

The advertising effects of product and corporate advertising on Facebook. An experimental study into the effects of message appeal and advertising type on attitude toward advertising, product attitude, corporate reputation, and purchase intention on Facebook.

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Abstract

The study examines knowledge derived from previous research on advertising effectiveness in product and corporate advertising and investigates whether a high-involvement product works more effectively with rational or emotional message appeal. The use of advertising on Facebook has increased. Simultaneously, the difference between product and corporate advertising becomes less evident for stakeholders in terms of advertising goals. Corporate advertising, as well as product advertising, can promote product sales that increase skepticism towards advertising intentions for corporate advertisement.

This study used a 2 (product-focused vs. corporate) x 2 (rational vs. emotional) experimental design ($n=110$). Attitude toward advertising, product attitude, purchase intention, and corporate reputation are used as dependent variables. An online survey was used to collect the data. Participants were aged between 18 to 59 ($M=26.66$, $SD=8.14$) and 41% of respondents were male ($n=45$) and 59% of respondents were female ($n=65$).

The results showed that corporate advertising positively influences attitude toward advertising and corporate reputation and attitude toward advertising mediates the relationship between advertising type and corporate reputation. The message appeal, product attitude, and purchase intention showed statistically insignificant results for all scenarios. The interaction of message appeal and advertising type was insignificant too.

From a practical standpoint, the results underscore the importance for practitioners to learn more about advertising on Facebook before launching a campaign and in turn suggests to use corporate advertising in order to improve its corporate reputation and evoke a positive attitude toward the advertising. From a theoretical standpoint, this study fills a gap in advertising literature by comparing product and corporate advertising in the context of Facebook advertising for a high-involvement product.

Keywords: message appeal, purchase intention, product attitude, advertising, corporate reputation

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1. Introduction

Reputation is a growing interest for businesses. Stakeholders become more critical about companies, their activities, and corporate communication (Ho, Shin, & Pang, 2017). Advertising practitioners employ different persuasion techniques, channels, and strategies to sell products and services (Batra & Keller, 2016) or to enhance a company's image and reputation (Hooghiemstra, 2000). One of the ways to persuade stakeholders by the means of advertising is to use a specific advertising type. There are many advertising types companies use (e.g. product or corporate image advertising) (Belch & Belch, 2004; Roper & Fill, 2012). The interest in corporate advertising for big organizations rises (Roper & Fill, 2012). For example, ING established a partnership with UNICEF to support a good cause of helping children (ING group, 2017). To enhance corporate reputation, P&G runs corporate advertising campaigns to support good causes (Neff, 2017). While aforementioned companies use long-term sponsorships, Target used corporate advertising (cause-related) to support a good cause with product sales (Zmuda, 2014). For a company that has a portfolio of different products, product advertising could be too costly due to its focus on a specific product (Fennis & Stroebe, 2015), whereas corporate advertising is more cost-effective and the advertising effects are transferred to a product portfolio (Biehal & Sheinin, 2007).

Another way to persuade consumers by the means of advertising is to use a message appeal strategy. The message appeal in advertising is usually manipulated in order to create a certain type of appeal (Carroll, 2015; Kotler, Keller, Brady, Goodman, & Hansen, 2012). This study investigates the advertising effects of rational and emotional message appeals. Rational appeal highlights product attributes with an intention to enhance product attitude and in turn stimulate a product purchase. Emotional appeal tries to create an emotional connection (Kotler *et al.*, 2012). Message appeal is widely used in advertising industry. For example, Coca-Cola Co. launched a campaign with emotional message appeal for its corporate brand in order to highlight strong roots with a community and their CSR initiatives (Schultz, 2017). Another examples is P&G's brand (Old Spice) that used a successful campaign with an emotional message that was positively perceived by a target group on Facebook and enhanced brand awareness (Morrissey, 2009). Zhang, Sunm, Liu, and Knight (2014) found that effectiveness of the message appeal requires more examination because it may not be appropriate for every offering in an advertisement. Also, Han (2016) supports this claim and emphasizes that message appeal methods (rational and emotional) have to be tested to find out which message appeal is most appropriate for a certain product and new media (e.g. Facebook). Therefore, this study investigates the effectiveness of message appeal (rational vs. emotional) in the context of Facebook advertising.

To help companies understand how they can gain a competitive advantage by the means of advertising, it is critical that researchers identify how different advertising types and message appeal interact and influence various outcomes. Previous studies that compare outcomes of product and corporate advertising report positive effects on, for example, attitude and purchase intention (e.g. Kim, Haley, Koo, 2009). However, there are gaps in the existing studies related to advertising effects on the corporate reputation (Roper & Fill, 2012). The comparison of product and corporate (cause-related) advertising and message appeal (rational and emotional) on Facebook requires more examination (Han, 2016). Therefore, this study aims to contribute to the advertising literature by testing the effects of advertising type (product vs corporate)

and message appeal (rational vs emotional) on attitude toward advertising, product attitude, corporate reputation, and purchase intention in the context of Facebook advertising.

To what extent do message appeal (rational and emotional) and advertising type (product and corporate) influence product attitude, corporate reputation, and purchase intention with an attitude toward advertising as a mediating variable?

This master thesis is organized as follows. First, the theoretical framework provides an overview of dependent and independent variables based on the available literature. Second, the methodology is explained in detail including the study design and tools. Third, the analysis of the study results is presented. Fourth, the study results are discussed together with practical and theoretical implications.

2. Theoretical framework

The theoretical framework provides information about the study variables based on the existing literature. First, consumer responses to advertising are described in order to explain which effects this study is intended to measure. Second, advertising elements that influence consumer responses are described in order to provide a theoretical background on variables that are manipulated. Third, possible mediation effects are described.

2.1 Consumer responses to advertising

Studies that are concerned with the advertising effectiveness usually imply attitude toward advertisement, attitude toward the brand, and purchase intention as common outcome variables (Kalwani & Silk, 1982; MacKenzie & Lutz, 1989). A construct of corporate reputation is introduced to replace attitude toward the brand in order to find out how effectively different advertising types affect company's reputation that was found to be stable in its nature (Fombrun & Van Riel, 1997; Walker, 2010).

Moreover, advertisers can build a corporate reputation with a goal to positively influence product attitude that leads to higher sales (Schumann, Hathcote, & West, 1991). Therefore, product attitude, corporate reputation, and purchase intention are used in this study as dependent variables.

2.1.1 Product attitude

An attitude is a "psychological tendency that is expressed by evaluating a particular entity with some degree of favor or disfavor" (Eagly & Chaiken, 1993, p.1). In this study, the term "attitude" is used to refer to an overall product evaluation based on a consumer reaction to an advertisement. It is expected that this construct is influenced by the provided information (Kirchler, Fischer, & Hölz, 2010) which in turn influences product evaluation (Caves & Greene, 1996; Tsui, 2012). Product attitude is introduced in order to measure advertising effects of independent variables, which are described further, on an advertised product.

2.1.2 Corporate reputation

The formation of corporate reputation has been studied for years. Jeng (2011) and Walker (2010) discuss that many scholars have tried to provide a solid definition of the corporate reputation. Corporate reputation discipline draws knowledge from different viewpoints (e.g. marketing, communication, sociology, accounting) and every discipline views reputation from a different angle (Chun, 2005; Fombrun & Van Riel, 1997). For example, in the marketing discipline, corporate reputation is "viewed from the customer or end-users' perspective and concentrating on the manner in which reputations are formed" (Chun, 2005, p. 92). Thus, it is important to provide a definition for this dependent variable in this study.

The term reputation is frequently misinterpreted with the image (Chun, 2005). The main difference between image and reputation lies in the fact that reputation is a value judgment about a company over the time and it takes time to build (Roberts & Dowling, 2002), whereas image is the latest belief about a company (Chun, 2005; Jeng, 2011).

Walker (2010) describes that the definition of corporate reputation by Fombrun (1996) includes the most relevant aspects of corporate reputation. Therefore, for this study, the corporate reputation is defined as "a perceptual representation of a company's past actions and future prospects that describe the firm's overall appeal to all its key constituents when compared with other leading rivals" (Fombrun, 1996, p. 72).

With corporate reputation defined, the significance of this variable becomes more evident. The company's perception by the public is crucial for a successful business (Fombrun & Van Riel, 1997; Chun, 2005). Also, a good corporate reputation is a valuable intangible asset (Dowling, 2004) and challenging to copy or build (Roberts & Dowling, 2002). It is stable in its nature because it is built on the repeated experiences (Fombrun & Van Riel, 1997; Walker, 2010). Moreover, corporate reputation has been proven to have a positive influence on, for instance, market performance, opportunity to recruit top employees, and attract and retain customers (Berens & Van Riel, 2004).

2.1.3 Purchase Intention

Purchase intention is introduced to this study in order to measure to what extent dependent and independent variables influence an intention to purchase an advertised product. Purchase intention is defined as an individual's willingness to purchase a product or service in the future (Wu, Yeh, & Hsiao, 2011). Previous studies have shown that consumers' attitudes can directly influence purchase intention (Fishben & Ajzen, 1975; MacKenzie & Lutz, 1989; Shimp, 1981). Wang, Yu, and Wei (2012) found that product attitude increases purchase intention.

2.2 Advertising elements influencing consumer responses

The importance of marketing activities challenged many companies in the 21st century (Kotler *et al.*, 2012). Companies use advertising to achieve various objectives starting from product sales to an improvement of company's reputation (Spais & Fills, 2002; Kotler *et al.*, 2012). An advertising contains different key elements that are expected to influence attitudes or behaviors (Belch & Belch, 2004; Clow & Baack, 2007). Two key elements of advertising (advertising type and message appeal) are discussed in this chapter.

2.2.1 Advertising type

Advertising type serves as an indicator of an expected consumer response. For example, product advertisement has the goal to increase sales while corporate advertising is used for a broader number of purposes, such as reputation management (Clow & Baack, 2007; Kotler *et al.*, 2012; Roper & Fill, 2012). The advertisement type sets the context that is used to deliver the advertising message (Clow & Baack, 2007). "The ad context makes a certain mood or affect more accessible and relieves the processing of stimuli with similar moods or affects" (Dahlen, 2005, p.90).

Product advertising

Product advertising is defined as “an advertising message that focuses on a specific good or service” (Solomon, Marshall, & Stuart, 2009, p. 589). Product advertising highlights the actual product and provides product-related information (e.g. price and place where it can be bought) in order to influence consumer behavior (Alwitt & Prabhaker, 1992). Moreover, such advertising serves as a source of information about a product and presence of valuable information (e.g. price) may be considered as an important indicator of product quality (Caves & Greene, 1996). The main objective of this type of advertising is to sell more products (Fennis & Stroebe, 2015). A study by Tsotsou (2006) describes that advertising has to highlight product attributes that enhance perceived product evaluations. Therefore, product advertising includes product image and product-related information together with price and place describing where or when it can be bought.

