post components of both CM and TA versions of product group Laundry Detergent

Product laundry detergent x CM version		Product laundry detergent x TA version	
Positive	Negative	Positive	Negative
Component 4: 44	Component 1: 22	Component 6: 52	Component 1:25
Component 6: 42	Component 2: 21	Component 4: 38	Component 2: 23
Component 7: 39	Component 5: 10	Component 8: 20	Component 7: 20
Total: 125	Total: 53	Total: 110	Total: 68

1.5 Overview results preferences

Table 8: Overview of the number of respondents who preferred CM or TA as percentage of the total N per research group

Research groups	CM	TA	Total
Group 1: CM-Paint	30.77%	69.23%	100%
Group 2: TA-Paint	50.00%	50.00%	100%
Group 3: CM-Detergent	48.08%	51.92%	100%
Group 4: TA-Detergent	36.54%	63.46%	100%
Total	41.35%	58.65%	100%

Note 2: Percentages are calculated per research group with N=52, in total N=208.

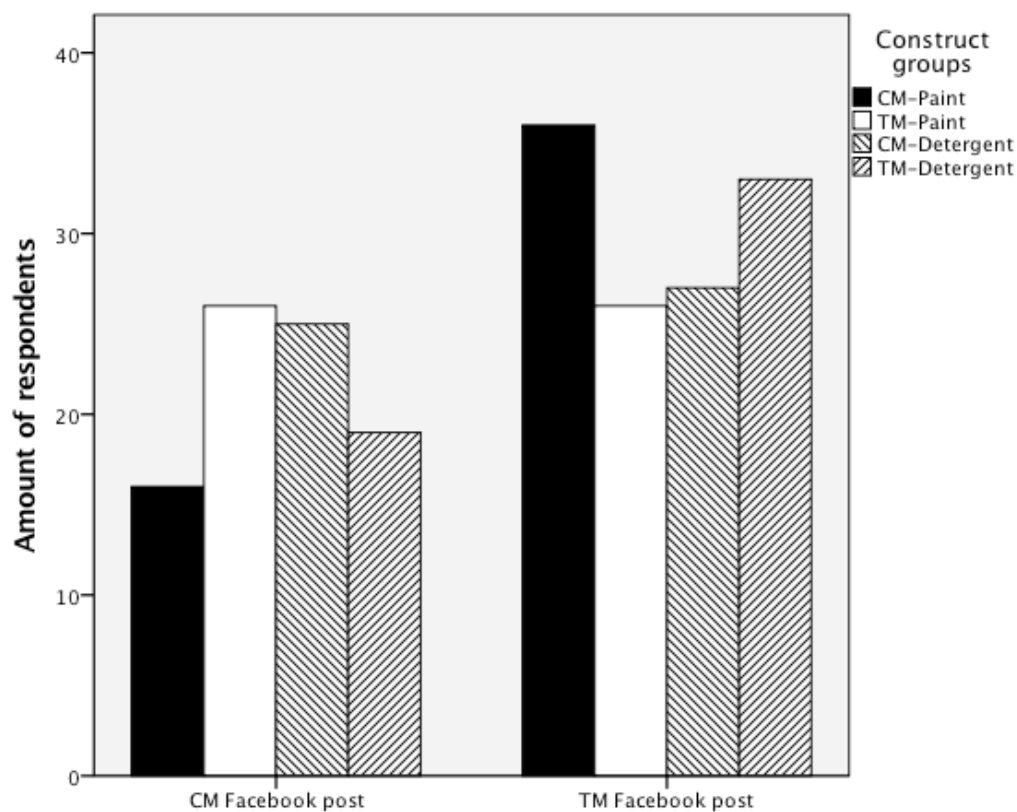


Figure 1: Bar chart representing the differences in preferences for a CM or TA Facebook post per research group

Table 9: Overview mean and standard deviation of results 7-point Likert scale for measuring motives for the given preference between CM and TA sponsored Facebook post

Likert Scale items	Preference					
	Group CM		Group TA		Total	
	M	SD	M	SD	M	SD
“I prefer this post instead of the other one because...”						
1. It is more interesting to me	4.16	1.59	3.94	1.61	4.03	1.60
2. It is more relevant to me	4.02	1.48	3.91	1.61	3.96	1.56
3. It has more value to me	4.44	1.43	4.12	1.42	4.25	1.43
4. The other post is annoying	3.74	1.67	4.25	1.53	4.04	1.61
5. The information given is more valuable to me	4.37	1.52	4.22	1.46	4.28	1.48
6. My preferences go to this type of post	4.49	1.40	4.24	1.54	4.34	1.49
7. I like to get this type of posts on my Facebook timeline	3.03	1.54	3.34	1.63	3.22	1.60
8. I would click on this post to get more information	3.52	1.61	3.39	1.62	3.44	1.62
9. I would share this post on my Facebook timeline	2.50	1.64	2.80	1.68	2.68	1.66
Total	3.70	1.54	3.91	1.57	3.69	1.56

Table 10: Overview mean and standard deviation of results 7-point Likert scale for measuring attitude toward getting sponsored posts on a personal Facebook timeline

Group 1: CM-paint		Group 2: TA-paint		Group 3: CM-Detergent		Group 4: TA-Detergent		Total	
M	SD	M	SD	M	SD	M	SD	M	SD
3.04	1.61	2.67	1.82	2.94	1.74	3.04	1.77	2.92	1.73

Appendix 2: Results first pre-test

The pre-test first gave insights in the consumer's involvement among the products: laundry detergent, shampoo, wall paint and mineral water. The second part validated the characteristics of the marketing approaches: traditional and content marketing advertising exposure, for correctly designing the stimulus materials used in the main study.

2.1 Survey characteristics

In total the pre-test contained 16 questions of which:

- 4 geographic questions: age, Facebook usage, background in digital marketing;
- 5 questions to validate product involvement. (7-point Likert scale);
- 2 direct questions to validate definition content marketing / traditional marketing;
- 2 questions to validate per Facebook exposure the TA or CM characteristics;
- 2 questions to directly check the recognition of TA/CM exposure;
- 1 question what respondent likes to receive on they Facebook page on average: CM/TA advertising approach.

2.2 Demographics

In total, 32 people with an average age of 25 years performed the questionnaire. All respondents owned a personal Facebook profile and 29 where familiar with concept of content marketing. A majority of 74,2% of all respondents has a job or a study related to digital marketing. Besides, 38,7% owns or manages a business profile on Facebook.

2.3 Product involvement

As a following, the product involvement of four different nondurable goods was measured. The four nondurable good where elected based on previous research on nondurable goods (Zaichkowsky, 1985; Bech-larsen & Nielsen, 1998; Hoonsopon & Puriwat, 2016) and for practical relevance of the study also focused on the current client portfolio of Isobar NL. The four products elected where: paint, laundry detergent, mineral water and shampoo.

The respondents' statements was measured by use of a 7-point Likert-scale derived from Zaichkowsky (1985), which is successfully used in resent research done by Hoonsopon & Puriwat (2016), including the following levels: 1. strongly disagree, 2. Disagree, 3. Somewhat disagree 4. Neither agree or disagree 5. Somewhat agree 6. agree 7. Strongly agree.

The used items are:

1. the product is important to me
2. I can relate to the product

3. the product is beneficial to me
4. I am interested in the product
5. for me the product is an exciting product
6. the product is necessary for me
7. I need the product
8. I think the product is an intriguing product
9. the product means a lot to me

To get better insights into the scores of the Likert Scales, the variables were computed and changed into scores between zero and one of where zero means no interest and one means a lot interest. Table 1 shows the mean scores per product. Mineral water and painting scored the lowest scores, which means they have the lowest involvement scores ($\alpha = .8$).

Table 1: Mean score of involvement per product

N31	Mineral water	Detergent	Shampoo	Paint
Mean	0.68	0.82	0.86	0.41
Std. deviation	0.28	0.18	0.20	0.19

This shows that the respondents on average have least interest in paint ($M = .41$, $SD = .19$), followed by mineral water ($M = .68$, $SD = .28$), detergent ($M = .82$, $SD = .18$) and shampoo ($M = .86$, $SD = .20$). This can be confirmed by a direct, control questions which product the respondent is least interested in: 71% has chosen painting as least interesting product followed by 19.4% for mineral water. The evaluations of Facebook posts in the following questions contained the two products respondents where least involved with.

