HOW TO PERSUADE THE HEALTH-ORIENTED CONSUMER

Marthe van Wel - s2014892

1st supervisor: Dr. T van Rompay
2nd supervisor: Drs. M. H. Tempelman

University of Twente
Faculty of Behavioral Management & Social Sciences
Master Thesis Marketing Communication

April 19, 2018

TABLE OF CONTENTS

1. ABSTRACT

Until recently it was assumed that consumers decide in a split second which soft drink to buy. Nowadays consumers pay more attention to the health benefits of food and drinks, and are more conscious about the impact of their food choices in order to live a healthy lifestyle. Therefore, the current research aims to study if central vs. peripheral advertising is more effective when introducing a new soft drink variant to healthy lifestyle-oriented consumers. Specifically, 2 advertising characteristics were manipulated in this study: source characteristics and the quality of the arguments, and studied, using an online survey, as a function of consumers' health orientation. Outcomes measures comprised 1) emotions towards the product, 2) brand attitude, 3) product attitude and 4) purchase intention. The results revealed no significant effects of the advertisements on consumer responses. A significant main effect of the health orientation showed that in the case of Coca-Cola life, health-oriented consumers responded more positive on emotions towards the product, brand attitude, product attitude and purchase intention than consumers who are not health-oriented.

2. INTRODUCTION

"The growing importance of health and wellbeing has altered buying patterns to a degree that I have not seen before in the food business" (Howell, 2004; Devine & Lepisto, 2005, p.275) In 2014 Goetzke, Nitzko and Spiller wrote in their study that consumers are more conscious about the consequences of their food choices on their health and therefore pay more attention to the health benefits of food in order to live a healthy lifestyle.

In 2005 Sharma (2005), Penn (2005) and the company New Nutrition Business (2005) already mentioned that the development focus for beverages is mainly driven by health (53%), followed by taste (25%) and convenience (23%). Every year Sloan (2005) reviews the global trends, in this review she identified health and convenience as the key trends for food products. In this research, based on the case of the Introduction of Coca-Cola Life, the focus will lay on the biggest development focus driver, health.

In 2003, in the USA, the sales of Healthy Products represent 4,2% of the gross national product and the sales trend suggests that the strong growth rate will continue into the future (Towes, 2004; Berry 2004; Dogheim-Rashid, 2004). So, not only experts (e.g. medical doctors and nutritional advisers), also consumers have realized that there is a close connection between nutrition and healthfulness (Siro, Kapolna, Kapolna & Lugasi 2008; Hilliam, 1998; Menrad, 2003; Young, 2000).

Moreover, in 2012 Sylvetsky, Welsh, Brown & Vos confirmed in their study that the consumption of Low Calorie sweeteners (LCS) increased significantly since 2000. Examples of LCS's are aspartame, acesulfame-potassium, neotame, saccharin, sucralose (Sylvetsky, Rother & Brown, 2011), and the dietary supplement stevia—an extract from the leaves of the Stevia rebaudiana (Bertoni) plant (Gardana, Scaglianti & Simonetti, 2010). The main driver of the increased consumption of LCS's is the increased consumption of reduced calorie beverages.

According to Falguera, Aliguer & Falguera (2012) more and more people have an unhealthy perception of soft drink. One of the possible explanations of this unhealthy perception of soft drink is the increased focus on a healthy lifestyle due to the growing epidemic of obesity in many countries (Vereecken, Inchley, Subramanian, Hublet & Maes, 2005). Although the causes of obesity are complex, it

has been suggested that sugar-sweetened drinks are an important contributory factor in the observed rise in the prevalence of obesity (Ludwig, Peterson & Gortmaker, 2001; Journal School of Health, 1997). Next to obesity, excessive use of sugar and fat is considered as the cause of a number of chronic diseases like diabetes and heart and vascular diseases (Drewnowski & Levine, 2003). This unhealthy perception of the soft drink is having a negative effect on sales of the soft drink industry. Therefore, the bigger soft drink manufacturers, like Coca-Cola European Partners are building on a healthier portfolio with soft drink with reduced or without sugar and calories.

An example of a relatively New Product Introduction of Coca-Cola is Coca-Cola life. Coca-Cola life is introduced in different ways, in different countries. For example, in the Netherlands the Coca-Cola life has been introduced supported by informational advertisements, informing about calories and the natural origin of Stevia (Central Route). On the other hand, in the UK they have chosen to support the launch of Coke Life with the supermodel and actress Rosie Huntington (Peripheral Route, Social Proof Heuristic) (Cialdini, 1985).

Figure 1. Advertisements of Coca-Cola life. On the left the UK version and on the right the NL version.

Where always assumed that consumers decide which (soft) drink to buy decide in a split second and therefore soft drinks are qualified as a low involvement product (Ratchford, 1987; Torres & Briggs, 2007), Goetzke, Nitzko and Spiller (2014) claim that more and more consumers are more conscious about their food purchases in order to live a Healthy Lifestyle. This study suggests that consumers who are Healthy Lifestyle-oriented are more motivated to process information about these fast-moving products in order to make a more conscious purchase decision than consumers who don't participate in the 'health and wellbeing' trend. This shift in considering the purchase may require a different marketing technique in the Food and Beverage market than now is used based on the assumption that soft drinks are a low involvement product.

Therefore, in this study will be investigated what marketing strategy is the most effective strategy in overcoming negative attitudes and emotions. Resulting in the following research question: "Is Central vs. Peripheral advertising more effective to introduce a new soft drink variant in order to stimulate a positive response of the healthy lifestyle-oriented consumer towards the product and the brand?"

3. Theoretical Framework

3.1 Impact of Communication on Consumers' Food Choices

"Communication and information provision efforts can have an impact in terms of changing consumers' knowledge, shaping their attitudes and redirecting their decision making, including food choices and dietary behavior" (Verbeke, 2008, p.281). Consumers are increasingly reflecting food choices in matters of health (Niva, 2007) and therefore they demand more and more information. Consumers seem to want more information to help them make a decision in their purchase process, it helps them to evaluate product alternatives and it helps them managing their quality expectations about the product. To weigh the alternative food products and to manage their quality expectations, consumers seem to need information in order to avoid certain allergens, to live healthier by achieving a better diet and they want to know more about ethical, environmental and technological conditions of the producing process of the product (Verbeke, 2008). In the European food and public health policies is committed that consumers must be provided with free, transparent information and that a healthier lifestyle must be promoted. This is because of the strategy against lifestyle related disease risks. According to Jones & Jew (2007), Van Kleef, Van Trijp & Luning (2005) persuading people to make more healthy choices in their purchasing process of foods and drinks, would lead to substantial public health effects and is therefore a common public and economic interest.

3.2 The Elaboration Likelihood Model

The very commonly used Elaboration Likelihood Model (Petty and Cacioppo, 1986) states that there are two routes to persuasion: 1. Central route: a careful and thoughtful assessment of arguments and the 2. Peripheral route: a simple consideration of the argument, based on some cognitive, affective or behavioral cues in the context of the persuasion (Petty & Cacioppo, 1986). In case of promoting soft drinks, often the Peripheral route is used to persuade consumers. The reason is because soft drinks are qualified as a low involvement product (Ratchford, 1987; Torres & Briggs, 2007) because they have a low

purchase value and is therefore a low risk product, as a result the elaboration likelihood is low, and the Peripheral route is therefore the most effective method to persuade. Now that several studies, i.e. Niva (2007), state that consumers are increasing reflecting food choices in matters of health, this research hypothesize that those health-oriented consumers are more motivated to process information about these fast-moving products in order to make a more conscious purchase decision. Therefore, it seems ledged to assume that advertisements for New Product Introductions in the healthier soft drink portfolio, with the target group 'Healthy Lifestyle' consumers, are more effective persuading consumers to buy soft drinks via the Central Route of the ELM.

3.2.1 The Central Route of Persuading

"When conditions foster people's motivation and ability to engage in issue-relevant thinking, the elaboration likelihood is said to be high" (Cacioppo & Petty, 1984). When the elaboration likelihood is high, the information will be processed rationally by the central route. This implies that the person may scrutinize the product-relevant information presented in an advertisement. If this information is perceived to be cogent and persuasive, favorable attitudes will result, but if this information is weak and specious, unfavorable attitudes will result (Petty, Cacioppo & Schumann, 1983). People who elaborate the advertisements via the central route have to have the ability and motivation to process the arguments and may be referred to as 'cognitive elaborators (Morris, Woo & Singh, 2005).

3.2.2 The Peripheral Route of Persuading

When the relevance of the message/product is low or if the consumer has not the motivation or ability to process the information, the consumer will not put the effort required to think about the product relevant information and arguments presented in the advertisement but may instead focus on simple affective cues, for example the source attractiveness or the amount of arguments used in the advertisement (Morris, Woo & Singh, 2005; Petty, Cacioppo & Schumann, 1983). "The attitude formations and changes engendered by this route are 'less accessible, persistent, resistant and predictive of behavior'

as compared with attitudes developed by the Central route (Petty & Cacioppo, 1996)" (Morris, Woo & Singh, 2005, p.84).

3.3 Central and Peripheral Advertisement

In line with the Elaboration Likelihood Model split between Central and Peripheral routes of persuasion and concluding from the study above, two sorts of advertisement can be composed: the central advertisement which will stimulate central processing and the peripheral advertisement which will stimulate Peripheral processing. There are many ways to persuade Centrally or Peripherally but, in this study, will be focused on two ways to manipulate the advertisements in a Central vs. Peripheral format, namely: Source Characteristics and Argument Quality.

3.3.1 Source Characteristics

Source Characteristics are being treated as Peripheral cues in general (Lien, 2001). According to Ziegler, Diehl and Ruther (2002) this is because the ELM (Petty & Cacioppo, 1986) and the heuristic-systematic model (Chaiken, Liberman, & Eagly, 1989) have established that Source Characteristics may serve as heuristic cues. Heuristic cues are rules of the thumb which are being used by the ones with low motivation or ability to process the persuasive message (e.g., Chaiken, 1980; Petty, Cacioppo, & Goldman, 1981). An example of a possible peripheral source characteristic is the source being a celebrity. According to Bush, Martin and Bush (2004) the influence of celebrities can be described as their role as referents because people often look upon celebrities as their role models (Choi & Rifon, 2007). These referents have significant influence upon people's evaluations, aspirations, or behavior (Park and Lessig, 1977).