Corporate advertising

Contrary to the product advertising, corporate advertising “does not necessarily always provide a clear divide between product and non-product advertising” (Roper & Fill, 2012, p.272). Corporate advertising is much broader than product advertising because there are more kinds of it, such as issue advertising, corporate image advertising, cause-related advertising, corporate social responsibility advertising, and advocacy advertising (Belch & Belch, 2004; Schumann *et al.*, 1991). Issue advertising is used to prevent harm for certain issues that can be related to a company. This advertising type is intended to shape public opinion and the way an issue is perceived by stakeholders (Roper & Fill, 2012). Corporate image advertising is focused on awareness building and it also highlights company’s logo and name. Companies enhance their image in the public mind and in such cases advertising attempts “to make a sale” (Belch & Belch, 2004, p.587). A cause-related advertisement is directed at building a favorable pro-social reputation through an alliance between a company and non-profit cause or organization. A common practice is to sell special edition of products and donate a part of profits to non-profit cause or organization (Belch & Belch, 2004). Corporate social responsibility advertising is used to create positive corporate associations regarding company’s social responsibility. This kind of advertising features company’s contributions to society at large that go beyond company’s self-interest. However, public may perceive CSR advertising with cynicism (Roper & Fill, 2012). Advocacy advertisement intends to demonstrate a company’s point of view on specific topic or issue (Belch & Belch, 2004; Schumann *et al.*, 1991) or to divert criticism related to a company (Bostdorff & Vibber, 1994). Corporate advertising tries to influence reputation and trust instead of directly selling products to consumers (White, 2008). This kind of advertising is focused on the long-term effects for companies (Van Riel & Van Burgen, 2003).

This study is concerned with advertising effects for a product. Among all five aforementioned corporate advertising types only cause-related advertising can contain a product promotion. Such promotions are usually related to the non-profit cause or organization and a certain share of the purchase price donated to the cause or organization (Varadarajan & Menon, 1988). Therefore, the most appropriate ad type for this study is cause-related advertising. Cause-related advertising is a part of cause-related marketing that is defined as “the process of formulating and implementing marketing activities that are characterized by an offer from the firm to contribute a

specified amount to a designated cause when customers engage in revenue-providing exchanges that satisfy organizational and individual objectives” (Varadarajan & Menon, 1988, p.60).

Product versus corporate advertising (cause-related)

Previous studies indicate that cause-related advertising campaigns positively influence brand image (Brown & Dancin, 1997; Dean, 2003; Müller, Fries, & Gedenk, 2014; Nan & Heo, 2007; Wymer & Samu, 2009) and purchase intention (Lafferty & Edmonson, 2009; Smith & Alcorn, 1991). However, not all studies support that cause-related advertising positively influences purchase intention. Holmes and Kilbane (1993), for example, argue that attitude toward ad may be influenced but not the purchase intention. This may be partly related to the findings that cause-related ads are perceived skeptically by stakeholders (Pirsch, Gupta, & Grau, 2007).

Compared to the corporate advertising, product-focused advertising has no direct goal to build trust or reputation. The main focus is to sell more products (Belch & Belch, 2004). This advertising type positively influences product evaluations and eventually lead to an actual product purchase (Alwitt & Prabhaker, 1992; Tsotsou, 2006).

Based on the available literature, the following hypotheses are formulated:

H1a: Product-focused advertising more positively affects product attitude and purchase intention as compared to a corporate advertising.

H1b: Cause-related advertising more positively affects attitude toward advertising, corporate reputation as compared to a product-focused advertising.

2.2.2 Message appeal

Message appeal strategies are usually implemented in advertising in order to achieve the desired response from a target group (Kotler *et al.*, 2012). Message appeal in advertising is the central idea that describes product attributes in a specific way (Zarantonello *et al.*, 2013). Depending on an advertisement objective, message appeal “attempt to enhance the likeability of the product, recall of the appeal, or comprehension of the advertisement” (Clow & Baack, 2007, p.190).

The existing literature describes that the choice of message appeal is a strategic decision (Stafford, 2005) and it was found to influence purchase intention and attitude toward product and brand (Wang, Cheng, & Chu, 2013). However, Zhang *et al.* (2014) point out that rational and emotional message appeals in advertising require more investigation of its effects because it is yet not clear which message appeal is more appropriate for a specific product or service.

In previous studies, terminology for the message appeal varies. Scholars describe informational and transformational appeals (Cutler, Thomas, & Rao, 2000), hard-sell and soft-sell (Okazaki, Mueller, & Taylor, 2010), functional and experiential (Zarantonello *et al.*, 2013), and rational and emotional (Kotler *et al.*, 2012). All aforementioned types of message appeals share a lot of similarities. This study focuses on rational and emotional message appeals. A rational appeal highlights product attributes, quality, and performance while an emotional appeal intends to evoke consumers’ feelings or emotions (Kotler *et al.*, 2012; Clow & Baack, 2012).

Message appeal in advertising is a broad concept and the product and/or service nature partly influences the appropriateness of the chosen appeal (Wu & Wang, 2011; Zhang *et al.*, 2014).

Emotional appeal

An emotional appeal targets consumers' good feelings or emotions (Davies, 1993; Kotler *et al.*, 2012) by forming a friendly brand (Albers-Miller & Stafford, 1999) to arouse purchase willingness. This appeal "elaborates on a non-traditional offering-related benefit or image" (Kotler *et al.*, 2012, p.784). This appeal is targeted at consumers' psychological or social needs (Kotler & Armstrong, 2012). Emotional appeal in advertising helps to differentiate the company from competitors (Swaminathan, Zinkhan, & Reddy, 1996). A study by Srivastava and Sharma (2008) describes that emotional appeal is used on the Internet (e.g. website) in order to build a positive attitude toward a product or company. Advertisers use emotional appeal to associate desired experiences and feelings with the advertised product (Puto & Wells, 1984).

The context of new social media has little research on message appeal. "There is a need for studies that identify appeal methods that are suitable for different products and new media such as Facebook" (Han, 2016, p.3). In the Facebook context, individuals respond more positively to the messages with the emotional appeal (Alhabash, McAlister, Quillam, Rifon, & Richards, 2013). Contrary to these findings, a study by Lee and Hong (2016) argues that emotional appeal has no significant influence in the context of Facebook advertising. These contrary findings may be related to the product used in their studies because it is argued that certain products require a specific type of appeal (Wu & Wang, 2011; Xia & Bechwati, 2008; Zhang *et al.*, 2014).

Rational appeal

For a rational appeal in advertising it is assumed that consumers are rational decision-makers (Albers-Miller & Stafford, 1999; Taylor, 1999) and product attributes are directly highlighted to point out product or service benefits (Clow & Baack, 2007). Rational messages include factual and relevant information about an advertised product (Kotler *et al.*, 2012). Previous studies indicate that rational message appeal influence attitudes and at the same time reduces uncertainty that enhances persuasiveness of the message (Rosselli, Skelly, & Mackie, 1995). Also, a study by Swani, Brown, and Milne (2013) on Twitter messages from Fortune 500 companies found that rational appeal is more commonly used by companies for social media than emotional appeal.

Rational versus emotional appeal

Previous findings for the use of message appeal in advertising show conflicting results. On one hand, some studies suggest that emotional appeal is more effective (Biener, Wakefield, Shiner, & Siegel, 2008; Edwards & Von Hippel, 1995; Kim & Cameron, 2011). It is argued that this appeal creates a connection with customers based on their feelings and leads to the product- or service purchase (Srivastava & Sharma, 2008). Advertisement with a high level of emotionality leads to a favorable

influence on consumers' evaluations about product and company (De Pelsmacker & Geuens, 1997). Also, advertising with emotional message elements directly influences attitudes (Batra & Ray, 1986; Holbrook & Batra, 1987). Hence, emotional appeal is expected to positively influence corporate reputation and attitude toward the advertising.

On the other hand, some studies suggest that rational appeal is more effective (Golden & Johnson, 1983; Millar & Millar, 1990; Wu & Wang, 2011). The rational appeal helps to lower uncertainty about a product (Stafford & Day, 1995). Moreover, this appeal helps to make a better product evaluation after an exposure to the ad (Puto & Hoyer, 1990). It directly highlights the relevant product information which is likely to influence the perception of the product quality (Caves & Greene, 1996; Tsui, 2012).

A significant part of the empirical literature uses the Elaboration Likelihood Model (Petty, 1986) in order to propose the expected outcomes on different dependent variables. The ELM partly explains the advertising effects by the degree of the message elaboration via high-involvement (central) or low-involvement (peripheral) processing route. This model states consumers will put more effort in processing- and elaborating ideas in the message if they have high product involvement. However, if the involvement is low, then peripheral cues that are not related to the substance of the message are assessed (e.g. physical attractiveness, color, the quantity of arguments). Moreover, Petty and Cacioppo (1984) state that rational appeals are effective for the central route and emotional appeals are effective for the peripheral route. A study by Dahlen, Murray, and Nordenstam (2004) categorized mobile phones as a high-involvement product. Therefore, the rational appeal in advertising is expected to positively influence product attitude and purchase intention.

Based on the literature, the following hypotheses are formulated:

H2a: A rational appeal in advertisement more positively affects product attitude and purchase intention as compared to an emotional appeal.

H2b: An emotional appeal in advertisement more positively affects attitude toward advertising and corporate reputation as compared to a rational appeal.

2.2.3 Interaction between message appeal and advertising type

Studies that examine product advertising build on an explanation that product advertising is used as a source of information about an advertised product (e.g. Caves & Greene, 1996). Product claims in advertising are used to create positive product attitudes (Fennis & Stroebe, 2016). A study by Hotch and Ha (1986) found that advertising helps consumers to make decisions, even when the provided evidence is not very convincing. According to Polyorat, Alden, and Kim (2007), product advertisements include factual information about product benefits or description of product features. The use of detailed product information is consistent with the ultimate goal of product advertising to sell an advertised product (Belch & Belch, 2004; Fennis & Stroebe, 2015). These findings are consistent with rational appeal for which it is assumed that consumers are rational decision-makers (Albers-Miller & Stafford, 1999) and look for concrete product-related information (Clow & Baack, 2007). Aaker and Norris (1982) found that advertising messages are more persuasive when they provide information about a product with a rational appeal. Therefore, rational appeal is considered to be effective for product advertising because it

provides factual information about the advertised product (Puto & Wells, 1984) that is consistent with rational message appeal (Clow & Baack, 2007).