2.4 Content marketing understanding

To guarantee that this study would get insights into the possible differences between a traditional and a content marketing advertising approach, a pre-test has verified that both concepts can be defined and recognized as it is described and processed in the study. Based on the literature study the following characteristics are set for a Facebook Advertisement with a content marketing or traditional marketing approach.

Traditional Marketing advertisement approach

The following distinctive characteristics are used to design stimulus material of a traditional marketing approach ad:

- The ad contains at least one of the following promotional information: price, discount, how to buy, product features.
- The ad is strong promotive and therefore an active attempt to sell rather than an attempt to help/inform

- The ad contains options to directly buy the product by offering the consumer a direct link to the web-shop.
- The ad contains at least one of the three behaviour stimulating sentences as: buy now, get to the store now, click here to buy.
- the link includes a title which is a direct representation of the content of the exposure or does contain 'call to action' sentences.

Content marketing approach

The following distinctive characteristics are used to design stimulus material of a content marketing approach ad:

- The ad does not contain any promotional information as price, discount, how to buy or specific product features.
- The ad does contain regular, non-brand, product-type information which is applicable to any other brand of the same product.
- The ad is an attempt to help/ nice gesture rather as a direct attempt to sell.
- The ad includes a link to a web-page with the instruction to click on it to read more about it or to get more information.
- The ad includes a short summery in which the informative blog is offered to the reader.
- The ad does not contain any options to directly buy the product.
- The image of the teaser reflects the content and topic of the exposure and does not contain any price, discount or purchase information.
- The title is a clear announcement of the content of the information given.
- The ad contains at least one of the two behaviour stimulating sentences as: click here for more information, go to the website for more information.
- the link includes a title which is a direct representation of the content of the exposure.

2.4.1 Assigning characteristics

First respondents needed to assign six statements to: content marketing, traditional marketing or other. On average, all characteristics of content marketing are confirmed except for the statement: "is used for creating brand associations and positioning brand" this was evaluated more often as a characteristic for a traditional marketing advertising approach. Table 2 reveals an overview of the results.

Table 2: *Overview results evaluation characteristics CM and TA*

	Content marketing	Traditional marketing	Other
1. Is sterk gericht op het communiceren van de volgende aspecten: prijs, korting, product of service specificities, aankoopmogelijkheden (TA)		28 97%	1 3%
2. Is sterk gericht op het direct verkopen van producten of diensten (TA)		27 93%	2 7%
3. Is vooral bedoeld om gewenste merkassociaties te communiceren en de naamsbekendheid op te bouwen (TA)	16 55%	10 35%	3 10%
4. Is sterk gericht op het communiceren van voor de beoogde consument relevante en waardevolle informatie (CM)	27 93%		2 7%
5. Is sterk gericht op het opbouwen en onderhouden van klantrelaties en heeft daardoor raakvlakken met PR (CM)	19 65%	1 3%	9 32%
6. Wordt doorgaans niet als een advertentie beoordeeld (CM)	25 86%	1 3%	3 13%
TOTAL N (29 X6=174)	87	67	20

2.4.2 Likert-scale

Each respondent needs to evaluate a sponsored Facebook ad of both CM and TA version, of the product they choose as least interesting in previous question.

To control as many external influences as possible to get valid and reliable results of this pre-test and study, the same Facebook designs are used for all advertisement approaches.

To not cause any extra attention or undesirable influences, the design aspects of the exposures need to be familiar for the respondent. Therefore the most standard and used Facebook advertisement designs will be used which is: Photo Ad with link (Monnes, 2015; Facebook ad guide, 2017). According to Monnes (2015), this type of advertisement includes a short text, and a photo. Herewith the optimal size of the photo is 1200 x 628 pixels. The post on top of the exposure includes max 70 characters.

Also colours, product type, product size and other design aspects will be kept as much constant as possible between both advertising approaches.

Respondents needed to indicate on a seven-point Likert scale to what extent they agreed with the statements given about the stimulus material they saw. Herewith the level of agreement/disagreement was measured with the following seven dimensions:

1. strongly disagree, 2. Disagree, 3. Somewhat disagree 4. Neither agree or disagree 5. Somewhat agree 6. agree 7. Strongly agree.

Based on the characteristics found in the literature, the stimulus material are designed. The main objective of the questionnaire is to capture the statements of to what extent they agree or disagree with these characteristics.

The following 12 items will be used:

1. this Facebook post is an attempt to sell
2. this Facebook post is an attempt to help/inform
3. the Facebook post informs you about the price of the product
4. the Facebook post informs you about how to buy this product
5. this Facebook post makes it easy for you to buy the product
6. the Facebook post provides you information which is of value for you
7. this Facebook post provides you interesting information
8. the Facebook post contains promotive information
9. The main objective of this exposure is to sell rather than inform
10. The main objective of this exposure is to inform rather than sell
11. This Facebook post has a traditional advertising approach
12. This Facebook post has a content marketing approach

To be able to calculate a total score, the items of both the question for validating TA and CM are recalculated. If for example, a respondent saw a CM exposure, and they would agree with all characteristics given for CM, they would 'agree' with 50% of the statements. They would 'disagree' with the other 50% of the statements. Therefore, the answers with TA characteristics are recoded. 1=disagree will be counted as 7-agree. Herewith the higher the total score the better the respondent has performed the task.

Respondents needed to answer this question based on two sponsored Facebook post (CM and TA version) of the product they had chosen as least interesting in the previous part of the pre-test. For that reason, per product group the results will be given.

1. Results post Painting:

N: 20, both groups scored a high average score with a low variance, this means that people have ranked the Facebook exposures correctly on the CM or TA characteristics. Image 1 shows the used stimulus material.

Validating CM Facebook exposure

- The Cronbach's alpha for painting is: $0.87 = >0.8$ good
- Mean of: .74 ; Std.dev: .13
- Direct question: 90% recognizes CM, 10% says both advertisements are CM.

Validating TA Facebook exposure

- The cronbach's alpha for painting is: $0.85 = >0.8$ good
- Mean: .86, Std. dev: .1
- Direct question: 95% recognizes it as TA, 5% says both are TA.



Figure 1: Stimulus material pre-test product paint.

2. Results post Detergent

N= 2, Image 2 shows the used stimulus material.

1. validating CM Facebook exposure

- $\alpha=0.82 > 0.8$ good.
- Mean: .80, Std. dev: .13

2. Validating TA Facebook exposure

- $\alpha=0.6$ (=6, which means poor)
- Mean: 0.80, Std. Dev: 0.06



Figure 2: Stimulus material pre-test product detergent

3. results post Mineral water

N=6, image 3 shows the used stimulus material.

1. validating CM Facebook exposure

- $\alpha = 0.91 > 8$ (excellent)
- Mean: .76, Std. Dev.:.13

2. validating TA Facebook exposure

- $\alpha = 0.74 < 0.8 > \alpha \geq 0.7$ acceptable
- mean:0.90, std. dev.: 0.06

1.4.3 Direct question

As a final, a direct question is asked what type of sponsored Facebook post the respondent would like to see. Of all respondents, 42% answered that it depends on the product, an equal score of 24% choose for TA or CM, and 10 % choose for none.



Figure 3: Stimulus material pre-test product detergent

Appendix 3: Results second pre-test

The second pre-test is performed to check the comprehensibility and navigation of the online questionnaire. One of the four versions of the questionnaire is tested of which the stimulus materials of paint with a Content Marketing advertising approach is used.

3.1 Demographics

In total, 19 respondents with an average age of 24 years have performed the second pre-test. Of these, ten were man and nine were women.

3.2 Salience

2.2.1 recalling related words

Of all 19 respondents, 58% (11/19) recalled word related to the stimulus material. Table 1 shows the results.