However, if the source can be used as an argument which is relevant to the product, the source will be processed centrally. Also, the ELM arguments that when one is moderate involved, the source characteristics will determine to what extent one will deeply process the message of the advertisement (i.e. Homer & Kahle, 1990; Ziegler, Diehl & Ruther, 2002). For example, the expertise of the source cue can

serve to encourage deeper elaboration of the information in the advertisement (Homer & Kahle, 1990) Therefore the study of Homer and Kahle (1990) found that 'Source Expertise and Credibility' also can act as a central cue. Also, Chaiken and Maheswaran (1994) found in their research that when the argumentation in an advertisement is ambiguous, source expertise can affect the valence of message relevant thoughts in a positive way when elaboration is high. This also confirms the potential function of 'Source Expertise and Credibility' as being a central cue.

In this study the celebrity endorser which is rated high on expertise and credibility during the pre-test will therefore be used as a central cue in the Coca-Cola life advertisement. The celebrity endorser which is rated low on expertise and credibility during the pre-test will be functioning as a peripheral cue.

3.3.1 Argument Quality

According to Petty, Priester, and Brinol (2002, p. 176) "an argument is a piece of information that is relevant to determining the true merits of the position taken." If an argument in an advertisement is being an important persuasive cue depends on the degree of personal relevance, and depending on this, the depth of elaboration of the message. When the advertisement is high on personal relevance, people become more motivated to devote the cognitive effort to evaluate the advertisement rationally. Because of this deep evaluation of the content in the advertisement, the argument quality will be overthought, and thus good argument quality is important in advertisements that will be processed rationally via the Central route of persuasion. Also, Andrews & Slump (1990) and Petty & Cacioppo (1984) argument that it works the other way around, personal involvement to the advertisement and high argument quality increase the likelihood of Central processing.

When people are less involved in the advertisement, they will put less effort in the evaluation of the arguments in the advertisement because they will process the advertisement more emotionally via the Peripheral route (Petty and Cacioppo, 1986). The strength of the argument(s) used in the advertisement are therefore less important in the peripheral advertisement. Because strong arguments can contribute to a deeper elaboration of the advertisement, strong arguments as proved in the pre-

study will be used in the central advertisement and weak arguments, as proved in the pre-study, will be used in the Peripheral advertisement.

3.4 EMOTIONS

For thousands of years people from different disciplines (i.e. Philosophers, theologians, theorists, academics and scientists) are looking for one clear and commonly agreed on definition for what an Emotion is (Gomez, 2012; Oatley, 2004; Lewis, Haviland-Jones & Barrett, 2008). However, due to the complexity of emotions and our lack of understanding there is still not that one definition that is widely accepted. What is generally accepted is the appraisal theory of Frijda (1986). "The appraisal theory (e.g., Arnold, 1960; Frijda, 1986; Lazarus, 1991; Scherer, 1984) describes the cognitive process which individuals evaluate environmental stimuli relevant for individual well-being and trigger emotions that ready the body for action" (Urda & Loch, 2015, p. 2). Oatley (2004) describes the appraisal theory as follows: "Emotions occur at the juncture of our inner concerns with the outer world; they are evaluations of events in terms of their importance for our concerns" (p. 43). There are several sorts of concerns that can strongly influence people's emotions and behavior towards food, like concerns about animal welfare, political land moral perspectives, or cultural and ethical concerns and health and wellbeing concerns (Falguera, Aliguer & Falguera, 2012). This research will focus on the health and wellbeing concerns and their effect on emotions and behavior towards Coca-Cola life.

According to Desmet & Schifferstein (2008) food emotions can be caused by direct (e.g. feeling happy because of the good taste of the food) and indirect causes (e.g. I was proud because my friends complimented me on my cooking). Desmet & Schifferstein distinguish five sorts of sources which can elicit food emotions: (1) sensory properties, (2) experienced consequences, (3) imagined or anticipated consequences, (4) personal or social meanings, and by (5) behavior of agents involved. An example of the source imagined of anticipated consequences is: "being afraid of becoming fat because of unhealthy food" (Desmet & Schifferstein, 2008, p.300). It is very likely that the emotions that will be measured in

this study will mainly be caused by imagined or anticipated consequences because this study is focused on health-related concerns and emotions.

3.4.1 Emotions in the Purchase Process of Food and Beverage

Because most people in affluent societies buy the food they like to eat or drink, they relate this purchasing process to positive emotions (Desmet & Schifferstein, 2008). However, in the current society where information about health effects of eating habits is widely available via various media, fear and confusion about eating habits occurs (Kalucy, 1987; Rozin 1999). In particular the excessive use of sugar and fat is considered as the cause of a number of chronic diseases like obesity, diabetes and heart and vascular diseases (Drewnowski & Levine, 2003). It has been suggested that sugar-sweetened drinks are an important contributory factor in the observed rise in the prevalence of obesity (Ludwig, Peterson & Gortmaker, 2001; Journal School of Health, 1997). Also, the recent discussion on taxing sugar-sweetened beverages causes the consumers being more aware of the possible negative effects of sugar (Sylvetsky, Welsh, Brown & Vos, 2012). Therefore, it is likely to presume that buying Coca-Cola soft drinks, that partly contain high levels of sugar, may be associated with negative emotions by people who are interested in living a healthy lifestyle. It is interesting to investigate if a new 'healthier' low calorie beverage product proposition of Coca-Cola can be linked to more positive emotions of the shoppers.

3.4.2 Emotions and the Impact on Persuasion

People who are living a healthy lifestyle and are therefore high involved in advertisement about a healthier soft drink are more likely to process the advertisement on a Central way rather than the Peripheral way. On top of that, it' s more likely that Healthy Lifestyle-oriented consumers are more conscious and concerned about the consequences of food and drinks. As a result, it's likely that they have more negative Emotions towards the soft drink category. As confirmed by Morris, Woo & Singh (2005) and Forgas (1992) negative Emotions will enhance effortful processing and therefore a Central advertisement will be more congruent to the processing style of the people who score high on living a Healthy Lifestyle (Ruiz & Sicili, (2004). On the other hand, positive Emotions are more likely to reduce effortful processing. People who less Healthy Lifestyle-oriented, are less likely to consider the possible negative health concerns and are therefore less likely to feel negative Emotions towards the soft drink category. As a result, they will not be stimulated to process the information effort fully.

The study of Ruiz & Sicilia (2004), confirms that the effectiveness of advertising is higher when individuals were exposed to advertisements which are congruent with their processing styles in terms of affect and cognition. Therefore, this study suggests that central advertisement will be more persuasive on the target group "Healthy Lifestyle-oriented" and the affective advertisement will be more persuasive on the target group which are less Healthy Lifestyle-oriented. This results in the next 8 hypotheses:

H1a. Central (as opposed to Peripheral) advertisement will be most effective for Health-oriented consumers in influencing the Brand Attitude.

H1b. Central (as opposed to Peripheral) advertisement will be most effective for Health-oriented consumers in influencing the Attitude towards the product.

H1c. Central (as opposed to Peripheral) advertisement will be most effective for Health-oriented consumers in influencing the Purchase Intention.

H1d. Central (as opposed to Peripheral) advertisement will be most effective for Health-oriented

consumers in influencing the Positive and Negative Emotions towards the Product.

H2a Peripheral (as opposed to Central) advertisement will be most effective for consumers not oriented on Health in influencing the Brand Attitude.

H2b. Peripheral (as opposed to Central) advertisement will be most effective for consumers not oriented on Health in influencing the Attitude towards the product.

H2c. Peripheral (as opposed to Central) advertisement will be most effective for consumers not oriented on Health in influencing the Purchase Intention.

H2d. Peripheral (as opposed to Central) advertisement will be most effective for consumers not oriented on Health in influencing the Positive and Negative Emotions towards the Product.

3.5 The Effect of Trust in Advertisement

In this study the effect of different sorts of advertisements on Emotions towards the product, Brand attitude, Product Attitude and Purchase intention will be measured. It is important to check the effect of the advertisements on Trust in the advertisement because several studies have shown that persuasion depends on trust (Boush, Kim, Kahle & Batra, 1993). Petty and Cacioppo (1985) confirm this finding and state that mistrust may affect the motivation to process a message and also Soh, Reid & King (2007) state that Advertisement Trust is crucial for being effective as an information source.

H3. Trust correlates significantly positive with Brand Attitude, Attitude towards the Product, Purchase Intention and Positive Emotions towards the product and negative with Negative Emotions towards the product.

4. The Research Design and Method

In this study the effectiveness of 2 different types of advertising: 1) advertisements that stimulate elaboration via the Central route and 2) advertisements that stimulate elaboration via the Peripheral route (Petty & Cacioppo, 1984) will be examined. Those 2 types of advertisements will be manipulated by 2 elements in the advertisements: 1) Source Characteristics and 2) the Quality of Arguments. Also, will be examined if there is a difference in effectiveness of the advertisements between 2 sorts of target groups: people who are and who are not Healhy Lifestyle-oriented Therefore a 2 (Celebrity expert vs. Celebrity non-expert) x 2 (High-quality argument vs. Low-quality argument) x 2 (Health interested vs. Not health interested respondent) factorial research design will be used. The effectiveness of advertisements will be measured by 4 dependent variables: 1) Emotions towards the product, 2) Brand attitude, 3) Product Attitude and 4) Purchase intention.