The emotional message appeal was found to be more effective to influence behavior for cause-related advertisements (Sciulli & Bebeko, 2005) and a focus on a cause in an advertisement is likely to evoke emotional response (Kim, Lim, & Bhargava, 1998). It is argued that cause-related advertising allows communicating with the customers at the emotional level (Roy, 2010). The emotional appeal can be effective too due to its focus on feelings and emotions evoked by the ad (Edwards & Von Hippel, 1995). Menon and Kahn (2003) state that cause-related advertising may not evoke enough elaboration for the central route and consumers rely on the peripheral route to evaluate corporate efforts. For this study at hand, a mobile phone (iPhone 8) from a well-known company (Apple) was used which means that people already have some knowledge or experience with product or company. Previous knowledge influences the message processing and, for example, when people are familiar with the product, they are less likely to process information with high elaboration. However, when they are not familiar with the product, they are more likely to look for valuable additional information (Petty, Wegener, & Fabrigar, 1997).

To sum up, rational message appeal is expected to work best with product-focused advertising and emotional message appeal is expected to work best with cause-related advertising. Therefore, the following hypotheses are formulated:

H3a: Cause-related advertising with emotional message appeal more positively affects attitude toward advertising and corporate reputation as compared to a product-focused advertising with a rational appeal.

H3b: Product-focused advertisement with rational appeal more positively affects product attitude and purchase intention as compared with a cause-related advertising with an emotional appeal.

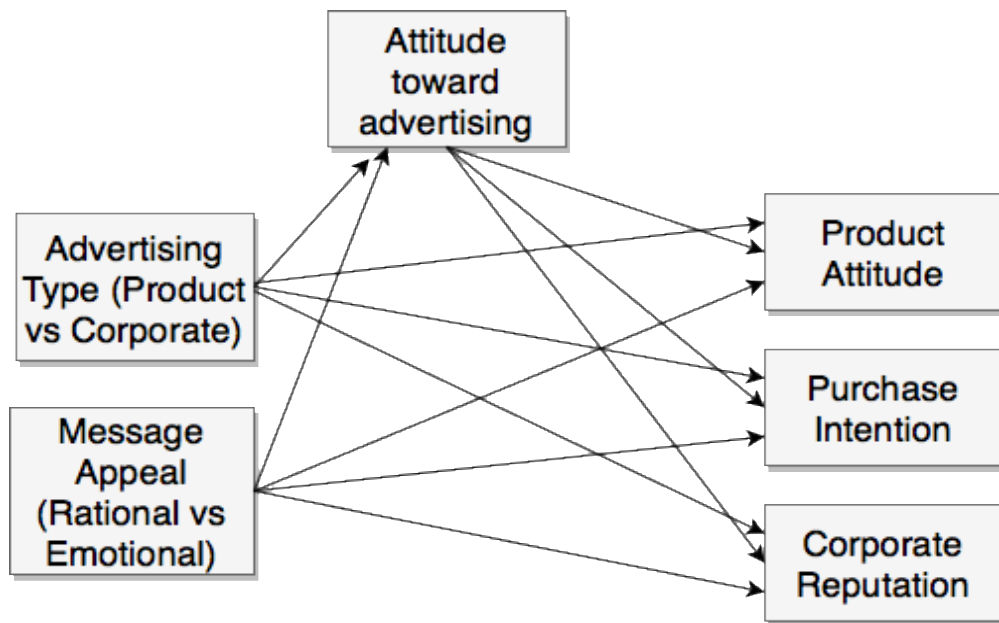
2.3 Mediation effects between advertising elements and consumer responses by attitude toward the advertisement

In this study, attitude toward the advertisement is defined as “a predisposition to respond in a favorable or unfavorable manner to a particular advertising stimulus during a particular exposure occasion” (MacKenzie & Lutz, 1989, p. 49). Attitude toward advertising is commonly used as a mediating variable that influences beliefs or behavioral intentions (Lutz *et al.*, 1983). Also, attitude toward advertising was found to be an indicator of ad effectiveness (Wang & Sun, 2010), it is likely to influence consumers’ choice behavior (Shimp, 1981), and it has a positive effect on the product attitude (Bush, Smith, & Martin, 1999) and purchase intention (Shaouf, Lü, & Li, 2016; Spears & Singh, 2004; Wang, Bao, Wang, & Wu, 2017). Therefore, this study uses attitude toward the advertisement as a mediator through which independent variables are expected to influence product attitude, corporate reputation, and purchase intention.

H4: The effect of the advertising type on product attitude, corporate reputation, and purchase intention is mediated by attitude toward advertising.

H5: The effect of the message appeal on product attitude, corporate reputation, and purchase intention is mediated by attitude toward advertising.

Figure 1. Research model



3. Method

This chapter describes the study design, stimulus materials, measures, procedure, and participants.

3.1 Study design

The main aim of this study was to find out how message appeal and advertising type affect attitude toward advertising, product attitude, corporate reputation, and purchase intention in the context of Facebook advertising. To explore these advertising effects, a 2 (message appeal: rational vs. emotional) x 2 (advertising type: product vs. corporate) experimental between-subjects design was conducted. This study had one mediating variable, attitude toward advertisement, and three dependent variables: product attitude, corporate reputation, and purchase intention. The research model is shown in figure 1. Study participants were randomly assigned to one of the four experimental conditions.

A mobile phone was chosen as a product for this study. Dahlen *et al.* (2004) categorized mobile phones as a high-involvement product. Based on the previous studies (Dardis & Shen, 2008; Jin, 2009; Jung & Villegas, 2011; Wu & Wang, 2011), involvement partly influences the perception of the message framing. For example, low-involvement may not evoke enough elaboration and participants are more likely to use peripheral cues (e.g. product colors). Therefore, the high-involvement product was used in this study. Moreover, a well-known mobile phone brand (Apple) was used in order to create a typical situation when people are exposed to advertising because previous knowledge, attitudes, or experiences with a company influence individuals (Vargas, Duff, & Faber, 2017) which was found important for the measurement of the corporate reputation (Fombrun & Van Riel, 1997).

3.2 Stimulus materials

This study had 4 scenarios with a mobile phone advertising that were created to manipulate the independent variables. Table 1 shows all 4 scenarios and the number of participants per scenario.

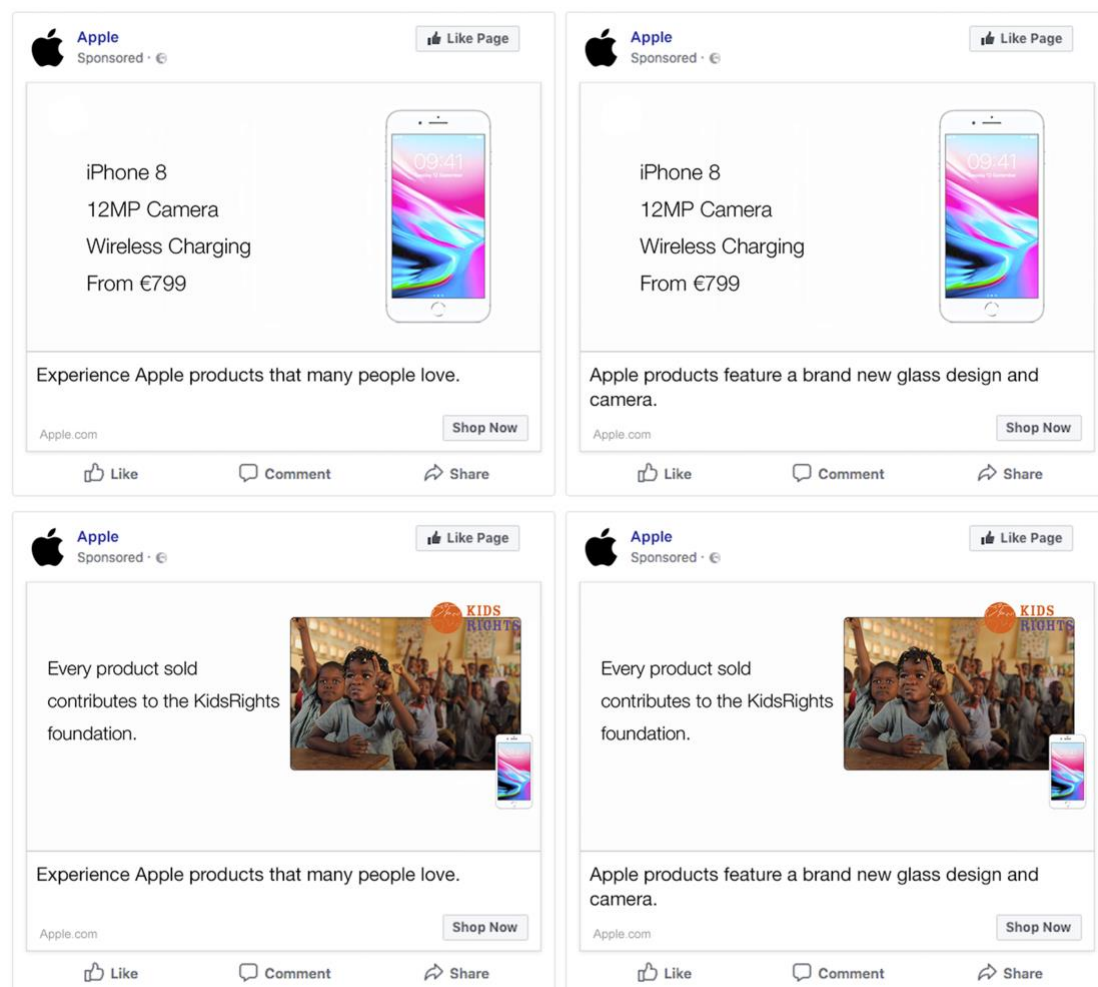
Table 1. Study scenarios and distribution.

