What is Relevant to the Consumer?

A quantitative study of the different aspects of relevance in advertising and their effects, from a consumer perspective.

Stockholm School of Economics, Institution of Consumer Marketing, Master Thesis, Autumn 2013, Author: Susanne Holmsäter, 21870, Tutor: Erik Modig, Examinor: Sara Rosengren, Opponent: Daniel Lang, Presentation: 17th of December 2013

ABSTRACT

The ways consumer perceive and think about relevance in an advertising context are investigated through exploring research questions through a quantitative research method in an attempt to broaden the measurements of this variable. By using the work of Smith et al (2007) as a starting point this study adds to the current research by complementing previous findings. The majority of research of ad relevance is restricted to advertising creativity; hence this study uses this as a starting-point but moves beyond the scope of creativity and investigates the matter for non-creative ads as well. This study concludes that in addition to the two dimensions ad-to-consumer and brand-to-consumer, there are two more significantly important dimensions that can be used when describing ad relevance. These are the influence of other people's opinions and the relevance of the product category to the consumer. These aspects of ad relevance all account for some direct effects on one or more of the effectiveness measures brand attitude, ad attitude and purchase intentions. The findings indicate that ad relevance does not have to be considered only as an "overall construct" but is better interpreted in parts, something that can have implications for practitioners when they create new commercials.

Key words: relevance, creativity, advertising, consumer behavior, measurement, theoretical model, and effectiveness measures

Acknowledgements

Erik Modig – *for encouragement, motivation, excellent tutoring and for your amazing ability to inspire*

Sara Holmsäter, Ola Holmsäter, Erik Tengvall, Philip Vigerland and Vida Ghatan - *for their great support throughout this semester*

Eva Skoghagen, Lisa Påhlman, Fredrik Bäck, Siri Kiessling, Caroline Torén, Mimi Lundberg, Mikaela Lundberg, Magda Lundberg, Linn Vislie, Victoria Carlsson, Chloë Bernhardsson, Ebba Mörse and Christine Eckegård – *for great support and for helping out with the survey*

Jacob Dworsky – *for great help in understanding SPSS*

All my respondents – *Thank you for answering a very long survey!*

Clarifications

Advertising creativity: Refers to creativity within the boundaries of advertisement to the public, a type of creativity with different goals than that of, for example, art and music. In this paper it mainly refers to the perceived level of creativity experienced by consumers, unless stated otherwise.

Divergence or *ad divergence:* general term used to describe one of the factors that are used when measuring advertising creativity. Have in previous also been referred to as originality, novelty and newness.

Dimensions / Components: In order to investigate what constitutes ad relevance for consumers, possible "dimensions" are discussed. The word dimensions was chosen because words such as *variables*, *aspects* or *parts* would have been more confusing considering that relevance is a belief or perception of an individual and thus quite abstract. Hence, dimensions fitted the description more properly. Will also be referred to as Components in the Result Section.

Relevance or *ad relevance:* second term often used when measuring advertising creativity on a two-factor basis (Wang, Dou, Li & Zhou 2013; Smith, MacKenzie, Yang, Buchholz & Darley 2007; Sasser & Koslow 2008). Have in previous research been referred to also as *appropriateness*.

Practitioners: refers to the people who work in the media industry, in for example ad agencies. When being more specific, also referred to as *creatives (those concerned with the creative part of marketing communication)*.

Consumers: part of the general public. Respondents to the survey in this paper are also a part of this group.

General / "Non-Creative" Ads: refers to average advertising that has not won an award for creativity.

Table of Contents

1.0 Introduction

What makes a certain ad relevant to you?

To answer this, you might consider the brand in the ad and your previous experience with it, or how well executed the ad was, or if it displayed a product that you needed or not. But you might also consider the "story" in the ad, or its' cast. Or perhaps the ad was relevant because you just thought it was funny. There are many things you might reflect upon, even if just briefly, and what you choose to consider when you assess the ad's relevance is probably as individual as you. Yet despite the clear subjectivity of this matter, brands and ads find ways of becoming relevant to large number of consumers simultaneously anyway.

Relevance has been an important aspect of advertising, where it has been used as a mean of measuring the level of creativity. This discussion – of how creativity should be measured – has been on the agenda of marketing researchers since the early 1970's (see Sasser & Koslow, 2008, table over relevant articles) and most researchers agree on the fact that two variables are viable: divergence and relevance (Amabile 1983; Mumford & Gustafson 1988; El-Murad & West 2004; Koslow, Sasser & Riordan 2003; Smith el al 2007). However, within the field of *creative advertising* it is mainly divergence that has been gaining the attention and hence, what makes up the relevance factor is still fairly unexplored. Yet, even though relevance has mainly been of interest when investigating advertising creativity, this thesis will investigate if the concept could be of importance to advertising in general as well. Simply because an ad is not creative does not necessarily imply that it cannot be perceived as relevant. What is more – more is known of how practitioners value and assess relevance in advertising whereas less attention has been given to consumers, who – at the end of the day – are the ones who set the faith for the companies and brands sending out these commercials.

This study will use research from the fields of creative advertising as a foundation since this is the area where *ad relevance* has gained the most attention. However, the exploratory research questions of this study will be tested on a combination of creative and "non-creative" advertising.

By looking into possible dimension of ad relevance from a consumer perspective the hope is to shed some light over this complex matter. The aim is to investigate if new,

exploratory dimensions can be considered as reliable measures of relevance in advertising and if so, how they impact ad attitude, brand attitude and purchase intentions. The hope is to bridge the gap in present research by investigating if there are more dimensions that can be used when determining relevance, from a consumer perspective, in advertising.

1.1 Background

The way consumers perceive creative advertising has been a subject of interest and investigation since the second half of the 20th century (Sasser & Koslow 2008). Researchers and practitioners alike agree on the importance of creativity in order for advertisement to be successful in a cluttered market space (Smith et al 2007, Smith & Yang 2004, Goldenberg 1999). In order to better understand this abstract concept, attempts have been made to identify valid measurements in order to compare different types of advertising in an acceptable way. Generally speaking, researchers agree that to be deemed as creative the advertisement need be both divergent and relevant (Amabile 1983; Mumford & Gustafson 1988; El-Murad & West 2004; Koslow, Sasser & Riordan 2003; Smith el al 2007), and an interaction between these measures is needed (Sasser & Koslow 2008). There have been differences in past measurements of ad creativity, but this study will align itself with that of the two-factor explanation. In this definition, divergence is defined as being *original or novel* and relevance as "*the extent to which at least some ad/brand elements are meaningful, useful or valuable to the consumer*" (Smith et al. 2007). In contrast to divergence, which has been quite extensively discussed and tested, relevance has not benefited from the same amount of attention. Even though relevance is generally accepted to be an important aspect to consider, only moderate attempts have been made to investigate how.

Previous research has focused quite extensively on practitioners and it is not until the late 1990's that researchers have begun to investigate how *consumers* perceive and judge creativity in advertising. Hence, investigations on how consumers perceive relevance are just as fresh. As of today, it is still the case that the marketing industry judges itself in terms of creativity (El-Murad & West 2003; Reid, King & DeLorme

1998; Till & Baack 2005) and creativity awards and acknowledgements are most commonly judged and distributed by fellow creatives, and not by the general public.

1.2 Problem Discussion

The lack of research on the topic of relevance in advertising is evident. It is almost only within the field of *creative advertising* that relevance has been in focus, and in that context it still fairly unexplored. Ad relevance has mainly been tested with regards to creative advertising and even though there are examples where measurements of creativity have been empirically tested (see for example Smith et al 2007; Koslow, Sasser & Riordan 2003), these previous studies have been more successful in providing measurements of originality/divergence – where determinants of this measure have remained fairly constant (Sasser & Koslow, 2008). In contrast, there is a lack in the ability to determine the right kind, or even what kind, of relevance/appropriateness to include in the overall measure of creative advertising (Wang et al 2013). Even though relevance has been a topic of discussion in different contexts in advertising literature (where it is often referred to as "involvement"), there is still a lack in consistency in how it is being measured. Previous researchers also agree on the importance of further studies in this area (Smith, Yang et al 2007, Sasser & Koslow 2008).

According to Sasser & Koslow (2008), when it comes to determining relevance [in creative advertising], it is primarily important to investigate and understand what we should measure, rather than how to measure it. *What can be deemed as relevant enough to be included as a determinant of relevance in an ad?* Since different people have different views of what is to be included in the term relevance/appropriateness (Koslow, Sasser & Riordan 2003) there is a strong need for further research on this topic and not only for creative ads. For example, Wang et al (2013) chose to exclude relevance (by them referred to as *appropriateness*) from their studies on *advertising risk taking, campaign originality and performance* in order to avoid the "many confounding factors that may affect the way the way appropriateness […is] assessed". Moreover, a concern with award-winning advertisement is that they seem to be judged primarily on their ability to be original (most often determined by divergence) rather than being truly creative (Sasser & Koslow 2008). This further underlines the

importance of finding appropriate means that can measure relevance in a deeper but yet generally acceptable way.

As research has shown, there are discrepancies in the way that consumers and practitioners judge creativity in advertising (West, Cover & Caruna 2008), which indicate that some advertisements deemed as creative by the industry might not be equally appreciated by the public. Hence there is also a risk that the measure of relevance has been investigated in a way that is not generally applicable. Consequently, if the customer view is not better understood, advertising might miss the mark of being perceived as creative or relevant from their perspective.

1.3 Purpose & Contribution

This study differs from preceding research in numerous ways. First, previous research has mainly focused on 1) testing ad relevance in the context of creativity and not in a general way and 2) gaining deeper understanding of the effects of creativity, rater than the effects that might come as a direct result of relevance.

Divergence has several times been proven to have a large impact on the level of creativity that consumers perceive in an ad, whereas relevance has either only been investigated as a component together with divergence or briefly as a sole factor. In the latter case different approaches to the measure is common, comparing for example Ang, Lee & Leong 2007 with Smith et al 2007, yet still acceptable in their respective contexts. The lack of knowledge of what constitutes relevance and where to draw the line on what can be considered as relevant is evident. Thus, the aim of this paper is to build on this line of research by more thoroughly examine the role of relevance through looking more closely at the various aspects of relevance that may constitute it. These aspects will later be referred to as *dimensions*. Through investigating how consumers think about and perceive relevance in an advertising context, this study's ambition is to provide a Theoretical Model of Ad Relevance. To my knowledge, a study has never before aimed at only conceptualizing ad relevance. Since no other research has tested dimensions of relevance against measures of effectiveness, it is the aim to investigate if there are any effects on brand attitude, ad attitude and purchase intentions that these dimensions of relevance accounts for. Since previous studies

have only focused mostly on investigating *mediated* effects (trough creativity) this will further contribute to the development of this field of research.

1.4 Delimitations

The scope of this study is to investigate how consumers think about relevance in advertising, however most of the theory used is based on findings within advertising creativity. This is both because the concept of ad relevance have previously been investigated with regards to ad creativity but also because of the lack of theory regarding relevance outside that field. Moreover, when measuring ad relevance, this study has chosen to consider *effectiveness* as a possible result of relevance. However other studies have occasionally considered aspects such as effectiveness as a mean of explaining an ad, and not as a result from it. Nevertheless, in line with the reasoning of Smith & Yang (2004), this study rather sees effectiveness as the result of a successful ad and will hence not considered it as part of the definition. An important note is also that this survey will only extend to include research on the effectiveness of advertising in terms of on brand attitude, ad attitude and purchase intent.

The survey conducted for the purpose of this thesis was sent out in Stockholm, Sweden and primarily collected answers from students. This makes it difficult to extend the results to be usable in other regions or for other groups in the Swedish population. Looking at the advertisement used in the survey, the decision was made to use TV ads and not printed ads in order to include both sound and motion. Since music and motion can be argued to enhance the effects on the perception of creativity, it is possible that other effects could have been found if the test had included printed ads instead. Further, in order to generate a good sample of "general" advertising, the decision was made to test for both low- and high involvement products and several different product categories. However, only well-known brands were used, which could be argued to have effects on the results. This was done in order to avoid effects of any difficulty that may arise when presenting a new brand to consumers. Finally, because of the limited development of theory regarding relevance in this field, the dimensions tested should be considered exploratory. Perhaps other dimensions could have worked as a starting point as well. Moreover the model will show ad relevance and its dimensions in the context of "general advertising", and this is an important

notice because it is not unlikely that other dimensions would explain relevance in (for example) only *creative* advertising, or advertising concerned with only a specific type of product/service.

Finally, since this study has chosen to use research questions rather then hypotheses, the "evidence" needed to accept them will be stated together with each respective question. The aim is to find causal relationships between the independent (dimensions) and the dependent variables (effectiveness measures) such as that a change in an independent variable will change the dependent in a stated way. But considering the lack of relevant theory, it is more appropriate to ask research questions, since there is no clear rule that determines when a dimension of relevance can be considered valid or not.

1.5 Thesis Outline

This study is divided into 5 main chapters starting with the introduction, which will provide the reader with a general presentation of the subject, outline the goals of this study and argue its' contribution and importance. The second chapter will proceed with a presentation of the academic research done prior to the investigation and the relevant theoretical frameworks and models that this study is based upon. It will conclude with a discussion and motivation regarding what is considered valid *research questions* and thus what measurements are to be tested in the survey. Since much of what is being investigated in this thesis is considered exploratory, the choice was made to formulate research questions rather than hypotheses in order to better fit the structure. Finally, part of the theory will also include the types of questions asked in the survey, and the reason for that will be elaborated on in that section. Following this, chapter three explains the chosen research method accompanied by a motivation why. Chapter four then reveals the analysis of the results from this research and answers the posed research questions. Finally, Chapter five provides deeper insight to the to these results by exploring their implications and concludes this study with a discussion of implications and recommended further research.

2.0 Theory

2.1 Advertising Creativity – A Brief Literature Review

Below an overall assessment of relevant literature will be presented. The lack of thorough investigation on the topic of ad relevance is evident, however the concept has gained some important attention in the context of creative advertising. Hence, this thesis will start of by discussing ad relevance from a creative point of view and then move into other areas.

2.1.1 Creativity – From Art to Advertising

The many definitions of creativity and the vast contexts in which it is applicable are merely humble examples of its importance. Creativity is in many ways the engine that spurs innovation and drives development, or as Albert Einstein put it "I never made one of my discoveries through the process of rational thinking". From psychology to philosophy, technology to sociology, from the fine arts of the Louvre to the memorable Apple ad "1984", creativity has been – and will always be – a vital part.

In contrast to the fine arts however, advertising creativity is said to differ. According to El-Murad & West (2004, p. 190), advertising creativity has to "achieve objectives set by others – this is not usually the case in the arts". With these objectives comes the implication of creating something to serve the purpose of someone else, which in the case of advertising most often implies increasing the sales, awareness or liking of a brand or a company. Even through some of the creative work probably have been done with at least part of the purpose being a boost to the creatives' own career, advertising still finds its creativity within the boundaries of the brand its dealing with (West, Cover & Caruna 2008). This becomes clearer if one would look at the development of advertising over a longer period of time. In the early years of advertising, the main focus of an ad was often to simply show the brands products or services in a manner that displayed clearly to the consumers what was sold, for how much and why. This layout has since dramatically changed and today advertising has become a platform for much deeper and more extensive communication with the consumers. In line with this development creatives have become more prone to push boundaries and taking more risk.

Within the scope of *creative advertising* the number of definitions is still great. One of these descriptions is that of El-Murad & West (2004, p. 190), who wrote that creativity is "the art of establishing new and meaningful relationships between previously unrelated things in a manner that is relevant, believable and in good taste, but which somehow presents the product in a fresh new light". Other studies have been even more straightforward, such as Smith & Yang (2004, p. 32) who wrote "First, there must be something new, imaginative, different, or unique – this component is generally referred to as 'divergence'. Second, the divergent thing produced must solve a problem or have some type of 'relevance'". In line with previous research (Amabile 1988; Cummings & Oldham 1997; Runco & Charles 1993, cited in Wang et al. 2013) these two quotes incorporates the two-faceted concept of *divergence* and *relevance* that is often used when evaluating creative advertising.

Oscar Wild once said, "The only thing worse than being talked about is not being talked about". For advertising, and in particular creative advertising, it is considered a failure if the ad is not noticed or its effects not achieved (West, Cover & Caruna 2008). Thus, lacking in any of the aforementioned aspects (divergence and relevance) could mean losing possible attention from consumers. This strengthens the argument that the understanding the relevance factor in creative advertising is vital to the overall success of an ad. The evident complication here, as mentioned earlier, is still that what constructs this factor changes from one individual to the next. This is an implication that will be more thoroughly discussed in following chapters.