Table 1: Overview recalled words related to the stimulus material

Recall Related words			
1e	2e	3e	4e
tafel	lamp	stoel	kabels
hout	behang	laminaat	verf
schuurpapier	muurverf	schroeven	hamer
bed	kast	tafel	bank
verf	hout	Tuinmeubels	planten
Gamma			
stofzuiger	hamer	zaag	pan
verf	behang	afwasmiddel	afwasdoekjes
Verf			
Verf	Kwast	Pan	Schoonmaakmiddel
Hamer	Boor	Waterkoker	Zaag
Paraplu			
Hamer	Verf	Spijkers	Lijm
muurverf	schuurpapier	lak	kwast
schuurpapier	kwast	spijker	muurverf
Niet kunnen lezen omdat het toen al oversprong verhuisdoos	verf	laminaat	kwast
Hout	hamer	zaag	verf
Hamer	Verf	Bestek	Bord
tafel	lamp	stoel	kabels

3.2.2 recalling sponsored Facebook post

10 out of 19 respondents has answered to have seen an advertisement, 8 said no and 2 said 'I don't know'. Only the respondents who answered 8 could process the rest of this first part.

3.2.3 recalling related product

8 out of the 10 remaining respondents answered to have seen a sponsored post of painting. 42%

3.2.4 Confirming recalling sponsored post of Onimo

5 out of 10 answered to have seen an advertisement of paint brand Onimo.

Conclusion: a small majority has seen the advertisement.

3.3 Attitudes3.3.1 AB

After recoding the reversed questions, the internal consistency is accepted ($\alpha: 0,83 > 0,8$). table 2 shows the mean and standard deviation per scale item.

Table 2: Overview results measuring AB

Scales	N	Minimum	Maximum	Mean	Std. Deviation
[Goed Slecht]	19	1	4	2,26	1,098
[Positief Negatief]	19	1	5	2,26	1,147
[Vriendelijk Onvriendelijk]	19	1	5	2,16	1,214
[Hoge kwaliteit Lage kwaliteit]	19	1	5	3,11	1,100
[Interessant Oninteressant]	19	1	5	3,05	,911
[Gewenst Ongewenst]	19	1	5	3,53	1,073
[Ik zou producten van dit merk beslist kopen Ik zou producten van dit merk beslist niet kopen]	19	1	4	3,16	1,119
Recoded: waardevol waardeloos	19	1,00	6,00	3,31	1,24956
Recode:het merk komt betrouwbaar over het merk komt onbetrouwbaar over	19	1,00	4,00	2,16	,89834

Overall, the brand is evaluated positively.

3.3.2 PAT

The internal consistency is accepted ($\alpha = 0,7 > 0,8$). table 3 shows the mean and standard deviation per scale item.

Table 3: Overview results pre-test PAT

Scale	Minimum	Maximum	Mean	Std. Deviation
[Ik zou zeker op de advertentie klikken Ik zou zeker niet op de advertentie klikken]	1	7	5,21	1,782
[Ik zou deze advertentie delen op mijn Facebook tijdlijn Ik zou deze advertentie zeker niet delen op mijn Facebook tijdlijn.]	1	7	6,26	1,485
[Ik zou online meer willen lezen Ik zou online niet meer willen lezen]	1	6	3,68	1,493

Overall, the respondents are slightly willing to read more about it online ($M=3.68$, $SD=1.5$) and not willing to perform behaviour that is noticeable on Facebook itself as liking or sharing.

3.3.3 AA

After recoding the reversed scales, the internal consistency is accepted ($\alpha: 0,94 > 0,8$.) table 3 shows the mean and standard deviation per scale item.

Table 4: Overview results pre-test AA

Scale	N	Minimum	Maximum	Mean	Std. Deviation
[Interessant Oninteressant]	19	1	5	2,74	1,284
[Positief Negatief]	19	1	4	2,26	,991
[Aangenaam Irritant]	19	1	6	2,68	1,336
[Leuk om te zien Storend om te zien]	19	1	6	2,47	1,429
[Relevant Irrelevant]	19	1	6	4,16	1,608
[Geloofwaardig Ongeloofwaardig]	19	1	6	2,58	1,465
[Duidelijke poging tot informeren Geen poging tot informeren]	19	1	5	2,68	1,416
recode: plezierig onplezierig	19	1,00	4,00	2,7368	1,09758
Recode: toepasselijk ongepast	19	1,00	5,00	3,1053	1,24252
Recode: duidelijke poging tot verkoop geen duidelijke poging tot verkoop	19	1,00	7,00	3,3684	2,08728

Overall the advertisement is evaluated positively. Especially the scales ‘positive / negative’ and ‘nice to see’ are evaluated positive.

3.4 Hotspot analysis

Respondents needed to evaluate all eight components of both CM and TA versions.



Figure 1: Paint X TA



Figure 2: Paint X TA

The differences in the overall mean per version of sponsored Facebook post can be seen in table 5.

Table 5: Overview mean scores hotspot analysis.

	N	Mean	Std. Deviation	Std. Error Mean
grouped_Hotspot_A	19	,5307	,12175	,02793
Grouped_hotspot_B	19	,5965	,15154	,03477

A low mean indicated a more overall positive evaluation. There can be stated that the CM version ($M=.53$, $SD12$) has a slightly lower mean score than the TA version ($M=.60$, $SD=15$). Table 6 shows the overall scores per Facebook components.

Table 6: Overview total mean score per sponsored Facebook component

Component	CM-version	TA-version
1	2,37	2,37
2	2,16	2,11
3	1,84	1,95
4	1,16	1,53
5	1,16	1,52
6	1,26	1,37
7	1,37	1,79
8	1,42	1,68

The most positive evaluated component of the CM-version are components 4 and 5, and most negative are 1 and 2. For TA this holds the same evaluations for negative components, and most positive is components 1, the discount button.

3.5 A/B testing

2.5.1 Final choice

15/19 respondents choose for the CM version, and 4 choose TA version.

2.5.2 Explanation final choice

The scale is tested on internal consistency which gave a Cronbach's alpha of 0.6. After removing the reversed question (removing scale 7) a Cronbach's alpha of .7 was given.

Most people answered that in terms of 'relevance', 'interest' and 'value', they choose for CM instead of TA. Table 7 shows the results.

Table 7: Overview results of A/B test


Geef aan in hoeverre u het eens bent met onderstaande stellingen. Ik verkies deze advertentie boven de andere omdat:	N	Minimum	Maximum	Mean	Std. Deviation
[Deze advertentie meer relevant is voor mij]	19	2	7	5,16	1,302
[Deze advertentie meer waarde heeft voor mij]	19	3	7	5,63	,955
[Ik deze advertentie interessant vind]	19	4	7	5,68	,671
[Ik de andere advertentie irritant vind]	19	1	7	4,58	1,895
[Ik de informatie gegeven in deze advertentie waardevoller vind]:	19	4	7	6,00	,667
[Mijn voorkeur naar dit type advertentie gaat]:	19	2	7	6,00	1,155
[Ik het leuk vind dit soort advertenties op mijn tijdlijn te krijgen]	19	1	7	3,16	1,834
[Ik zou op deze advertentie klikken om meer informatie te krijgen]	19	1	7	3,95	2,121
[Ik zou deze advertentie delen op mijn tijdlijn]	19	1	7	1,89	1,663
{ 'Ik vind het leuk om advertenties op mijn Facebook tijdlijn te ontvangen]	19	1	7	3,16	1,893
[Recode ik vond de andere advertentie beter]	19	1,00	7,00	5,6842	1,70139


Appendix 4: Facebook timeline


The screenshot shows a Facebook timeline for the University of Twente. The top navigation bar includes a search bar, the University of Twente profile picture, and links to 'Startpagina', 'Vriendenlijst', 'Bericht maken', 'Foto-/videoalbum', and 'Livevideo'. The left sidebar contains navigation options: 'University of Twente', 'Nieuwsoverzicht', 'Messenger', 'Verkennen', 'Vriendenlijsten', 'Maken', 'Advertentie', 'Pagina', 'Groep', and 'Evenement'. The main timeline area displays three posts:

- University of Twente**: A post asking 'Wat ben je aan het doen, University of Twente?' with options for 'Foto/video', 'Gevoel/activiteit', and a menu icon.
- Jose de Vries**: A post from 11 uur stating 'De zomer is nu echt definitief voorbij: strandpullen op zolder, en hallo paraplu en muts!' accompanied by a photo of a person walking a dog on a rainy path. It has 4 likes and a comment.
- Noordster**: A post from 14 uur stating 'Volgende week vlieg ik naar Amerika, heerlijk om na 6 maanden weer mijn werk op te pakken...ultiem genieten dit.' It has 6 likes and a comment.
- Karel Jansen**: A post from 1 uur stating 'Mijn bus doet het weer na 3 weken garagetijd... Heb alleen nog een setje winterbanden nodig. Iemand nog tweedehandsjes liggen?' with the hashtag #dtv. It has 5 likes and a comment.