Advertising type	Message Appeal	
	Rational (<i>n</i> =53)	Emotional (<i>n</i> =57)
Corporate advertising (<i>n</i> =57)	Rational Corporate advertising (1) <i>n</i> =22	Emotional Corporate advertising (3) <i>n</i> =35
Product advertising (<i>n</i> =53)	Rational Product advertising (2) <i>n</i> =31	Emotional Product advertising (4) <i>n</i> =22

Note. The total number of analyzed responses *n*=110

The manipulations were made to look similar to sponsored Facebook posts. Message appeal was manipulated by the use of either rational or emotional text in the advertisement based on the description by Wu and Wang (2011). The text was placed below the picture as shown in Figure 2. The second independent variable, advertising type, was manipulated with information on the ad based on the descriptions by Chang (2012) and Wymer and Samu (2009) and two scenarios: one solely focused on product and one focused on corporate activity. The conditions with the cause-related advertising had extra information and visuals that were placed next to the product. A study by Wymer and Samu (2009) used The Children Defense Fund as a charity for their research because the organization supports a non-controversial cause. However, this is an American organization. Therefore, it was decided to use an organization with a similar cause in Europe and KidsRights was selected as a charitable organization for the cause-related condition. Product information, images, and brand logos were taken from the official websites.

Figure 2. Stimulus materials for the study



Manipulation check

The message appeal statements were adapted from Kotler *et al.* (2012) and message appeal manipulation check consisted of two 5-point scales. Participants were asked the following: “Below the image on the Apple’s ad you saw an additional text with a message related to the Apple ad. Please indicate whether you think the presented message was...” and then they had to rank from 1 (strongly disagree) to 5 (strongly agree) two statements: “More rational (rational messages mainly describe the product function, benefit, and value)” and “More emotional (emotional messages mainly spread a certain atmosphere, emotion, and feeling).” Values for one question were recoded (e.g. from 5 to 1) in order to conduct a t-test (More emotional (emotional messages mainly spread a certain atmosphere, emotion, and feeling)). An independent-samples t-test was conducted to compare rational and emotional conditions. There was a significant difference in the scores for emotional appeal ($M=2.34$, $SD=.83$) and rational appeal ($M=3.17$, $SD=.93$); $t(108)=4.95$, $p<.01$. Specifically, the results showed that participants in condition with emotional appeal were more likely to correctly recognize the message appeal. Cronbach’s Alpha ($\alpha=.78$) was considered as good.

Table 2. T-test for the message appeal

Dependent variable	Predictors	<i>n</i>	<i>t</i> -value	<i>M</i>	<i>SD</i>	<i>p</i>
Message appeal	Rational	53	4.95	3.17	.93	.00*
	Emotional	57		2.34	.83	

Note. Independent Samples t-test. The scale ranged from 1 (emotional) to 5 (rational). Means and standard deviations for predictors are presented in vertical columns.

* $p<.01$

The advertising type statements were adopted from Chang (2012) and Wymer and Samu (2009). This manipulation check also contained two 5-point scales. Participants were asked the following: “Please state what you think of the Apple ad you just saw. The ad you saw was...” and then they had to rank from 1 (strongly disagree) to 5 (strongly agree) two statements: “Focused on selling a product” and “Focused at building a favorable pro-social reputation of the company itself.” Values for one question were recoded (e.g. from 5 to 1) in order to conduct a t-test (Focused at building a favorable pro-social reputation of the company itself). An independent-samples t-test was conducted to compare product and corporate conditions. There was a significant difference in the scores for product condition ($M=3.83$, $SD=.70$) and corporate condition ($M=2.16$, $SD=.67$); $t(108)=12.60$, $p<.01$. Cronbach’s Alpha ($\alpha=.64$) was considered as reliable but low.

Table 3. T-test for the advertisement type

Dependent variable	Predictors	<i>n</i>	<i>t</i> -value	<i>M</i>	<i>SD</i>	<i>p</i>
Advertisement type	Product	53	12.60	3.83	.70	.00*
	Corporate	57		2.16	.67	

Note. Independent Samples t-test. The scale ranged from 1 (corporate) to 5 (product). Means and standard deviations for predictors are presented in vertical columns.

* $p < .01$

Table 9 shows that the message appeal was correctly recognized in product rational ($M=3.62$, $SD=.84$) and corporate emotional ($M=2.01$, $SD=.72$) scenarios. Product emotional ($M=2.86$, $SD=.74$) had mean value that was close to the neutral answer, which was 3 (neither agree, nor disagree), and corporate rational ($M=2.54$, $SD=.65$) was perceived as corporate emotional.

Table 4. Mean and standard deviation values for ad type and message appeal manipulation checks per study scenario

Scenario	Independent variable		
	Advertising type		Message Appeal
	<i>n</i>	<i>M</i> (<i>SD</i>)	<i>M</i> (<i>SD</i>)
Product rational	31	3.88 (.65)	3.62 (.84)
Product emotional	22	3.75 (.78)	2.86 (.74)
Corporate rational	22	2.25 (.63)	2.54 (.65)
Corporate emotional	35	2.11 (.70)	2.01 (.72)

Note. The scale for the advertising type ranged from 1 (corporate) to 5 (product). The scale for the message appeal ranged from 1 (emotional) to 5 (rational).

Pre-test

A pre-test was conducted in order to choose the most appropriate stimuli materials for advertising type and message appeal. The respondents for the pre-test were randomly approached outdoors. In total, $N=12$ respondents participated in the pre-test and all 12 respondents finished the questionnaire completely.

In order to check whether the stimulus material was perceived as corporate or product-focused, a single-item 7-point scale ranging from product-focused (1) to corporate (7) was used. The question “The ad above is” was followed with an explanation of product “focused on selling a product” and corporate “directed at building a favorable pro-social reputation of the company itself.” Table 2 shows that the pre-test participants correctly recognized manipulations for product and corporate advertising scenarios. As it was expected, all corporate stimuli materials had higher mean scores and all product stimuli materials had lower mean scores. In order to choose stimuli material for two conditions, the highest mean score for corporate and

the lowest mean score for product condition were used as they were perceived a better fit to the provided description. For the main study, the ad stimulus with the highest mean ($M=5.58$, $SD=.9$) was chosen for the corporate condition and the ad stimulus with the lowest mean ($M=1.25$, $SD=.45$) was used for the product condition.

Figure 3. Pre-test materials for the advertising type

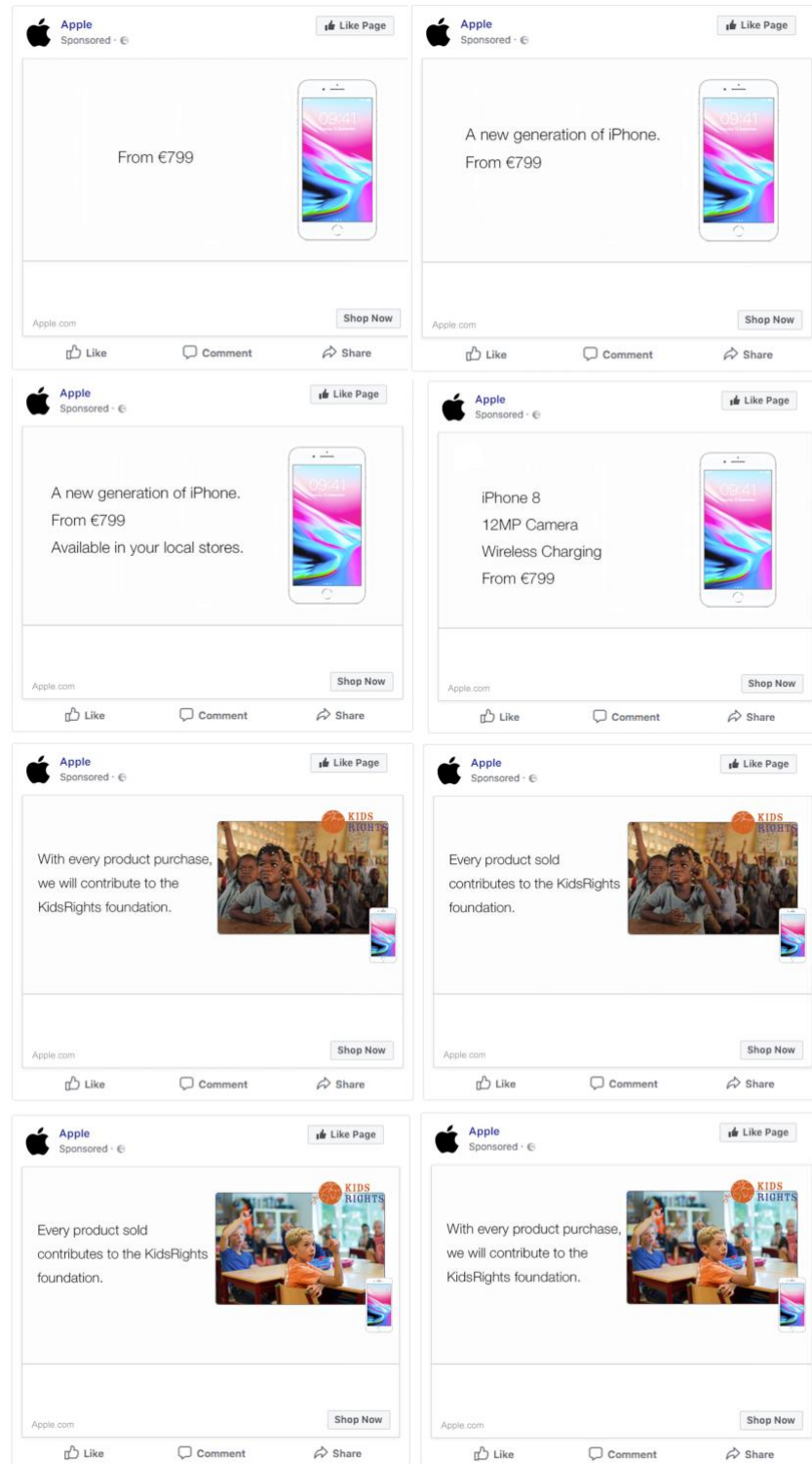


Table 5. Mean and standard deviation for the pre-test of advertising type materials.

Stimulus	<i>M (SD)</i>
Corporate_2	5.58 (.90)
Corporate_3	5.50 (.79)
Corporate_4	5.25 (1.54)
Corporate_1	4.92 (1.73)
Product_3	2.58 (1.62)
Product_1	1.50 (.52)
Product_2	1.50 (.67)
Product_4	1.25 (.45)

Note. The scale ranged from 1 (product) to 7 (corporate)

For message appeal, a single-item 7-point scale ranging from rational (1) to emotional (7) was used. The question “Please indicate whether the presented messages are more rational or emotional” was followed with an explanation of emotional appeal “emotional messages mainly spread a certain atmosphere, emotion, and feelings” and rational appeal “rational messages mainly describe the product function, benefit, and value.” In order to choose stimuli material for two conditions, the highest mean score for emotional and the lowest mean score for rational condition were used as they were perceived a better fit to the provided description. Table 3 shows the statements that were used in the pre-test. For the main study, the message with the highest mean ($M=5.67$, $SD=.98$) was used for the emotional message appeal and the message with the lowest mean ($M=2.17$, $SD=.93$) was used for the rational message appeal.