It is important to understand how consumers judge advertising in general – because it is the consumers' perception that will determine his/her interest in the ad (Smith et al 2007). If an ad can capture consumers' attention through divergence, then this interest is likely to be easier to uphold if the content shown also is interesting. What it interesting for consumers most likely have an impact on how relevant an ad is to them, as it appeals to something they like or find intriguing. As Smith et al (2007, p. 820) put it, "perceptions of relevance require a comparison to the consumers goals, needs and desires". Thus by appealing to things people value, find meaning in or see as useful or to whatever is appropriate to them, the ad becomes more relevant, and

keeps the consumer interested throughout the view of the ad. What is more, even if an ad might lack in showing divergence, it might still be able to be relevant.

2.2 Measuring Ad Relevance

The importance of relevance has lately been understood in the context of advertising creativity and how that should be measured. However, in contrast to previous research this study will explore ad relevance as a sole factor, and not in combination with divergence. Yet, even if this is the aim of the thesis, divergence and creativity measures will still be included in the study, primarily to see that there is an acceptable combination of creative and "non-creative" ads, but also in case it might become necessary in order to develop the understanding of relevance. Hence, below a discussion on ad divergence and ad relevance will be presented, followed by an overview of the suggested dimensions of relevance and how these are supported by previous research. The importance of incorporating divergence in this thesis will be elaborated on in section 2.4.

2.3 Ad Divergence

Divergence has as mentioned, in contrast to relevance, been reliably defined through the efforts of many previous studies (Smith et al 2008; Sasser & Koslow 2008; Smith et al 2007; Koslow, Sasser & Riordan 2003; Runco & Charles, 1993). These studies have been fairly consistent in their measures, which have made it acceptable to use only three to five items to measure divergence. Common for most research made on this subject is that divergence is found to be the most prominent characteristic of creative ads, almost to the extent where some might event equate divergence with creativity (Smith et al 2007). The indicators of divergence have proven to deepen the understanding of creative advertising, where Smith et al's measurements from 2007 are a good example. They revised the finding from Smith & Yang (2004) and were able to conclude in five final determinants: *originality, flexibility, synthesis, elaboration* and *artistic value*. These five can be compared to the four elements discovered by Koslow, Sasser & Riordan 2003. In their study they first identified strategy, artistry and originality as definitions of overall creative advertising (through qualitative research), where the first two were classified as different types of appropriateness. They then developed scales for all three constructs, where four items

determined divergence (or originality, as they refer to it): *original, unexpected, novel* and *different.* Notable here is that these two measurements are to some extent similar, despite the fact that the latter was tested on advertising professionals, and the prior on both professionals and students. For this study, the five determinants of Smith et al's study (2007) will be used, since it will provide more coherence with the test of the relevance dimensions (which has been inspired by additional theories from the same study).

Despite the difficulties in accessing relevant subjects who will provide insightful and relevant data (as put forward by Sasser & Koslow 2008), when going over previous research it is apparent that many studies on divergence is carried out with advertising professionals as the subjects used in pretests (Koslow, Sasser & Riordan 2003). This could have implications when these measurements of divergence are tested on consumers, however research has shown that observers with some basic knowledge and experience usually agree on what is original (Koslow, Sasser & Riordan 2003; Runco & Charles 1993). Thus consumers, having been exposed to advertising since early years, can be argued to have experience of advertising, giving reason to believe that they too can judge divergence in a similar matter.

2.4 Ad Relevance – Creative Ads and Beyond

Relevance, frequently referred to as appropriateness or involvement, is a concept that has been present in advertising literature numerous times, even though little research has been done to fully understand it. What makes an ad relevant for consumers, and what impact it has on their response gained some interest already in 1989 (MacInnis and Jaworski 1989) but is a concept that is still very unexplored. However a few papers have shed some light on the matter, such as Wang et al (2013, p. 43) who makes a good discussion of the many facets of relevance (by them denoted as *appropriates*). They argue the case that the level of relevance in an ad "depends on the task and its objectives; it is also contextual to the frames used by the judges, who, because of their roles in relation to the task in question, will have different opinions on what in considered appropriate, relevant, or useful". They also cite Koslow; Sasser & Riordan (2003) mentioning the ads fit to the client's marketing strategy as a possible reflection of relevance. Last, they also put forward the theory of Kim, Han,

and Yoon (2010), who found that appropriateness also is subject to cultural influences, and thus may differ between cultures. From the look of this reasoning, much can be argued to influence the relevance factor in both creative and general advertising. The evident difficulty in drawing a line for what should be included or not is thus one of the goals of this thesis.
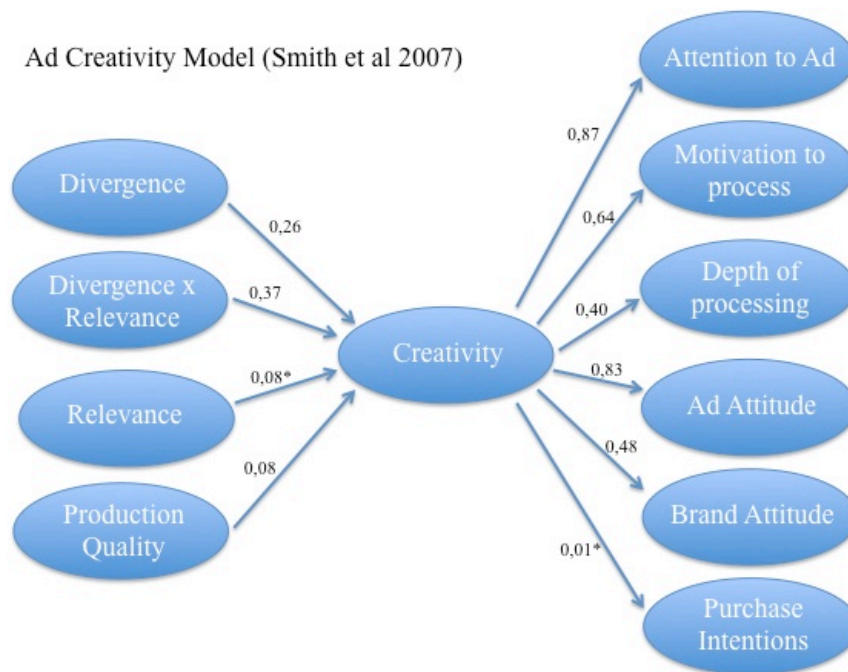
An important contribution to this topic was made in the article *"Modeling the Determinants and Effects of Creativity in Advertising"* by Smith et al (2007). In this article, the authors developed a measurement model for relevance, which was determined by *Ad-to-Consumer Relevance, Brand-to-Consumer Relevance* and *Ad-to-Brand Relevance* (however this last composite was not found significant).

Measurement Model of Ad Relevance (Smith et al 2007)
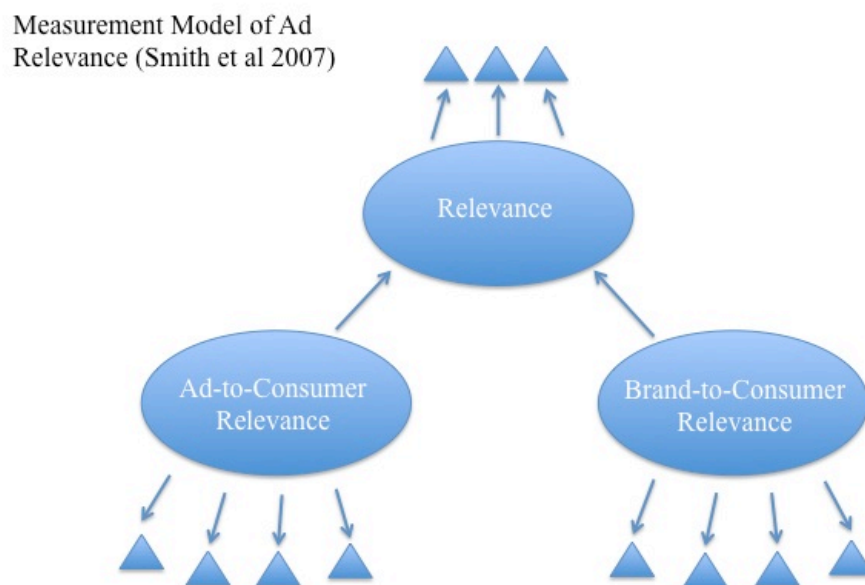
(Fig 1. Adopted from Smith et al 2007, page 823)

There findings revealed that the first two types of relevance functioned as significant predictors of ad creativity whereas the last, ad-to-brand, had a negative correlation, something that contrast the argument of Koslow, Sasser & Riordan (2003) who suggested the fit of the ad to the brands marketing strategy (which an ad is part of) as a possible determinant of appropriateness. For this study, it is a challenge to see if there are more dimensions than ad-to-consumer, brand-to-consumer and ad-to-brand relevance that are common for consumers in their perception of relevance. The reason why only the two first dimensions will be kept in this study is elaborated on further in later chapters.

An important notice from Smith et al's study (2007) was also that the main effect of relevance on creativity was *not* significant (see figure below). However, *the interaction of relevance and divergence* played a significant role in defining ad creativity. Smith et al (2007) refers to this interaction as *The Interaction Effect* and shows that since creative ads require both a high level of divergence and a high level of relevance their combined effects are more than additive.

Ad Creativity Model (Smith et al 2007)

Divergence — 0,26
Divergence x Relevance — 0,37
Relevance — 0,08*
Production Quality — 0,08
→ Creativity

Creativity → Attention to Ad 0,87
Creativity → Motivation to process 0,64
Creativity → Depth of processing 0,40
Creativity → Ad Attitude 0,83
Creativity → Brand Attitude 0,48
Creativity → Purchase Intentions 0,01*

(Fig 2. Adopted from Smith et al 2007, page 829)

As this second figure from Smith et al's study shows, divergence and relevance were also found to influences ad processing and response variables through their effects on advertising creativity. However, relevance was found to have an unmediated impact on purchase intentions. For the purpose of this study and in order to broaden the understanding of relevance, possible influences of relevance on brand attitude, ad attitude and purchase intentions will be measured isolated and *not* when interacting with divergence. Even though ad relevance previously only have been proven to affect measures such as brand attitude when mediated by creativity, this study (in contrast to Smith et al 2007) does not believe that the effects of relevance have to be mediated through creativity in order to impact these measures. By testing relevance

alone, it will offer a deeper understanding of the subject of ad relevance, a subject this thesis proposes does not have to be limited only to creative ads.

The understanding of relevance, and what constitutes it for consumers, is hopefully generalizable to a larger extent than the two valid dimensions of Smith et al from 2007. As Smith & Yang conclude in their paper on *General Theory of Creative Advertising* from 2004, there needs to be an interaction effect between relevance and divergence since "ads containing both features will be significantly more effective". They also emphasize the importance of further research on this specific area, in order to better understand this relationship. Norman W. Brown also captures in a few words why ad relevance is of vital importance: "Creative solutions must be leveraged with an unexpected approach and be rooted in deep and profound relevance" (Marketing News, December 5th 1986). Even if it previously only has been investigated while integrating with divergence, one cannot dismiss the contribution of relevance to a successful ad.

An important goal of this thesis is to empirically derive a list of conceptual determinants (referred to as *dimensions*) of relevance, still only including those that are directly related to relevance in an advertising context. As mentioned in foregoing sections there are a large amount of possible factors that could be tested when determining relevance in advertising and there is also great difficulties in determining the implication different groups of people will have on such a test, since the relevance factor is believed to be very subjective. However, with regards to the scope and limitations of this study, a restricted number of factors will be tested in order to investigate the possible dimensions of ad relevance. The dimensions from Smith et al's study (2007) will be used as a starting point, and other dimensions have been developed with regards to previous research where arguments have been found that could suggest their potential importance. Some of these dimensions should be considered exploratory and this will be specified. Below, two topics will follow that are argued to be of possible importance when consumers judge relevance in advertising, and thereafter a presentation will be made of all suggested dimensions.

2.5 Considering Other Peoples Opinions

It is not uncommon for people today to discuss ads. A look at the rate by which some ads have been shared by consumers on the web or the success of characters in commercials such as ICA are just two examples of how consumers take their interest in certain ads beyond the sofa discussion. Thus when creating an opinion about an ad the things that makes this ad relevant might not only have to be restricted to the ad or brand itself.

As mentioned in foregoing sections, this thesis focuses on relevance in an *advertising* context. This context can be argued to make up "transparent restrictions" for what should be included in the discussion on relevance in this case, and from what perspective relevance is to be judged (i.e. from an advertising perspective). Thus in order to examine ad relevance there is reason to believe that certain aspects of our surroundings becomes important. The situation, in which the ad is "judged", is also important for consumers because when a consumer evaluates an ad it has to be done in relation to some sort of perspective. Much of previous research on context in relation to advertising has focused on the context in which the consumer finds herself when *seeing* the ad (for example, if the context is *at home* or *on the subway*), or in what context the ad is presented (for example, *in between which shows* or in what *type of medium*) (Zanjani, Diamond & Chan 2011; Aylesworth & MacKenzie, 1998). One this note it is important to mention that this study is *not* aiming to investigate context in this way. Rather, the surrounding of interest is the one of "people we care about". For example: *Is this ad meaningful to people I care about?*

Previous research have found that ad-context congruity can increase ad recognition (Zanjani, Diamond & Chan 2011) and that ads placed in-between shows which put viewers in a good mood evaluate that ad more systematically than ads placed in programs that induce negative moods (Aylesworth & MacKenzie, 1998). Even though this research is in many ways different from that of this thesis, the fact that they found effects between different types of context and they way consumers felt about the ad gives reason to believe it is possible that the context surrounding an ad also could influence how relevant the ad is perceived to be.

In the article "Antecedents of the Attraction Effect", Mischra, Umesh & Stem (1993) investigated the effects of different antecedent variables on the *attraction effect*. This is an effect that explains the "increase in the probability of consumer choice of the target brand when an asymmetrically dominated alternative is introduced" (Mischra, Umesh & Stem, 1993). One of these antecedents is called "the popularity effect" and refers to the perception of the popularity of a brand, often used as a mean in comparative advertisements (for example between Pepsi and Coca Cola). After viewing an ad, it could be likely that the consumer discusses this ad or the brand with someone close – perhaps to get their opinion before deciding on a purchase or not.

This phenomenon is also found in other disciplines such as psychology, where it is simply called "social pressure". It can cause people to make decisions they would otherwise not have considered, simply because they are victims of group pressure (Asch 1955, cited in Mischra, Umesh & Stem, 1993). When a consumer determines how relevant a specific brand or ad is, and even if this is done in isolation, it could perhaps be affected by how relevant she/he believes this brand is to people in her/his surrounding. To keep up in social discussions a person might find the brand relevant, simply because it is believed to have been of importance to others who she/he in various ways care about.

This part, together with the discussion below regarding the importance of product category, should both be considered exploratory parts of this thesis. No prior research, of personal knowledge, has been done where these two dimensions have been considered as possible dimensions of relevance in advertising.

2.6 Considering the Product Category

The differentiation between low- and high-involvement products is a common distinction in marketing research. A good example of this is the Rossiter and Percy Grid (1991). This model has been used extensively in order to capture how different types of products/brands and the varying degree of consumer involvement they demand should influence marketing strategies. The Rossiter-Percy approach distinguishes between low- and high-involvement by looking at whether the consumer regards a choice of trying a brand/product as risky or not. The more risk the consumer

perceives the decision to have the higher the required involvement, implying that advertising information is worth processing at a deeper level (Rossiter, Percy & Donovan, 1991). Even though the low- versus high-involvement distinction is concerned with the purchase decision, Rossiter, Percy and Donovan (1991) point out that their grid provides guidance to agencies in creating ads. Moreover, they define involvement as "being dependent on both the brand and the target audience's familiarity with it within the product category" (Rossiter, Percy & Donovan, 1991, p. 15). Where some previous research has looked more to the relevance of brands within product categories with regards to purchase intentions (Fischer, Völckner & Sattler, 2010) the direct importance of the product categories to the consumer is not as common. However the notion from Rossiter, Percy and Donovan (1991) suggests that categories are relevant to consumer when they evaluate a brand/product. Thus, when investigating how relevant different types of ads are for consumers, it is possible that the type of product category will impact the way consumers evaluate the overall ad. Thus, for the purpose of this study, product category has been chosen as a second exploratory dimension for the test.

2.7 Effectiveness Measures

As discussed, there is a lack of research investigating the effects of ad relevance on consumer attitude. For that reason, this study will test for potential effects on consumer intentions in relation to advertising relevance. *The appropriateness of the suggested dimensions will hence rely on their respective ability to show significant impact on these measures.* In line with Smith et al's reasoning (2007) this study too believes that "it is logical to expect ad relevance to exhibit significant main effects on the measures of brand attitude and purchase intentions, because consumers are more likely to develop attitudes and purchase intentions towards brands that are meaningful to them" (p. 827). When the aim of any advertising is to increase favorable attitudes towards a brand and consequently increase its sales, it becomes important to see if the effect is actually achieved. Thus if the suggested dimensions prove to be important aspects of ad relevance to consumers, they will hopefully also have a significant positive impact on brand attitude and purchase intentions. This have to some extent already been proven by Smith et al (2007) when their results indicated that divergence, relevance and their interaction were found to have a direct influence on

purchase intentions. For brand attitude the effects were mediated by creativity, but for purchase intentions the results either indicate that the effects are unmediated, or some other variable (not creativity) mediates them. However this thesis will investigate whether or not these new dimensions have a *direct, unmediated* impact of these measures. By doing so, this study aims at widen the understanding of relevance and test to see whether new dimensions might impact these measures as well. Below, the three chosen measures of ad effectiveness will be discussed.

