

# Is the Loyal Reader a More Valuable Reader?

- A Study on Loyalty as a Modifier for Ad Effectiveness in Print Media

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Print media today is struggling to compete for advertising expenditures, while concurrently media planners and others concerned with marketing efficiency are facing cluttered mediums and channels. Since the 1950s, the study of how an advertisement's medium, channel or context can influence its reception has led to various discoveries that are relevant both to media and marketing actors, yet under-researched areas remain.

A review of the research into qualitative effects of mediums and media channels shows that publication loyalty, conceptually distinct from publication valuation and enjoyment, has not been examined as a factor in print ad performance. This master's thesis continues to examine whether individuals' attitudinal or behavioral loyalty to a publication can have measurable effects on their reaction to its advertising, accounting for their attitude to the advertised brand, to print advertising in general and to the publication. An internet-based survey, featuring a publication sample with interspersed ads followed by a questionnaire, was distributed with 149 responses collected. The hypotheses were tested with two linear regressions, one on ad recall and one on ad attitude, with attitudinal and behavioral loyalty as the independent factors.

The results suggest that attitudinal loyalty to a publication has a positive effect on recall of and attitude towards a publication's advertisements, while behavioral loyalty has a weaker effect on recall only. In addition, attitudinal loyalty has a stronger positive relationship on ad attitude than on ad recall. A publication with readers exhibiting attitudinal loyalty may thus be more desirable as a channel for advertising.

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## **Authors**

Axel Edgren  
Christian Pedersen

## **Tutor**

Claudia Rademaker

## **Discussant**

Elena Degtyareva  
Jonathan Enochsson

## **Examiner**

Patrik Nilsson

## **Presentation**

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# 1 Introduction

## 1.1 What determines the effects of a commercial message?

In the practice of marketing, countless factors influence the audience's processing of commercial messaging and stimuli. Even when extensive research of the product and its ideal audience has been prepared, and a theoretically excellent marketing campaign has been produced, the communication with consumers is also dependent on context. A recipient matched well with a product and its advertising can still be in an emotional state that makes him or her less responsive to the message (Owolabi 2009), or perhaps articles printed near an ad emphasize certain topics, thus changing the interpretation of the advertisement's message (Yi 1990). There exists a large degree of continuing research into how an advertisement's context affects the processing of it, even when other factors remain fixed during media consumers' exposure to ads. (Moorman et al. 2002; Juntunen 2001; Rademaker 2013).

The notion that the media context of an advertisement could have an impact on the audience's reaction to it was raised more than half a century ago. Researchers have devoted attention to the topic for more than half a century, which has resulted in a host of studies. As early as 1953, researchers in social psychology at Yale (Hovland, Janis and Kelley 1953) published a study that covered "source effects", which were dependent on recipient attitudes towards a message's originator as well as its transmission. Said effects were empirically indicated to be relevant factors in recipient reaction to a message. While based on observations of non-commercial, interpersonal communication, actors in the marketing field investigated the concept's application to commercial messaging. In one of the first issues of *Journal of Marketing Research*, Fuchs (1964) described an experiment measuring how valuations of a magazine containing a product's ad as well as the manufacturer endorsing the product influenced the ad audience's attitude to the product (Fuchs 1964).

A contemporary survey showed that advertising managers already believed the effects of media or channel choice to be valuable to understand (Blair 1966), yet a later survey showed a remaining lack of consensus over which consumer attitudes towards a media channel would make it more attractive to advertise in (Assmus 1978). The author recommended more empirical verifying of the effects publication differences (also called qualitative values of the publication) could have on responses to advertisements.

The idea that a medium, not just its content, can be conceptualized and processed as a distinct piece of information was promoted by Marshall McLuhan (Kappelman 2001). In his influential book, “The Medium is the Message”, McLuhan defined a medium as “anything from which a change emerges” (McLuhan 1964). In his viewpoint, a medium can be seen as any extension of ourselves, which is a rather diffuse classification of the term. According to McLuhan, it is this change in itself that a new innovation introduces into human affairs which is the message (McLuhan 1964). It is important to note that the author views a message as the change in interpersonal dynamics that an innovation brings with it, rather than the content itself. In this “model” of the human mind’s relationship with various mediums, the medium itself is either processed as or perceived as carrying messages of a human, interpersonal quality, and not just text and images processed with detachment. This arguably fits with marketing concepts such as “brand personality”, where even brands with odd names can be animated and anthropomorphized (Aaker 1997, pp. 347).

#### **1.1.1 The Current State of Print Media**

Rapid technological developments in the media environment have led to increasing ways in which companies can communicate with consumers (Crosier et al. 2003). It is nearly trite to retell the new challenges that have also appeared in the business of commercial messaging and PR, as portable devices, internet access, the growth of developing economies, big data and fragmenting media markets all affect the purchasing and selling of ad space. Decisions of which medium to use is becoming increasingly challenging as more media options are available for marketing managers and media planners (Percy and Elliot 2005). On the supply side of commercial messaging, i.e. of the providers of media space where messages can be transmitted to consumers, growing bottom-line concerns are burdening print media. In the United States, print media revenue has declined steadily since 1960 (Waterman et al. 2011). The same deterioration can be seen for newspapers and magazines alike. In Sweden, print newspaper dailies reduced editorial staff by nearly a tenth throughout 2012 (Öfverholm 2013), with their ad space turnover declining by nearly 40 % between 2000 and 2013 (Ohlsson 2013). Magazines, meanwhile, have seen a reduction in their share of advertising investment (Sundin 2011). In other words, print media actors of today are facing a very challenging environment.