Table 6. Mean and standard deviation for the pre-test of message appeal

Message Appeal Statements	<i>M (SD)</i>
Experience Apple products that many people love.	5.67 (.98)
Prepare yourself for the whole new experience	5.58 (1.16)
Bring yourself closer to the community.	5.58 (1.56)
Discover new ways to enjoy your time.	4.75 (2.05)
Discover new possibilities. All in one place.	4.67 (1.55)
Discover Apple products with the most powerful characteristics.	3.42 (1.38)
Apple products have the most advanced and secure operating system in the world.	3.08 (1.78)
Introducing best performing Apple products ever made in iPhone.	3.08 (1.62)
Apple products bring impressive battery life and processor performance.	2.58 (1.83)
Apple products feature a brand new glass design and camera.	2.17 (.93)

Note. The scale ranged from 1 (rational) to 7 (emotional)

3.3 Measures

All variables in the main study were measured with scales derived from the previous studies.

Corporate reputation

Corporate reputation was measured with the RepTrak™ scale (Fombrun, Ponzi, & Newburry, 2015) and included seven dimensions: products and services, innovation, workplace, governance, citizenship, leadership, and performance. All dimensions combined had 23 questions and were measured on a five-point scale, ranging from strongly disagree (1) to strongly agree (5). The list of questions for every dimension is presented in Table 4. The Cronbach's Alpha for this scale is $\alpha = .90$.

Table 7. The RepTrak™ System: Dimensions and Attributes of Reputation

Dimension	Attribute
Products & Services	Offers high quality products and services
Products & Services	Offers products and services that are a good value for the money
Products & Services	Stands behind its products and services
Products & Services	Meets customer needs
Innovation	Is an innovative company
Innovation	Is generally the first company to go to market with new products and services
Innovation	Adapts quickly to change
Workplace	Rewards its employees fairly
Workplace	Demonstrates concern for the health and well-being of its employees
Workplace	Offers equal opportunities in the workplace
Governance	Is open and transparent about the way the company operates
Governance	Behaves ethically
Governance	Is fair in the way it does business
Citizenship	Acts responsibly to protect the environment
Citizenship	Supports good causes
Citizenship	Has a positive influence on society
Leadership	Has a strong and appealing leader
Leadership	Has a clear vision for its future
Leadership	Is a well-organized company
Leadership	Has excellent managers
Performance	Is a profitable company
Performance	Delivers financial results that are better than expected
Performance	Shows strong prospects for future growth

Note. Adapted from Fombrun, Ponzi, and Newburry, 2015, p. 9. Copyright 2015 by Macmillan Publishers Ltd.

Attitude toward advertisement

The dependent variable *attitude toward the advertisement* was measured on a five-point semantic-differentials scale adapted from Chang and Thorson (2004). The question “How would you rate the ad?” was asked and followed by four items: likable/not likable, interesting/not interesting, good/bad, and appealing/not appealing. The Cronbach’s Alpha for this scale is $\alpha = .90$.

Product attitude

The dependent variable *product attitude* was measured on a five-point semantic-differentials scale adapted from Kleijnen, De Ruyter, and Wetzels (2007). The question “How would you rate the product?” was asked and followed by eight items: ineffective/effective, not functional/functional, impractical/practical, useless/useful, not sensible/sensible, inefficient/efficient, unproductive/productive, and bad/good. The reported Cronbach’s Alpha for this scale is $\alpha = .94$.

Purchase intention

The dependent variable *purchase intention* was measured on a five-point scale adapted from Chang and Thorson (2004). The question “How likely do you feel it is that you would purchase the [product name]?” was asked and followed by four items: likely/not likely, very probable/very improbable, very possible/very impossible, and very existent/very nonexistent. The reported Cronbach’s Alpha for this scale is $\alpha = .96$.

3.4 Procedure

This study is restricted to the context of Facebook advertising. This social network has more than 2,167 million active users worldwide (Statista, 2018). Previous findings related to the effectiveness of message appeal of Facebook advertising have conflicting results because it is not clear which message appeal is the most appropriate for an advertising on the social media (Lee & Hong, 2016; Pham, Geuens, & Pelsmacker, 2013). Also, the effectiveness of product and corporate advertising is not well-explored (Kim *et al.*, 2009), especially in the context of social media (Han, 2016). Therefore, it was decided to use this social media in order to test the advertising effects in the context of this social media.

Four slightly different versions of the online questionnaire were prepared with an online survey tool Qualtrics. Firstly, each online questionnaire started with a brief explanation and statement of consent to participate in the online survey. Secondly, participants got questions about demographics and an explanation of what they were going to see on the next page. Thirdly, subjects were evenly exposed to one randomly assigned stimuli material that contained a Facebook feed with one of the four Facebook advertisements. Participants were not limited in time. Fourthly, the questions that measured independent- and dependent variables were presented. Fifthly, the manipulation check questions were asked without an option to go back in the online survey. Lastly, the online survey ended with an explanation that it was not a real ad and an expression of researcher’s gratitude for the participation in the survey.

SPSS was used to analyze the collected data.

3.5 Participants

Convenient sampling was used in this study and participants for this study were mainly invited via WhatsApp, Facebook Messenger, Facebook groups, and Reddit. The survey was targeted at people who were at least 18 years old and had a sufficient level of English. In total, 179 people took part in the study and 47 collected responses were not filled completely. For 4 participants it took less than 2 minutes or more than 20 minutes to complete the survey and they were removed from the final analysis. Also, this study included manipulation check questions for the advertising type and message appeal and 18 participants who completely failed the manipulation check questions were also removed from the final analysis. When all aforementioned respondents were removed, 110 survey responses were used for the final analysis.

Table 8. Overview of age, gender, education, and nationality for every scenario

Participants		Study scenarios			
		Product Rational (<i>n</i> =31)	Product Emotional (<i>n</i> =22)	Corporate Rational (<i>n</i> =22)	Corporate Emotional (<i>n</i> =35)
Gender					
	Male	12 (39%)	9 (41%)	11 (50%)	13 (38%)
	Female	19 (61%)	13 (59%)	11 (50%)	22 (62%)
Age					
	<i>M</i>	24.81	33.23	24.14	25.77
	<i>SD</i>	6.37	11.31	3.07	7.49
Education					
	High school	7	4	3	2
	Bachelor's degree	11	9	7	15
	Master's degree	11	8	11	14
	Doctoral degree	2	1	1	3
	Other degree	0	0	0	1
Nationality					
	American	7	6	1	6
	Dutch	10	3	6	13
	German	2	2	0	2
	British	2	2	3	5
	Other	10	9	12	9

Note. Total number of participants *n*=110

Within 110 survey participants, 41% of respondents were male (*n*=45) and 59% of respondents were female (*n*=65). 70% of respondents were aged between 21 and 26

years old ($n=74$). 5.5% of respondents were between 18 and 20 years old ($n=6$) and 24.5% of respondents were between 27 and 59 years old ($n=30$). Within the survey participants, 14.5% had a high school degree ($n=16$), 38.2% had a Bachelor's degree ($n=42$), 40% had a Master's degree ($n=44$), 6.4% had a doctorate degree ($n=7$), and 1% had other degree ($n=1$). Lastly, 29% of respondents were Dutch ($n=32$), 18.1% were American ($n=20$), 10.9% were British ($n=12$), 5.4% were German ($n=6$), and 36.3% were other nationalities ($n=40$).

A Chi-square test showed no significant relationship between the study scenarios and nationality ($X^2(12)=12.62, p>.05$), gender ($X^2(3)=1.02, p>.05$), and education ($X^2(12)=7.42, p>.05$). The results showed that these conditions were equally distributed. However, age ($X^2(9)=21.54, p<.05$) showed significant results. Product emotional scenario had the highest number of people between 30 and 59 years old ($n=11$) whereas product rational ($n=18$), corporate rational ($n=15$), and corporate emotional ($n=18$) had the most participants between 22 and 25 years old.

4. Results

This section presents the study results. In order to determine the significant effects of independent variables on dependent variables, the multivariate analysis of variance (MANOVA) was used in SPSS. Also, mediation analysis was conducted with the use of PROCEESS extension for SPSS.

H1: Effects of advertising type

H1a: Product-focused advertising more positively affects product attitude and purchase intention as compared to a corporate advertising.

H1b: Corporate advertising more positively affects attitude toward advertising, corporate reputation as compared to a product-focused advertising.

The Between-Subjects-Test MANOVA for the advertising type demonstrated statistically significant differences between two groups on the corporate reputation ($F(1, 108)=7.18, p<.01$) and attitude toward advertisement ($F(1, 108)=16.19, p<.01$). Hence, in order to find out which advertising type has a positive effect on two variables, the means of two groups for these dependent variables were compared. The influence of corporate ad ($M=3.30, SD=.47$) compared to product ad ($M=3.54, SD=.55$) on the corporate reputation was more significant. The influence of corporate ad ($M=2.73, SD=.79$) compared to product ad ($M=3.38, SD=.95$) on the attitude toward advertisement was more significant too. The effects of advertising type on product attitude ($F(1,108)=1.50, p>.05$) and purchase intention ($F(1,108)=1.90, p>.05$) were insignificant because p-value was higher than .05. Therefore, hypothesis 1a was rejected and hypothesis 1b was supported.

Table 9. MANOVA main effects with mean and standard deviation for advertising type

Independent variable	Dependent Variable	<i>M (SD)</i>		<i>F</i>	<i>p</i>
		Product	Corporate		
Advertising type (product vs. corporate)	Attitude toward advertising	2.73(0.79)	3.38(0.95)	16.19	.00*
	Product attitude	3.37(0.83)	3.53(0.81)	1.50	.22
	Purchase intention	2.11(1.18)	2.41(1.36)	1.90	.17
	Corporate reputation	3.30(0.47)	3.54(0.55)	7.18	.00*

Note. All scales ranged from 1 (strongly disagree) to 5 (strongly agree).

* $p<.01$

H2: Effects of message appeal

H2a: A rational appeal in advertisement more positively affects product attitude and purchase intention as compared to an emotional appeal.

H2b: An emotional appeal in advertisement more positively affects attitude toward advertising and corporate reputation as compared to a rational appeal.