2.7.1 Brand Attitude

Brand attitude is described as the whole evaluation of a certain brand and all associations related to it by a consumer (Keller, Apéria & Georgson, 2008). Many things can influence this attitude and the perception a certain customer holds in turn affects the evaluation of a new ad for the brand.

When a consumer has a positive attitude towards a brand it has been proven that she/he also is more likely to have positive intentions (Smith et al, 2008). This implies that consumers base some of their decisions connected to a brand based on this attitude. Thus, brand attitude will be included in this study (as an independent variable) since it becomes appropriate for this study to investigate if any or all of the new relevance dimensions might have an impact on it.

2.7.2 Ad Attitude

Ad attitude can simply be described as whether the ad is likeable or not for a consumer. It incorporates any feelings or opinions held by the consumer towards the ad, and it is often used as a basis of evaluation of ad effectiveness in research (together with brand attitude and purchase intent).

The benefits of a positive ad attitude, among others, are increased recall, recognition (Keller et al, 2008) and word of mouth. For the same reasons as with brand attitude, this factor will too be included in this study as an independent variable.

2.7.3 Purchase Intentions

The importance of creating a positive attitude towards your brand is ultimately shown at the moment of purchase since what is finally bought is more than often a result of what brands the consumer has in her or his consideration set, and not the full amount of products of brands available.

Previous research has shown that advertising creativity can have a positive impact on consumer's purchase intentions (Smith et al, 2007; Smith et al, 2008). This impact can be both mediated and unmediated, for example Smith et al (2007) showed that ad relevance and its interaction with divergence had an *unmediated* effect on purchase intentions. This could be an indication that relevance alone plays a significant role for the level of purchase intent, and does not have to be supported by divergence. Hence, since divergence is not necessarily needed in order to increase purchase intent, it is possible that relevance can benefit non-creative ads as well. This is one of the reasons why this study has chosen to test relevance for general advertising and not only creative ones. So, since purchase intent is both shown to be an important variable to influence in order to create a successful brand and since it has been shown to correlate with ad relevance, this will too be included in this study as an independent variable.

2.8 Generating Research Questions

Below, the theory will be deliberated on further in order to display how and why the different research questions have been generated. First, the research questions for the different dimensions will be presented and after, the research questions for the effectiveness measures will follow. Another important notion here is that part of the methodology of this thesis will be presented already here in the theory-section. This is due to the fact that the theory in this case is closely related to the method, since the new dimensions and their relation to the effectiveness measures are the ones that will be investigated. Therefore, the type of questions asked in the survey will be revealed in this following section, together with their respective dimensions or measure. This follows the layout of similar papers, such as Smith et al (2007), which also chose to develop their research in the same manner.

However, a deeper explanation of these questions and the other questions from the survey that were not concerned directly with the dimensions will be presented in the Method Section in Chapter 3.

2.8.1 Possible Dimensions of Ad Relevance

The following section will describe the different dimensions. First presenting those suggested by Smith et al (2007) and then the other, exploratory dimensions (with regards to the topics *context* and *category)* will follow. For each exploratory dimension, a research question regarding the dimensions suggested accuracy is presented, as well as sub-questions regarding its potential impact on the effectiveness measures.

2.8.1.1 Ad-to-Consumer Relevance

As mentioned earlier "perceptions of relevance require a comparison to the consumers goals, needs and desires" (Smith et al 2007, p. 820). According to Smith et al (2007, p. 820), ad relevance can be significantly measured in two ways, were *Ad-to-Consumer* is one and it is defined as "situations where the ad contains execution elements that are meaningful to consumers". For example, when Volvo used Swedish House Mafia in their commercial they might have created a more meaningful connection with a consumer born in the 80's and 90's.

Smith et al (2007) conducted their empirical test on two general magazine ads on 372 student consumers and this dimension was proven to be significant. For the purpose of this study, this dimension will be included in the model and the tests in order to see how it behaves together with the new proposed dimensions, but no separate hypothesis or research question is needed, since Ad-to-Consumer Relevance has already been proven to be a part of consumer perceived ad creativity. The questions asked are the same as the ones in Smith et al's study (2007):

The ad was meaningful to me.
The ad was appropriate to me.
The ad was useful to me.
The ad was valuable to me.

And answered on a Lickert scale ranging from 1=Not true at all, to 7=Very true.

The same reasoning will apply for Brand-to-Consumer.

2.8.1.2 Brand-to-Consumer Relevance

There is a vast research on the importance of branding brands. For example, as Rossiter, Percy and Donovan (1991) pointed out in their grid, the brand is very relevant to consumers when making a purchase decision within a product category. Perhaps there is no surprise then that the second, significantly proven dimension is Brand-to-Consumer relevance. This dimension measures how relevant the brand in the ad is to the consumer and it is defined as when "an ad establishes a meaningful link between the brand and the consumer" (Smith et al 2007, p. 820). This too is a part of the same model as the dimension above, and is included in this test for the same reason. As with Ad-to-Consumer, Smith et al (2007) conducted their empirical test on two general magazine ads on 372 student consumers and this dimension was proven to be significant too, so no research question is needed however the dimensions will be included in the model and the test.

It is tested in the same way as for Ad-to-Consumer, with the following questions:

| The brand was meaningful to me. |
| The brand was appropriate to me. |
| The brand was useful to me. |
| The brand was valuable to me. |
| I do not care about this brand (counter question) |

And answered on a Lickert scale ranging from 1=Not true at all, to 7=Very true.

2.8.1.3 Ad-to-Brand Relevance

This is the third dimension from Smith et al's study from 2007 and simply defined as "how well the ad relates to the brand" (p. 821). It was not found to be a significant predictor of consumer perception of ad creativity and thus not of consumer relevance either. However, this was not expected because this dimension is not necessarily indicative for an ad's relevance to a consumer. Nevertheless, in contrast, Koslow, Sasser & Riordan (2003) suggested the fit of the ad to the brands marketing strategy (which an ad is part of) as a possible determinant of ad relevance and found this to hold true. However, the findings from Smith et al (2007) showed no significant association between overall ad relevance and ad-to-brand relevance, so this study will not include this dimension in the test. It will be displayed in the model though, but only to show that there was no association (see red arrow in model in section 2.9.3).

2.8.1.4 Ad-to-Category Relevance (Exploratory)

This dimension is the first of two that relates to the product category displayed in the ad. As mentioned in section 2.6, the Rossiter & Percy Grid distinguishes between low- and high-involvement product categories and they imply that this grid provides guidance to agencies when creating ads. Thus, if an agency is successful in determining the position of a certain product/brand in the grid, the tactic to be used when developing the ad will be clearer. Contrariwise, when an ad is evaluated by the consumer, the ads fit to the product category it has been concerned with is likely to influence how relevant it is going to be perceived. Moreover, if consumers assess the ads fit to the product category it displays, it is perhaps also likely that this dimension will have a positive impact ad attitude, given that the fit is good. It is not as clear that it would have any impact on brand attitude, since the brand is not in focus here, but in line with Smith et al's reasoning that relevance seems to have an unmediated effect on purchase intent, it might be likely that this dimension will have that as well. If the product category is considered as relevant, it supports this reasoning since the product category correlates with the level of involvement and perceived risk of a certain purchase intention. These proposed impacts on the effectiveness measures should be considered part of the research questions, however and not as specific conditions. The dimensions are to be confirmed as relevant through their affect on these measures, but this is still at an exploratory level, so even if all predictions for the effects are not accurate, the dimension might not be dismissed.

→ **Thus the first research question (RQ1) is:** Do consumers judge the relevance of an ad, based on how relevant the ad is to the product category?

      a) Then Ad-to-Category will have a positive impact on ad attitude.

      b) Then Ad-to-Category will have no impact on brand attitude.

      c) Then Ad-to-Category will have a positive impact on purchase intentions.

The four to five items (as used by Smith et al, 2007) that are used to reflect each respective dimension are shown below, as well as additional questions believed to

contribute to the understanding (denoted with "new"). Here is the type of question used to measure this dimension:

The ad was relevant to the product category
The ad was appropriate to the product category
The ad was useful to the product category
The ad was valuable to the product category
The ad was expected for this type of product categories (new)
The ad was typical for this type of product categories (new)

All questions were answered by using a Lickert scale, ranging from 1 = Not true at all, to 7 = Very true.

2.8.1.5 Category-to-Consumer Relevance (Exploratory)

This aspect is the second related to the product category of the ad. Again, the findings of Rossiter and Percy (1991) indicates why this is a possible dimension. They emphasized that consumers reflect both upon the brand and the product category when they decide how involved they are. It is also possible that if it is a product from a high-involvement category the ad is more likely to be processed at a more detailed level. Conversely, if the product category is found to be of low-involvement, the ad will not benefit from such deep processing. This indicates that the product category could be of relevance to the consumers when evaluating an ad. If so, then it is also likely that the level of interest the consumer has in a given product category will impact both ad- and brand attitude.

If the consumer is interested in these types of products, then she/he is also more likely to have a favorable attitude towards the ad displaying them as well as the brand making them. For purchase intentions, the same reasoning will follow here as for the previous dimensions – if this dimension is relevant then it is likely that it will have a positive impact on purchase intentions (Smith et al, 2007). Also, as discussed in the foregoing section, here the dimensions Consumer-to-Category is not interesting since it is the consumer who does the evaluation of the category and not the other way around.

→ Thus the second research question (RQ2) is: Do consumers judge the relevance of an ad, based on how relevant the product category is considered general?

   a) Then Category-to-Consumer will have a positive effect on ad attitude.

   b) Then Category-to-Consumer will have a positive effect on brand attitude.

   c) Then Category-to-Consumer will have a positive impact on purchase intent.

The questions asked in the survey to measure this dimension was:

These types of products are relevant to me
These types of products are appropriate to me
These types of products are useful to me
These types of products are valuable to me
I am interested in this type of products (new)
I am a potential customer for this type of products (new)

All questions were answered by using a Lickert scale, ranging from 1 = Not true at all, to 7 = Very true.

2.8.1.6 Ad-to-People Relevance (Exploratory)

In the same way that the brand can be of importance to people in the consumers' surroundings, so could perhaps also the ad be. In line with the reasoning from *the popularity effect,* an ad would probably be perceived as more relevant if the consumer believed it to be important for people he/she cared about. Another aspect is that an ad is relevant because it becomes part of social discussions. An example of this is some of the ads from the Swedish company ComHem, which decided to copy different Internet-phenomenon's such as the song *Gagnam Style* (2012) and popular YouTube-clips in their commercials. These ads, with the duo "Judith & Judith", became relevant in discussions partly because they took advantage of the culture of that time. They also gained much attention through WOM in Sweden and have won advertising awards such as Silverägget (Guldagget.se 2011).

As mentioned in section 2.4, Kim, Han, and Yoon (2010) study from Korea showed that appropriateness is a "culture-dependent component of advertising creativity" and their findings from Korea shows that a creative ad must fit the societal norms. This

notion, although concerned with the Korean culture, might also be viable for consumers from other parts of the world. This fact, taken together with the discussion above, gives reason to believe that the way other people view an ad might also be a dimension of ad relevance, which consumers care about. Hence, looking at the effectiveness measures, it is likely that if consumers do care about this dimensions then it will have a favorable impact on overall ad attitude. Since it is not clearly concerned with the brand in the ad, it is not a likely that this measure will be affected. However, as mentioned before, relevance is argued to impact purchase intentions, and for that reason, if ad-to-people is relevant then it is believed to do so as well.

➔ **Thus the fourth research question (RQ3) is:** Do consumers judge an ad as relevant; based on if she/he thinks the ad is relevant to other people?

      a) Then Ad-to-People will have a positive impact on ad attitude.

      b) Then Ad-to-People will have no impact on brand attitude

      c) Then Ad-to-People will have a positive impact on purchase intentions.

The questions asked in the survey to measure this dimension was:

The ad was meaningful to people I care about
The ad was appropriate to people I care about
The ad was useful to people I care about
The ad was valuable to people I care about

All questions were answered by using a Lickert scale, ranging from 1 = Not true at all, to 7 = Very true.

2.8.1.7 Brand-to-People Relevance (Exploratory)

As discussed above and in part 2.5, *the popularity effect* gives reason to believe that other people's opinions, whether they are outspoken or simply believed by the consumer, might also impact ad relevance. If people in a consumers surrounding show interest or care especially about a certain brand, it might impact they way she/he views that same brand as well. Also, as mentioned, trends can be something consumers follow as a result of "peer pressure" and this aspect of other peoples opinions is believed to possibly influence how relevant the brand is perceived. Given that consumers do in fact consider other peoples opinion about the brand, it is likely

that it will be favorable for the overall brand attitude as well. Perhaps it will not show a positive impact towards the specific ad, since this is not in focus, but in line with the reasoning for previous dimensions it is possible that it could impact purchase intentions.

→ **Thus the third research question (RQ4) is:** Do consumers judge the relevance of an ad, based on if she/he thinks the advertised brand is relevant to other people?

> **a) Then** Brand-to-People will have no impact on ad attitude.
>
> **b) Then** Brand-to-People will have a positive impact on brand attitude
>
> **c) Then** Brand-to-People will have a positive impact on purchase intentions.

The questions asked in the survey to measure this dimension was:

The brand was meaningful to people I care about
The brand was appropriate to people I care about
The brand was useful to people I care about
The brand was valuable to people I care about

All questions were answered by using a Lickert scale, ranging from 1 = Not true at all, to 7 = Very true.

2.8.1.8 Dimensions Left Out

With these new dimensions, it is important to explain why certain dimensions where chosen over others in the same relationship. First, Ad-to-Category was chosen over Category-to-Ad. The reason for this is quite straightforward: since the ad displays the product category in some way the ad can be evaluated based on how well it displays it, and subsequently it can be compared to other ads for the same product category. Since ads for the same type of product category often resemble (a good example would be car commercials), it is the ads' relevance to the category that is important and not the other way around.

The dimension *People-to-Ad* was not chosen either. Following the same reasoning as with the other left-out dimensions, this label suggests that the people we care about would be of relevance to the ad – which is not of interest. Since this study is investigating how relevant a specific ad is, the people who might affect our opinions

needs to be accounted for, but not the other way around. Other peoples opinions might impact the way in which consumers evaluate an ad (it being perceived as for example trendy or not) while, in contrast, the ad most likely wont impact how relevant we consider these people.

The reason why the dimension *People-to-brand* was not chosen follows the same reasoning as before. For consumers it is the brand that can be relevant *to other people*, not other people that are relevant to a certain brand.

Apart from the left-out "counter-dimensions" that have already been discussed, two more dimensions that could have been a part of this thesis were excluded from this test. *People-to-Consumer* and *Category-to-People* are both left out of this study. Both were dismissed because they do not provide any deeper understanding to the relevance aspect *in advertising* and hence lack in contribution to the subject. They are considered too general in their construct to become a valid part of relevance in this study. The first one would simply investigate any possible relationship between a consumer and the people in her/his surrounding, not shedding any further light over ad relevance since there is no clear connection to advertising in that dimension. The latter is insufficient for the same reason, since neither the category nor the people is specific for the ad.

2.9 Model Development

The aim of this research is to present a theoretical model of ad relevance. Before presenting the suggested model, a summary of the proposed hypotheses will be made and the research questions of this thesis will be presented again.

2.9.1 Brief Summary of Research Questions

In order to develop a possible model, a summary of the suggested hypotheses that has been considered in this thesis will now be presented. These will enable the survey to fulfill its purpose and answer the research question, which is presented again below.

First, I want to mention that the two dimensions, Ad-to-Consumer and Brand-to-Consumer Relevance, from Smith et al (2007) are included in the model since their findings have been used as the starting point for this model.

RQ1: Do consumers judge the relevance of an ad, based on how well the ad fits to the product category?

> **a) Then** Ad-to-Category will have a positive impact on ad attitude.
>
> **b) Then** Ad-to-Category will have no impact on brand attitude.
>
> **c) Then** Ad-to-Category will have a positive impact on purchase intentions.

RQ2: Do consumers judge the relevance of an ad, based on the interest in the product category in general?

> **a) Then** Category-to-Consumer will have a positive effect on ad attitude.
>
> **b) Then** Category-to-Consumer will have a positive effect on brand attitude.
>
> **c) Then** Category-to-Consumer will have a positive impact on purchase intent.

RQ3: Do consumers judge an ad as relevant; based on if she/he thinks the ad is important to other people?