Voorgesteld bericht



Onimo
 Gesponsord · 


 Pagina leuk vinden


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 Meer informatie

 Leuk


 Opmerking plaatsen


 Delen





Adrie dv
 1 uur · 


Ik ben tijdelijk niet mobiel bereikbaar, mail of stuur een berichtje via Facebook.

 Leuk

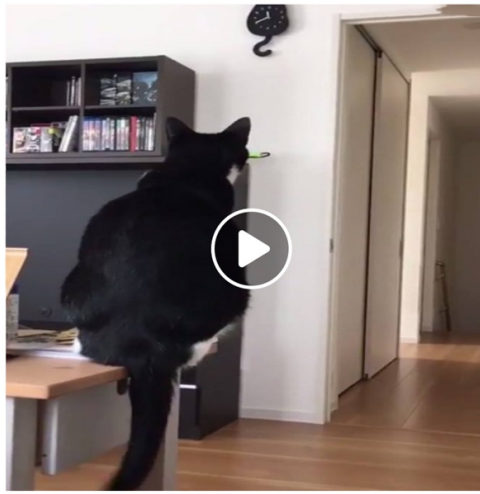
 Opmerking plaatsen


 Delen





Beatrice Klompe
 15 uur · 


Heel schattig! I love cats





 8 personen liken dit


 3 opmerkingen

 Leuk


 Opmerking plaatsen


 Delen





Annemiek ter Aar
 7 uur · 


Weer begonnen met een opleiding! Samen met @Anne terug in de schoolbanken, hopsa!

 Leuk


 Opmerking plaatsen


 9 personen liken dit




Karen Jansen
 21 uur · 

Naar de vlindertuin geweest! Was een groot succes, hoewel de ballenbak meer in trek was. Boys will be boys.

 Leuk

 Opmerking plaatsen

 3 personen liken dit

Appendix 5: Questionnaire

14-11-2017

Panel Inzicht - Vragenlijsten - Onderzoek voor Universiteit Twente 2

Onderzoek voor Universiteit Twente 2

Beste respondent,

Heel hartelijk dank voor uw deelname aan deze enquête. Hierdoor werkt u mee aan een wetenschappelijk onderzoek van de Universiteit Twente. Om ervoor te zorgen dat u zo objectief mogelijk dit onderzoek in gaat, zult u naderhand informatie krijgen over het onderzoeksdoeleinde.

De enquête zal ongeveer 10 minuten duren. Tot slot garanderen we u dat uw antwoorden 100% anoniem verwerkt worden.

Met vriendelijke groet,
Panel Inzicht

Er zijn 33 vragen in deze enquête

14-11-2017

Panel Inzicht - Vragenlijsten - Onderzoek voor Universiteit Twente 2

2.1

* () Wat is uw leeftijd?

Kies één van de volgende mogelijkheden:

- ☐ Jonger dan 18 jaar
- ☐ 18 jaar
- ☐ 19 jaar
- ☐ 20 jaar
- ☐ 21 jaar
- ☐ 22 jaar
- ☐ 23 jaar
- ☐ 24 jaar
- ☐ 25 jaar
- ☐ 26 jaar
- ☐ 27 jaar
- ☐ 28 jaar
- ☐ 29 jaar
- ☐ 30 jaar
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- ☐ 36 jaar
- ☐ 37 jaar
- ☐ 38 jaar
- ☐ 39 jaar
- ☐ 40 jaar
- ☐ 41 jaar
- ☐ 42 jaar
- ☐ 43 jaar
- ☐ 44 jaar
- ☐ 45 jaar
- ☐ 46 jaar
- ☐ 47 jaar
- ☐ 48 jaar
- ☐ 49 jaar
- ☐ 50 jaar of ouder

* () Wat is uw geslacht?

Beantwoord deze vraag alleen als aan de volgende voorwaarden is voldaan:

Antwoord was '25 jaar' of '26 jaar' of '27 jaar' of '28 jaar' of '29 jaar' of '30 jaar' of '31 jaar' of '32 jaar' of '33 jaar' of '34 jaar' bij vraag '1 [Q21]' (Wat is uw leeftijd?)

Kies één van de volgende mogelijkheden:

- ☐ Man
- ☐ Vrouw
- ☐ Anders

14-11-2017

Panel Inzicht - Vragenlijsten - Onderzoek voor Universiteit Twente 2

3.1

() Er volgen nu vier opdrachten waarbij we u vragen deze zo goed mogelijk te beantwoorden. Hiervoor vragen we uw uiterste concentratie. Na het uitvoeren van deze opdrachten heeft u een korte pauze, probeer in deze pauze uw focus en concentratie te verminderen en zoveel mogelijk te ontspannen.

21	20	18	15	11	?
----	----	----	----	----	---

* **()**

Geef aan welk getal er volgens u logischerwijs volgt in bovenstaande cijferreeks:

Kies één van de volgende mogelijkheden:

- ☐ 26
- ☐ 17
- ☐ 8
- ☐ 6

8	6	7	5	6	4	?
---	---	---	---	---	---	---

* **()**

Geef aan welk getal er volgens u logischerwijs volgt in bovenstaande cijferreeks:

Kies één van de volgende mogelijkheden:

- ☐ 3
- ☐ 9
- ☐ 5
- ☐ 7

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* ()

Geef aan welk figuur er volgens u logischerwijs volgt in bovenstaande figurenreeks:

Kies één van de volgende mogelijkheden:

- ☐ 
- ☐ 
- ☐ 
- ☐ 



* ()

Geef aan welk getal er volgens u logischerwijs volgt in bovenstaande cijferreeks:

Kies één van de volgende mogelijkheden:

- ☐ 8
- ☐ 7
- ☐ 10
- ☐ 6

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4

()

Na het uitvoeren van deze vier opdrachten heeft u een korte pauze. We vragen u nu te ontspannen en de volgende afbeelding door te scrollen van boven naar beneden zodat u de gehele afbeelding ziet.

LET OP: vult u deze enquête in via uw mobiele telefoon? U kunt de afbeelding naar links bewegen en eventueel uitzoomen om de afbeelding volledig in beeld te krijgen.

Bekijk de afbeelding van boven naar onder en onder naar boven.

14-11-2017

Panel Inzicht - Vragenlijsten - Onderzoek voor Universiteit Twente 2

University of Twente

Wat ben je aan het doen, University of Twente?

Foto/video Gevoel/activiteit

Jose de Vries heeft een nieuwe foto toegevoegd.
11 uur

De zomer is nu echt definitief voorbij: strandspullen op zolder, en hallo paraplu en muts!

Leuk Opmerking plaatsen
4 personen liken dit

Noordster
14 uur · 11

Volgende week vlieg ik naar Amerika, heerlijk om na 6 maanden weer mijn werk op te kunnen pakken...ultiem genieten dit.

Leuk Opmerking plaatsen
6 personen liken dit

Karel Jansen
1 uur · 1

Mijn bus doet het weer na 3 weken garagetijd... Heb alleen nog een setje winterbanden nodig. Iemand nog tweedehandsjes liggen?
#dtv

Leuk Opmerking plaatsen
5 personen liken dit

Voorgesteld bericht

Onimo
Gesponsord · 1

Pagina leuk vinden

Gebruik jij wel de juiste verf? Lees hier 5 tips over welke verf voor welk type materiaal gebruikt kan worden voor een duurzaam resultaat!

Vind hier alle informatie over het vinden van de juiste verfsoort!