The MANOVA analysis for the message appeal demonstrated no statistically significant differences between two groups on attitude toward advertisement ($F(1,108)=1.57, p>.05$), product attitude ($F(1,108)=1.31, p>.05$), purchase intention ($F(1,108)=.77, p>.05$), and corporate reputation ($F(1,108)=2.70, p>.05$). The analysis showed that the main effect of the message appeal is not significant. Thus, hypotheses 2a and 2b were rejected.

Table 10. MANOVA main effects with mean and standard deviation for message appeal

Independent variable	Dependent Variable	<i>M (SD)</i>		<i>F</i>	<i>p</i>
		Rational	Emotional		
Message Appeal (rational vs. emotional)	Attitude toward advertising	3.11(0.84)	3.03(1.02)	1.57	.21
	Product attitude	3.52(0.76)	3.38(0.87)	1.31	.25
	Purchase intention	2.34(1.29)	2.19(1.28)	.77	.38
	Corporate reputation	3.48(0.49)	3.37(0.55)	2.70	.10

Note. All scales ranged from 1 (strongly disagree) to 5 (strongly agree).

H3: Interaction effect between advertising type and message appeal

H3a: Corporate advertisement with emotional message appeal more positively affects attitude toward advertising and corporate reputation as compared to a product-focused advertising with a rational appeal.

H3b: Product-focused advertisement with rational appeal more positively affects product attitude and purchase intention as compared to a corporate advertising with an emotional appeal.

The MANOVA analysis was used to find the interaction effects between independent variables. The analysis showed that the interaction effect is statistically insignificant for all dependent variables because p-value was higher than .05 leading to the rejection of hypotheses 3a and 3b.

Table 11. MANOVA interaction effects of message appeal and advertising type

Independent Variable	Dependent variable	<i>F</i>	<i>p</i>
Advertising type (product vs. corporate) x Message appeal (rational vs. emotional)	Attitude toward advertising	.00	.94
	Product attitude	.31	.57
	Purchase intention	.01	.90
	Corporate reputation	1.01	.31

H4: Mediating effect of the attitude toward advertisement for advertising type

H4: The effect of the advertising type on product attitude, corporate reputation, and purchase intention is mediated by attitude toward advertising.

To test the mediating effects of the attitude toward advertisement on dependent variables, an extension for SPSS (PROCESS) written by Andrew F. Hayes was used. This SPSS extension allows indicating whether the mediation effect was significant. There were four requirements for an effect to be significant. First, the independent variable had to significantly affect the dependent variable. Second, the independent variable had to predict the mediator. Third, the mediator had to predict the dependent variable. Fourth, the independent variable had to predict the dependent variable through the mediating variable and the relationship between aforementioned variables had to be improved compared to the relationship between the dependent variable and independent variable without the mediating variable.

The mediation analysis for product attitude (path a, $p > .05$) and purchase intention (path a, $p > .05$) were statistically insignificant. The only significant mediating effect was the advertising type on corporate reputation mediated by the attitude toward advertising. Three out of four main requirements were satisfied. First, the advertising type and attitude toward advertising showed the significant relationship ($F(1, 108) = 14.91$, $p < .01$, $R^2 = .35$, $b = .65$, $t(108) = 3.86$, $p < .01$). Second, the analysis showed a significant relationship between attitude toward advertisement and corporate reputation ($F(2, 107) = 10.89$, $p < .01$, $R^2 = .41$, $b = .21$, $t(107) = 3.90$, $p < .01$) and, when mediating variable was introduced, the advertising type no longer predicted the corporate reputation ($F(2, 107) = 10.89$, $p < .01$, $R^2 = .41$, $b = .10$, $t(107) = 1.05$, $p > .05$). This mediation analysis showed advertising type no longer predicts the corporate reputation because p-value was higher than 0.05 which is consistent with the full mediation. The advertising type predicted the corporate reputation ($F(1, 108) = 5.83$, $p < .05$, $R^2 = .23$, $b = .24$, $t(108) = 2.41$, $p < .05$). Hence, with all requirements satisfied, the full mediation of the attitude toward advertisement occurred between the advertising type and corporate reputation because the attitude toward advertising no longer predicted the corporate reputation. Approximately 23% of the variance in the corporate reputation was accounted for by the predictors ($R^2 = .23$).

The independent variable advertising type was coded as 1=product and 2=corporate. Based on the mediation analysis, the corporate advertising positively influenced the corporate reputation with the attitude toward advertising as a mediator compared to product-focused advertising.

Table 12. An overview of mediation paths.

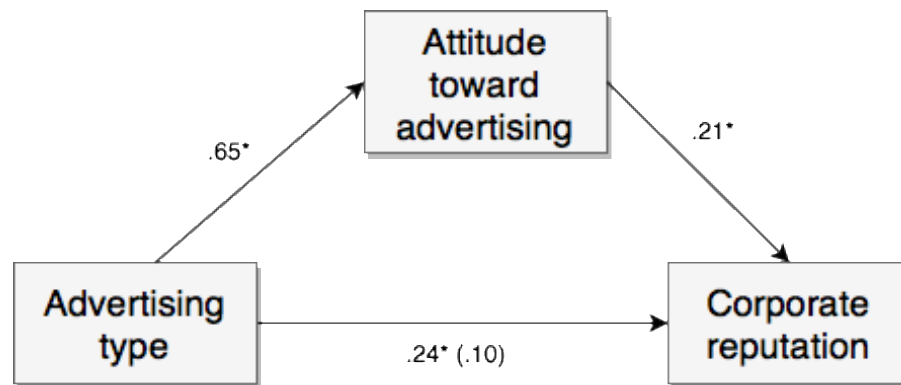
Paths	<i>F</i>	<i>b</i>	<i>t</i>	<i>p</i>	<i>R</i> ²
Path a	5.83	.24	2.41	.02**	.23
Path b	14.91	.65	3.86	.00*	.35
Path c (1)	10.89	.21	3.90	.00*	.41
Path c (2)	10.89	.10	1.05	.30	.41

Note. PROCESS mediation analysis. Path a - independent variable predicts dependent variable. Path b - independent variable predicts mediating variable. Path c - independent and mediating variables predict dependent variable (1) mediating variable predicts dependent variable and (2) independent variable no longer predicts dependent variable or is lessened predicting dependent variable.

* $p < .01$

** $p < .05$

Figure 4. Mediation effect of attitude toward advertising between advertising type and corporate reputation



H5: Mediating effect of the attitude toward advertisement for message appeal

H5: The effect of the message appeal on product attitude, corporate reputation, and purchase intention is mediated by attitude toward advertising.

The mediation analysis showed no significant results. Independent variable did not predict any dependent variable and showed $p > .05$ that is statistically insignificant. Since this requirement was not satisfied, the message appeal and product attitude, corporate reputation, and purchase intention were not mediated by the attitude toward advertising. Therefore, hypothesis 5 is not supported.

Hypotheses

Table 14 shows the study results with an overview of all hypotheses. Only hypothesis 1b and hypothesis 4a are (partly) supported.

Table 13. Hypotheses overview

Hypotheses	Results
H1a: Product-focused advertising more positively affects product attitude and purchase intention as compared to a corporate advertising.	Rejected
H1b: Cause-related advertising more positively affects attitude toward advertising, corporate reputation as compared to a product-focused advertising.	Supported
H2a: A rational appeal in advertisement more positively affects product attitude and purchase intention as compared to an emotional appeal.	Rejected
H2b: An emotional appeal in advertisement more positively affects attitude toward advertising and corporate reputation as compared to a rational appeal.	Rejected
H3a: Cause-related advertising with emotional message appeal more positively affects attitude toward advertising and corporate reputation as compared to a product-focused advertising to a rational appeal.	Rejected
H3b: Product-focused advertisement with rational appeal more positively affects product attitude and purchase intention as compared with a cause-related advertising to an emotional appeal.	Rejected
H4: The effect of the advertising type on product attitude, corporate reputation, and purchase intention is mediated by attitude toward advertising.	Partly supported
H5: The effect of the message appeal on product attitude, corporate reputation, and purchase intention is mediated by attitude toward advertising.	Rejected

5. Discussion

The aim of this research was to examine the effects of message appeal and advertising type on attitude toward advertisement, product attitude, corporate reputation, and purchase intention. This study shows that corporate advertising leads to a more positive attitude toward advertising and corporate reputation. Moreover, the attitude toward advertising mediates the relationship between the advertising type and corporate reputation. Message appeal and interaction of message appeal and advertising type showed no significant results.

Corporate and product advertising

The results provide interesting findings on the ad effectiveness. One of the main objectives of the product-focused advertising is to stimulate sales (Fennis & Stroebe, 2015). Purchase intention was not expected to be positively influenced by the corporate advertising as compared with the product advertising due to the skepticism related to cause-related advertising (Pirsch *et al.*, 2007). The results, however, showed no significant results for advertisement type and purchase intention. Also, it was hypothesized that information provided in advertising influences product attitude (Bush *et al.*, 1999; Caves & Greene, 1996; Kircher *et al.*, 2010; Tsui, 2012) and in turn influence purchase intention (MacKenzie & Lutz, 1989; Shimp, 1981). Furthermore, product attitude and purchase intention were expected to be mediated by the attitude toward the advertising (Fishben & Ajzen, 1975; MacKenzie & Lutz, 1989; Shimp, 1981). However, this study showed no significant interactions and previous findings were not supported. These findings could be partly explained by the fact that the corporate reputation scale from RepTrack™ includes seven different dimensions (Fombrun *et al.*, 2015) that measure different aspects of a company as a whole, while product attitude and purchase intention scales measured attitude and behavior only toward a product. The study participants could already have had a strong attitude toward the advertised product that was not changed by the means of one exposure to a Facebook advertisement. Vargas *et al.* (2017) support that previous knowledge, attitudes, and experiences influence individuals.

The analysis showed that the corporate reputation is influenced by the advertising type. The corporate advertisement has a stronger effect on the corporate reputation compared to the product advertising. Also, the mediation analysis showed that the attitude toward advertising fully mediates this relationship. These findings support the results of White (2008) that corporate advertisement is directed to enhance a company's reputation. Also, the results are supported by Holmes and Kilbane (1993) that claim corporate advertising positively influences only the attitude toward advertising. The corporate reputation is characterized as challenging to copy or build (Roberts & Dowling, 2002) and stable in its nature (Fombrun & Van Riel, 1997; Walker, 2010). This study, however, shows that even one exposure to the cause-related advertising could influence the corporate reputation. This finding is partially contradictory to Cable and Graham (2000) and Fombrun and van Riel (1997) that describe that corporate reputation is built on the experiences with a company over time. These findings can be explained by the fact that the tool used to measure the corporate reputation, RepTrack™, includes seven dimensions of corporate reputation. One of the seven dimensions is citizenship that includes questions about the company's good deeds (Fombrun *et al.*, 2015). Therefore, the study participants could

be more inclined to rate company more positively when they were exposed to information about good deeds in an advertising.