> **a) Then** Ad-to-People will have a positive impact on ad attitude.
>
> **b) Then** Ad-to-People will have no impact on brand attitude
>
> **c) Then** Ad-to-People will have a positive impact on purchase intentions.

RQ4: Do consumers judge the relevance of an ad, based on if she/he thinks the advertised brand is important to other people?

> **a) Then** Brand-to-People will have no impact on ad attitude.
>
> **b) Then** Brand-to-People will have a positive impact on brand attitude
>
> **c) Then** Brand-to-People will have a positive impact on purchase intentions.

2.9.2 Purpose of this Thesis

As mentioned in the introduction, the aim of this thesis is as follows: *through investigating where to draw the line of what is relevant to consumers in an advertising context, this study's ambition is to provide a Theoretical Model of Ad Relevance. Since no other research has tested these dimensions of relevance against measures of effectiveness directly, it is the aim to show if there are any effects on ad attitude, brand attitude and purchase intentions that relevance accounts for. Since previous studies have focused mostly on investigating mediated effects (trough creativity) this will further contribute to the development of this field of research.*

Through looking into possible dimension of ad relevance from a consumer perspective the hope is to shed some light over this complex matter and provide a generally acceptable overview of how consumers decide what is relevant to them.

2.9.3 Modeling Possible Dimensions of Relevance

With regards to the suggested research questions, there are five factors of importance to this research. These are the *ad, category, consumer, brand* and *people.* Each of these five correlate to at least one other factor. As shown in this figure, the arrows points in the direction of the dependence. For example, the Ad is relevant to the Consumer, thus the arrow points from the ad to the consumer. This arrow is green because the dimension has already been proven to be an indicator of ad relevance. The red arrow shows that ad-to-brand relevance is not part of overall relevance (as explained in section 2.1.8.3). The blue arrows each indicate one of the research questions that will be investigated in this thesis.

Proposed Theoretical Model of Ad Relevance
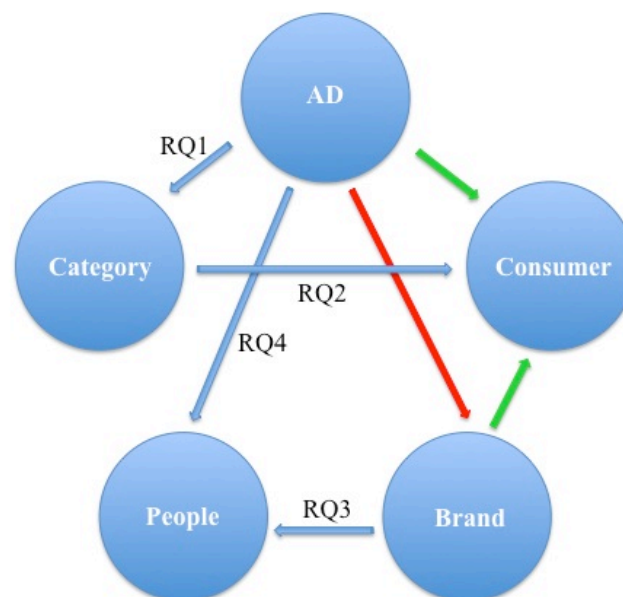
3.0 Method

In this chapter the method chosen will be discussed and a description of the main survey will follow together with an assessment of the reliability and validity of this research.

3.1 Overview

In order to provide the answer to the posed research question, a thorough approach consisting of both the studies of other academics as well as an empirical survey was needed. In line with the deductive approach suggested by Bryman & Bell (2011) this study will derive research questions from previous research and testing these on a consumer sample. In the last step possible implication will be inferred to the theory that the study sprung from initially.

3.2 Research Design

The research designs suitable for this study is to explore the matter through a quantitative study, with the aim to find patterns of associations regarding how people think about and assess ad relevance. The reason why a qualitative approach was not chosen is because the amount of previous research needed to develop the exploratory dimensions required a quantitative approach in order to test them. A qualitative approach could have been a good way to go given other conditions, which will be discussed in Chapter 6 (6.4 Further Research).

The experimental factors in this specific research are the new dimensions (Ad-to-Category, Category-to-Consumer, Brand-to-People and Ad-to-People), which have been "created" for the purpose of this test. Yet apart from this notion there are few experimental indicators since the test neither took place in a natural environment, nor was a pre- or post test conducted on the respondents.

3.3 Research Strategy

In short, this study want to find out what consumers incorporate into the concept of relevance in advertising and to what extent this has an effect on their brand attitude, ad attitude and finally purchase intent. Considering that this study wants to test its

theories of *ad relevance* in order to develop a general understanding for how people think about it, the typical research strategy is quantitative (Bryman & Bell, 2011).

3.4 Data Quality

In accordance with the business research criteria of Bryman & Bell (2011) this study will consider its reliability and validity, since they are the two variables found to be the cornerstones of a thorough and credible study.

3.4.1 Reliability

In order to establish reliable results and avoid inconsistency, the internal reliability of the results had to be ensured. This denotes whether or not the indicators of, for example a scale or index, are consistent (Bryman & Bell, 2011). Thus, all data was carefully gathered – the survey went out only to people in one country, with the age group 20-30 in focus. However, since the respondents are roughly only from one social group (business students), the results should bee considered with caution for other groups in society. Secondary data used are collected only from scientific, well-established and renowned databases and journals. Moreover, Cronbach's alpha was used to analyze the results and in all cases the results ran above 0.7, indicating good internal consistency.

3.4.2 Replication

For any research it is important that the results, and thus the procedure of finding them, are replicable. The importance of this chapter is a result of that fact. Especially for quantitative research, a detailed description of the processes is of great significance. Hence, the description of the procedure in this paper is made as thorough as possible in order to make the findings easy to replicate.

3.4.3 Validity

"Validity is concerned with the integrity of the conclusions that are generated from a piece of research" (Bryman and Bell, 2011, p. 40). There are different types of validity, and below, those of importance to this thesis will be elaborated on further.

3.4.3.1 Measurement Validity

This criterion has to do with whether or not a measure (in this case the *relevance dimensions*) that is developed for a certain construct (in this case *ad relevance)* really does reflect the concept of interest. This is related to reliability in the sense that consistent results indicate a stable measure. Looking at the results, the internal consistency of this research indicates good measurement validity.

One other thing worth mentioning in this discussion is *face validity*. Since these dimensions are new measures, we want to be sure that they do in fact reflect relevance. As discussed under section *1.4 Delimitations* it is acknowledged that other dimensions could (perhaps) have worked as a starting point as well. However, after going through a considerable amount of previous research and after consulting with the experienced professor Erik Modig at HHS, these dimensions were found to be possible reflection of the concept.

3.4.3.2 Internal Validity

This part deals with the issue of whether a conclusion based on a causal relationship between to or more variables hold water (Bryman & Bell, 2011). For this study it is thus important that the chosen dimensions actually are responsible for any impact on ad attitude, brand attitude and purchase intentions. Internal validity is difficult to achieve, especially when conducting a survey with experimental research design. Nevertheless, this research hopes that an acceptable level of internal validity is achieved since 1) respondents are *not* handpicked and 2) these respondents are *not* aware of the purpose of this survey and are only tested once.

3.4.3.3 External Validity

Here, the focus is if the results can be generalizable beyond the scope of the research. Thus, it is important to generate a representative sample in order to achieve this type of validity. The respondents in this research are from both genders with varying demographics in Sweden and between the age-span of approximately 20-65, however with a clear overrepresentation of 20-30 year olds. They respondents are also mostly students, which do decrease the external validity of the findings (beyond this specific group). However, real brand and real ads were used, which enables the results to be

somewhat transferable across product categories, brands and ads. However, the choice to include well-known ads in the survey might impact the effects on brand attitude, due to possible predispositions consumers might have towards the chosen brands. This implication will be further discussed in section *6.3 Critique.*

3.4.3.4 Ecological Validity
In order to enjoy ecological validity, the findings have to be applicable to people's natural, everyday settings. For this to be possible, it requires the research itself to be tested under the same type of circumstances (Bryman & Bell, 2011). This is one part where this thesis will lack in validity since the difficulties in achieving a socially normal setting for the type of test conducted requires both more time and resources than what has been available given the scope of this research. Thus, since the respondents are aware of the fact that they are participating in a scientific survey, the ecological validity of the results can be questioned. This will be further discussed later in the section *6.3 Critique.*

3.5 Research Instrument & Analytical Tools
In order to build the survey, the online survey tool Qualtrics was used. This was practical since it made the procedure of collecting answers easier. The questionnaire was developed in line with the recommendations of Bryman & Bell (2011) and after consulting with the tutor Erik Modig. The findings were then analyzed through the program SPSS. A level of significance at (the most) 10 percent has been considered to provide acceptable empirical support for all proposed research questions, due to the limited sample size. This level was chosen with regards to the fact that the sample did not fully reach the desired amount. Of course a level of significance at five percent would have been preferred but in order to discuss the results in an interesting way.

SPSS was chosen to retrieve the results from the survey. T-tests, mean comparisons, factor analyses and regression analysis were made in order to investigate the matter properly. Regarding the T-tests, these were done in order to determine if there was a significant difference in the way the respondents judged the level of creativity between the two advertising groups. Mean comparisons were also used, but here simply to look at the average mean of both groups (creative and non-creative) on each

question. By using a confirmatory factor analysis, it is possible to test and see if the measurements of the ad relevance construct are consistent with my understanding. Hence, the factor analysis was conducted in order to see if the chosen questions could be confirmed appropriate measures of the same dimensions of ad relevance. Hence following rotation, the items with the highest factor loadings were selected and then combined to form the dimensions. Once the components of the factor analysis were understood, an index was made for each component (consisting of the questions which had shown strong loadings in it). Finally, regression analyses were made to see if these dimensions (now in the form of the indexes created after the factor analysis) had an impact on the effectiveness measures or not. A MANCOVA could have been used as well, since there were both multiple independent and dependent variables and since I wished to control for a few covariates the MANCOVA would perhaps have been more efficient. However, the MANCOVA requires a greater sample size and hence, regression analysis worked better in this case. The covariates chosen were *age; gender; brand familiarity; purchase familiarity and product familiarity.*

3.6 Scale & Measurement Development

The scales and structure of the questions for both creativity and ad relevance used in this study were taken from Smith et al's study (2007), which had after extensive pretesting developed valid and reliable means of testing these variables. These scales are copied and reconstructed to fit the purpose of this study and used for the exploratory dimensions suggested in the previous chapter.

3.6.1 Creativity Measures

The major goal of this thesis is to develop a valid and reliable model for the relevance construct in advertising, by identifying ways in which consumers can perceive this feature in general ads. Even if the aim is to see if relevance have an isolated impact, I had to consider a number of divergence and creativity measures; in line with the reasoning that ad relevance has been proven to have an impact on brand- and ad attitude when interacting with this variable. Moreover, if not tested for divergence, the ads chosen in this survey could not have been argued to be creative or non-creative. The measures for divergence where taken from the tests run by Smith et al. in 2007, and is thus a valid base for this test. The reason why other possible measures (as those

of Koslow, Sasser & Riordan 2003) where not chosen was because this thesis has chosen to use the findings from Smith et al (2007) as a bas and then develop an improved theoretical model of ad relevance from that. Thus, in order to measure ad divergence the main indicators chosen for the test were: *originality, flexibility, synthesis, elaboration* and *artistic value* (Smith et al 2007).

3.6.2 Ad Relevance Measures

When deriving possible dimensions of ad relevance, the first step involved using the findings of Smith et al (2007). As already discussed, they concluded in two dimensions of significance. Their model is used as a foundation in order to find other dimensions, since this thesis aims to extend that model (with new dimensions and for more general ads) and not develop a completely new one. In order to keep it consistent, the same four measures as those used by Smith et al (2007) were used when testing for the exploratory dimensions. Thus, for each dimensions, the questions asked in the survey were all used the words *meaningful, useful, valuable* and *appropriate* in order to examine the potential relevance of a given part of the ad.

Thus, thanks to the extensive pretesting done by Smith et al (2007), no further pretesting was necessary since the previous study already tested for and developed valid and reliable measurements.

3.7 Main Survey

The main survey was constructed as follows. One main survey was created and a total of 10 different brands were selected. For each brand, one creative and one "non-creative" ad were chosen. Hence, there were a total of 20 surveys created, which were sent out randomly through SPSS.

Once the respondents opened the survey they were shown a short priming text, explaining that this survey was a part of a master thesis and it also informed them that they were about to see an advertisement in the next step. After the ad, the same type of questions followed in all surveys (not changing depending on type of ad or brand). The questions related to the different dimensions of ad relevance were presented in random order. The other questions, which included overall questions regarding ad

creativity, ad divergence, ad relevance, brand attitude, ad attitude and purchase intentions were asked in the same order for all surveys.

Before the survey was sent out, I followed the suggestion of Bryman & Bell (2011), which was to put oneself in the position of the respondent. Thus, to avoid sending out a survey that would not be understandable/pleasant, this survey way tested on several individuals who contributed with feedback in order to improve the final version.

3.7.1 Population & Sample

As mentioned earlier the use of trained students as respondents in surveys have been debated but for the purpose of this study, it is arguably acceptable to use a student sample in order to generalize the results for public consumers. Since it is the perceptions, feelings and opinions of consumers that are of highest interest in this study, it suits the purpose of this thesis well to use this type of sample. However, this study did not only use students as respondents even though they made up for the majority of the answers. Even though the varying demographics of the respondents are not great enough to make the results applicable to the whole population of Sweden, the hope is to find reliable results from a smaller group and thus build a base for further research. Thus, the sample is defined as business students and workers from Sweden. When the survey had been finished, it was sent out virally.

The survey was opened by 475 people, however not all of them completed it fully, hence the number of recorded answers vary between questions. The total number that fully completed the survey is 151 and out of these answers, 65 respondents viewed a "non-creative" ad and 86 respondents viewed a creative ad. The division between genders was almost equal in these two groups.

3.7.2 Advertisements – Choice of Brands and Products

The choice of ads to be included in the research was primarily concerned with finding appropriate examples of creative and "non-creative" ads. To provide a sample of acceptable *creative* ads, these were selected by the author among award winners of Clio, Guldägget, Silverägget, Ads of the World and Cannes Lions. All of these awards are well established and given to reward creative excellence in advertising and design.

All use a panel of advertising experts as judges except for Ads of the World who uses a combination of ratings, comments, re-tweets, Facebook submissions and other social media factors when they judge their winners. The decision was also made to use better-known brands to avoid effects of any difficulty that may arise when presenting a new brand to consumers. The author then selected the *"non-creative"* ads among other ads from the same brands (that had won a creative award). Thus a total of 20 different ads were chosen from 10 different brands (two ads for each brand).

The decision to use a variety of products and services when testing for relevance in advertising is based upon the notion that it makes the results more generally reliable. Thus advertisements for both low- and high-involvement products/services were tested on both creative and non-creative ads for the same types of products. This was done in order to show whether or not the effects of relevance in advertising holds – despite the degree of prior involvement a consumer has invested in a certain type of product. The choice of low- and high involvement products/services (pharmaceuticals, postal service, beverages, TV box/service, newspaper, browsers, sports wear, soap, online electronics) was made in order to make the results as generally applicable as possible.

3.7.3 Survey Questions
As mentioned, the specific questions for the survey have already been presented in Chapter 2 so therefore this part will not present all these questions again, however an explanation of the construct of these questions are given here. This part will discuss the questions more in general and also show the rest of the questions in the survey, such as questions linked to the creativity level of the different ads and the three effectiveness measures, since they are only presented in Swedish in the appendix. An important notice is that some of the questions in the appendix were not used in this thesis or the final analysis; hence they are not discussed here. All questions used traditional multiple-questions-measures however the types of questions asked varied between standardized questions (for example regarding brand- and ad attitude and purchase intentions) and questions that were developed for the specific aim of this survey.

3.7.3.1 Ad Relevance Questions - Discussion

The questions in the survey was developed in congruence with those of Smith et al (2007) as well as complemented with similar formulation for the exploratory dimensions. The questions for the exploratory dimension was thus asked in the same manner as for the dimensions from Smith et al (2007) in order to be coherent and thus develop their model further. Thus, the questions related to the dimensions were all built in sets of 4, although presented in a random order, and each included either the word *meaningful, useful, valuable* or *appropriate* in the sentence. For example:

The ad was meaningful to the product category
The ad was appropriate to the product category
The ad was useful to the product category
The ad was valuable to the product category

Here, Lickert scales were used so that the respondent could choose between 1 = don't agree at all and 7 = I totally agree (Malhotra 2010).

These questions, linked to the different dimensions, were presented in a randomized order to avoid the risk of having respondents that did not read the questions fully (due to their resemblance) and hence only answered the same on all questions that were related. The full list of the questions asked is found in the Chapter 2, since this study chose to present it together with the relevant theory to simplify the understanding of the test. However, one additional questions regarding ad relevance was asked to measure "overall relevance of the ad" and this was also taken from the study of Smith et al (2007).