Voorkom vroegtijdig afbladderen en lees hier welke verf je nodig hebt op Onimo-verf.nl

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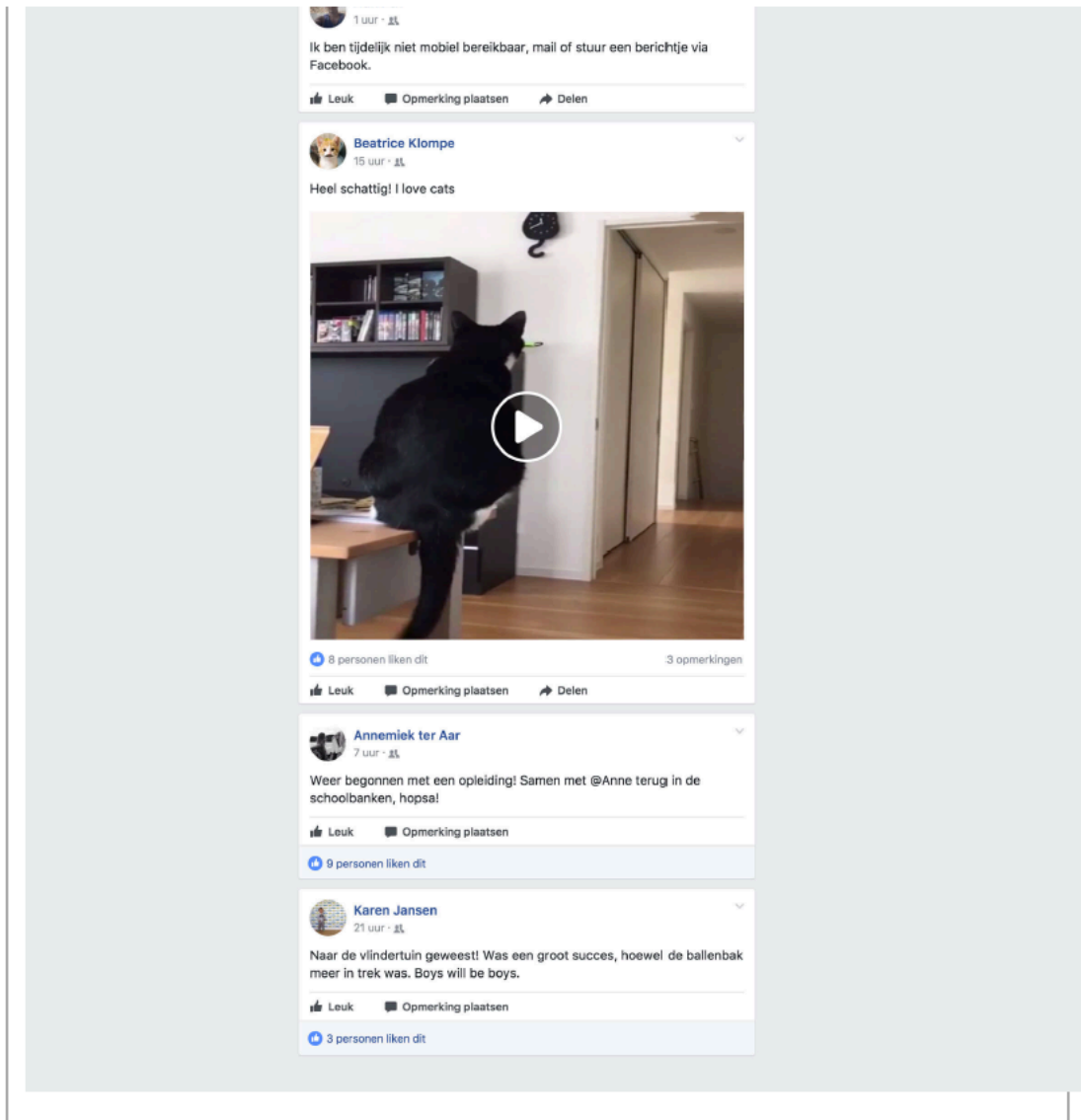
Meer informatie

Leuk Opmerking plaatsen Delen

Adrie dv

<http://cis.panelinzicht.nl/scripting/index.php/admin/printablesurvey/sa/index/surveyid/957997>

7/18



14-11-2017

Panel Inzicht - Vragenlijsten - Onderzoek voor Universiteit Twente 2

() Welke Facebook berichten herinnert u zich van de Facebook tijdlijn die u net heeft gezien? Noteer alstublieft zoveel mogelijk verschillende onderwerpen die u zich herinnert.

Vul uw antwoord(en) hier in:

-
-
-
-
-
-
-
-
-

*** () Welke typen Facebook berichten heeft u op de tijdlijn gezien?**

Selecteer alle mogelijkheden:

- ☐ Tekst bericht
- ☐ Tekst+foto bericht
- ☐ Video bericht
- ☐ Advertentie
- ☐ Gesponsord bericht
- ☐ 360graden video bericht
- ☐ Weet ik niet
- ☐ Iets anders, namelijk:

*** () Heeft u net in de Facebook tijdlijn een gesponsord Facebook bericht van een merk gezien over diens product?**

Kies één van de volgende mogelijkheden:

- ☐ Ja
- ☐ Nee
- ☐ Weet ik niet

*** () Van welk product heeft u net een gesponsord Facebook bericht gezien op de Facebook tijdlijn? Kunt u de vraag niet beantwoorden, vul dan een X in.**

Beantwoord deze vraag alleen als aan de volgende voorwaarden is voldaan:

Antwoord was 'Ja' bij vraag '15 [Q44]' (Heeft u net in de Facebook tijdlijn een gesponsord Facebook bericht van een merk gezien over diens product?)

Vul uw antwoord hier in:

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*** () Kunt u zich het merk herinneren van het product in het gesponsorde Facebook bericht?****Beantwoord deze vraag alleen als aan de volgende voorwaarden is voldaan:**

Antwoord was 'Ja' bij vraag '15 [Q44]' (Heeft u net in de Facebook tijdlijn een gesponsord Facebook bericht van een merk gezien over diens product?)

Kies één van de volgende mogelijkheden:

- ☐ Ja
- ☐ Nee
- ☐ Weet ik niet

*** () Vul hier alstublieft de merknaam in die u gezien heeft in het gesponsorde Facebook bericht op de Facebook tijdlijn:****Beantwoord deze vraag alleen als aan de volgende voorwaarden is voldaan:**

Antwoord was 'Ja' bij vraag '17 [Q46]' (Kunt u zich het merk herinneren van het product in het gesponsorde Facebook bericht?)

Vul uw antwoord hier in:

*** () Beoordeel het betreffende gesponsorde Facebook bericht aan de hand van onderstaande stellingen:****Beantwoord deze vraag alleen als aan de volgende voorwaarden is voldaan:**

Antwoord was 'Ja' bij vraag '15 [Q44]' (Heeft u net in de Facebook tijdlijn een gesponsord Facebook bericht van een merk gezien over diens product?)

Kies het toepasselijke antwoord voor elk onderdeel:

	1	2	3	4	5	6	7	
Het gesponsorde Facebook bericht van het merk en diens product was een advertentie	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Het gesponsorde Facebook bericht van het merk en diens product was geen advertentie

*** () Kunt u uw antwoord toelichten?****Beantwoord deze vraag alleen als aan de volgende voorwaarden is voldaan:**


Antwoord was 'Ja' bij vraag '15 [Q44]' (Heeft u net in de Facebook tijdlijn een gesponsord Facebook bericht van een merk gezien over diens product?)


Vul uw antwoord hier in:

5


() U krijgt nu kort een gesponsord Facebook bericht te zien van het muurverfmerk Onimo. Een product wat nog niet verkrijgbaar is in Nederland.

Voorgesteld bericht


Onimo
 Gesponsord · ©


 Pagina leuk vinden


Gebruik jij wel de juiste verf? Lees hier 5 tips over welke verf voor welk type materiaal gebruikt kan worden voor een duurzaam resultaat!






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 Meer informatie


 Leuk
 
 Opmerking plaatsen
 
 Delen

()

*** () Wat is uw eerste indruk? Beoordeel het muurverfmerk Onimo aan de hand van onderstaande onderdelen.**

Kies het toepasselijke antwoord voor elk onderdeel:

	1	2	3	4	5	6	7	
Goed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Slecht
Positief	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Negatief
Vriendelijk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Onvriendelijk
Hoge kwaliteit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Lage kwaliteit
Interessant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Oninteressant
Gewenst	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Ongewenst
Waardeloos	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Waardevol
Het merk komt onbetrouwbaar over	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Het merk komt betrouwbaar over
Ik zou producten van dit merk beslist kopen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Ik zou producten van dit merk beslist niet kopen

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Panel Inzicht - Vragenlijsten - Onderzoek voor Universiteit Twente 2

* () Geef alstublieft aan in hoeverre u de volgende handeling wel of niet zou verrichten als u het betreffende gesponsorde Facebook bericht op uw tijdlijn zou krijgen.