This study shows an interesting result that corporate (cause-related) advertisement affected only attitude toward the advertising and corporate reputation but not attitude and behavior toward the advertised product. Product attitude and purchase intention are not influenced by advertising type. The difference between 4 scenarios was very small and insignificant.

Rational and emotional appeals

The message appeal was introduced to this study as an independent variable in order to examine whether rational- or emotional appeal has a significant effect on product attitude, purchase intention, attitude toward advertising, and corporate reputation. As indicated in the literature review, two hypotheses were formulated: rational appeal positively influences product attitude and purchase intention as compared to an emotional appeal and emotional appeal influences attitude toward advertising and corporate reputation as compared to a rational appeal. The study findings did not support these hypotheses. This could be partly related to the failed manipulation check for the message appeal in product emotional and corporate rational scenarios.

One more interesting finding is that the hypothesized scenarios (product rational and corporate emotional) were correctly recognized. On one hand, product-focused advertising and rational appeal are both related to the direct factual and product information (Clow & Baack, 2007; Puto & Wells, 1984) and advertising is used as a source of product information (Caves & Greene, 1996). On the other hand, corporate advertising and emotional appeal are both targeted at feelings (De Pelsmacker & Geuens, 1997; Srivastava & Sharma, 2008). This could be explained by the fact that the combination of product rational and corporate emotional advertisements is more congruent. Studies by Albers-Miller and Stafford (1995), Wu and Wang (2011), and Xia and Bechwati (2008) argued that product and message appeal should match in order to have an effect. Hence, despite the rejection of hypotheses for the message appeal, the results provide interesting findings that advertising type and message appeal should match in order to be perceived correctly.

Theoretical implications

The main aim of this study was to examine whether message appeal and advertising type influence attitude toward advertising, product attitude, purchase intention, and corporate reputation. The study findings contribute to the field of advertising literature on the topic of advertising effectiveness in the context of Facebook advertising for corporate and product advertising (Kim *et al.*, 2009; Han, 2016). This study found that only corporate advertising influences attitude toward advertising and corporate reputation. Also, the attitude toward advertising mediates the effects of advertisement type on corporate reputation. Given that this study has shown significant effects of corporate advertising, it is yet not clear how other types of corporate advertising differ in its effectiveness from product advertising. Therefore, future research should focus on comparison of other types of corporate advertising.

Practical implications

For corporate brand managers, the important matter is deciding whether to use product or corporate advertising to influence attitudes about a company and consumers' decision-making. Companies could use corporate advertising to improve company's reputation. From a practical standpoint, the use of the corporate advertisement positively influences a company and does not lower product attitude or purchase intention when compared to product-focused advertising. Companies that want to improve its corporate reputation among stakeholders could use cause-related corporate advertising in order to differentiate itself from competitors (Fombrun & Van Riel, 1997). However, this should be taken with care because, as it was found in the manipulation check, some stakeholders may perceive cause-related advertisement with skepticism and think that it is used as a means to sell more products. This study used cause-related advertising that is focused on a cause which is less likely to be perceived with skepticism (Kim *et al.*, 1998).

The influence of the advertising type on the message appeal showed that a text on an image is more important than a heading text below. Thus, the most important information could be placed on an image in order to make sure that a target group notices- and perceives a message correctly. The degree of importance for the heading text in Facebook advertising is not well researched due to frequent changes in user interface. Therefore, marketing practitioners need to investigate how changes in a heading text influence their sales and reputation in real-time scenarios.

Limitations

This study has several limitations that may be omitted in future research. First, this study included a broad age group since the purpose was to find overall effects of message appeal and advertising type. However, the majority of respondents aged between 21 and 26 years old. The chi-square analysis showed that not all conditions were equally distributed by age that could have influenced the study results. For future research, a narrow age group may be used in order to find whether a specific target group is more or less influenced by one type of advertising. Also, it could be interesting to find whether different types of advertising influence different age groups on social media differently.

Second, this study used a well-known brand in order to find out advertising effects on the corporate reputation. The respondents were given as much time as they need to look at the stimulus materials and their previous experiences with the brand had an influence on their evaluations (Vargas *et al.*, 2017). However, there are more companies that sell similar products. For future research, it could be interesting to test the difference between a relatively new company and a well-known company.

Third, convenience sampling was used. Due to a broad target group, some groups of people could have been over- or under-represented. This method does not allow to generalize the results to the whole population. For future research, the equal number of male and female participants within the same age group and homogeneous nationality can be used to test the advertising effects.

Fourth, the manipulation check questions for the message appeal were significantly influenced by the advertising type. The message appeal check was related to the heading text below picture on Facebook advertising and participants may have paid more attention to pictures more than to the text below. If the participants did not read

the text below, they were not able to go back and look at it. Therefore, it may be better to place the text for the message appeal on the picture instead of the heading line below.

Fifth, the study findings can also be partly explained by the choice of product. It was decided to use a high-involvement product because participants will be more likely to put more effort to evaluate their decisions when their elaboration is high (Petty & Cacioppo, 1984). However, product attitude and purchase intention for a well-known brand may be more influenced by previous experiences with a product (Vargas *et al.*, 2017). It would be interesting to replace the message appeal with low- and high-involvement products from one company in order to compare whether advertising type with a different product type influences the corporate reputation and attitude toward advertising in a similar way.

Sixth, a desktop Facebook timeline was used in this study. The user interface on a mobile phone on Facebook is different. Hence, advertising is shown differently too. The respondents were allowed to participate in the study even from a mobile phone. This could have influenced the study results because the screen size is different and some participants could have missed significant advertising details. For future research, participants could be restricted to participate only from a desktop. Alternatively, mobile and desktop versions of Facebook advertising could be created and compared.

Seventh, the findings provide important questions to address in future research. This study compares only two advertisement types (product vs. corporate), but future research could investigate how other advertising types, for example, corporate image advertising affects corporate reputation. In addition, because cause-related advertisement can be cause-focused or product-focused, future research should introduce the level of skepticism as a moderating variable in order to address how skepticism affects cause-related initiatives.

Lastly, scales for the pre-test included one item and their reliability was not measured. The choice of pre-test materials could have been influenced by the scales used in the pre-test. For future research, scales with two or more items should be used in order to make sure that the pre-test materials are represent the study manipulations.

Conclusion

To sum up, this experimental study has shown that the corporate advertising has a significant influence on attitude toward advertising and corporate reputation. The message appeal results were not significant and the manipulation check for the message appeal showed an influence of the advertising type. The study did not support hypotheses that advertising type or message appeal influence the product attitude or purchase intention, nor attitude toward advertising mediated the relationship between the message appeal and dependent variables.

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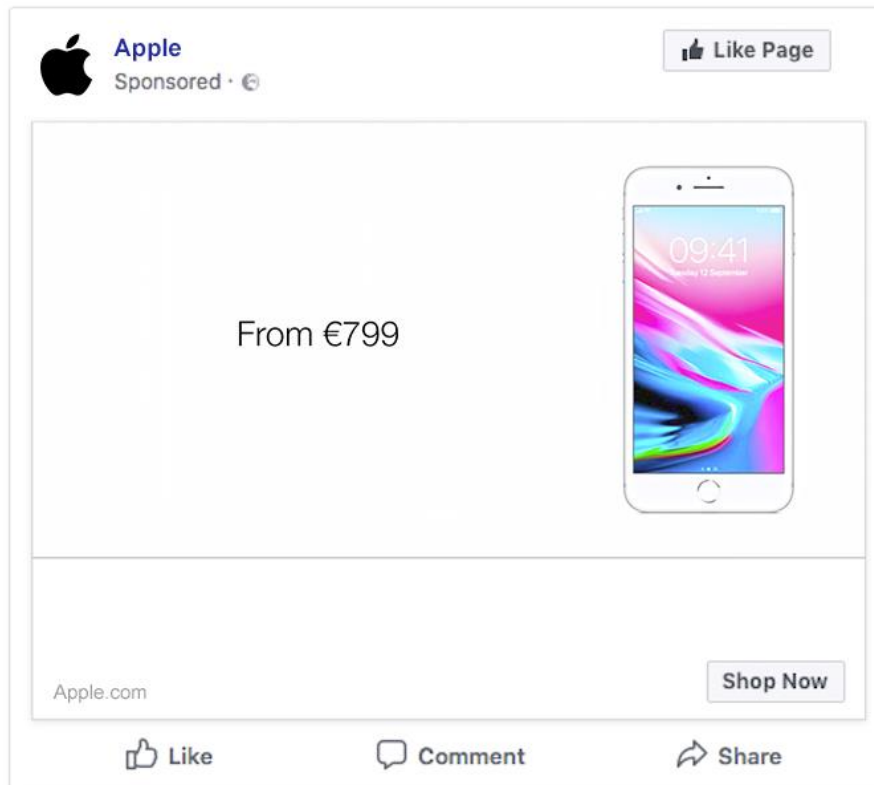
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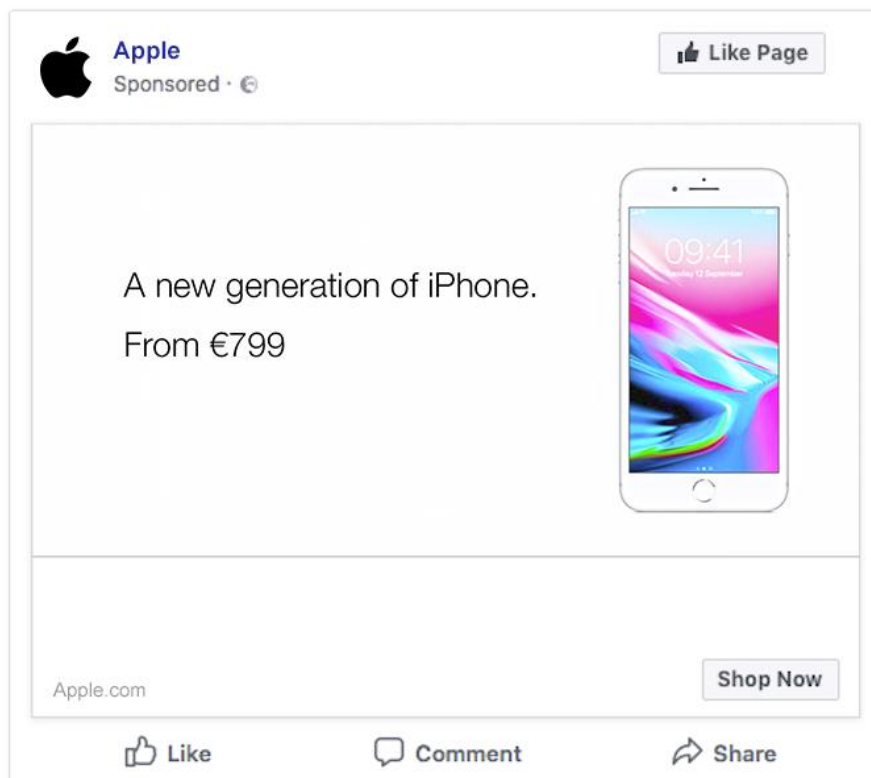
Appendices

Appendix A – Pre-test materials



Product 1



Product 2




Product 3

**Apple**
Sponsored · 




Like Page

A new generation of iPhone.
From €799
Available in your local stores.