It was relevant for me to have seen this commercial.

Again, Lickert scales were used so that the respondent could choose between 1 = don't agree at all and 7 = I totally agree (Malhotra 2010).

3.7.3.2 Ad Creativity Questions

In order to see that the chosen ads were in fact different in their perceived level of creativity, a number of questions were asked were the respondent had to rate the

creativity of the ad. These questions are also collected from the study of Smith et al (2007).

How creative did you perceive the ad to be?
This ad should be awarded a price for its creativity.
This ad was more creative than other ads for similar products.

Again, Lickert scales were used so that the respondent could choose between 1 = don't agree at all and 7 = I totally agree (Malhotra 2010).

3.7.3.3 Effectiveness Measures

Finally, in order to be able to test the possible impact the different dimensions would have on effectiveness measures, the following questions were asked.

What is your opinion about the ad you just saw?
What is your opinion about the brand in the ad?

These two questions, the first measuring ad attitude and the second brand attitude, were answered in three ways by choosing on a 1-7 Lickert scale between:

1. Like or Dislike
2. Good or Bad
3. Positive or Negative

It looked like this:

Last, three questions regarding purchase intentions were asked.

How likely is it that you will purchase from the advertised brand in the future?
I want to purchase the displayed product/service in the future
I will purchase from the displayed product/service in the future

These questions where again answered by denoting on a Lickert scales, between 1 = don't agree at all and 7 = I totally agree (Malhotra 2010). It looked like this:

Jag vill köpa det annonserade produkten/tjänsten i framtiden

Stämmer inte alls ○ ○ ○ ○ ○ ○ ○ Stämmer mycket väl

3.7.3.1 Other Questions

In addition to the questions presented above, other questions were asked as well. The respondents had to disclose information about her/his gender, current type of employment and in what type of city she/he lived.

How old are you?
Where do you live? (Big City >100 000 ppl / small city>10 000 ppl / small town)
Are you Male or Female?

The respondents were also asked questions regarding brand-, product- and purchase familiarity. These are used as control variables and covariates in the analysis.

How well do you know the advertised brand?
If yes, how familiar are you with these types of products?
Have you previously bought the advertised product?
Have you previously products similar to the one in the ad? (Not only from this brand)

The first two questions were answered by choosing between 1 (Not at all) to 7 (Very well). The last question was answered by "yes" or "no".

These "other" questions were used in order to function as covariates in the regression analyses. By doing so it is possible to extract only the potential impact of the exploratory dimensions, since the impact from these variables on the effectiveness measures (i.e. the dependent variables) are possible as well, but not of interest.

3.7.4 Distribution

In order to collect answers to the survey, it was distributed through social media channels such as Facebook and via email. This procedure has become more and more common for thesis research, however it is a very contemporary way of approaching distribution. It is not as generally accepted as panel surveys, but this way of distributing a survey enables you to quickly reach a large group of people from varying parts of a country. One of the downsides of this approach is however that the response rate is seemingly quite low. This might be because people see no benefit in

answering an online survey or because they do not prioritize this type of work when being active on their social media accounts.

4.0 Result & Analysis

4.1 Overview

When an acceptable amount of answers had been gathered to the survey, the next step was to analyze the material. For that purpose, SPSS was chosen. In order to test the different research questions, I conducted a series of T-tests, mean comparisons, indexes, factor analyses and finally linear regression analysis in order to investigate the matter fully. The findings will be presented almost in the same order as the research questions in Chapter 2, starting with a discussion of the creative and "non-creative" ads followed by the dimensions and concluding the effectiveness measures.

4.2 Creative and Non-creative Ads

In order to test for creativity as a whole, three creativity-related questions were included in the test and measured in accordance with the procedures used by Smith et al (2007). Before testing the results of the survey on the research questions, I first had to see if there was a difference in the perceived level of creativity between the two groups of ads. As a first step my aim was to see if the three questions regarding the level of creativity could be indexed. In order to see if these questions are in fact a reliably measure of the same latent variable a Cronbach's alpha was run. The reliability proved to be very good, with a Cronbach's Alpha at 0,871. Also, looking at the Cronbach's Alpha if item deleted, this indicates that the level only could have been marginally better if any item was removed. Hence, an index called "Creativity Index" was created with the three creativity-related questions used in the survey (these can be found in section 3.7.3.2).

Reliability Statistics

Cronbach's Alpha	N of Items
,871	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
CREATIVITY_OVERALL_1	7,55	11,294	,816	,769
CREATIVITY_OVERALL_2	7,34	10,855	,761	,811
CREATIVITY_OVERALL_3	8,70	10,774	,694	,878

This index was then used to compare the level of creativity. When comparing the two groups of ads, the test shows that the respondents viewed the level of creativity significantly different between the two groups (1= creative ad, 2= non-creative).

An independent sample T-test was then conducted to see if there was a significant difference of perceived creativity between the two types of ads. The mean difference is seen below in green, in the table "Group Statistics".

Group Statistics

	N	Mean	Standard Deviation	Standard Error Mean
Creative Ad	80	4,792	1,311	0,147
Non-creative Ad	99	3,236	1,484	0,149

The significance level at 0,073 in Levene's Test below indicated that the variance between both groups was equal. Hence, looking at the 2-tailed significance, the result 0,000 proves that the difference in mean value between the two groups is in fact significant.

		Levene's Test		*T-test for Equality of Means*	
		F	*Significance*	*Significance 2-tailed*	*Mean Difference*
Creativity Index	Equal Variance Assumed	3,244	0,073	0.000	1,556

4.3 The Dimensions – Factor Analysis

In order to investigate the proposed research questions, several different tests were run. The first step required a factor analysis that could show the covariance between the different questions, how they behaved in relation to one another and to see which questions loaded in the same component. Considering that my suggested dimensions are exploratory, this becomes a crucial part since if the questions are inconsistent with the sample data then they will prove a poor fit for the suggested model. Having questions related to different dimensions loading in several factors would indicate that the answers to the research questions are not positive. However, this study will not assume a "zero loadings" policy. Instead all small coefficients, with "small" being a value below 0,40, have been suppressed. There is no single, clear "rule of thumb" saying that factors below a specific value can be disregarded, however 0,40 is a fairly common approach since varimax rotated loadings under 0,40 are considered as low

(as seen on p.653 in Malhotra 2010). Furthermore, when determining the number of factors to include, both eigenvalues and percentage of variance was considered. All factors had to have an eigenvalue of at least 1,0 and their total cumulative percentage of variance when extracted had to be over 60 % (in line with recommendations from Malhotra, 2010).

Total Variance Explained				Rotation Sums of Squares
	Initial Eigenvalues			
Component	Total	% of Variance	Cumulative %	Cumulative %
1	13,044	39,529	39,529	17,830
2	4,012	12,158	51,687	32,623
3	2,880	8,727	60,414	46,321
4	2,179	6,604	67,081	57,208
5	1,812	5,492	72,51	67,201
6	1,067	3,232	75,742	75,742
7	0,850	2,576	78,319	…
Etc…	…	…	…	…

The number of components included had to follow the restrictions stated above, hence as seen in Total Variance Explained above, the valid dumber of component were restricted to 6. These account for approximately 75% of the total variance, which is considered good.

A Kaiser-Meyer-Olkin measure of sampling adequacy as well as Barlett's test of sphericity was also done to test the sample adequacy.

KMO & Bartlett's Test		
KMO Measure of Sampling Adequacy		0,901
Bartlett's Test of Sphericity	Approx. Chi-Square	4675,019
	df	528
	Significance	0.000

The KMO examines the appropriateness of the factor analysis and high values, between 0,5 and 1,0 is considered desirable. Hence, the value of 0,901 indicates that the analysis is highly appropriate. Barlett's test examines the validity and suitability of the responses collected to the problem, and the displayed significance of 0,000*** (*** = p<.001, ** = p<0.01, *p<0.5) indicates great validity. Hence, factor analysis is an appropriate technique in this case and the approach will be a principal components analysis.

The questions related to RQ1 – RQ4 was included in the factor analysis and have been named here in relation to what they asked. The questions are first named from the dimension that they measure, followed by either the word *meaningful*, *appropriate*, *useful* or *valuable.* For the two category-related dimensions, two additional questions in each dimension are found. These are denoted with the respective word of importance. The three questions regarding ad creativity are also denoted with words of importance in each respective question. The same goes for the question that measured overall relevance. Their loadings are shown in the table below:

Rotated Component Matrix

Question	Component					
	1	2	3	4	5	6
Creativity - *Overall Level*					,839	
Creativity - *Similar Products*					,826	
Creativity - *Win an Award*			,406		,648	
Relevance - *Overall Level*			,663			
Ad to Consumer - *Meaningful*			,773			
Ad to Consumer - *Appropriate*			,772			
Ad to Consumer - *Useful*			,846			
Ad to Consumer - *Valuable*			,844			
Brand to Consumer - *Meaningful*				,754		
Brand to Consumer - *Appropriate*			,474	,713		
Brand to Consumer - *Useful*				,746		
Brand to Consumer - *Valuable*				,803		
Counter Question - *Don't care*				-,581		
Ad to Category - *Meaningful*						,617
Ad to Category - *Appropriate*						,557
Ad to Category - *Useful*					,468	,585
Ad to Category - *Valuable*	,440				,459	,466
Ad to Category - *Typical*						,826
Ad to Category - *Expected*						,771
Category to Consumer - *Interested*		,842				
Category to Consumer - *Potential Customer*		,810				
Category to Consumer - *Meaningful*		,707				
Category to Consumer - *Appropriate*		,788				
Category to Consumer - *Useful*		,835				
Category to Consumer - *Valuable*		,856				
Brand to People - *Meaningful*	,757					
Brand to People - *Appropriate*	,744					
Brand to People - *Useful*	,680					
Brand to People - *Valuable*	,799					
Ad to People - *Meaningful*	,778					
Ad to People - *Appropriate*	,700					
Ad to People - *Useful*	,730					
Ad to People - *Valuable*	,771					

Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.
Rotation converged in 12 iterations.

In the Rotated Component Matrix above, the loadings of the different questions in their respective component is showed. High loadings (in this case above 0,40) in a common factor indicate reproducibility, and hence reliability. They also indicate that the items measure a common conceptual property, implying that they can be

considered as also showing validity. An important notice is for the negative loading in Component 4. In order to make an index of Brand-to-Consumer, the counter question (presented in the Theory section) first needed to be recoded to fit the index. As seen above in the Rotated Component Matrix, the loading of that question was negative, which in that case is a good thing. It indicates that people do perceive the product/brand as relevant, since the statement was "I do not care about this product/brand". However, since the values needed to indicate the same things, the variable had to be recoded to fit the index.

Below, each Component will be discussed in accordance with their respective loadings. An *important notice* here is that the questions regarding creativity was included in this factor analysis. Since the aim of this thesis is to test the suggested dimensions directly on the measures of effectiveness and not mediated this might seem strange. However, when conducting this analysis, it became interesting to see if these relevance factors would in fact load in separate components, even in creativity was included as well. As seen above, only one factor did in fact show loadings in the same component as creativity, something that further indicates the fact that at least 5 of these components measuring relevance are not related to the level of creativity.

As seen, Component 1 showed loadings from all questions concerned with Brand-to-People and Ad-to-People as well as a lower loading for one of the Ad-to-Category questions; hence this component will hereafter be referred to as the *Brand/Ad to People* dimension. It will be discussed below in section 4.3.1.
In Component 2 the questions for Category-to-Consumer loaded, hence it will be referred to as the *Category to Consumer* dimension. It will be discussed in section 4.3.2.
Component 3 showed strong loadings for the questions relating to Ad-to-Consumer, but also lower loadings for questions regarding Creativity and Overall Relevance and Brand-to-Consumer. However, it will be refereed to as the *Ad to Consumer* dimensions and will be discussed in section 4.3.3.
Component 4 showed high loadings for the questions regarding Brand-to-Consumer and will hereafter be referred to as the *Brand to Consumer* dimension and discussed in section 4.3.4.

Component 5 showed high loadings for the questions regarding Creativity as well as lower loadings from two of the Ad-to-Category questions, so it will hereafter be referred to as *Creativity.* This will be discussed in section 4.3.5.

Finally, Component 6 showed high loadings for the questions regarding Ad-to-Category and will therefore be refereed to as the *Ad to Category* dimension. It will be discussed in section 4.3.6.

In order to see in what way, if any, these exploratory dimensions had an impact on the effectiveness measures, the first step required the creation of indexes from the components found in the factor analysis. The questions that displayed high loadings in the same component were put together in 6 respective indexes. These were labeled according to the names they have been given above (i.e. in line with the questions they measured). The idea was, as mentioned, initially to run a MANCOVA, using the components (i.e. the dimensions) as independent, fixed variables and the effectiveness measures as depended variables together with age and the familiarity questions as covariates. However, the number of respondents within each component, together with the number of components, made that analysis impossible. Hence I was forced to conduct separate linear regression analyses instead. Therefore, if done again, it is suggested to increase the sample size in order to use the MANCOVA. This will be further discussed in the section Further Research.

4.4 The Dimensions – Multivariate Regression Analysis

A total of three regression analyses were conducted, each for one of the effectiveness measures. Brand Attitude and Ad Attitude were measured by one question respectively, however purchase intentions had three separate questions. Since these are fully in line with the standard questions most commonly used when measuring purchase intentions, it is considered reliable to make an index of. The regression will be presented first and then each component will be discussed separately below to maintain the order or presentation as it was given in previous parts of this thesis. As mentioned, a level of significance at (the most) 10 percent has been considered to provide acceptable empirical support for all proposed research questions. Hence the results should be considered with caution, however this will be discussed when the results are presented below.

4.4.1 Regression 1 – Ad Attitude

In the first regression, the aim is to see how the different indexed components from the factor analysis, together with the covariates, impact ad attitude. The Model Summary is found below:

Ad Attitude - Model Summary				
Model	R	R Square	Adjusted R Square	Standard Error
1	0,735*	0,540	0,507	1,124

*Predictors: (Constant), Gender, Purchase Familiarity, Brand Familiarity, Product Familiarity and Component 1-6

The Model Summary for Ad attitude provides a measure of how well the independent variables (the components and covariates) explains the variation in the dependent (ad attitude). Looking at the Adjusted R Square, the level of 0,507 indicates that the independent variables accounts for 50,7 % of the variation in the dependent variable. Since there are 6 independent variables and one covariate, I do not want to overestimate the variance hence Adjusted R Square is chosen over R Square is because Adjusted R Square takes into consideration the amount of independent variables and covariates.

	Ad Attitude - Anova					
Model		Sum of Squares	df	Mean Square	F	Significance
1	Regression	207,586	10	20,759	16,433	0,000
	Residual	176,855	140	1,263		
	Total	384,442	150			

Dependent Variable: Ad Attitude Index

*Predictors: (Constant), Gender, Purchase Familiarity, Brand Familiarity, Product Familiarity and Component 1-6

The ANOVA test above shows that the regression, as a whole, can be considered as significant at a level of 0,000***[1]. It essentially tests to see if the results found occur randomly or not, and for this test the result shows that there is a very low probability (less than 0,1%) that these result occurred randomly. Hence, the next step is to consider the loadings of the respective variables and if these are in turn found significant or not.

---

[1] (*** = $p < .001$, ** = $p < 0.01$, *$p < 0.5$)

The most important aspect to consider is the table of coefficients (or variables). Looking at the picture below, each dimension and covariate is plotted in relation to Ad Attitude in the column "Components".

	Ad Attitude - Coefficients				
Model	Components	Unstandardized Beta	Standard Error	T Value	Significance
1	(Constant)	1,551	,706	2,197	,030
	Brand/Ad to People	-,056	,117	-,480	,632
	Category to Consumer	-,075	,090	-,834	,406
	Ad to Consumer	-,002	,112	-,019	,985
	Brand to Consumer	,179	,096	1,867	,064
	Creativity	,765	,107	7,175	,000
	Ad to Category	,074	,099	,754	,452
	Brand Familiarity	,075	,064	1,167	,245
	Purchase Familiarity	-,235	,241	-,974	,332
	Product Familiarity	-,023	,065	-,356	,722
	Gender	-,029	,196	-,148	,883

Dependent Variable: Ad Attitude Index

The column "Unstandardized Beta" shows each independent variables respective B-coefficient. This number indicates how much this variable would impact the dependent variable if it were increased with 1 (since this study has used Lickert scales from 1-7), *holding the other variables constant*. However, before drawing any conclusions, the significance level of each independent variable must be considered, seen in the second column marked with green borders. As the result shows, only two components are significant; *Brand to Consumer* with a significance value at 0,064 and *Creativity* with a significance at 0,000***. The respective t-value for *Brand to Consumer* and *Creativity* is 1,867 and 7,175. Since my regression is based on a "large" sample (30 or more observations), a *t*-statistic greater than 2 (or less than -2) indicates the coefficient is significant with >95% confidence. A *t*-statistic greater than 1.68 (or less than -1.68) indicates the coefficient is significant with >90% confidence. Hence, for ad attitude it was only *Brand to Consumer*, and *Creativity* which had an impact that can be considered reliable. Looking at the covariates Brand Familiarity, Purchase Familiarity, Product Familiarity and Gender, none of these displayed any significant impact on the model; hence they can be ruled out as rivalry explanations. These findings regarding Ad Attitude will be further discussed in relation to each component, presented below in section 4.4.4 – 4.4.9.