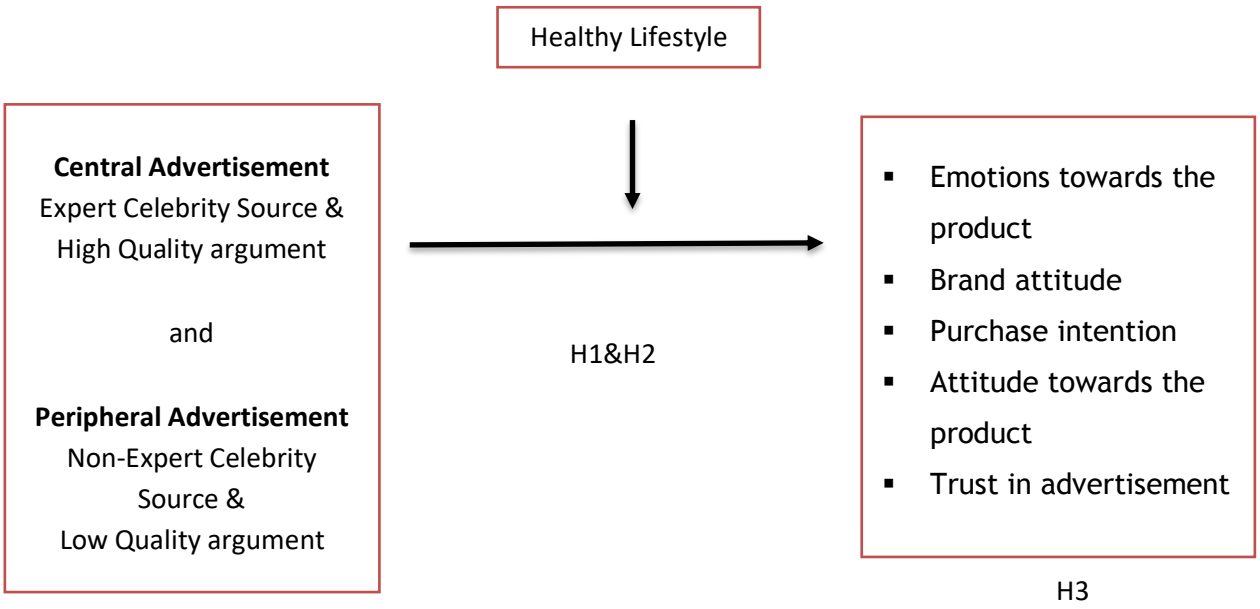

Figure 2. Research design, measuring the effect of persuasion via the Central Route vs. the Peripheral Route on Emotions towards the product, Product Quality, Brand Attitude and Purchase Intention controlling for Trust in Advertisement

4.1 PRETESTS

In order to justify the manipulations of the advertisement that will be used in de main-study, 2 pre-studies are conducted on Source Characteristics and Argument Quality.

4.1.1 SOURCE CHARACTERISTICS

In this study the cue Celebrity Source Expertise will be used as a stimulator of elaboration of the advertisement, as Petty and Cacioppo (1981), Puckett, Petty, Cacioppo and Fischer (1983) and Pentina and Taylor (2010) described before: source Expertise and Credibility can activate central processing. Therefore, a source who scored high on expertise in the pre-study will be used as cue in the central advertisement. And will a Celebrity source that is rated low on Expertise and Credibility in the pre-study be used in the Peripheral advertisement because this cue will not encourage deeper elaboration of the information in the advertisement and will only be used as a heuristic cue as described in the theoretical framework.

Method

The scale used in the pre-study (see Appendix Pretest) is combined from the studies of Sussman and Siegal (2003) Ohanian (1990). This scale is rated on a 7-point Likert scale. The internal consistency of the scales (7-point Likert scales) used in this pre-study are good because all scales where rated above $\alpha >$ .80 as can be seen in Table A1 in the Appendix.

Stimuli

8 Different advertisements are used in this pre-study. The argument used in the advertisement is consistent over the 8 advertisements. The variable of the stimuli that varies over the 8 advertisements is the source used in the advertisements. 4 Possible Non-Expert Celebrities and 4 possible Expert Celebrities are selected on the basis of their profession (see Appendix A - Pre-study). This pre-study has to show whether this selection can be justified, and which sources can be used in the main study.

Results

During this pre-study 23 respondents were asked to fill in the study, 8 of them are male and 14 female. 69,6% Of the respondents is aged between 18-35 years old and 90,3% completed a HBO of WO study so they are highly educated.

A repeated measures ANOVA with a Greenhouse-Geisser correction determined that mean Source Credibility differed statistically significantly between the sources used in the Pre-test advertisements ($F(5.080, 111.766) = 23.728$, $p < 0.001$).

Post hoc tests using the Bonferroni correction revealed that Source Sonja Bakker and Source Sylvie differ significantly ($p = .00$) and have the biggest contrast in means Source Sonja Bakker ($M = 4.89$; $SD = 1.41$) and Source Sylvie Meis ($M = 2{,}70$; $SD = 1.12$) where Sonja Bakker is perceived as most Credible Source and Sylvie Meis as least credible Source. Therefore, these two sources, Sylvie Meis and Sonja Bakker, will be used in the Peripheral/Emotional and Central/Rational advertisement respectively in the main study.

4.1.2 Argument Quality

As seen in the research of Park, Levine, Kingsley Westerman, Orgfen & Foregger (2007) strong arguments are characterized by sound logic, valid reasons, and the presentation of data. Weak arguments are characterized by of assertions without support, and circular or vacuous arguments, characteristic is the absence of data in the arguments.

Stimuli

On the basis of this argument quality induction (Park, Levine, Kingsley Westerman, Orgfen & Foregger, 2007) a distinction is made between six existing arguments into 3 strong and 3 weak informational arguments, mainly upon the presence or absence of data in the arguments.

Strong Informational arguments:

1. Coca-Cola Life is our first cola with fewer calories sweetened partly with stevia extract. Stevia extract is

sweeter than sugar without the calories. So, you can enjoy the great taste of Coca-Cola with 45% less sugar and calories*.

* 45% less calories compared to the average of cola with sugar in the Benelux countries, by reducing sugars by 45% thanks to the use of Stevia extract (steviol glycosides).

2. The first Coca-Cola with 45 % fewer calories* with ingredients of natural origin; a mixture of sugar and sweeteners from Stevia.

*45% fewer calories compared with the average of cola with sugar in the UK by reducing sugars by 45% thanks to the use of sweeteners from Stevia.

3. Coca-Cola Life is sweetened with natural ingredients (a.o. Stevia extract) and contains 45% less sugar and calories. *.

* 45% less calories compared to the average of cola with sugar in the Benelux countries, by reducing sugars by 45% thanks to the use of Stevia extract (steviol glycosides).

Weak informational arguments

1. Coca-Cola Life lets me enjoy the great taste I love but with less sugar and fewer calories.

2. The essence of Coca-Cola Life is an invitation to enjoy life with a new cola with less calories sweetened with ingredients of natural origin.

3. Coca-Cola life is for adults looking for a great tasting Coke but fewer kilojoules and sweetened from natural sources.

Method

In this pre-study the scales of Sussman and Siegal (2003) Zhang and Watts (2003)

Stephenson, Benoit & Tschida (2001) are combined into one scale with 5 variables, rated on a 7-point bipolar Likert scale. The internal consistency of the scales used in this pre-study are acceptable - good because all scales where rated above $\alpha > .60$.

Results

20 respondents completed the pre-study whereof 5 male, 15 female, 65% of the respondents is aged between 18-35 years old and 75% completed a HBO or WO study.

Repeated measures ANOVA with a Greenhouse-Geisser correction determined that mean Arguments did not differed statistically significantly between the different arguments in advertisements ($F(2.184,41.501) = 1.909$, $p > 0.05$).

However, in the pairwise comparison can be seen that argument 2 of Weak Information and argument 2 of Strong Information have the lowest score on significance in the pairwise comparisons test. Therefore, repeated measures ANOVA study is performed and as a result no significant correlation between argument 2 of Weak Information and argument 2 of Strong Information had been found ($t = -0.437$, $p > .05$). But what is found is a significant average difference between the perceived quality of argument 2 of Weak Information ($M = 3.95$, $SD = .59$) and argument 2 of Strong Information ($M = 4.32$, $SD = .47$); $t(19) = 2.901$, $p < .05$) in the paired sampled T-test as can be seen in TableA2 and A3. Concluding, according to the paired sampled T-test, argument 2 of Strong Information scored significantly higher on Argument Quality than argument 2 of Weak Information.

"The first Coca-Cola with 45 % fewer calories* with ingredients of natural origin; a mixture of sugar and sweeteners from Stevia."

* 45% less calories compared to the average of cola with sugar in the Benelux countries, by reducing sugars by 45% thanks to the use of Stevia extract (steviol glycosides).

"The essence of Coca-Cola Life is an invitation to enjoy life with a new cola with less calories sweetened with ingredients of natural origin."

4.2 Main Study

4.2.1 Study Method

The research question requires a quantitative research; therefore, an online questionnaire is conducted.

The target group of this research is very wide and includes any Dutch adult (18+). By performing a Median Split the target group can be divided between consumers who are Health-oriented and people who aren't Health-oriented. In the data-analyze phase will be analyzed if these two types of respondents should be approached by advertisements differently, by the central or peripheral route. In order to make a valid comparison, a large sample size of both type of respondents is needed. Respondents are partly conducted via the 'Blik op fris' online research community of Coca-Cola and additionally via Social Media where the snowball effect occurred.

Stimulus Messages

Message type was manipulated in a 2 (healthy lifestyle x no healthy lifestyle) X 2 (strong arguments, weak arguments) X 2 (high source expertise, low source expertise) factorial design.

Stimulus Conditions

This experiment will consist of 4 manipulated conditions as shown in table 1:

Table 1

		Source Expertise and Credibility	
		Expert Celebrity	Non-Expert Celebrity
Argument Quality	High Quality Argument		
	Low Quality Argument		

4.2.2 MEASURES

Healthy Lifestyle

The HTAS (Health and Taste Attitude Scales) of Roininen et al. (1999); Steptoe, Pollard, & Wardle (1995) is used in this study to measure the interest of the respondents in living a healthy lifestyle. This study concerns 5 subscales, 1) General health interest; 2) Light Product Interest; 3) Natural Product Interest; 4) Craving for sweet foods and 5) Pleasure.