Apple.com

Shop Now

 Like  Comment  Share

Product 4

**Apple**
Sponsored · 

Like Page

iPhone 8
12MP Camera
Wireless Charging
From €799





Apple.com

Shop Now



 Like  Comment  Share

Corporate 1

**Apple**
Sponsored · 

Like Page

With every product purchase,
we will contribute to the
KidsRights foundation.





Apple.com

Shop Now



Like Comment Share

Corporate 2

**Apple**
Sponsored · 

Like Page

Every product sold
contributes to the KidsRights
foundation.





Apple.com

Shop Now


Like Comment Share

Corporate 3

**Apple**
Sponsored · 

Like Page

Every product sold
contributes to the KidsRights
foundation.



Apple.com



Shop Now

Like

Comment


Share

Corporate 4

**Apple**
Sponsored · 

Like Page

With every product purchase,
we will contribute to the
KidsRights foundation.



Apple.com

Shop Now

Like

Comment

Share

Appendix B – Questionnaire

Page 1

-Beste deelnemer, deze enquête is beschikbaar in het Engels en in het Nederlands. Mocht u van taal willen wisselen dan kan dat met de knop rechts bovenin-

Dear participant,

First of all, I would like to thank you in advance for your participation.

This survey is conducted as a part of my master thesis for Communication Studies at the University of Twente. For my thesis, I conduct a research into the effects of advertising on Facebook. This survey will take about 5 minutes of your time. Your data will be treated confidentially and the results will be processed completely anonymously. The survey is available in 2 languages: English and Dutch. You can switch the language by clicking the button at the top right corner.

If you have any questions related to the survey, please do not hesitate to contact me at m.martynov@student.utwente.nl

Thank you again for your cooperation,

Myroslav

Q: I voluntarily participate in this study. I hereby reserve the right to terminate participation in this research at any time without giving any reason. I agree and continue with the questionnaire.

Yes/No

Page 2

Q: What is your gender?

Male/Female

Q: What is your level of education?

Primary school/High school/Bachelor's Degree/ Master's Degree/ Doctoral degree/
Other degree

Q: How old are you?

X

Q: Please state your nationality

On the next page, you will see a Facebook feed with a sponsored Facebook advertising by **Apple**. I kindly ask you to imagine that you scroll the Facebook feed and encountered the sponsored advertising by Apple. Please carefully review the encountered ad. There are no time limits, take as much time as necessary to review the sponsored Facebook advertising. You will see the ad only once. Then, a number of questions will be asked.

Page 3

Stimulus material

Page 4

Below you will find questions related to the Facebook advertising by Apple from the previous page. Please choose the answer options that are closest to your opinion. There are no right or wrong answers in this survey.

Q: How would you rate the ad you just saw in general?

Not likable/likable, bad/good, not appealing/appealing. Not interesting/ interesting

Q: How would you rate the advertised product?

Ineffective/effective, not functional/functional, impractical/practical, useless/useful, not sensible/sensible, inefficient/efficient, unproductive/productive, bad/good

Q: How likely do you feel that it is that you would purchase the iPhone 8?

Not likely/likely, very improbable/very probably, very impossible/very possible

The following questions are related to the Apple company. Apple....

Offers high quality products and services

Offers products and services that are a good value for the money

Stands behind its products and services

Meets customer needs

Is an innovative company

Is generally the first company to go to market with new products and services

Adapts quickly to change

Rewards its employees fairly

Demonstrates concern for the health and well-being of its employees

Offers equal opportunities in the workplace

Is open and transparent about the way the company operates

Behaves ethically

Is fair in the way it does business

Acts responsibly to protect the environment

Supports good causes

Has a positive influence on society

Has a strong and appealing leader

Has a clear vision for its future
Is a well-organized company
Has excellent managers
Is a profitable company
Delivers financial results that are better than expected
Shows strong prospects for future growth

Strongly agree – strongly disagree

Page 5

Q: Please state what you think of the Apple ad you just saw. The ad you saw was...

- Focused on selling a product
- Strongly disagree – strongly agree

- Focused at building a favorable pro-social reputation of the company itself
- Strongly disagree – strongly agree

Q: Below the image on the Apple's ad you saw an additional text with a **message** related to the Apple ad. Please indicate whether you think the presented message was.....

- More **rational** (rational messages mainly describe the product function, benefit, and value)
Strongly disagree – strongly agree
- More **emotional** (emotional messages mainly spread a certain atmosphere, emotion, and feeling)
Strongly disagree – strongly agree

Appendix C – Stimulus materials for the final study

Product rational

 **Apple**
Sponsored · 

Like Page

iPhone 8

12MP Camera

Wireless Charging

From €799



Apple products feature a brand new glass design and camera.

Apple.com

Shop Now

Like

Comment

Share

Product emotional

 **Apple**
Sponsored · 

Like Page

iPhone 8

12MP Camera

Wireless Charging

From €799



Experience Apple products that many people love.

Apple.com



Shop Now

Like

Comment



Share

Corporate rational

**Apple**
Sponsored · 

Like Page

Every product sold contributes to the KidsRights foundation.



Apple products feature a brand new glass design and camera.

Apple.com



Shop Now

Like

Comment



Share

Corporate emotional

**Apple**
Sponsored · 

Like Page

Every product sold contributes to the KidsRights foundation.



Experience Apple products that many people love.

Apple.com

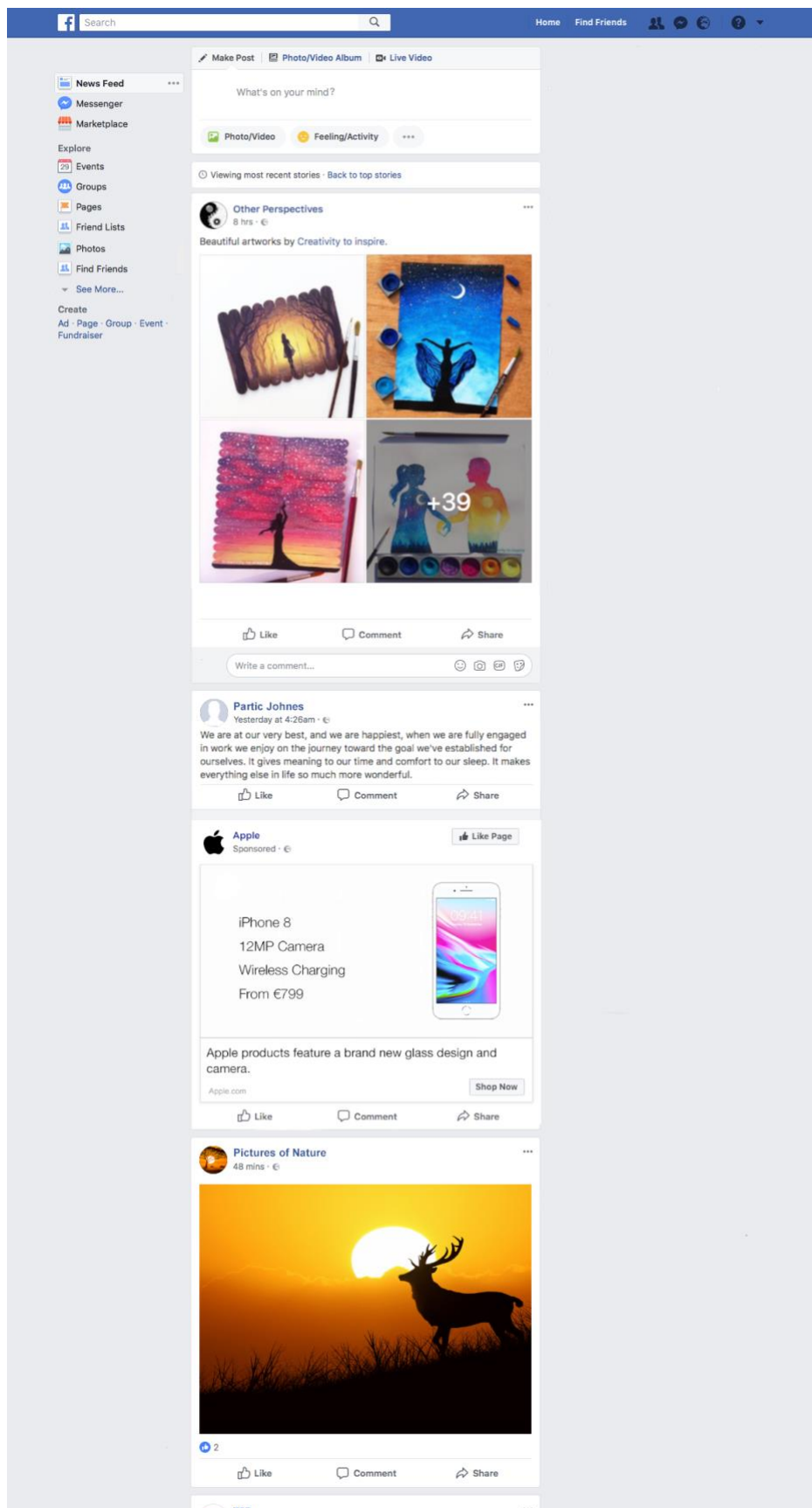
Shop Now

Like

Comment

Share

Appendix D –Facebook feed with stimulus material



Appendix E – Ethics Committee confirmation

Dear researcher,

This is a notification from the web application form for intended research proposals
Ethics Committee Behavioural Science.

Requestnr. : 18508

Title : The influence of product and corporate advertising

Date of application : 03-05-2018

Researcher : M. Martynov

Supervisor : J.F. Gosselt

Commission : G. Jansen

Usage of SONA : No

Your research has been approved by the Ethics Committee.