Kies het toepasselijke antwoord voor elk onderdeel:

	1	2	3	4	5	6	7	
Ik zou zeker op het Facebook bericht klikken	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Ik zou zeker niet op het Facebook bericht klikken
Ik zou dit Facebook bericht delen op mijn Facebook tijdlijn	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Ik zou dit Facebook bericht zeker niet delen op mijn Facebook tijdlijn.
Ik zou online meer willen lezen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Ik zou online niet meer willen lezen

* () Wat is uw eerste indruk? Beoordeel het gesponsorde Facebook bericht aan de hand van onderstaande onderdelen.

Kies het toepasselijke antwoord voor elk onderdeel:

	1	2	3	4	5	6	7	
Interessant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Oninteressant
Positief	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Negatief
Onplezierig	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Plezierig
Aangenaam	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Irritant
Leuk om te zien	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Storend om te zien
Relevant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Irrelevant
Ongepast	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Toepasselijk
Geloofwaardig	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Ongeloofwaardig
Duidelijke poging tot verkoop	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Geen poging tot verkoop
Duidelijke poging tot informeren	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Geen poging tot informeren

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6.2

The image shows a Facebook post from 'Onimo' (Gesponsord - ©). The post is titled 'Voorgesteld bericht' (1). The header includes the Onimo logo (2) and a button 'Pagina leuk vinden' (3). The main text reads: 'Gebruik jij wel de juiste verf? Lees hier 5 tips over welke verf voor welk type materiaal gebruikt kan worden voor een duurzaam resultaat!' (4). Below the text is a photo of various paint samples and brushes (5). To the right of the photo is a yellow circular callout that says 'Vind hier alle informatie over het vinden van de juiste verfsoort!' (6). Below the photo, the text continues: 'Voorkom vroegtijdig afbladderen en lees hier welke verf je nodig hebt op Onimo-verf.nl' (7). At the bottom of the post is the website 'WWW.ONIMO-VERF.NL' (7) and a button 'Meer informatie' (8). The post has interaction buttons: 'Leuk', 'Opmerking plaatsen', and 'Delen'.

* ()

In hoeverre vindt u de verschillende elementen positief, neutraal of negatief?

Kies het toepasselijke antwoord voor elk onderdeel:

	Positief	Neutraal	Negatief
'Hokje 1'	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
'Hokje 2'	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
'Hokje 3'	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
'Hokje 4'	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
'Hokje 5'	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
'Hokje 6'	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
'Hokje 7'	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
'Hokje 8'	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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Panel Inzicht - Vragenlijsten - Onderzoek voor Universiteit Twente 2

6.3

* ()

In hoeverre vindt u de verschillende elementen positief, neutraal of negatief?

Kies het toepasselijke antwoord voor elk onderdeel:

	Positief	Neutraal	Negatief
'Hokje 1'	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
'Hokje 2'	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
'Hokje 3'	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
'Hokje 4'	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
'Hokje 5'	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
'Hokje 6'	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
'Hokje 7'	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
'Hokje 8'	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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Panel Inzicht - Vragenlijsten - Onderzoek voor Universiteit Twente 2

7

* () Klik op het gesponsorde Facebook bericht welke u het liefst op uw Facebook tijdlijn ziet verschijnen.

Kies één van de volgende mogelijkheden:

☒


Voorgesteld bericht

Onimo

Gesponsord ·

Pagina leuk vinden

Gebruik jij wel de juiste verf? Lees hier 5 tips over welke verf voor welk type materiaal gebruikt kan worden voor een duurzaam resultaat!



V voorkom vroegtijdig afbladderen en lees hier welke verf je nodig hebt op Onimo-verf.nl

WWW.ONIMO-VERF.NL

Leuk

Opmerking plaatsen

Delen

☐


Voorgesteld bericht

Onimo

Gesponsord ·

Pagina leuk vinden

Nu 2 halen 1 betalen op alle Onimo verf producten! Ga snel naar de winkel en profiteer!



Ga nu naar de winkel of bestel online op Onimo-verf.nl

WWW.ONIMO-VERF.NL

Leuk

Opmerking plaatsen

Delen

14-11-2017

Panel Inzicht - Vragenlijsten - Onderzoek voor Universiteit Twente 2

* () Geef aan in hoeverre u het eens bent met onderstaande stellingen.

Ik verkies dit gesponsorde Facebook bericht boven de andere omdat:...

Kies het toepasselijke antwoord voor elk onderdeel:

	Sterk mee oneens	Oneens	Een beetje oneens	Niet eens of oneens	Een beetje mee eens	Eens	Sterk mee eens
Ik dit gesponsorde bericht interessant vind	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dit gesponsorde bericht meer relevant is voor mij	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dit gesponsorde bericht minder waarde voor mij heeft	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik het andere gesponsorde bericht irritant vind	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik de informatie gegeven in dit gesponsorde bericht waardevoller vind	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mijn voorkeur naar dit type gesponsorde bericht gaat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik het leuk vind dit soort gesponsorde berichten op mijn tijdlijn te krijgen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik op dit gesponsorde bericht zou klikken voor meer informatie	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik dit gesponsorde bericht zou delen op mijn Facebook tijdlijn	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

* () Geef aan in hoeverre u het eens bent met de stelling: 'Ik vind het leuk om gesponsorde Facebook berichten op mijn Facebook tijdlijn te ontvangen'.

Kies het toepasselijke antwoord voor elk onderdeel:

Sterk mee oneens	Oneens	Een beetje oneens	Niet eens of oneens	Een beetje mee eens	Eens	Sterk mee eens
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

() Welke merken volgt u momenteel op Social media (Instagram en Facebook)? *Volgt u geen enkel merk, vul dan alstublieft een X in.*

Vul uw antwoord(en) hier in:

-
-
-
-
-

14-11-2017

Panel Inzicht - Vragenlijsten - Onderzoek voor Universiteit Twente 2

* () Wat is het laatste bericht van een merk op social media die u zich kunt herinneren (los van dit onderzoek)?

Vul uw antwoord hier in:

14-11-2017

Panel Inzicht - Vragenlijsten - Onderzoek voor Universiteit Twente 2

Afsluiting

() Dit was de laatste vraag van het onderzoek. Bedankt voor uw deelname.

Dit onderzoek heeft als doel inzicht te krijgen in de effectiviteit van verschillende typen Facebookadvertenties. Hierbij is gebruik gemaakt van een fictieve Facebook tijdlijn. Ook het merk Onimo is fictief en al het beeldmateriaal is speciaal gemaakt en enkel bedoelt voor onderzoekdoeleinden. Het onderzoek wordt uitgevoerd in samenwerking met Isobar Nederland.

Heeft u nog vragen of opmerkingen over het onderzoek?

Vul uw antwoord hier in:

Verstuur uw enquête

Bedankt voor uw deelname aan deze enquête.