4.4.2 Regression 2 – Brand Attitude

In the second regression analysis, the aim is to see how the different indexed components from the factor analysis, together with the covariates, impact Brand Attitude. The Model Summary is found below:

Brand Attitude - Model Summary				
Model	**R**	**R Square**	**Adjusted R Square**	**Standard Error**
1	0,610*	0,372	0,327	1,318

*Predictors: (Constant), Gender, Purchase Familiarity, Brand Familiarity, Product Familiarity and Component 1-6

As for Ad Attitude, the value of interest is Adjusted R Square. The result shows that only 0,327, or 32,7 % of the variance in the dependent variable Brand Attitude is explained by the chosen independent variables. So when looking at the results from the coefficients, it is important to acknowledge that even if they display a significant effect, the total model is only explaining roughly a third of the total variance in Brand Attitude.

Brand Attitude - Anova						
Model		**Sum of Squares**	**df**	**Mean Square**	**F**	**Significance**
1	Regression	143.910	10	14,391	8,278	0,000
	Residual	243,374	140	1,738		
	Total	387,283	150			

Dependent Variable: Brand Attitude Index
*Predictors: (Constant), Gender, Purchase Familiarity, Brand Familiarity, Product Familiarity and Component 1-6

Next, looking at the ANOVA above, the results again shows that the full model for Brand Attitude can be considered as significant at a level of 0,000***. Hence, it is reliable to continue and look at the coefficients.

For Brand Attitude, the results show that three variables; *Brand/Ad to People*, *Category to Consumer* and *Brand to Consumer* have a significant impact. The results for Brand/Ad to People show that the unstandardized coefficient of Brand Attitude is 0,345, at a 0,013** level of significance. An impact of comparable size can be found for Brand to Consumer, which has an unstandardized coefficient of 0,404 at a 0,000*** level of significance. In contrast to these positive impacts, Category to Consumer displays a coefficient of -0,181 at a 0,091 level of significance, denoting a negative effect of roughly half the absolute size of the other two dimensions.

Brand Attitude - Coefficients					
Model	Components	Unstandardized Beta	Standard Error	T Value	Significance
1	(Constant)	2,314	,828	2,795	,006
	Brand/Ad to People	,345	,137	2,514	,013
	Category to Consumer	-,181	,106	-1,703	,091
	Ad to Consumer	-,067	,132	-,505	,614
	Brand to Consumer	,404	,113	3,585	,000
	Creativity	,108	,125	,865	,389
	Ad to Category	,096	,116	,830	,408
	Brand Familiarity	,068	,075	,904	,368
	Purchase Familiarity	-,251	,283	-,885	,378
	Product Familiarity	-,080	,076	-1,058	,292
	Gender	,070	,230	,303	,762

Dependent Variable: Brand Attitude Index

Looking at the covariates the same reasoning applies here as for ad attitude. Neither Brand Familiarity; Purchase Familiarity; Product Familiarity nor Gender displayed any significant impact on the model, hence they can be ruled out as rivalry explanations. These findings regarding Brand Attitude will be further discussed in relation to each component, presented below in section 4.4.4 – 4.4.9.

4.4.3 Regression 3 – Purchase Intentions

In the third and last regression analysis, the aim is to see how the different indexed components from the factor analysis, together with the covariates, impact Purchase Intentions. The Model Summary is found below:

Purchase Intentions - Model Summary				
Model	R	R Square	Adjusted R Square	Standard Error
1	0,699*	0,488	0,451	1,332

*Predictors: (Constant), Gender, Purchase Familiarity, Brand Familiarity, Product Familiarity and Component 1-6

The result shows that 0,451, or 45,1 % of the variance in the dependent variable Purchase Intentions is explained by the chosen independent variables.

Purchase Intentions - Anova						
Model		Sum of Squares	df	Mean Square	F	Significance
1	Regression	236,873	10	23,687	13,345	0,000
	Residual	248,505	140	1,775		
	Total	485,377	150			

Dependent Variable: Purchase Intentions Index

*Predictors: (Constant), Gender, Purchase Familiarity, Brand Familiarity, Product Familiarity and Component 1-6

Next, looking at the ANOVA above, the results again shows that the full model for Purchase Intentions can be considered as significant at a level of 0,000***. Hence, it is reliable to continue and look at the coefficients.

Purchase Intentions - Coefficients					
Model	Components	Unstandardized Beta	Standard Error	T Value	Significance
1	(Constant)	,375	,836	,448	,655
	Brand/Ad to People	-,031	,139	-,226	,821
	Category to Consumer	-,116	,107	-1,078	,283
	Ad to Consumer	,285	,133	2,142	,034
	Brand to Consumer	,574	,114	5,039	,000
	Creativity	-,005	,126	-,042	,967
	Ad to Category	,005	,117	,044	,965
	Brand Familiarity	,074	,076	,969	,334
	Purchase Familiarity	-,271	,286	-,948	,345
	Product Familiarity	,162	,077	2,115	,036
	Gender	-,223	,233	-,958	,340

Dependent Variable: Purchase Intentions Index

For Purchase Intentions, the result displays three variables that are significant; *Ad to Consumer*, *Brand to Consumer* and the covariate *Product Familiarity*. For Ad to Consumer the results shows that this variable has an impact of 0,285 on the dependent variable Purchase Intentions for one additional unit of the ad-to-consumer dimension, at a 0,034* significance level. For Brand to Consumer, the results show that this variable has an impact of roughly twice the size at 0,574 on the same dependent variable at a 0,000*** significance level.

Moving on to the covariates, on of these are found to be significant for purchase intentions. Product Familiarity shows an impact of 0,162 on Purchase Intentions. Hence, and increase in product familiarity would increase purchase intentions as well. Besides this, the same reasoning applies here as for ad- and brand attitude. Neither Brand Familiarity; Purchase Familiarity; nor Gender displayed any significant impact on the model, hence they can be ruled out as a part of the explanations. These findings regarding Purchase Intentions will be further discussed in relation to each component, presented below in section 4.4.4 – 4.4.9.

4.4.4 Component 1 – Brand-to-People & Ad-to-People Relevance
The *Brand/Ad to People* dimension showed strong loadings for all questions relating to the "people" dimensions. Both ad-to-people and brand-to-people displayed strong loading for each of their questions in this component (between 0,680 and 0,799 as seen in the factor analysis), indicating that consumers who are concerned with what other people might think about the ad, also considers what other people think about the brand. The result also showed that the component also loaded one of the questions

for *ad-to-category*, but since it was only one question and since the loading was just above 0,40 (0,440 for Ad to Category - *Valuable*) it will not be considered as a vital part of the explanation.

These results do not support the notion that these are two separate dimensions, but rather one. RQ3 and RQ4 posed the questions if "*consumers judge an ad as relevant; based on if she/he thinks the ad (RQ3)/advertised brand (RQ4) is important to other people?*". The theory also suggested that if so, then ad-to-people was likely to show a positive impact on ad attitude and purchase intent, and brand-to-people was likely to show a positive impact on brand attitude and purchase intentions. Looking at the results, they showed that this component only made an impact on one of the effectiveness measures. It showed an impact of 0,345 on Brand Attitude, at a 0,013** level of significance. Thus, it becomes clear that the theory and statements related to the stated research questions in this case were not accurate. Nevertheless, even if the results shows that **the answer to two research questions RQ3 and RQ4 is "no"**, because statement a) to c) was not found correct, it does not imply that this component should be dismissed and this will be elaborated on further below. But with regards to the exact formulation research questions, the answers to both RQ3 and RQ4 has to be "no". This is summarized in the table below.

Research Questions	Empirical Finings
RQ3: Do consumers judge an ad as relevant; based on if she/he thinks the ad is important to other people?	Should be understood together with brand-to-people
a) Then Ad-to-People will have a positive impact on ad attitude.	Not Found True
b) Then Ad-to-People will have no impact on brand attitude	Not Found True
c) Then Ad-to-People will have a positive impact on purchase intentions.	Not Found True
RQ4: Do consumers judge the relevance of an ad, based on if she/he thinks the advertised brand is important to other people?	Should be understood together with ad-to-people
a) Then Brand-to-People will have no impact on ad attitude.	Not Found True
b) Then Brand-to-People will have a positive impact on brand attitude	Found True
c) Then Brand-to-People will have a positive impact on purchase intentions.	Not Found True

Looking back at the findings, *Brand/Ad to People* displayed strong loading for both the questions relating to brand-to-people, as well as those relating to ad-to-people. This indicates that these two dimensions in fact seems to measure the same thing, rather than being perceived as separate dimensions by the consumers. Despite the

theory and reasoning put forward in Chapter two, this might not come as a total surprise. Since both dimensions rely on much the same type of reasoning, with regards to the influence of the *popularity effect* for example, the fact that consumers consider other people when assessing the level of relevance in an ad does not have to be restricted to the brand or the ad only, which is interesting. The results show that the influence on other people on the consumers' perception of relevance is more general, and hence these two dimensions are better understood as one. However even if the factor analysis showed loadings for both ad-to-people and brand-to-people, the results showed that this component only had a significant impact on brand attitude, and no impact on ad attitude or purchase intentions. With regards to the discussion that these dimensions should impact purchase intentions, the results are not as strong for this dimensions as anticipated. However this might shed some more light over this matter, since it seems as though it could have been the brand that was in focus even though the ad-to-people questions loaded high in this component as well. If so, then this component, or dimension, is perhaps best explained as the level of relevance perceived due to other people's opinions about the brand.

4.4.5 Component 2 – Category-to-Consumer Relevance

The *Category to Consumer* dimension displayed strong loadings for the questions relating only to the dimensions called *category-to-consumer*. Each of the six questions showed loading of between 0,707 and 0,856 which are all considered as high. However, when tested against the measures of effectiveness, *Category to Consumer* only showed a significant impact on brand attitude. Moreover, this impact was negative with a coefficient of -0,181 on Brand Attitude, at a 0,091 level of significance. **Since the research questions, RQ2, asked if "*consumers judge the relevance of an ad, based on the interest in the product category in general?*" the answer has to be "no"**, since this dimension does not account for any impact on ad attitude nor on purchase intentions (which was expected in statement a) and c)), and because it displays a *negative* impact on brand attitude since an increase in this component would result in a decrease in brand attitude. However this result is accepted at a 0,091 significance level and should therefor be considered with caution.

Research Questions	Empirical Finings
RQ2: Do consumers judge the relevance of an ad, based on the interest in the product category in general?	Cannot be confirmed as suggested by theory, but should not be dismissed
a) Then Category-to-Consumer will have a positive effect on ad attitude.	Not Found True
b) Then Category-to-Consumer will have a positive effect on brand attitude.	Not Found True - found to have *negative impact*
c) Then Category-to-Consumer will have a positive impact on	Not Found True

The findings suggest that this dimension have a negative impact on brand attitude, which implies that if the consumer perceives the category as relevant, then that could have a negative effect on the overall brand attitude. This result is inconsistent with much of the research that has been presented in this thesis, but could be explained by the fact that when considering a product within its category, the consumer might compare the displayed product with competitors more clearly. Hence, the fact that the consumers now consider a full category of products, other brands can steal some of the attention and the advertised brand might suffer from that fact, especially if the category is found relevant because then it is likely that the consumer really cares about these types of products and hence want what's best. But, even if the answer to the research question was no, it does not imply that this dimension does not exist. Instead, one should evaluate this dimension from a different point of view.

4.4.6 Component 3 – Ad-to-Consumer Relevance

The dimension from Smith et al's study (2007) was included in the test together with brand-to-consumer in order to see how it behaved in relation to the other dimensions, and how they behaved respectively. Since the questions for this dimension did in fact load within the same component (number 3) in the factor analysis, it is reliable to assume that the questions used measured the same thing and did not interfere with any of the exploratory dimensions. After indexing the *Ad to Consumer* dimension, it was put to the test against all three effectiveness measures, just as the rest of the dimensions. Even though it was not the purpose to test this dimension, the results show an impact of 0,285 on Purchase Intentions at a 0,034* significance level. However, product familiarity did also display a significant impact on this independent variable.

This result was not part of any research question but is still interesting to consider given the purpose of this study. Since the aim is to investigate how consumers think about ad relevance, this provides insight to the matter. As Smith et al (2007) stated, ad relevance was found to have an unmediated effect on purchase intentions and these findings further contribute to their findings since it show that the dimension ad-to-consumer itself has a significant positive impact on purchase intentions. Nevertheless,

the covariate "product familiarity" was also found to have an impact on purchase intentions. Had it not, then the results would show that the ad itself can impact the attitude of consumers, despite their feelings towards the brand. But since the consumers also consider the level of product familiarity, it is more likely that when the consumer already has positive associations with either the specific product or similar ones, then the ad can enhance the willingness to buy it.

4.4.7 Component 4 – Brand-to-Consumer Relevance

As with *Ad to Consumer*, one of the components (number 4) displays clearly the loadings for Smith et al's second dimensions *Brand to Consumer*. Again, the result from the factor analysis shows clearly that the questions related to this dimension load within the same variable, in accordance with the findings of Smith et al. Again, even though this dimension was primarily incorporated in order to investigate how it would work together with the exploratory dimensions, the results indicate that this dimension accounts for several significant influences on the effectiveness measures. First, the results display a significant (0,064) impact on Ad Attitude, where the coefficient was 0,179. *Brand to Consumer* also shows an impact of 0,404 on Brand Attitude, at a 0,000*** level of significance. Finally, this dimension has an impact of 0,574 on Purchase Intentions at a 0,000*** significance level. However as mentioned, product familiarity cannot be ruled out as a rivalry explanation for this last effectiveness measure.

Considering the construction of this dimensions - how relevant the brand is to the consumer - then maybe these results does not come as a great surprise. It is intriguing to see the impact the relevance of the brand has on consumers purchase intentions, however these results should not be overestimated since the fact that product familiarity also has an impact indicates that these consumers might already have tried the advertised product and hence, the choice to do so again is not unlikely. Moreover, the fact that this dimension has an impact on brand attitude come as no greater surprise since it is so clearly concerned with that specific matter.

4.4.8 Component 5 - Creativity (and Relevance)

Component 5 was shown to incorporate the questions regarding the creativity-level of the ad strongly (Q1 had a loading of 0,839, Q2 of 0,826 and Q3 of 0,648), hence this

component is referred to as *Creativity*. However two of the ad-to-category questions also displayed loadings (Q3 of 0,468 and Q4 of 0,459) and even if these are just above the level 0,40 which was considered as the minimum loading in this thesis. Nevertheless, compared to the loadings of the creativity-questions, these are not considered a vital part of the explanation. This component does not answer any of the proposed research questions either, however it does show impact on the effectiveness measures. The result shows that *Creativity* impacts ad attitude with great significance (0,000***), were it showed an impact of 0,765 on the dependent variable in the model. This is the largest significant coefficient of all the regressions made. This result is interesting, even though it does not support the full reasoning in this thesis. It goes much in line with the reasoning found in research on advertising creativity and perhaps these results should not come as a surprise. The fact that consumers who perceive an ad as creative also are more favorable in their attitude towards that specific ad is a fact proven before. Yet it is intriguing to see that this component did not display an impact on purchase intentions or brand attitude. As Smith et al (2007) also found, creativity needs other factors as well in order to impact those measures, whereas this study has found that relevance seems to be able to impact those measures on its own.

4.4.9 Component 6 - Ad-to-Category Relevance

Finally, the results from the factor analysis showed that there was a sixth component that needed to be accounted for; *Ad to Category*. This component included the questions relating to ad-to-category and showed strong loadings for all questions, hence it will be considered to correspond to that dimension. However, this dimension displayed no impact on any of the effectiveness measure, so **research question 1 (RQ1) "*Do consumers judge the relevance of an ad, based on how well the ad fits to the product category?*" is answered with a "no", given that the statements a)-c) are not found true.**

Research Questions	Empirical Finings
RQ1: Do consumers judge the relevance of an ad, based on how well the ad fits to the product category?	No, dimensions cannot be confirmed
a) Then Ad-to-Category will have a positive impact on ad attitude.	Not Found True
b) Then Ad-to-Category will have no impact on brand attitude.	Not Found True
c) Then Ad-to-Category will have a positive impact on purchase intentions.	Not Found True

These results are in line with the findings related to the dimension category-to-consumer, and hence it makes the findings more robust, since both dimensions relating to category display the same pattern. The consumers do not seem to take considerable notice to whether or not the ad for a specific product fit into ads made for similar products. Even though the theory suggested that consumers might evaluate an ad based on experience from seeing other ads that focused on the same type of products, this does not necessarily impact the consumers desire for the brand, ad or to purchase.