The questionnaire consists of 39 items ranked on a 7point Likert scale (Strongly Disagree – Strongly Agree). Example items: 'I am very particular about the healthiness of food I eat'; 'I believe that eating light products keep one's cholesterol level under control'; 'I try to eat foods that do not contain additives'; Using food as a reward'; 'An essential part of my weekend is eating delicious food'. The internal consistency of the scale in this study is α =.77.

Brand Attitude

In this study the scale Brand Attitude scale of Spears & Singh (2004) is re-used since it scored α = .97 in the study of Spears & Singh (2004). The scale consists of 5 dichotomous items Unappealing(1) – Appealing(7), Bad(1)-Good(7), Unpleasant(1)-Pleasant(7), Unfavorable(1)-Favorable(7) and Unlikable(1)-Likable(7). In the current study the 5 items scale scored α = .91 on internal consistency.

Product Attitude

To measure de dependent variable Product Attitude the Attitude towards the product scale of Tuorila, Lähteenmäki, Pohjalainen, & Lotti, (2001) is used, as also used in the research of Fenko, Backhaus and van Hoof (2015). The scale consists of 4 dichotomous items Unpleasant(1) – Pleasant(7), Bad(1)-Good(7), Negative(1)-Positive(7), Unattractive(1)-Attractive(7). The internal consistency is good: α = .97.

Purchase Intention

To measure de dependent variable Purchase Intention, the Purchase Intention scale of Spears, Surendra & Singh (2004) is used. The scale consists of 4 dichotomous items Never(1) – Definitely(7), Very low purchase intention(1)-Very High purchase intention(7), Definitely not buy it(1)-Definitely buy it(7),

Probably not buy it(1)-Probably buy it(7). The internal consistency of this scale is measured and turned out to be good by $\alpha = .99$.

Emotions towards the product

Desmet & Schifferstein (2008) developed a set of Emotion types which can be related to consumer products, such as food. This scale is a combination of 19 basic emotions, combined from studies of Ekman (1972), Lazarus (1991), and Ortony, Clore & Collins (1988) and 3 emotions that Desmet (2002) found out to be missing in the basic emotion set of the scientists as above. As a result, the total set consists of 22 emotions, 11 pleasant and 11 unpleasant emotions. These emotions have to be scaled on a 7point Likert scale. A factor analysis, see Table B1 (Appendix), showed that the initial Eigen values of the first factor (Positive Emotions) explained 45,4% of the variance and the second factor (Negative Emotions) 33,9%. So, this 2-factor solution explains together 79,3% of the variance which confirms the theoretical underpinning of Desmet & Schifferstein (2008) by making this same distinction between 2 factors: 11 positive emotions and 11 negative emotions. Also, all factor loadings where above .6 which indicates that all emotions meet a minimum criterion of having a primary factor loading of .4 or above and thus can be used in this study. Example Items: 'Joy' and 'Sadness'. The Cronbach's alfa of the subscale Positive Emotions indicates a good internal consistency $\alpha = .98$ as it does for subscale Negative Emotions $\alpha = .96$.

Trust in Advertisement

To measure Trust in Advertisement as a moderator in this research the ADTRUST scale of Soh, Reid & King (2007) is used. Soh, Reid & King (2007) found in their research that Trust in Advertisement consists of 3 dimensions (Cognitive, Emotional and Behavioral dimension) with 4 factors (Reliability, Usefulness, Affect and Willingness to Rely On). Reliability and Usefulness are factors that measure the Cognitive dimension. Affect measures the Emotional dimension and Willingness to Rely on measures the Behavioral dimension.

The ADTRUST scale consist of 20 items being measured on a 7point Likert scale (Strongly Disagree – Strongly Agree). Example items: 'Information conveyed in the advertising is honest'; 'Information conveyed in the advertising is useful'; 'Information conveyed in the advertising is

enjoyable'; 'I am willing to make important purchase-related decisions based on ad-conveyed information'. The internal consistency of this scale is α = 98.

5. RESULTS

In total N=305 respondents participated in this study (77 in condition 1, 76 in condition 2, 76 in condition 3 and 76 in condition 4). With the function Recode Variable a split has been made between respondents who are living a healthy lifestyle (scored >4), N=171 and respondents who are not living a healthy lifestyle (scored <4), N=134. 45% of the respondents are male and 55% are female. The average Age is mean=49,9 years old where the youngest participant is 18 and the oldest is 83. Looking at the level of Education: 20% finished VMBO, 41% MBO, 20% HBO and the other 19% above HBO.

5.1 THE EFFECT OF ADVERTISEMENTS

In order to analyze if different advertisements have different effects on the dependent variables, it is necessary to recode the advertisement conditions Expert (condition 2&4) & Non-Expert (condition 1 & 3) High Quality (condition 3&4) & Low Quality (condition 1&2) into the variables Expertise and Credibility and Quality of Advertisement. As a result, not only the 'Central' and the 'Peripheral' advertisements are measured in this research, also two advertisements wherein both Central as Peripheral cues are used. These four advertisements can be seen in Table 1 in chapter 4.

A Two-Way ANOVA was conducted to determine a statistically significant difference between the effect of the four different advertisements on Emotions, Brand attitude, Product Attitude, Purchase Intention with Healthy Lifestyle as a moderator. An overview of the results can be found in Table B2 in the Appendix.

5.2 BRAND ATTITUDE

The ANOVA analyses revealed that the interaction between Healthy Lifestyle, 'Source Expertise and Credibility' and Argument Quality on Brand Attitude was not significant F<1, ns. Also, the interaction between Healthy Lifestyle and 'Source Expertise and Credibility' on Brand Attitude was not significant F<1, ns. The interaction between Healthy Lifestyle and Argument Quality on Brand Attitude was not

significant F<1, ns. And, the interaction between 'Source Expertise and Credibility' and Argument Quality on Brand Attitude was not significant F<1, ns. Based on these findings can be stated that, since there are no interaction effects found, the Central and the Peripheral advertisements will have no significant effect on Brand Attitude. And thus, deeper research into the different effects of these advertisements on Brand Attitude between Health-oriented and not Health-oriented consumers is not needed.

Both Hypotheses H1a and H2a could not be confirmed.

In addition, what this research have found is a main effect of Healthy Lifestyle on Brand Attitude ($F(1,297)= 7.97$, $p < .05$, $\eta = 0.03$) with Health-oriented consumers having a more positive Brand Attitude ($M = 6.05$; $SD = 1.08$) compared to consumers who are not Health-oriented consumers ($M = 5.69$; $SD = 1.14$). No other significant main effects are found of Argument Quality on Brand Attitude F<1, ns and of Source 'Expertise and Credibility' on Brand Attitude $F<1$, *ns*.

5.3 PRODUCT ATTITUDE

The interaction between Healthy Lifestyle and 'Source Expertise and Credibility' on Product Attitude was not significant F<1, ns. The interaction between Healthy Lifestyle and Argument Quality on Product Attitude was not significant F<1, ns. Also, the interaction between 'Source Expertise and Credibility' and Argument Quality on Product Attitude was not significant F<1, ns. And finally, the interaction between Healthy Lifestyle, 'Source Expertise and Credibility' and Argument Quality on Product Attitude was not significant F<1, ns. Based on these findings can be stated that, since there are no interaction effects found, the Central and the Peripheral advertisements will have no significant effect on Product Attitude. And thus, deeper research into the different effects of these advertisements on Product Attitude between Health-oriented and not Health-oriented consumers is not needed.

Both Hypotheses H1b and H2b could be rejected.

Also, this analysis revealed a main effect of Healthy Lifestyle on Product Attitude ($F(1,297) = 49.85$, $p < .00$, $\eta = 0.14$) with Health-oriented consumers having a more positive Product Attitude ($M = 5.47$; $SD = 1.37$) compared to consumers who are not Health-oriented consumers ($M = 4.25$; $SD = 1.65$). No other significant main effects are found of Argument Quality on Product Attitude F<1, ns and of Source

Expertise and Credibility on Product Attitude F<1, ns.

5.4 Purchase Intention

Furthermore, the interaction between Healthy Lifestyle and Source Expertise and Credibility on Purchase Intention was not significant F<1, ns. The interaction between Healthy Lifestyle and Argument Quality on Purchase Intention was not significant F<1, ns. Also, the interaction between Source Expertise and Credibility and Argument Quality on Purchase Intention was not significant F<1, ns. And finally, the interaction between Healthy Lifestyle, Source Expertise and Credibility and Argument Quality on Purchase Intention was not significant F<1, ns. Based on these findings can be stated that, since there are no interaction effects found, the Central and the Peripheral advertisements will have no significant effect on Purchase Intention. And thus, deeper research into the different effects of these advertisements on Purchase Intention between Health-oriented and not Health-oriented consumers is not needed.

Both Hypotheses H1c and H2c could be rejected.

Also, a main effect is found of Healthy Lifestyle on Purchase Intention ($F(1,297) = 39.02$, $p < .00$, $\eta = 0.12$) with Health-oriented-consumers having a higher Purchase Intention ($M = 4.72$; $SD = 1.68$) compared to consumers who are not Health-oriented consumers ($M = 3.48$; $SD = 1.77$). No other significant main effects are found of Argument Quality on Purchase Intention F<1, ns and of Source Expertise and Credibility on Purchase Intention F<1, ns.

5.5 Positive Emotions

The interaction between Healthy Lifestyle and Source Expertise and Credibility on Positive Emotions was not significant F<1, ns. The interaction between Healthy Lifestyle and Argument Quality on Positive Emotions was not significant F<1, ns. Also, the interaction between Source Expertise and Credibility and Argument Quality on Positive Emotions was not significant F<1, ns. And finally, the interaction between Healthy Lifestyle, Source Expertise and Credibility and Argument Quality on Positive Emotions was not significant F<1, ns. Based on these findings can be stated that, since there are no interaction effects found, the Central and the Peripheral advertisements will have no significant effect

Positive Emotions. And thus, deeper research into the different effects of these advertisements on Positive Emotions between Health-oriented and not Health-oriented consumers is not needed.