Appendix 6: Results research part 1, recalling words

1. Results version: content marketing x Paint

ID-nummer	Antwoordmogelijkheid 1	Antwoordmogelijkheid 2	Antwoordmogelijkheid 3	Antwoordmogelijkheid 4	Antwoordmogelijkheid 5
1	Regenachtig weer	x			
2	wandelen	x			
3	De zomer is nu goed voorbij	Katje			
4	De kat	De garage van de auto	Karel gaat op reis		
5	x	x			
6	Zomer voorbij	Paraplu en regenlaarzen	Terug naar Amerika	Na 6 maanden weer aan het werk	
7	de zomer is over	filmpje over katten	problemen met de banden van zijn bus	iemand zegt iets over een vakantie	
8	x	x			
9	iemand die winterbanden nodig heeft	iemand die naar amerika vliegt	foto van iemand in de regen		
10	van onimo over verf	iemand wiens busje gerepareerd is	Bericht over 6 maanden usa	Dat de zomer over is + herfstachtig weer	
11	ballenbak	zomer	amerika		
12	x	x			
13	Bericht van vlinder	Paraplu en muts pakken, zomerspullen naar zolder			
14	nat weer	x			
15	Heeft iemand nog verf over #dtv	I love cats	iemand gaat op vakantie		
16	zomer voorbij, tijd voor paraplu	terug van vakantie in Amerika			
17	ballenbak	weer aan het werk na vakantie	winterbanden	tegen afbladderen verf	
18	Seizoensverandering	Vertrek naar Amerika			
19	zomer is voorbij	x			
20	onimo verf.nl	x			
21	Zomer is voorbij	na 6 maanden terug op het werk			
22	Karen				
23	Prive				
24	over t weer	dat de zomer voorbij is			
25	Onimo verf				
26	x				
27	x	Strand			
28	x				
29	Tuinen				
30	x				
31	mensen opleiding begonnen	kattenliefhebber			
32	x				
33	x				
34	Iets over regen, dat de zomer voorbij is	iemand die 3 maanden vertrekt	iemand zijn bus doet het weer	iemand die katten leuk vind	
35	Vlindertuin	Kat			
36	x				
37	weer	vrijetijd			
38	regen	paraplu			
39	Zomer voorbij, welkom paraplu	Auto terug van garage na 3 weken, wie heft tweedehandjes liggen			
40	ballenbak	amerika			
41	Noordster	Karel Jansen - bus			
42	Poes				
43	weer	katten	winterbanden		
44	boys wil be boys	regen			
45	x				
46	Iets met katten	Over het weer			
47	Kattenfilmpje	Bustijden	Vakantie		
48	garage	weer werken na vakantie	een filmpje van een zwarte kat	met paraplu in de regen	
49	Kat				
50	x				
51	busje	herfst			
52	x				

2. Results version: Traditional marketing x Paint

ID-nummer	Antwoordmogelijkheid 1	Antwoordmogelijkheid 2	Antwoordmogelijkheid 3	Antwoordmogelijkheid 4	Antwoordmogelijkheid 5
53	herfst in aantocht	amerika	ballenbak		
54	Over winterbanden tweedehands	Dat t najaar wordt			
55	geen opruimen zomerspullen				
56	Katten	Regen			
57	x	x	x	x	x
58	x				
59	x				
60	University of twente	katvideo			
61	iemand die naar maanden zijn werk weer oppakt	de zomer die voorbij is			
62	Zomer voorbij, het regent	Auto gemaakt, banden gezocht			
63	zomer voorbij	1 gratis	filmpje		
64	vlicht naar america	x			
65	In de regen met hond lopen				
66	Winterbanden	Tijdelijk afwezig	Telefoon kwijt		
67	x				
68	Zomer voorbij	Standpunten			
69	De zomer weer voorbij	Naar Amerika na 6 maanden weer werk oppakken	Schattige kat.		
70	x				
71	Zomer is voorbij	Onimo			
72	vlindertuin				
73	herst				
74	Kat	Vlindertuin	Omo		
75	Kat				
76	De kat				
77	lopen met de hond in de regen	op vakantie gaan			
78	verkoop				
79	op reis	katten	auto die het doet	het weer	
80	iemand die zijn werk weer kan oppakken	Hallo regen en paraplu	Een filmpje met een kat		
81	Katten	Het weer	Reclame		
82	Zomer voorbij	Reis naar amerika			
83	Regen	Amerika	Reclame		
84	iemand die na 6 maanden zijn werk weer oppakt	De bus is weer gemaakt na 3 weken, moet alleen nog twee winterbanden hebben	de zomer is voorbij, paraplu moet uit de kast.		
85	Het begint weer regenweer				
86	kat op tafel	man in de regen			
87	zomer voorbij	winterbanden nodig	iets met wasmiddel	weer aan het werk	poes filmpje
88	vlindertuin				
89	De zomer voorbij				
90	Wandelen in de regen met paraplu en hond.	Vliegen naar Amerika			
91	x				
92	Onimo	Jose de vries	Hallo paraplu	Strandweer voorbij	
93	1 + 1				
94	onimo verf	1+1 gratis			
95	de kat	verf in de aanbieding	vakantie		
96	zomer voorbij	new york			
97	herfst	vakantie			
98	Het wordt herfst	Verf			
99	Zomer is voorbij	Reis na 6 maanden over	Reclame	Hulpvraag voor banden.	
100	x				
101	x				
102	x				
103	onimo verf				
104	een video	een kat			

3. Results version: Content marketing x Detergent

ID-Nummer	Antwoordmogelijkheid 1	Antwoordmogelijkheid 2	Antwoordmogelijkheid 3	Antwoordmogelijkheid 4	Antwoordmogelijkheid 5
105	Anne	Universiteit twente			
106	Flindertuin	Regen afbeelding	School		
107	.				
108	iemand die door de regen met een praplu loopt				
109	zomer voorbij, strandspullen op zolder, hallo, muts en paraplu				
110	Goed				
111	Dat de zomer nu echt voorbij is				
112	onimo	kattenfilm			
113	x				
114	x				
115	x	x	x		
116	Zomer voorbij	Garage tijd	Muts met paraplu	6 weken Amerika	
117	Weer	Bus gerepareerd	Vertrek naar Amerika		
118	Foto				
119	Regen				
120	geen mobiel	zomer voorbij	kat		
121	onimo	katten	herfstweer		
122	Amnio				
123	de zomer is nu definitief voorbij hallo muts en paraplu	vrouw naar amerika om haar werk op te pakken voor 6 maanden	wasverzachter		
124	vakantie	werke	garage	bus	neusdoekjes
125	zomer voorbij, paraplu en muts	bus doet het weer	naar amerika		
126	iemand die naar amerika ging	iets over zakdoekjes	universiteit van twente		
127	zomer is nu echter voorbij	terug naar amerika om werk op te pakken.			
128	vrouw die met een paraplu loopt	degene gaat naar amerika	degene is op zoek naar nieuwe banden		
129	Einde zomer	Op zoek naar tweedehands banden			
130	geen				
131	Video van een kat	Een reclame			
132	een man die in de regen loopt	een man blaas zijn neus	een kat		
133	winterbanden gezocht	zomer voorbij	kattenfilmpje		
134	ja				
135	Amerika	Niet bereikbaar			
136	? ik was nog niet onder aan de gevraagde afbeelding				
137	weer	herfst			
138	ik ga naar Amerika werken	mijn bus is uit de garage ik heb 2e hands winterbanden nodig	heerlijk weer		
139	Setje auto Banden	Vakantie	Eczeem zalf		
140	adrie				
141	Auto moet winterbanden	Zomer is definitief voorbij	Vakantie zit er weer op		
142	vlindertuin geweest	de zomer is voorbij	katten zijn leuk, filmpje		
143	x				
144	iemand zijn bus is klaar en heeft banden nodig	iemand is op vakantie	kattenfilmpje die iemand heeft gedeeld		
145	Onimo wasmiddel	Kattenfilmpje			
146	Universiteit				
147	x				
148	de zomer is voorbij	auto naar de garage	kattenfilmpje		
149	weeronline				
150	waar ze geweest is	reclame	Boys will be boys		
151	Winterbanden bus				
152	vakantie amerika	slecht weer	bus werkt niet		
153	goed weer	winterbanden			
154	kat	regen	reclame		
155	wasmiddel	kat	wandelen		
156	vlindertuin geweest	zomer voornij			