4.5 Summary of Research Question Results

The suggested theoretical model presented in Chapter 2 is not confirmed by the results from the survey. The dimensions, or the proposed relationships between the variables in the model, were not found consistent with the data. However even if the results did not confirm the model, the study has not left the investigation empty handed. Despite the fact that the results could not support the suggested construction of the different dimension it does not have to imply that consumer do not consider these aspects anyway. Because the choice was made to test these dimensions on effectiveness measures, it constrained their purpose to that. Because of this, one cannot simply say that consumer *do not consider* these four dimensions, but should instead say that for the exploratory dimensions, only one was found to impact effectiveness measures. Hence, the answers to the four research questions are not straightforward because even if the answer initially is no, this is not the whole answer.

Even if brand-to-people and ad-to-people was not found to be two separate dimensions, they showed another result equally interesting. They should be considered as one, combined dimension since they loaded in the same component. This combined dimension is very interesting since it has a significant impact on the consumers' attitude towards the brand. Hence, what we think of other peoples'

opinions are highly relevant when seeing an ad and this result contributes highly to this field of research. Category-to-consumer should also be considered when discussing ad relevance, since it impacts consumers' attitudes towards the brand – even if this impact is negative. Moreover, impacts from the dimensions found by Smith et al are present in all effectiveness measures. Despite the fact that these two had been confirmed by previous research, the findings from this study provide deeper insight to their respective importance.

Considering all this, it is clear that the evidence needed to give a positive answer to the research questions perhaps was too strict. The dimensions that impacted any of the effectiveness measures have to be considered valid, even if all predictions were not true. If an aspect of ad relevance has an impact on consumer attitude or behavior at all it cannot be dismissed but should rather be understood to have another impact than what was expected.

Even though the three models (one for each effectiveness measure) in the regression analyses do not account for the full effect of any of the measures, the fact that they explain between 30 – 50 % is still a very interesting result (looking at the Adjusted R Squares). It is not reasonable to hope to explain the full effect of each measure and thus these numbers should be considered good under these circumstances. Nevertheless, the findings must be understood in the light of this matter since it indicates that there are still many other aspects of an ad that accounts for explaining these effectiveness measures.

5.0 Discussion, Conclusion & Implications

5.1 Discussion

As the previous section has shown, the results are not in line with what was predicted. However, the findings are intriguing and will now be discussed further to understand the implications of the findings.

5.1.1 Does Overall Ad Relevance Exist?

One especially intriguing part of the findings was the fact that even though consumers did not consider the exploratory dimensions in the way suggested, the components found in the factor analysis actually indicates that ad relevance can be considered in different parts, and that some of these dimensions can be used on their own. Instead of viewing ad relevance as only an "overall" measure, relevance could according to these results rather be considered as several different things.

When ad relevance has been examined in previous research it is more than often referred to as one single variable. Even Smith et al (2007) consider ad relevance on as an overall measure in their final study, despite the fact that they found the two underlying components. This thesis questions that approach since the results indicate that ad relevance does not have to be only one overall construct. Ad relevance is in many ways better understood in parts; hence the different components (dimensions) are measures of their own. It is possible to assume that one dimension of ad relevance might be present for certain ads, where another one is not. Since some of these dimensions did provide stronger effects on the effectiveness measures, these could perhaps be considered as more important to achieve when creating a new ad. Instead of trying to find a way of becoming "generally" relevant, ads can focus on certain types of relevance and benefit strongly from one or two of the dimensions, instead of grasping for all types of relevance and falling short.

5.1.2 Expectations versus Outcome

As the result showed, there is in fact some proof that relevance can be considered to cover more ground than the two facets found by Smith et al (2007). However, perhaps it comes as no surprise that these dimensions where found in a factor analysis. The

structure of these questions could possibly have been an issue, since they are in fact quite similar – both within each dimension and between them. By asking the questions regarding the dimensions in a randomized order part of the effect from this implication have been isolated and the fact that they resembled one another implies that the respondents actually read and understood each question, since the ones concerned with a specific dimension did in fact lump together in the factor analysis (with a few exceptions).

It is important to understand the difficulties in drawing lines between these different dimensions of ad relevance. When a consumer sees an ad the thoughts does not necessarily occur in any specific order and they most likely vary greatly with each new ad. It seems more likely that any dimension of ad relevance is considered simultaneously as the other, which is why an "overall" feeling of relevance (or irrelevance) arises. Nevertheless, the study shows that dimensions of relevance do exist, implying that we can consider this concept in terms of different dimensions.

As mentioned in the introduction, this study aimed at investigating if as relevance can be found to be of the same importance to consumers even if the ad's displayed is not considered as creative. The reasoning behind this is fairly straight-forward: if you see an ad that displays a product that you need, it's likely that this ad is considered as relevant by you even though you might not find the ad very creative. The ad has, despite its lack in creativity, informed you about something that you in some way care about and for logical reasons this should then be relevant. Since the findings are based on a mix of creative and non-creative ads, it shows an indication that this reasoning might be accurate. However, as will be discussed in Implications and Further Research, this would benefit from further research perhaps with only non-creative ads.

As stated in Chapter 2, the appropriateness of the suggested dimensions, as well as for the found components, depended on their respective ability to show significant impact on the effectiveness measures. This was necessary, since the exploratory dimensions were already set before the survey was sent out. Because the questions had been decided beforehand, the risk was that the consumer simply answered that they cared about a specific dimension because they had been presented with the possibility to

consider it in the first place (in the survey). Thus, it is not certain that consumer would have considered these aspects of relevance, if they had not been clearly stated. Thus what becomes clear is the need for a broader approach to this subject. Instead of using a confirmatory factor analysis this study could possibly have been more efficient and its findings more usable, if the questions asked were less clearly connected to each pre-set dimension and instead formulated in a way that felt more general. For example, instead of asking "How appropriate is the product category to you?" the questions could perhaps have been "What things did you reflect upon while watching this ad?" and then followed up with a couple of examples to choose from, or even open-end answers.

5.2 Conclusion

The aim of this thesis was to conceptualize and develop a theoretical model of ad relevance in order to broaden the understanding of this concept and how consumers perceive it. Trying to map how people think is a tricky matter. It becomes even more complex when the matter of interest is considered quite subjective in its nature and our understanding of ad relevance has been limited because of this. Despite this, the findings indicate that that there are in fact ways to describe relevance that applies to consumers in general. Ad Relevance is proven to be a construct that can actually be understood not only as an overall measure, but also in smaller parts consisting of our own opinions of *the ad and the brand*, the influence of *other people's opinions on the ad and the brand* and *our consideration of the product category.* Hence, even though the model could not be confirmed, the results provide insight to consumers' perceptions of ad relevance.

The findings from this research imply both managerial and practical implications, which will now be discussed. This will be followed by a critical discussion regarding this thesis and last, suggestions for further research will be made.

5.3 Implications

The findings and their results provide implications for managers who work with advertising in Sweden. The results indicate that if the relevance of a product or service is better understood, then advertisers can create commercials which triggers

these perceptions in the consumer and hence, the impact on the effectiveness measures might be event stronger.

Another managerial implication has to do with the understanding of consumer perception of creative advertising. Since relevance is found to have a direct impact on the effectiveness measures, it implies that just because the ad is not creative does not mean it is not effective. However, as the result showed, the component which incorporated the questions regarding creativity hade the strongest effect on ad attitude and was the variable which explained the absolute most of the variation. Hence, managers who seek favorable ad attitude are still in need of a high level of creativity. Since the results showed that consumers in this sample are more probable to be affected in terms of their attitudes rather than their purchase intentions, relevance seems to be a mean of creating feelings rather than a call to action.

For researcher, this study provides implication with regards to the research field of this thesis. Since ad relevance has been found to incorporate more aspects than those from Smith et al (2007) it is usable to, in the future, attempt to map relevance in terms of these different dimensions, instead as being measured as only one combined variable.

5.4 Limitations & Critique

Since this thesis had an exploratory approach to the subject, the process of investigating it has itself provided the research with insights regarding what could have been done to improve the outcome. A number of aspects could thus be questioned and this will be discussed below.

First, the choice to include a combination of the equal amount of creative and non-creative ads in order to test for "general" advertising can be questioned. If one would want to say that these findings hold true for all kinds of advertising (on TV at least) the test should have been made with simply general ads, most preferably randomly chosen during a week of television. However, the choice to use creative ads was made because these are a part of general advertising too, even if the split is not 50-50 in reality. Despite this, arguing for another spread would have been difficult and

moreover, running this test on a truly average sample of ads would have required both a larger amount of ads as well as a greater group of respondents.

The use of award-winning advertising in order to measure creativity is also a matter of discussion. Since the surveys used in this type of research generally requires examples of creative ads, practice has been to use award-winning ads such as Clio, or Guldägget in Sweden. In addition, average TV ads have also been used as examples of less creative ads (Smith et al 2007; Till & Baack 2005). This creates implications because as discussed, *practitioners* are the ones who judged these award-winning ads. Thus possible discrepancies in the judgment of creativity might impact the results when these ads are tested on consumers, even if the results of this research showed acceptable levels of creativity. Moreover, the choice to include well-known ads in the survey might impact the effects on brand attitude; due to possible predispositions consumers might have towards the chosen brands. In order to account for this, covariates were used in the analysis. As seen, product familiarity could, in two cases, not be ruled out as rivalry explanations, something that might is due to this. Hence, the fact that most of the commercials used were "old news" to the consumer has had an impact on the results. Perhaps the findings would have been different if it had been possible to ask questions about relevance to consumers who saw the ads for the first time.

Another aspect worth consideration is the fact that the investigated dimensions are exploratory, and were constructed before the test. As mentioned, it is fully possible that there are other aspects of ad relevance, which should have been considered too. Thus, since both "the context" and "product category" are exploratory parts of this study, one could argue for the case that other aspects should have been considered prior to these. It is worth saying again that the approach to investigating ad relevance could benefit from using an even more exploratory approach. If open-end questions had been used, then consumers would have been able to think fully for themselves and hence provide insight to what type of relevance is really "top of mind" instead of specifying an aspect for them to consider.

5.4.1 Reliability & Validity

The reliability of the results is considered good, however the restricted sample size makes it harder to say that these results are an appropriate description of the whole population in Sweden. The demographics of the respondents, such as age, nationality and education is not as general as it could have been if the survey had been sent out in, for example, more than one country and to more people than those with connection to the author. Even though studies tend to use trained students when classifying advertising as creative (Till & Baack, 2005), it would benefit the research more if the respondents would have varied more in terms of demographics. Another issue related to the respondent is the response time from the survey. A rule of thumb applied in some market research companies (for example Nepa) is to cancel any respondent who displays inactivity for more than 5 minutes. This survey accepted the answers from those respondents who had completed the survey, even if these had displayed inactivity longer than 5 minutes. This could have had an effect on the level of reliability of the answers. Moreover, the length of the survey might explain why not all respondents completed it. Finally, the fact that the two questions (Q1 for ad-to-category and Q1 for category-to-consumer) used the word "relevant" instead of "meaningful" can be criticized. This was a typo error.

With regards to validity, the measurement validity is considered good however the questions asked for the exploratory dimensions can be viewed as very similar. However the fact that they were developed from the study of Smith et al (2007), a study which got published in Marketing Science, do support them to some extent. Moreover, the choice to include well-known ads in the survey might impact the effects on brand attitude; due to possible predispositions consumers might have towards the chosen brands. Even if brand familiarity was used as a covariate in the regression analysis, it would still be interesting to see if the results would change if completely new, perhaps made-up brands had been used.

Finally, since the advertisements were not embedded in a normal context (i.e. in between TV shows or similar, as done by Till & Baak, 2005), the ecological validity of the results to real-world advertising situations is not as great as it could have been. However, this was an aspect of which I was aware before the study was sent out – experience from previous thesis writing has provided me with the insight that the

number of responses collected in a survey declines with the length of that survey. Also, the limitations of this thesis with regards to time restricted the extent to which I could develop a mean of testing my research questions. For that reason, the online survey became the best option, although I will emphasize my hope that future research will test these ideas in a "real-world" environment in the section Future Research.

5.5 Further Research

Looking at the results from this thesis, it becomes clear that the investigation could have benefited greatly from a different approach to the questions in the survey. Since this study focused on using the methods from the research done by Smith et al in 2007, the questions used were developed in line with that as well. This was perhaps not the best way to approach the concept of ad relevance. When one want to investigate how consumers think, it is perhaps wiser to let the consumers speak first instead of having them answer predetermined questions. Even if these questions were believed to cover possible aspects of relevance, and despite the fact that they could be supported by previous research, I truly believe that a deeper understanding of how consumers judge ad relevance can be derived from discussions in smaller focus groups. Also, by testing ad relevance in a "real world" environment, the findings would have much greater validity. Hence, a qualitative approach to the conceptualization of ad relevance is suggested for further research within this area.

Looking at the ads chosen for this thesis, it is also an aspect to consider for further research. The aim here was to use a combination of creative and non-creative ads to provide a more "general" mix of advertisements. But in order to truly say that ad relevance is of importance even outside the scope of creative advertising, then it is suggested that the concept is tested for only randomly chosen ads.

The hope is finally that researchers, in the future, are able to map the consumer's way of thinking in an even more elaborated way. If we are able to conceptualize ad relevance fully, I believe the benefits for the industry will be considerable.

References

Amabile, T. M. 1983. The social psychology of creativity: a componential conceptualization. *Journal of Personality and Personal Psychology* **45**(2) 357-376.

Ang, S. H., Y. H. Lee, S. M. Leong. 2007. The ad creativity cube: Conceptualization and initial validation. *Journal of the Academy of Marketing Sci* **35**(2) 220-232.

Asch, S. E. 1955. Opinions and social pressure. *Scientific American* **193**(5) 31-35.

Aylesworth, A. B., S. B. MacKenzie. 1998. Context is key: The effect of program-induced mood on thoughts about the ad. *Journal of Advertising* **27**(2) 17-31.

Bryman, A., E. Bell. 2011. Business Research Methods. 3rd Edition. New York: Oxford University Press.

Cummings, A., G. R. Oldham. 1997. Enhancing creativity: managing work contexts for the high potential employee. *California Management Review* **40**(1) 22-38.

El-Murad, J., D.C. West, 2003. Risk and creativity in advertising. *Journal of Marketing Management* **19** 657-673.

El-Murad, J., D.C. West, 2004. The definition and measurement of creativity: What do we know? *Journal of Advertising Research* **June** 188-201.

Fischer, M., F. Völckner, H. Sattler. 2010. How important are brands? A cross-category, cross-country study. *Journal of Marketing Research* **47**(Oct) 823-839.

Goldenberg, J., D. Mazursky, S. Salomon. 1999. The fundamental templates of quality ads. *Marketing Sci.* **18**(3) 333-351.

Keller, K. L., T. Apéria, & M. Georgson. (2008). Strategic brand management. Upper Saddle River, NJ: Pearson Prentice-Hall.

Kim, B. E., S. Han, S. Yoon. 2010. Advertising creativity in Korea. *Journal of Advertising* **39**(2) 93.108.

Koslow, S., S. L. Sasser, E. A. Riordan. 2003. What is creative to whom and why? Perceptions in advertising agencies. *Journal of Advertising Research* **43**(March) 96-110.

Koslow, S., S. L. Sasser, E. A. Riordan. 2006. Do marketers get the advertising they need of the advertising they deserve?. *Journal of Advertising* **35**(3) 81-101.

Brown, N. W. 1986. Creativity and accountability: The most important ad merger. Marketing News, December 5th. (Article)

Malhotra, N.K. 2010. Marketing Research: An Applied Orientation. 6th ed. Upple Saddle River, NJ: Prentice Hall.

MacInnis, D. J., B. J. Jaworski. 1989. Information processing from advertisements: Toward an integrative framework. *Journal of Marketing* **53**(October) 1-23.

Mischra, S., U. N. Umesh, D. E. Stem. 1993. Antecedents of the attraction effect: An information-processing approach. *Journal of Marketing Research* (August) 331-349.

Mumford, M. D., S.D. Gustafson. 1988. Creativity syndrome: integration, application and innovation. *Psychological Bulletin* **103** 27-43.

Reid, L. N., K. W. King, D. E. DeLorme. 1998. Top-level agency creatives look at advertising creativity then and now. *Journal of Advertising* **27**(2) 1-16.

Rossiter, J. R., L. Percy. R. J. Donovan 1991. A better advertising planning grid. *Journal of Advertising Research* Oct/Nov 11-21.

Runco, M. A., R. E. Charles. 1993. Judgements of originality and appropriateness as predictors of creativity. *Personality and Individual Differences* **15**(5) 537-546.