Both Hypotheses H1d and H2d could not be confirmed.

A main effect is found of Healthy Lifestyle on Positive Emotions ($F(1,297) = 32.95$, $p < .001$, $\eta = 0.00$) with Health-oriented consumers experiencing more Positive Emotions ($M = 4.14$; $SD = 1.53$) compared to consumers who are not Health-oriented consumers ($M = 3.15$; $SD = 1.48$). No other significant main effects are found of Argument Quality on Positive Emotions $F<1$, ns and of Source Expertise and Credibility on Positive Emotions $F<1$, ns.

5.6 Negative Emotions

Furthermore, the interaction between Healthy Lifestyle and Source Expertise and Credibility on Negative Emotions was not significant $F<1$, ns. The interaction between Healthy Lifestyle and Argument Quality on Negative Emotions was not significant $F<1$, ns. Also, the interaction between Source Expertise and Credibility and Argument Quality on Negative Emotions was not significant $F<1$, ns. And finally, the interaction between Healthy Lifestyle, Source Expertise and Credibility and Argument Quality on Negative Emotions was not significant $F<1$, ns. Based on these findings can be stated that, since there are no interaction effects found, the Central and the Peripheral advertisements will have no significant effect Negative Emotions. And thus, deeper research into the different effects of these advertisements on Negative Emotions between Health-oriented and not Health-oriented consumers is not needed.

Both Hypotheses H1d and H2d could not be confirmed.

Finally, the ANOVA analyses revealed a main effect of Healthy Lifestyle on Negative Emotions ($F(1,297) = 7.02$, $p < .05$, $\eta = 0.02$) with Health-oriented consumers experiencing less Negative Emotions ($M = 1.87$; $SD = 1.25$) compared to consumers who are not Health-oriented consumers ($M = 2.27$; $SD = 1.42$). No other significant main effects are found of Argument Quality on Negative Emotions $F<1$, ns and of Source Expertise and Credibility on Negative Emotions $F<1$, ns.

Concluding, only main effects of Healthy Lifestyle on all dependent variables are found. No main effects of Argument Quality or Source Expertise and Credibility on the dependent variables. Also, no interaction effects of the 3 fixed factors (Argument Quality, Source Expertise and Credibility and Healthy Lifestyle) on the dependent variables. This implies not only that there is no significant difference between the influence of the 4 advertisements used as stimuli on the target group, it also implies that there is no significant effect of the advertisements on the dependent variables at all.

5.7 The Effect of Trust in Advertisement

On average can be said that the respondents trusted the advertisement M=4.33, SD=1.34 and that there was no significant correlation between the sort of advertisement (Causal or Peripheral) and Trust bcause Expertise and Credibility is not significantly related to Trust r =-.04, p = *>.05,* also Argument Quality was not significantly related to Trust r = .04, p = *>.05.* What could be found where positive significant correlations between Trust and Purchase Intention Trust r = .71, p = *<.01,* Trust and Brand Attitude r = .42, p = *<.01,* Trust and Product Attitude r = .74, p = *<.01* and Trust and Positive Emotions r = .75, p = *<.01.* Finally, a negative significant correlation was found between Trust and Negative Emotions r = -.28, p = *<.01.*

Therefore H3 “Trust correlates with Argument Quality, Brand Attitude, Attitude towards the Product, Purchase Intention and Positive and Negative Emotions towards the product” can be confirmed.

6. CONCLUSION

In the theoretical chapter the assumption was made that it's more likely that people who are healthy lifestyle-oriented are more conscious about health concerns and therefore have negative emotions towards the soft drink category. Surprising is that, in contrast, a positive significant relation is found between Healthy Lifestyle and Positive Emotions ($F(1,297) = 32.953$, $p < .001$, $\eta = 0.10$) ($M = 3.64$; $SD = 1.58$). This could be explained by the positioning of Coca-Cola life which is a more "healthy" variant of Coca-Cola because of the use of Stevia to reduce the amount of sugar in the product. This positive significant relation confirms the fit of the product with the target group. It is still possible that the emotions towards the soft drinks category as a whole are negatively related to a Healthy Lifestyle, but this is not measured in the present study. Also, positive significant relations are found on the relation between Healthy Lifestyle and Brand Attitude, Product Attitude and Purchase Intention. What can be deduced from this finding is that the product Coca-Cola Life is particular relevant for the target group who's living a Healthy Lifestyle and that advertisements aren't making any significant difference in how Coca-Cola Life is perceived as Brand, Product or in Emotions. The advertisements also have no influence on the Purchase Intention. A possible explanation for this is that the variable Healthy Lifestyle effect is so strong that it can't be affected by a single advertisement.

Also, the persuasive effect of advertisements is checked on the impact of Trust because several studies have shown that persuasion depends on Trust (Boush, Kim, Kahle & Batra, 1993). Petty and Cacioppo (1985) confirm this finding and state that mistrust may affect the motivation to process a message and also Soh, Reid & King (2007) state that Advertisement Trust is crucial for being effective as an information source. However, the results show that on average, the respondents do have trust in the advertisements $M=4.33$, $SD=1.34$ but still the advertisements have no significant effect on Emotions, Brand Attitude, Product Attitude or Purchase Intention. This finding allows to exclude that the lack of trust in the ads is the reason why the ads have no effect on the dependent variables.

Noteworthy is that the means of variables Trust ($M = 4.33$, $SD = 1.34$); Emotions ($M = 6.29$, $SD = 2.12$); Brand Attitude ($M = 5.87$, $SD = 1.12$); Product Attitude ($M = 4.87$, $SD = 1.63$); Purchase Intention ($M = 4.09$, $SD = 1.83$); are one the positive side of the 7 point Likert scale. This is striking, especially within the current market situation, whereas described, people have a perception of soft drinks as being

unhealthy (Vereecken, et al., 2005) and as a result developed negative emotions towards the soft drink category (Falguera, Aliguer & Falguera, 2012). Again, this could be explained by the positioning of Coca-Cola life which is a more "healthy" variant of Coca-Cola because of the use of Stevia to reduce the amount of sugar in the product.

Finally, the main question of this research is "Is Central vs. Peripheral advertising more effective to introduce a new soft drink variant in order to stimulate a positive response of the healthy lifestyle-oriented consumer towards the product and the brand?". The answer to this question is that no significant effects of advertisement on Brand Attitude, Product Attitude, Purchase Intention or Emotions are found in this research. As a result, we can't state that one of the two sorts of advertisements is more effective in stimulating a positive response on product or brand than the other.

7. DISCUSSION

First, all respondents are recruited via the online research panel of Coca-Cola 'Blik op fris'. This panel contains more than 400 people that are participating on a voluntary basis. A possible disadvantage of the use of this panel could be that the participants are prejudiced on the brand of Coca-Cola. There is the possibility that the participants are more aware of the products of Coca-Cola and even that they are more 'fan' of Coca-Cola. This could have affected the outcomes on the positive Means of Trust (*M* = 4.33, *SD* = 1.34); Emotions (*M* = 6.29, *SD* = 2.12); Brand Attitude (*M* = 5.87, *SD* = 1.12); Product Attitude (*M* = 4.87, *SD* = 1.63); Purchase Intention (*M* = 4.09, *SD* = 1.83) despite the current social discussions about sugars.

Second, in this research a positive significant relation was found between Healthy Lifestyle and Product Attitude (F(1,300)= 41,816, p<.00), so respondents with a healthy lifestyle seem to like Coca-Cola life as a product. This also implies that the respondents who are not living a healthy lifestyle will value Coca-Cola Life more negative. Furthermore, the different advertisements didn't relate significant towards the dependent variables Emotions, Brand Attitude, Product Attitude and Purchase Intention. This implies that the Healthy Lifestyle variable is so strong that it can't be affected by one single advertisement. Also, it implies that the advertisements have no impact on behavior, attitudes or emotion. Several researchers confirm the finding that media messages alone are not sufficient to produce significant or sustained behavior change (Reger, Wootan & Booth-Butterfield, 1999; Bettinghaus, 1986) Although also some studies stated that media messages could have a positive significant effect on Attitudes (Erickson, McKenna & Romano, 1990). Therefore, this study recommends a longitudinal study with several advertisements in future research in order to study the influence of advertisements (Central vs. Peripheral) on Emotions, Brand Attitude, Product Attitude and Purchase Intention.

Third, noteworthy is that 65% of the respondents indicates that they are living a Healthy Lifestyle N=171. Also noteworthy is the relatively high mean age *M*=49,9 years of the respondents. The research of Devine & Lepisto found that there is a positive significant (p<0.001) relation between Age and Healthy Lifestyle, which could explain the ratio of Healthy Lifestyle and non-Healthy Lifestyle respondents in the

present research. This ratio may be not the same for the target group of Coca-Cola life which is woman aged between 35 and +-50. If this research should be applicable to a certain product or target group, future research should take the target group characteristics into account when collecting respondents.

Fourth, Desmet & Schiffertstein (2018) state that "Emotions evoked by food may depend on the internal state of the individual, such as the nutritional state (time since last meal, hungriness, or thirstiness), mood, and overall physical state (fitness or fatigue)" (Desmet & Schifferstein, 2018, p.291) However, in this research the internal state of the individual was not taken into account when asking about Emotions towards the Coca-Cola life advertisement. It is possible that the respondent was very thirsty on the moment of examination which could have affected the outcome on Emotions towards Coca-Cola life. In future research also the internal state of the respondent should be taken into account when measuring Emotions.

Fifth, in order to measure Emotions, the Emotions scale of Desmet (2002) is used in this research. To make a distinction between positive and negative emotions a Factor analysis is performed on the total set of 22 emotions, where from a set of 11 positive and a set of 11 negative emotions have been formed. However, what is exactly a positive or negative emotion in the context of these advertisements? Emotions like relief or jealousy can be very ambiguous in different contexts. Future research should look more in depth into the different emotions that marketers would like the target group to feel when being exposed to the advertisements.