4. Results version: Traditional marketing x Detergent

ID-nummer	Antwoordmogelijkheid 1	Antwoordmogelijkheid 2	Antwoordmogelijkheid 3	Antwoordmogelijkheid 4	Antwoordmogelijkheid
157	auto terug van garage	iemand is terug van vakantie mag weer aan het werk	onimo wasmiddel reclame	I love cats (filmpje)	
158	zomer voorbij	naar amerika om weer te gaan werken			
159	hshsshsh				
160	Robijn	Weer	Werk	Vakantie	Zomer
161	Ik weet niet meer				
162	weet ik niet was wazig beeld laadden niet goed en kon helaas niet opnieuw laden				
163	naar amerika				
164	Niets				
165	Set banden	Wandeling			
166	ene de Vries	zomer is voorbij			
167	geen een				
168	niets				
169	dat de zomer voorbij is, en de muts en paraplu tevoorschijn komen				
170	geen				
171	Jos de Vries				
172	koop nu in winkel				
173	Een wasmiddel	Een filmpje van een kat			
174	zomer voorbij	tweetehandse winterbanden gevraagd			
175	Geen				
176	Paraplu weer				
177	vlindertuin	omo 1+1	filmpje met kat		
178	Geen				
179	Regen				
180	auto doet het weer				
181	wasmiddel	vliegreis	dag zomer	vraag om winterbanden	
182	gewoon een tijdlijn				
183	Jose nog wat	universiteit twente			
184	werken na vakantie				
185	Persoonlijke berichten				
186	zomer voorbij	i love cats	naar amerika	busje gerepareerd iemand nog winterbanden	
187	winterbanden				
188	zomer voorbij	naar amerika			
189	Amerika	Bus kapot			
190	Alles vergeten				
191	een zwarte kat	een foto van iemand met een paraplu			
192	Foto van een kat	Winterbanden			
193	Zomer voorbij en nu weer regen	iemand op vakantie ging	iemand die om tweedehandswielen vroeg		
194	geen idee				
195	Omo wasmiddel	José de vries	Ballenbak		
196	weer				
197	Vakantie	Bus	Herfts		
198	geen idee				
199	zomer voorbij is	video met kat			
200	Dat het weer herfst is	Dat er weer gewerkt kan worden in Amerika na 6 maanden	Een filmpje van een kat		
201	university twente	onimo wasmiddel	zomer is nu voorbij		
202	Herfstweer	Amerika reis			
203	geen enkele				
204	wasmiddel	katten	persoonlijke berichten		
205	Bus	Kat	Reis	Garage	
206	het weer	katten			
207	Zomer voorbij				
208	Begin van de herfst	Onimo wasmiddel	Universiteit of Twente		

Appendix 7: Results research part 1, recalling product and brand name

1. Results version: content marketing x Paint

ID-nummer	Product	Herinner je het merk?	Merknaam	Toelichting keuze Likert schaal
1 x				
2 x				
3 x				
4 x		Ja	Unisversiteit van Twente	zo heb ik dat onthouden van de foto
5 x				
6 x				
7 x				
8 x				
9 x				
10	Onimo	Ja	Onimo	Dit was een advertentie waarin verf gepromoot werd.
11 x				
12 x				
13 X		Nee		
14 x				
15 x				
16 x				
17 x		Nee		bericht wordt weergegeven omdat het past bij de interesses, niet omdat de gebruiker het merk volgt
18 x				
19 x				
20	onimo verf	Ja	onimo-verf	Zag het voorbij komen
21 x				
22 lng		Nee		
23 X		Nee		
24	weet ik niet meer	Nee		ik heb een advertentie gezien, maar weet niet het merk omdat ik niet goed heb opglet
25	Onimo verf	Ja	Onimo	
26 x				
27 x				
28 x				
29 x				
30 x				
31 x				
32 dsf		Nee		
33 x				
34	Verf	Nee		Het was een bericht waarbij verf werd aangeprezen, een advertentie dus.
35 x				
36 x				
37	Google	Ja	weer	mooie reclame
38 x				
39 x				
40 x				
41 x				
42 x				
43 x				
44 x				
45 x				
46	Weet ik niet meer	Nee		Ik weet dat er een gesponsord bericht was meer niet waarover en het merk
47 x				
48	verf	Nee		was een advertentie of je wel de juiste verf gebruikt
49 x				
50 x				
51	weet niet	Nee		volgens mij wel
52 x				

2. Results version: Traditional marketing x Paint

ID-nummer	Product	Herinner je het merk?	Merknaam	Toelichting keuze Likert schaal
53	x			
54	X	Nee		Er was een advertentie van verf oid
55	x			
56	x			
57	x	Ja	Facebook	
58	nu	Ja	nu	
59	x			
60	verf, onimo ofzo	Ja	onimo?	het is gewoon, reclame, een advertentie, geen facebook post
61	x	Nee		jah zo denk ik erover.ik geef zowieso geen lagere cijfer
62	x			
63	x			
64	x			
65	x			
66	x			
67	x			
68	x			
69	x			
70	x			
71	Onimo	ja	onimo	Het leek op reclame
72	x			
73	iets met vrouwen	Nee		at zijn het toch altijd?
74	Omo	Ja	Omo	
75	x			
76	x			
77	x			
78	x			
79	x			
80	x			
81	Onimo	Nee		Ik zag blikken of potten
82	x			
83	x			
84	weet ik niet	Nee		Het was een advertentie maar waaervan kon ik niet meer zien.
85	x			
86	fixit	Nee		nee daaar heb ik niet op geet
87	wasmiddel	Ja	onimo	er werd duidelijk reclame gemaakt voor een product
88	x			
89	x			
90	x			
91	x			
92	Onimo	Ja	Onimo	Omdat de merknaam in beeld was dacht ik aan promotie en dus aan een advertentie!
93	onimo	Nee		
94	onimo verf	Ja	Onimo verf	onimo verf
95	verf	Nee		ik weet niet meer of het door iemand erop was geplaatst of door een bedrijf
96	x			
97	x	Nee		er werd een product aangeprezen
98	x			
99	Omimo?	Ja	Omimo?	duidelijk dat het om een reclame-uiting ging van een bepaald merk waarin een product werd aangeboden.
100	x			
101	x			
102	x			
103	x			
104	x	Nee		ik beschouw het als een advertentie.

3. Results version: Content marketing x Detergent

ID-Nummer	Product	Herinner je het merk?	Merknaam	Toelichting keuze Likert schaal
105	x			
106	x			
107	x			
108	x			
109	x			
110	Ja	Ja	Td	
111	x			
112	onimo	Ja	onimo	zit er tussen in
113	x			
114	x			
115	x			
116	x			
117	x			
118	x			
119	x			
120	x			
121	omnimo	Ja	omnimo	ze prijzen een merk en een product aan
122	Amnio	Ja	Verzekering	Opvallend
123	robijn	Ja	robijn	er was een foto van het merk onder een gewoon bericht geplaatst
124	zakdoekjes	Nee		stond bij gesponsord bericht, wat duidt op een advertentie
125	x			
126	x			
127	snel overheen gescrold, dus niet gezien.	Nee		
128	x			
129	x			
130	x			
131	x			
132	x			
133	x			
134	x			
135	x			
136	x			
137	x			
138	x			
139	x			
140	x			
141	Omnio	Nee		Ik kon het niet snel genoeg zien
142	x	Nee		er werd reclame voor iets gemaakt
143	x			
144	geen idee	Nee		Een advertentie omdat niet iemand hem gedeeld had en er stond een randje en een merknaam b
145	Onimo	Ja	Onimo	Advertentie
146	x			
147	x			
148	onio	Ja	onio	het was reclame over het merk
149	x			
150	marktplaats	Ja	marktplaats	
151	x			
152	x			
153	wasmiddel	Nee		het oogde zeker als een advertentie
154	x	Nee		was duidelijk dat het om een advertentie ging en niet om een bericht van een vriend
155	x			
156	x			

4. Results version: Traditional marketing x Detergent

ID-nummer	Product	Herinner je het merk?	Merknaam	Toelichting keuze Likert schaal
157	Onimo	Ja	Onimo	
158	x	Nee		weet net niet zeker
159	x	Ja		
160	Robijn	Ja	Robijn	Het ging over 2 halen 1 betalen.
161	x			
162	x			
163	x			
164	x			
165	x			
166	x			
167	x			
168	x			
169	x			
170	x			
171	x			
172	x			
173	Omino	Ja	Omino	Wat zou het anders moeten zijn? Een product wordt aangeprezen...
174	wasmiddel	Ja	Onimo ?	ik kan me iets van wasmiddel herinneren dat in de aanbieding was?
175	x			
176	x			
177	omo	Ja	onimo	promotie van een product
178	Wasmiddel	Nee		
179	x			
180	x			
181	x			
182	x			
183	x			
184	x			
185		Ja	Zalando	
186	x			
187	x			
188	x			
189	x			
190	x			
191	x			
192	x			
193	x			
194	x			
195	Omo	Ja	Omo	Gevoel
196	x			
197	X	Nee		
198	x			
199	kom er ff niet op,	Ja	facebook	is wel passend,
200	x			
201	onimo en university twente	Ja	onimo wasmiddel	onimo wasmiddel
202	x			
203	x			
204	wasmiddel	Nee		
205	x			
206	x			
207	x			
208	Onimo wasmiddel	Ja	Onimo	

isobar

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