Sasser, S. L., S. Koslow. 2008. Desperately seeking advertising creativity: Engaging an imaginative "3Ps" research agenda. *Journal of Advertising* **37**(4) 5-19.

Sasser, S. L., S. Koslow, E. A. Riordan. 2007. Creative and interactive media use by agencies: Engaging an IMC media palette for implementing advertising campaigns. *Journal of Advertising Research* **47**(3) 237-256.

Smith, R. E., Yang. 2004. Toward a general theory of creativity in advertising: Examining the role of divergence. *Marketing Theory* **4**(1/2) 29-55.

Smith, R. E., S. B. MacKenzie, X. Yang, L. M. Buchholz, W. K. Darley. 2007. Modeling the determinants and effects of creativity in advertising. *Marketing Sci.* **26**(6) 819-833.

Smith, R. E., J. Chen, X. Yang. 2008. The impact of advertising creativity on the hierarchy of effects. *Journal of Advertising* **37**(4) 47-61.

Till, B. D., D. W. Baack. 2005. Recall and persuasion: does creative advertising matter? *Journal of Advertising* **34**(3) 47-57

Wang G., W. Dou, H. Li, N. Zhou. 2013. Advertising risk taking, campaign originality and campaign performance. *Journal of Advertising* **42**(1) 42-53.

West, D. C., A. J. Kover, A.Caruana. 2008. Practitioner and customer view of advertising creativity. *Journal of Advertising* **37**(4) 35-45.

Zanjani, S. H. A., W. D. Diamond, K. Chan. 2011. Does ad-context congruity help surfers and information seekers remember ads in cluttered e-magazines? *Journal of Advertising* **40**(4) 67-83.

Appendix

Hej!
Denna enkät kommer att utgöra en viktig del av en mastertuppsats vid Handelshögskolan i Stockholm. Dina svar behandlas anonymt och jag vill tacka redan nu för din medverkan och den tid du lägger ned. Jag vill även passa på att inledningsvis be om ursäkt för att det kommer ske en hel del upprepning - men håll ut! Det är viktigt att du svarar på samtliga frågor för att komma vidare i undersökningen.

Bästa hälsningar,
Susanne

Du kommer nu att få se en reklamfilm. I den mån det går, föreställ dig att du ser den för första gången. Tryck på play om reklamen inte börjar av sig själv.

ATTITYD OCH KÖP MÅTT

Nu följer några frågor om din inställning till reklamen. Vänliga markera en punkt, på varje rad, som överensstämmer med ditt intryck.

Vad är din åsikt om reklamen du just såg?

Ogillar	○	○	○	○	○	○	○	Gillar
Negativt intryck	○	○	○	○	○	○	○	Positivt intryck
Dålig	○	○	○	○	○	○	○	Bra

Vad är din åsikt om varumärket i reklamen?

Ogillar	○	○	○	○	○	○	○	Gillar
Negativt intryck	○	○	○	○	○	○	○	Positivt intryck
Dåligt	○	○	○	○	○	○	○	Bra

Jag vill köpa det annonserade produkten/tjänsten i framtiden

Stämmer inte alls	○	○	○	○	○	○	○	Stämmer mycket väl

Hur sannolikt är det att du köper den annonserade produkten/tjänsten i framtiden?

Inte alls sannolikt	○	○	○	○	○	○	○	Mycket sannolikt

Jag planerar att köpa den annonserade produkten/tjänsten i framtiden

Stämmer inte alls	○	○	○	○	○	○	○	Stämmer mycket väl

KREATIVITETSMÅTT

Ta några sekunder att reflektera över reklamen i sin helhet.
Hur kreativ tyckte du den var jämfört med genomsnittlig TV reklam?

○ Påvisade väldigt lite kreativitet

○ Påvisade mycket kreativitet

○ Den här reklamen borde vinna pris för sin kreativitet

Vänligen markera på en skala från 1-7 hur kreativ du tyckte att reklamen var, där 1 motsvarar inte alls och 7 motsvarar mycket kreativ.

	1	2	3	4	5	6	7
Hur kreativ upplevde du reklamen?	○	○	○	○	○	○	○

Nedan följer ytterligare påståenden kring reklamen du precis såg. Svara genom att markera en punkt på skalan.

	Stämmer inte alls 1	2	3	4	5	6	Stämmer mycket väl 7
Den här reklamen är mer kreativ än andra reklamer för liknande produkter	○	○	○	○	○	○	○
Den här reklamen borde vinna pris för sin kreativitet	○	○	○	○	○	○	○
Reklamen var INTE särskilt nyskapande och påvisade inte mycket kreativitet i sitt utförande	○	○	○	○	○	○	○

RELEVANS MÅTT

Hur väl känner du att följande påståenden stämmer efter att ha sett reklamen?

	Stämmer inte alls 1	2	3	4	5	6	Stämmer mycket väl 7
Det var relevant för mig att ha sett den här reklamen	○	○	○	○	○	○	○
Det var användbart för mig att ha sett den här reklamen	○	○	○	○	○	○	○
Generellt sett var INTE reklamen eller varumärket lämpligt för mig	○	○	○	○	○	○	○

Hur väl känner du att följande påståenden stämmer efter att ha sett reklamen?

	Stämmer inte alls 1	2	3	4	5	6	Stämmer mycket väl 7
Reklamen var meningsfull för mig	○	○	○	○	○	○	○
Reklamen var lämplig för mig	○	○	○	○	○	○	○
Reklamen var användbar för mig	○	○	○	○	○	○	○
Reklamen var värdefull för mig	○	○	○	○	○	○	○

Hur väl känner du att följande påståenden stämmer efter att ha sett reklamen?

	Stämmer inte alls 1	2	3	4	5	6	Stämmer mycket väl 7
Varumärket/produkten är meningsfull för mig	○	○	○	○	○	○	○
Varumärket/produkten är lämplig för mig	○	○	○	○	○	○	○
Varumärket/produkten är användbar för mig	○	○	○	○	○	○	○
Varumärket/produkten är värdefull för mig	○	○	○	○	○	○	○
Jag bryr mig inte om denna produkt	○	○	○	○	○	○	○

Hur väl känner du att följande påståenden stämmer efter att ha sett reklamen?

	Stämmer inte alls 1	2	3	4	5	6	Stämmer mycket väl 7
Produkten eller varumärket var det primära fokuset i reklamen	○	○	○	○	○	○	○
Kärnan i den här reklamen var det den förmedlade om produkten eller varumärket	○	○	○	○	○	○	○
Reklamen presenterade användbar information om produkten eller varumärket	○	○	○	○	○	○	○
Produkten eller varumärket var INTE en central del av Reklamen, de hamnade mer i bakgrunden	○	○	○	○	○	○	○
Produkten eller varumärket verkade INTE vara relaterade till det som reklamen handlade om	○	○	○	○	○	○	○

NYA RELEVANSMÅTT

Tänk nu på den här typen av produkter som visades i reklamen, inte bara från det visade varumärket, och besvara följande påstående:

	Stämmer inte alls 1	2	3	4	5	6	Stämmer mycket väl 7
Reklamen var relevant för den här typen av produkter	○	○	○	○	○	○	○

Tänk nu på den här typen av produkter som visades i reklamen, inte bara från det visade varumärket, och besvara följande påstående:

	Stämmer inte alls 1	2	3	4	5	6	Stämmer mycket väl 7
Reklamen var lämplig för den här typen av produkter	○	○	○	○	○	○	○

Tänk nu på den här typen av produkter som visades i reklamen, inte bara från det visade varumärket, och besvara följande påstående:

	Stämmer inte alls 1	2	3	4	5	6	Stämmer mycket väl 7
Reklamen var användbar för den här typen av produkter	○	○	○	○	○	○	○

Tänk nu på den här typen av produkter som visades i reklamen, inte bara från det visade varumärket, och besvara följande påstående:

	Stämmer inte alls 1	2	3	4	5	6	Stämmer mycket väl 7
Reklamen var värdefull för den här typen av produkter	○	○	○	○	○	○	○

Tänk nu på den här typen av produkter som visades i reklamen, inte bara från det visade varumärket, och besvara följande påstående:

	Stämmer inte alls 1	2	3	4	5	6	Stämmer mycket väl 7
Reklamen var typisk för den här typen av produkter	○	○	○	○	○	○	○

Tänk nu på den här typen av produkter som visades i reklamen, inte bara från det visade varumärket, och besvara följande påstående:

	Stämmer inte alls 1	2	3	4	5	6	Stämmer mycket väl 7
Reklamen var förväntad för den här typen av produkter	○	○	○	○	○	○	○

Tänk nu på den här typen av produkter som visades i reklamen, inte bara från det visade varumärket, och besvara följande påstående:

	Stämmer inte alls 1	2	3	4	5	6	Stämmer mycket väl 7
Jag är intresserad av denna typ av produkter	○	○	○	○	○	○	○

Tänk nu på den här typen av produkter som visades i reklamen, inte bara från det visade varumärket, och besvara följande påstående:

	Stämmer inte alls 1	2	3	4	5	6	Stämmer mycket väl 7
Jag är en potentiell kund för denna typ av produkter	○	○	○	○	○	○	○

Tänk nu på den här typen av produkter som visades i reklamen, inte bara från det visade varumärket, och besvara följande påstående:

	Stämmer inte alls 1	2	3	4	5	6	Stämmer mycket väl 7
Den här typen av produkter är meningsfulla för mig	○	○	○	○	○	○	○

Tänk nu på den här typen av produkter som visades i reklamen, inte bara från det visade varumärket, och besvara följande påstående:

	Stämmer inte alls 1	2	3	4	5	6	Stämmer mycket väl 7
Den här typen av produkter är lämpliga för mig	○	○	○	○	○	○	○

Tänk nu på den här typen av produkter som visades i reklamen, inte bara från det visade varumärket, och besvara följande påstående:

	Stämmer inte alls 1	2	3	4	5	6	Stämmer mycket väl 7
Den här typen av produkter är användbara för mig	○	○	○	○	○	○	○

Tänk nu på den här typen av produkter som visades i reklamen, inte bara från det visade varumärket, och besvara följande påstående:

	Stämmer inte alls 1	2	3	4	5	6	Stämmer mycket väl 7
Den här typen av produkter är värdefulla för mig	○	○	○	○	○	○	○

Reflektera över Varumärket i reklamen, t ex om varumärket är relevant för personer i din omgivning. Besvara sedan följande påstående:

	Stämmer inte alls 1	2	3	4	5	6	Stämmer mycket väl 7
Varumärket är meningsfullt för människor som jag bryr mig om	○	○	○	○	○	○	○

Reflektera över Varumärket i reklamen, t ex om varumärket är relevant för personer i din omgivning. Besvara sedan följande påstående:

	Stämmer inte alls 1	2	3	4	5	6	Stämmer mycket väl 7
Varumärket är lämpligt för människor som jag bryr mig om	○	○	○	○	○	○	○

Reflektera över Varumärket i reklamen, t ex om varumärket är relevant för personer i din omgivning. Besvara sedan följande påstående:

	Stämmer inte alls 1	2	3	4	5	6	Stämmer mycket väl 7
Varumärket är användbart för människor som jag bryr mig om	○	○	○	○	○	○	○

Reflektera över Varumärket i reklamen, t ex om varumärket är relevant för personer i din omgivning. Besvara sedan följande påstående:

	Stämmer inte alls 1	2	3	4	5	6	Stämmer mycket väl 7
Varumärket är värdefullt för människor som jag bryr mig om	○	○	○	○	○	○	○

Reflektera över reklamen ur ett större perspektiv, t ex om reklamen är relevant för personer i din omgivning. Besvara sedan följande påstående:

	Stämmer inte alls 1	2	3	4	5	6	Stämmer mycket väl 7
Reklamen var meningsfull för människor som jag bryr mig om	○	○	○	○	○	○	○

Reflektera över reklamen ur ett större perspektiv, t ex om reklamen är relevant för personer i din omgivning. Besvara sedan följande påstående:

	Stämmer inte alls 1	2	3	4	5	6	Stämmer mycket väl 7
Reklamen var lämplig för människor som jag bryr mig om	○	○	○	○	○	○	○

Reflektera över reklamen ur ett större perspektiv, t ex om reklamen är relevant för personer i din omgivning. Besvara sedan följande påstående:

	Stämmer inte alls 1	2	3	4	5	6	Stämmer mycket väl 7
Reklamen var användbar för människor som jag bryr mig om	○	○	○	○	○	○	○

Reflektera över reklamen ur ett större perspektiv, t ex om reklamen är relevant för personer i din omgivning. Besvara sedan följande påstående:

	Stämmer inte alls 1	2	3	4	5	6	Stämmer mycket väl 7
Reklamen var värdefull för människor som jag bryr mig om	○	○	○	○	○	○	○

Reflektera över reklamen och varumärket ur ett större perspektiv, t ex i relation till samhället den visades i. Besvara sedan följande påstående:

	Inte alls relevant 1	2	3	4	5	6	Väldigt relevant 7
Hur relevant anser du att varumärket i annonsen är i ditt samhälle?	○	○	○	○	○	○	○

Reflektera över reklamen ur ett större perspektiv, t ex i relation till samhället den visas i. Besvara sedan följande påstående:

	Passade inte alls 1	2	3	4	5	6	Passar väldigt väl 7
Hur väl tyckte du reklamen passade in i nuvarande samhällskultur?	○	○	○	○	○	○	○

Reflektera över reklamen ur ett större perspektiv, t ex i relation till samhället den visas i. Besvara sedan följande påstående:

	Anspelade inte alls 1	2	3	4	5	6	Anspelade mycket väl 7
Hur väl tyckte du reklamen anspelade på aktuella trender i samhället?	○	○	○	○	○	○	○

DIVERGENCE MÅTT

Nedan följer ytterligare påståenden kring reklamen du precis såg. Svara genom att markera en punkt på skalan.

	Stämmer inte alls 1	2	3	4	5	6	Stämmer mycket väl 7
Den här reklamen var ovanlig	○	○	○	○	○	○	○
Reklamen bröt sig loss från stereotypiskt tänk och från normen	○	○	○	○	○	○	○
Reklamen är unik	○	○	○	○	○	○	○

Nedan följer ytterligare påståenden kring reklamen du precis såg. Svara genom att markera en punkt på skalan.

	Stämmer inte alls 1	2	3	4	5	6	Stämmer mycket väl 7
Reklamen innehöll idéer som rörde sig från ett ämne till ett annat	○	○	○	○	○	○	○
Reklamen innehöll olika idéer	○	○	○	○	○	○	○
Reklamen skiftade från ett ämne till nästa	○	○	○	○	○	○	○

Nedan följer ytterligare påståenden kring reklamen du precis såg. Svara genom att markera en punkt på skalan.

	Stämmer inte alls 1	2	3	4	5	6	Stämmer mycket väl 7
Reklamen kopplade ihop saker som vanligtvis är orelaterade	○	○	○	○	○	○	○
Reklamen innehöll oväntade kopplingar	○	○	○	○	○	○	○
Reklamen sammanförde ovanliga saker	○	○	○	○	○	○	○

Nedan följer ytterligare påståenden kring reklamen du precis såg. Svara genom att markera en punkt på skalan.

	Stämmer inte alls 1	2	3	4	5	6	Stämmer mycket väl 7
Reklamen innehöll mycket detaljer	○	○	○	○	○	○	○
Reklamen gjorde så att en vanlig, enkel idé blev mer invecklad	○	○	○	○	○	○	○
Reklamen innehöll mer detaljer än väntat	○	○	○	○	○	○	○

Nedan följer ytterligare påståenden kring reklamen du precis såg. Svara genom att markera en punkt på skalan.

	Stämmer inte alls 1	2	3	4	5	6	Stämmer mycket väl 7
Reklamen utmärkte sig på ett verbalt eller visuellt sätt	○	○	○	○	○	○	○
Reklamen väckte idéer till liv grafiskt eller verbalt	○	○	○	○	○	○	○
Reklamen var artistiskt utförd	○	○	○	○	○	○	○

KONTROLLVARIABLER

Har du tidigare köpt den annonserade produkten/tjänsten?

○ Ja

○ Nej

Hur väl känner du till det annonserade varumärket?

Inte all väl | ○ ○ ○ ○ ○ ○ ○ | Mycket väl

Har du tidigare köpt liknande produkter/tjänster som denna? (inte bara detta varumärke)

○ Ja

○ Nej

Om ja, väl känner du till denna typ av produkter/tjänster?

Inte alls väl | ○ ○ ○ ○ ○ ○ ○ | Mycket väl

Jag är...

○ Man

○ Kvinna

Sysselsättning? (Primär)

○ Studerande

○ Yrkesarbetande

○ Pensionär

○ Arbetssökande

○ Tjänstledig

Var bor du?

○ Storstad inkl. förort (>100.000 invånare)

○ Mindre stad (>10.000 invånare)

○ Litet samhälle/landsbygd

Din ålder

Ålder [   ] ↕