To complete this study, two final recommendations for future research are given. Raghunathan, Naylor and Hoyer (2006) stated that some consumers find unhealthy food being more tasty, that health claims on food related products influence the product perception negatively (Lähteenmäki, Lampila, Grunert, Boztug, Ueland, Åström & Martinsdóttir, 2010) and that consumers don't want to trade taste over health (Verbeke, 2005; Fenko, Kersten & Bialkova, 2016). Noteworthy is that in the present research the perception of the product and brand is relatively good as described earlier, despite the health claims being made in advertisement. But, in this research Taste of Coca-Cola life isn't measured. It would be very interesting to measure the Taste component because when Coca-Cola life scores low on Taste

despite the high score on Emotions, Product Attitude, Brand Attitude and Purchase Intention it is likely that the repeat rate of purchasing will be low whilst consumers don't what to trade taste over health (Verbeke, 2005).

Also it would be interesting to study if there is a relation between sort of advertisement and the taste expectation of the product is. Since (Lähteenmäki et al. 2010) claim that health claims on food related products influence the product perception negatively, health claims could also influence the taste perception negatively. Since Central Advertising can contain more factual information or health claims about the product than Peripheral advertisement, it would be interesting to study if there is a difference in the effect of Central vs. Peripheral advertising on Taste expectation.

8. References

Bettinghaus, E. P. (1986). Health promotion and the knowledge-attitude-behavior continuum. *Preventive medicine, 15*(5), 475-491.

Briñol, P., Priester, J. R., & Petty, R. E. (2002). Mass media attitude change: Implications of the elaboration likelihood model of persuasion. In *Media effects* (pp. 165-208). Routledge.

Boush, D. M., Kim, C. H., Kahle, L. R., & Batra, R. (1993). Cynicism and conformity as correlates of trust in product information sources. *Journal of current issues & research in advertising,* 15(2), 71-79.

Bush, Alan J., Craig A. Martin, and Victoria D. Bush. ‘‘Sports Ce- lebrity Influence on the Behavioral Intentions of Generation Y.’’ Journal of Advertising Research 44.1 (2004): 108–18.

Centers for Disease Control and Prevention. Guidelines for school health programs to promote lifelong healthy eating. (1997) Journal School Health; 67, 9–26.

Chaiken, S. (1980). Heuristic versus systematic information processing and the use of source versus message cues in persuasion. Journal of Personality and Social Psychology, 39, 752- 766.

Chaiken, S., & Maheswaran, D. (1994). Heuristic processing can bias systematic processing: effects of source credibility, argument ambiguity, and task importance on attitude judgment. *Journal of personality and social psychology, 66*(3), 460.

Choi, S., & Rifon, N. J. (2007). Who is the celebrity in advertising? Understanding dimensions of celebrity images. The journal of popular Culture, 40(2), 304-324.

Cialdini, R.B. (1985). Influence: Science and practice. Glenview, IL, Scott, Foresman.

Ekman, P. (1972). *Universals and cultural differences in facial expressions of emotion.* In J. Cole (Ed.), Nebraska symposium on motivation (pp. 207–283). Lincoln: University of Nebraska Press.

Devine, R. L., & Lepisto, L. (2005). Analysis of the healthy lifestyle consumer. *Journal of Consumer Marketing*, 22(5), 275-283.

Drewnowski, A., & Levine, A. S. (2003). Sugar and fat-from genes to culture. *The Journal of nutrition*, *133*(3), 829S-830S.

Desmet, P. M. A. (2002). *Designing emotions. Unpublished doctoral thesis,* University of Technology, Delft.

Desmet, P. M. A., & Schifferstein, H. N. J. (2008). Positive and negative emotions associated with food experience. *Appetite,* 50, 290–301.

Erickson, A. C., McKenna, J. W., & Romano, R. M. (1990). Past lessons and new uses of the mass media in reducing tobacco consumption. *Public Health Reports,* 105(3), 239.

Falguera, V., Aliguer, N., & Falguera, M. (2012). An integrated approach to current trends in food consumption: Moving toward functional and organic products? *Food Control, 26(2)*, 274-281.

Fenko, A., Backhaus, B. W., & van Hoof, J. J. (2015). The influence of product-and person-related factors on consumer hedonic responses to soy products. *Food quality and preference*, *41*, 30-40.

Fenko, A., Kersten, L., & Bialkova, S. (2016). Overcoming consumer skepticism toward food labels: The role of multisensory experience. *Food quality and preference,* 48, 81-92.

Frijda, N. (1986). The Emotions. Cambridge *University Press*, USA.

Forgas, J. P. (1992). Affect in social judgments and decisions: A multiprocess model. *Advances in experimental social psychology,* 25, 227-275.

Gardana, C., Scaglianti, M., & Simonetti, P. (2010). Evaluation of steviol and its glycosides in Stevia rebaudiana leaves and commercial sweetener by ultra-high-performance liquid chromatography-mass spectrometry. *Journal of chromatography A*, *1217*(9), 1463-1470.

Goetzke, B., Nitzko, S., & Spiller, A. (2014). Consumption of organic and functional food. A matter of well-being and health?. *Appetite, 77,* 96-105.

Gomez, R. E. (2012). The evolving emotional experience with portable interactive devices (Doctoral dissertation, Queensland University of Technology).

Hilliam, M. (1998). The market for functional foods*. International Dairy Journal(8),* 349– 353.

Homer, P. M., & Kahle, L. R. (1990). Source expertise, time of source identification, and involvement in persuasion: An elaborative processing perspective. *Journal of Advertising*, *19*(1), 30-39.

Howell, D. (2004), "Wellness trend ouches all catergories DSN Retailing Today, Vol. 43 NO. 9, pp. 4-5.

Jones, P. J., & Jew, S. (2007). Functional food development: concept to reality. *Trends in Food Science & Technology, 18*(7), 387-390.

Liberman, A., & Eagly, A. H. (1989). Heuristic and systematic information processing within and beyond the persuasion context. In J. S. Uleman & J. A. Bargh (Eds.), Unintended thought (pp. 212-252). New York: Guilford.

Lien, N. H. (2001). Elaboration likelihood model in consumer research: A review. *Proceedings of the National Science Council*, *11*(4), 301-310.

Kalucy, R. S. (1987). The ''new'' nutrition. The Medical Journal of Australia, 147, 529–530.

Lähteenmäki, L., Lampila, P., Grunert, K., Boztug, Y., Ueland, Ø., Åström, A., & Martinsdóttir, E. (2010). Impact of health-related claims on the perception of other product attributes. *Food Policy, 35*(3), 230-239.

Lazarus, R. S. (1991). *Emotion and adaptation.* Oxford: Oxford University Press.

Lewis, M., Haviland-Jones, J. & Barrett, L. (2008). *Handbook of Emotions (3rd ed.).* The Guildford Press, USA.

Ludwig, D. S., Peterson, K. E., & Gortmaker, S. L. (2001). Relation between consumption of sugar-sweetened drinks and childhood obesity: a prospective, observational analysis. The Lancet, 357(9255), 505-508.

Menrad, K. (2003). Market and marketing of functional food in Europe. *Journal of food engineering, 56*(2-3), 181-188.

Morris, J. D., Woo, C., & Singh, A. J. (2005). Elaboration likelihood model: A missing intrinsic emotional implication. *Journal of Targeting, Measurement and Analysis for Marketing*, *14*(1), 79-98.

Niva, M. (2007). 'All foods affect health': *understandings of functional foods and healthy eating among health-oriented Finns. Appetite, 48*(3), 384-393.

Oatley, K. (2004). *Emotions: A brief history.* Wiley-Blackwell, USA.

Ortony, A., Clore, G. L., & Collins, A. (1988). *The cognitive structure of emotions.* Cambridge: Cambridge University Press.

Park, Chan W., and V. Parker Lessig. ''Students and Housewives: Dif- ferences in Susceptibility to Reference Group Influence.'' Journal of Consumer Research 4 (1977): 102–10.

Park, H. S., Levine, T. R., Kingsley Westerman, C. Y., Orfgen, T., & Foregger, S. (2007). The effects of argument quality and involvement type on attitude formation and attitude change: A test of dual-process and social judgment predictions. Human Communication Research, 33(1), 81-102.

Penn, C., 2005. 5th annual new products survey part l. *Stagnito's New Products Magazine. 1*(1): 38–44

Petty, R. E., & Cacioppo, J. T. (1986). The elaboration likelihood model of persuasion (pp. 1-24). Springer New York.

Petty, R. E., & Cacioppo, J. T. (1996). *Attitudes and persuasion: Classic and contemporary approaches.* Westview Press.

Petty, R. E., Cacioppo, J. T., & Goldman, R. (1981). Personal involvement as a determinant of argument-based persuasion. Journal of Personality and Social Psychology, 41, 847-855.

Petty, R. E., Cacioppo, J. T., & Schumann, D. (1983). Central and peripheral routes to advertising effectiveness: The moderating role of involvement. *Journal of consumer research*, 135-146.

Pentina, I., & Taylor, D. G. (2010). Exploring source effects for online sales outcomes: the role of avatar-buyer similarity. *Journal of Customer Behaviour*, *9*(2), 135-150

Puckett, J. M., Petty, R. E., Cacioppo, J. T., & Fischer, D. L. (1983). The relative impact of age and attractiveness stereotypes on persuasion. *Journal of Gerontology*, *38*(3), 340-343.

Raghunathan, R., Naylor, R. W., & Hoyer, W. D. (2006). The unhealthy= tasty intuition and its effects on taste inferences, enjoyment, and choice of food products. *Journal of Marketing,* 70(4), 170-184.

Ratchford, B. T. (1987), "New Insights About the FCB Grid," *Journal of Advertising Research,* 27 (4), 24–38.

Roininen, K., Lähteenmäki, L., & Tuorila, H. (1999). Quantification of consumer attitudes to health and hedonic characteristics of foods. *Appetite,* 33(1), 71-88.

Rozin, P. (1999). Food is fundamental, fun, frightening, and far-reaching. Social Research, 66, 9–30.

Ruiz, S., & Sicilia, M. (2004). The impact of cognitive and/or affective processing styles on consumer response to advertising appeals. *Journal of Business Research,* 57(6), 657-664.

Reger, B., Wootan, M. G., & Booth-Butterfield, S. (1999). Using mass media to promote healthy eating: a community-based demonstration project. *Preventive Medicine,* 29(5), 414-421.

Scherer, K. R. (1984). On the nature and function of emotion: A component process approach. *Approaches to emotion, 2293*, 317.

Sharma, R. (2005). Market trends and opportunities for functional dairy beverages. *Australian journal of dairy technology*, *60*(2), 195.

Siro, I., Kapolna, E., Kapolna, B., & Lugasi, A. (2008). Functional food. Product development, Marketing and consumer acceptance—A review. *Appetite*, *51*(3), 456-467.

Sloan, A. E. (2005). Top 10 global food trends. *Food Technology*, *59*(4), 20-33.

Soh, H., Reid, L. N., & King, K. W. (2007). Trust in different advertising media. *Journalism & Mass Communication Quarterly*, *84*(3), 455-476.

Spears, N., & Singh, S. N. (2004). Measuring attitude toward the brand and purchase intentions. *Journal of Current Issues & Research in Advertising, 26*(2), 53-66.

Steptoe, A., Pollard, T. M., & Wardle, J. (1995). Development of a measure of the motives underlying the selection of food: The food choice questionnaire. *Appetite*, 25(3), 267–284.

Stephenson, M. T., Benoit, W. L., & Tschida, D. A. (2001). Testing the mediating role of cognitive responses in the elaboration likelihood model. Communication Studies, 52(4), 324-337.

Sylvetsky, A., Rother, K. I., & Brown, R. (2011). Artificial sweetener use among children: epidemiology, recommendations, metabolic outcomes, and future directions. *Pediatric Clinics of North America*, *58*(6), 1467-1480.

Sylvetsky, A. C., Welsh, J. A., Brown, R. J., & Vos, M. B. (2012). Low-calorie sweetener consumption is increasing in the United States. *The American journal of clinical nutrition*, *96*(3), 640-646.

Torres, I. M., & Briggs, E. (2007). Identification effects on advertising response: The moderating role of involvement. *Journal of Advertising*, *36*(3), 97-108.

Tuorila, H., Lähteenmäki, L., Pohjalainen, L., & Lotti, L. (2001). Food neophobia among the Finns and related responses to familiar and unfamiliar foods. *Food Quality and Preference,* 12(1), 29– 37.

Urda, J., & Loch, C. (2005). Apprailsal theory and social appraisals: How an even's social context triggers emotions.

van Kleef, E., van Trijp, H. C. M., Luning, P., & Jongen, W. M. F. (2002). Consumeroriented functional food development: How well do functional disciplines reflect the 'voice of the consumer'? *Trends in Food Science & Technology,* 13(3), 93–101.

Verbeke, W. (2005). Agriculture and the food industry in the information age. *European review of agricultural economics,* 32(3), 347-368.

Verbeke, W. (2008). Impact of communication on consumers' food choices: Plenary Lecture. *Proceedings of the Nutrition Society,* 67(3), 281-288.

Vereecken, C. A., Inchley, J., Subramanian, S. V., Hublet, A., & Maes, L. (2005). The relative influence of individual and contextual socio-economic status on consumption of fruit and softdrinks among adolescents in Europe.The European Journal of Public Health, 15(3), 224-232.

Young, J. (2000). Functional foods and the European consumer. *SPECIAL PUBLICATION-ROYAL SOCIETY OF CHEMISTRY,* 248, 75-81.

Ziegler, R., Diehl, M., & Ruther, A. (2002). Multiple source characteristics and persuasion: Source inconsistency as a determinant of message scrutiny. *Personality and Social Psychology Bulletin, 28*(4), 496-508.

9. Appendix

9.1 Appendix A – Pretest

Sonja Bakker, Diëtiste

Fajah Lourens, actrice en schrijfster van het boek “Killer Body”

Dafne Schippers, Atlete

Rense Kroes, voedingsdeskundige en schrijfster van meerdere kookboeken

Wendy van Dijk. Actrice

Chantal Janzen. Actrice

Sylvie Meis, Presentatrice

Geraldine Kemper, Presentatrice


NEW
Coca-Cola life
"COCA-COLA MET STEVIA EXTRACT
45% MINDER SUIKER & CALORIEËN"
Fajah Lourens, actice en schrijfster van het boek "Killer Body"
Coca-Cola life


NEW
Coca-Cola life
"COCA-COLA MET STEVIA EXTRACT
45% MINDER SUIKER & CALORIEËN"
Wendy van Dijk, Actrice
Coca-Cola life


NEW
Coca-Cola life
"COCA-COLA MET STEVIA EXTRACT
45% MINDER SUIKER & CALORIEËN"
Dafne Schippers, Atlete
Coca-Cola life


NEW
Coca-Cola life
"COCA-COLA MET STEVIA EXTRACT
45% MINDER SUIKER & CALORIEËN"
Wendy van Dijk, Actrice
Coca-Cola life


NEW
Coca-Cola
life
"COCA-COLA MET STEVIA EXTRACT
45% MINDER SUIKER & CALORIEËN"
Sylvie Meis, Presentatrice


NEW
Coca-Cola
life
"COCA-COLA MET STEVIA EXTRACT
45% MINDER SUIKER & CALORIEËN"
Geraldine Kemper, Presentatrice


NEW
Coca-Cola
life
"COCA-COLA MET STEVIA EXTRACT
45% MINDER SUIKER & CALORIEËN*"
Sonja Bakker, Diëtiste


NEW
Coca-Cola
life
"COCA-COLA MET STEVIA EXTRACT
45% MINDER SUIKER & CALORIEËN"
Rense Kroes, schrijfster van meerdere kookboeken

Source Expertise & Credibility **9 point Likertscale**							
	Strongly disagree			Neutral			Strongly agree
Beantwoord onderstaande 5 vragen aan de hand van de 7 puntschaal.	1	2	3	4	5	6	7
Hoe betrouwbaar is de persoon deze uitspraak deed over het thema van de advertentie?							
Hoe deskundig is de persoon die deze uitspraak deed over het onderwerp van de advertentie?							
In hoeverre is de persoon die deze uitspraak deed een expert op het onderwerp van de advertentie?							
In hoeverre is de persoon die deze uitspraak deed over het thema van de advertentie te vertrouwen?							

Hoe ervaren is de persoon die deze uitspraak deed over het onderwerp van de advertentie?							

Table A1

Results of pre-study on Source Credibility & Expertise

Credibility & Expertise	Mean	Standard Deviation	Cronbach's Alfa
Sylvie Meis	2,7	1,21	0,93
Chantal Jansen	3,1	1,11	0,88
Geraldine Kemper	3,1	1,11	0,89
Wendy van Dijk	3,2	1,24	0,93
Fajah Lourens	3,5	1,34	0,92
Dafne Schippers	4,3	1,42	0,89
Rens Kroes	4,5	1,26	0,88
Sonja Bakker	4,9	1,42	0,97

Note. Rated on a 7-Point Likert scale

9.1 Pre-test Argument Quality

Possible good quality arguments:

1. Coca-Cola Life is our first cola with fewer calories sweetened partly with stevia extract. Stevia extract is sweeter than sugar without the calories. So you can enjoy the great taste of Coca-Cola with 45% less sugar and calories*.

* 45% less calories compared to the average of cola with sugar in the Benelux countries, by reducing sugars by 45% thanks to the use of stevia extract (steviol glycosides).

2. The first Coca-Cola with 45 % fewer calories* with ingredients of natural origin; a mixture of sugar and sweeteners from Stevia.

*45% fewer calories compared with the average of cola with sugar in the UK by reducing sugars by 45% thanks to the use of sweeteners from Stevia.

3. Coca-Cola Life is sweetened with natural ingredients (a.o. Stevia extract) and contains 45% less sugar and calories. *.

*45% less calories compared to the average of cola with sugar in the Benelux countries, by reducing sugars by 45% thanks to the use of stevia extract (steviol glycosides).

Possible bad quality arguments:

1. Coca-Cola Life lets me enjoy the great taste I love but with less sugar and fewer calories.

2. The essence of Coca-Cola Life is an invitation to enjoy life with a new cola with less calories sweetened with ingredients of natural origin.

3. Coca-Cola life is for adults looking for a great tasting Coke but fewer kilojoules and sweetened from natural sources.


NEW
Coca-Cola life
Coca-Cola Life laat me genieten van de heerlijke smaak waarvan ik hou, maar met minder suiker en minder calorieën.
Bridget Maasland, presentatrice
NEW
Coca-Cola life
Coca-Cola Life is gezoet met natuurlijke ingrediënten (o.a. Stevia-extract) en bevat 45% minder suiker en calorieën.*
* 45% minder calorieën in vergelijking met het gemiddelde cola met suiker in de Benelux door het reduceren van suikers met 45% door het gebruik van stevia extract (steviol glycosiden).
Bridget Maasland, presentatrice


NEW
Coca-Cola life
De eerste Coca-Cola met 45% minder calorieën* met ingrediënten van natuurlijke oorsprong; een mengsel van suiker en zoetstoffen uit Stevia.
* 45% minder calorieën dan de gemiddelde cola met suiker in de Benelux door reducerende suikers met 45% door het gebruik van zoetstoffen uit Stevia.
Bridget Maasland, presentatrice
NEW
Coca-Cola life
Coca-Cola life is onze eerste cola met minder calorieën, deels gezoet met stevia-extract. Stevia-extract is zoeter dan suiker maar zonder de calorieën. Zo kunt u genieten van de heerlijke smaak van Coca-Cola met 45% minder suiker en calorieën *.
*45% minder calorieën in vergelijking met het gemiddelde cola met suiker in de Benelux door het reduceren van suikers met 45% door het gebruik van stevia extract (steviol glycosiden).
Bridget Maasland, presentatrice


NEW
Coca-Cola
life
De essentie van Coca-Cola life is een uitnodiging om te genieten van het leven met een nieuwe cola met minder calorieën, gezoet met ingrediënten van natuurlijke oorsprong.
Bridget Maasland, presentatrice
NEW
Coca-Cola
life
Coca-Cola life is voor volwassenen op zoek naar een lekkere cola maar met minder kilojoules en gezoet uit natuurlijke bronnen.
Bridget Maasland, presentatrice

Argument Quality **7 point Likertscale**	
Dubbelzinnig	Duidelijk omschreven
Incompleet	Compleet
Onnauwkeurig	Accuraat
Krachtig*	Slecht doordacht*
Sterk*	Zwak*

*reversed questioning

Table A2

Results of pre-study on Weak Argument Quality

Argument Quality Scale – Weak information	**Mean**	**Standard Deviation**	**Cronbach's Alpha**
Argument Quality Argument 1	3,9	0,68	0,78
Argument Quality Argument 2	3,9	0,59	0,89
Argument Quality Argument 3	4,1	0,65	0,83

Note. Rated on a 7 -Point Likert scale

Table A3

Results of pre-study on Strong Argument Quality

Argument Quality Scale – strong information	**Mean**	**Standard Deviation**	**Cronbach's Alpha**
Argument Quality Argument 1	4,4	0,72	0,71
Argument Quality Argument 2	4,3	0,47	0,64
Argument Quality Argument 3	4,1	0,81	0,78

Note. Rated on a 7-Point Likert scale

9.2 Appendix B – Main Study

Personal Involvement 7 point Likert scale						
To what extent are these descriptions below for you related to the Coca-Cola life advertisement?						
very close related	quite close related	only slightly related	neutral	only slightly related	quite close related	very close related
1	2	3	4	5	6	7

Important	Unimportant *
Boring	Interesting
Relevant	Irrelevant *
Exciting	Unexciting
Means nothing	Means a lot
Appealing	Unappealing *
Fascinating	Mundane*

Worthless	Valuable
Involving	Uninvolving *
Not needed	Needed

*reversed questioning

Moderator Measures -Health and Taste Attitudes Questionnaire **7 point Likert scale**							
	Strongly disagree			Neutral			Strongly agree
	1	2	3	4	5	6	7
General health interest							
The healthiness of food has little impact on my food choice.*							
I am very particular about the healthiness of food I eat.							
I eat what I like and I do nog worry much about the healthiness of food.*							
It is important for me that my diet is low in sugar.							
I always follow a healthy and balanced diet.							

It is important for me that my daily diet contains a lot of vitamins and minerals.							
The healthiness of snacks make no difference to me.*							
I do not avoid foods, even if they may raise my cholesterol.*							
Light Product Interest							
I do not think that light products are healthier than conventional products.*							
In my opinion, the use of light product does not improve one's health.*							
In my opinion, light products don't help to drop cholesterol levels.*							
I believe that eating light products keep one's cholesterol level under control.							
I believe that eating light products keep one's body in good shape.							

In my opinion by eating light products one can eat more without getting too many calories.							
Natural Product Interest							
I try to eat foods that do not contain additives							
I do not care about additives in my daily diet.*							
I do not eat processed foods, because I do not know what they contain.							
I would like to eat only organically grown vegetables							
In my opinion, artificially flavoured foods are not harmful for my health.*							
In my opinion, organically grown foods are not better for my health than those grown conventionally.*							
Craving for sweet foods							

In my opinion it is strange that some people have cravings for chocolate.*							
In my opinion it is strange that some people have cravings for sweets.*							
In my opinion it is strange that some people have cravings for ice-cream.*							
I often have cravings for sweets.							
I often have cravings for chocolate.							
I often have cravings for ice-cream.							
Using food as a reward							
I reward myself buying something really tasty.							
I indulge myself by buying something really delicious.							
When I am feeling down I want to treat myself with something really delicious							

I avoid rewarding myself with food.*							
In my opinion, comforting oneself by eating is self-deception.*							
I try to avoid eating delicious food when I am felling down.*							
Pleasure							
I do not believe that food should always be source of pleasure.*							
The appearance of food make no difference to me.*							
When I eat, I concentrate on enjoying the taste of food.							
It is important for me to eat delicious food on weekdays as well as weekends.							
An essential part of my weekend is eating delicious food.							

I finish my meal even when I do not like the taste of a food.*							

* Reversed Questioning

Emotions towards the product

7point Likert scale

(very close related, quite close related, only slightly related, neutral..)

To what extent are the emotions below for you related to the product in the adverstisement?

	Not related at all			neutral			Very close related
	1	2	3	4	5	6	7
Pleasant surprise							
Desire							
Stimulation							
Joy							
Admiration							
Satisfaction							
Amusement							

Pride							
Relief							
Hope							
Love							
Unpleasant surprise							
Disgust							
Boredom							
Sadness							
Contempt							
Anger							
Fear							
Shame							

Jealousy							
Disappointment							
Dissatisfaction							

Trust in the Advertisement – ADTRUST **7point Likert scale**							
Information conveyed in the advertising is……							
	Strongly Disagree						Strongly Agree
	1	2	3	4	5	6	7
Reliability							
Honest							
Trustful							
Credible							
Reliable							
Dependable							
Accurate							
Factual							

Complete							
Clear							
Usefullness							
Valuable							
Good							
Usefull							
Helps people make the best decisions							
Affect							
Likable							
Enjoyable							
Positive							
Willingness to Rely On							

I am willing to rely on ad-conveyed information when making purchase related decisions							
I am willing to make important purchase-related decisions based on ad-conveyed information							
I am willing to consider the ad-conveyed information when making purchase-related decisions							
I am willing to recommend the product that I have seen in the ad to my friends and family							

Dependent Measures **Attitude & Behavioral Intent**	
Attitude towards the brand **7 point bipolar Likert scale**	
Unappealing	Appealing
Bad	Good
Unpleasant	Pleasant
Unfavourable	Favourable
Unlikable	Likable
Attitude towards the product **7 point bipolar Likert scale**	
Unpleasant	Pleasant
Bad	Good

Negative	Positive
Unattractive	Attractive
Purchase Intention **7 point bipolar Likert scale**	
Never	Definitely
Very low purchase intention	Very high purchase intention
Definitely not buy it	Definitely buy it
Probably not buy it	Probably buy it

Demographic Variables / independent variables	
Gender	Male / Female
Level of education	- Geen - Basisschool - VMBO - Havo - VWO - MBO

	- HBO - WO
Age	open

Table B1

Factor loadings and communalities of a factor analysis on the Emotions set of Desmet & Schifferstein (2008)

	Factor 1 Positive Emotions	Factor 2 Negative Emotions	Communality
Aangenaam	.883		.796
Verlangen	.926		.858
Prikkelen	.927		.865
Vreugde	.935		.882
Bewondering	.944		.895
Tevreden	.894	-.175	.829
Amusement	.884		.785
Trots	.932		.868

Opluchting	.895		.804
Hoop	.858		.737
Er van houden	.843		.716
Onaangenaam		.666	.444
Afschuw	-.199	.896	.842
Verveling	-.181	.811	.691
Droefheid		.922	.858
Minachting		.911	.851
Boosheid		.922	.853
Angst		.854	.747
Schaamte		.895	.803
Jaloezie	-.182	.810	.689

Teleurstelling	-.164	.893	.824
Ontevredenheid	-.196	.881	.814

Table B2

Analysis of Variance (ANOVA) between Positive Emotions, Negative Emotions, Purchase Intention, Brand Attitude and Product Attitude with Fixed Factors Healthy Lifestyle, Argument Quality and Expertise

		df	F	η	p
Healthy Lifestyle	Positive Emotions	1	32.95	0.10	0.000*
	Negative Emotions	1	7.018	0.02	0.009*
	Purchase Intention	1	29.02	0.12	0.000*
	Brand Attitude	1	7.97	0.03	0.005*
	Product Attitude	1	49.85	0.14	0.000*
Argument Quality	Positive Emotions	1	0.98	0.00	0.324
	Negative Emotions	1	0.40	0.00	0.527
	Purchase Intention	1	0.83	0.00	0.363
	Brand Attitude	1	0.00	0.00	0.980
	Product Attitude	1	2.19	0.01	0.140

Expertise	Positive Emotions	1	0.01	0.00	0.908
	Negative Emotions	1	1.89	0.01	0.171
	Purchase Intention	1	0.00	0.00	0.964
	Brand Attitude	1	0.00	0.00	0.967
	Product Attitude	1	0.05	0.00	0.820
Healthy Lifestyle * Expertise	Positive Emotions	1	0.34	0.00	0.563
	Negative Emotions	1	0.77	0.00	0.380
	Purchase Intention	1	0.05	0.00	0.820
	Brand Attitude	1	0.05	0.00	0.817
	Product Attitude	1	0.00	0.00	0.952
Healthy Lifestyle * Argument Quality	Positive Emotions	1	0.189	0.00	0.729
	Negative Emotions	1	0.986	0.00	0.986
	Purchase Intention	1	1.451	0.00	0.546

	Brand Attitude	1	0.656	0.00	0.798
	Product Attitude	1	0.213	0.00	0.466
Quality * Expertise	Positive Emotions	1	0.078	0.00	0.493
	Negative Emotions	1	1.171	0.00	0.422
	Purchase Intention	1	1.425	0.00	0.371
	Brand Attitude	1	1.147	0.00	0.339
	Product Attitude	1	0.023	0.00	0.920
Quality * Expertise * Healthy Lifestyle	Positive Emotions	1	2.753	0.00	0.273
	Negative Emotions	1	0.063	0.00	0.853
	Purchase Intention	1	0.022	0.00	0.932
	Brand Attitude	1	1.789	0.01	0.232
	Product Attitude	1	0.002	0.00	0.979

Note. Significance level at p<0,05