On the demand side, there have been greater difficulties gaining attention in cluttered channels (Ha and Litman, 1997; Cho and Cheon, 2004) where these actors are faced with the challenge of improving the effects of advertising investments instead of spending their way to better results. The ability to match an offering and its target buyer with a target advertising audience, media vehicle, editorial context and other controllable factors is significant in determining marketing success and acts as a complement to the core creative process of designing quality advertising. This can generate business opportunities in media industries, increase ad efficiency in terms of generating customer response at lower costs and improves the fairness of ad-space price-setting, thus justifying further research. Considering the fact that total global spending on advertising surpassed 380 million Euro in 2012 (IRM 2012), continuing research on new and less obvious factors in advertising performance should be very relevant to the commercial media industry at large.

It may be safe to assume that ads for luxurious items belong in glossy fashion or design publications, while technical ads with dry copy do better in magazines ranked high in expertness, even without consulting the research suggesting that this in fact is the case (Aaker & Brown 1972). Yet it is notable that common sense, audience- and consumer knowledge as well as existing marketing practices do not provide all answers. With knowledge of how medium and context effects work with or against the proposed advertisement in terms of memorability, ad attitude or other performance measures, marketers and media planners can better weigh the choices they make, and place value on the option to have their advertisements in contexts that work well with advertisements in general or their advertisement in particular.

## **1.2 Expected Contribution**

In a 2011 issue of the Journal of Advertising Research, an article was devoted to investigating the history and state of print advertising theory (Nyilasy et al. 2006). The article devoted one section to the value of “engagement” as a possible factor in total ad effectiveness. It was mentioned that the concept had no agreed on description, but also referenced that the co-editor of the journal held that it represented the “... quintessence of what we ultimately want from advertising metrics, including (...) those used in media measurement” (Woodard 2006). Discoveries regarding a state of mind or emotion included under the term “engagement” would allow practitioners and theorizers to measure and understand how and why a media

channel or context can affect a recipient (in this case, a reader) in a way that results in improved advertising performance. One end result would be reliably identifying different traits of media (e.g. web pages or print), specific vehicles (such as different magazines) or even subsections of the vehicles (different sections of a magazine) that promotes such states. This would increase the knowledge that marketers and media planners have during price negotiations, leave less to chance in the pursuit of good ad performance and expand the theory on engagement as well as the role of media and media context in the advertising process.

The sole research question of the thesis can be stated as such: *“In the study of engagement as a factor in advertising, is there a gap in the research that will allow for a study that can reveal a further element in print advertising performance, and thereby provide some practical utility for buyers and sellers of print advertising space?”*

### **1.3 Purpose**

The fact that engagement is as yet undefined entails that research and experimentation on various medium, channel- or context-induced effects can begin as more exploratory efforts. The engagement factor selected is that of publication loyalty, which is further divided into behavioral (external) as well as attitudinal (internal) loyalty. After this the thesis aims to empirically test whether either type of loyalty to a publication has a significant relationship with the performance of ads embedded in the same publication. The hypotheses also concern the differences in impact between the two types of loyalty and whether attitudinal loyalty has a stronger effect on ad attitude than on ad recall. The advertising performance metrics selected for measurement are ad recall and ad attitude.

The study of general engagement effects in the print medium has received less attention than those in the TV medium (Moorman 2003), and this increases the chances that the research conducted does not overlap to a great degree with any previous research and that the results therefore are of greater value. In the field of print media, the thesis will look at both magazines as well as newspapers in order to increase the generalizability of any results.

### **1.4 Delimitations**

In order to rightfully fulfill the purpose of this paper, a number of delimitations that facilitate and concretize the research have been made. First of all, the study is limited to print media, excluding other common media such as television and the internet. In addition to this, the example publications selected for inclusion in the experiment is limited to lifestyle magazines



and daily newspapers. This is necessary due to the fact that testing all the sub-categories of printed media would be too time-consuming given the exploratory nature of the thesis. It should also be noted that the online questionnaire used for data gathering features a sample of six pages in addition to a front page from each of the selected publications with a time limit of six minutes of reading. This is intended to shorten the reading experience for the participant, thus securing a higher number of respondents.

With regards to data, the surveying of ad performance metrics is limited to ad recall and ad attitude, although other metrics of ad performance exist. This is largely due to the fact that the two can be specifically and accurately measured for the sake of statistical testing, while at the same time safeguarding that both validity and reliability are upheld at a degree necessary for the results to be of higher value.

## 1.5 Definitions

Advertising performance – In this thesis, this term will be used where it is appropriate to refer to ad recall and ad attitude as a combined metric rather than as two distinct terms.

Advertisement processing - the various emotional and cognitive reactions a recipient has to an advertisement, influencing recipient memory, recall and perception of the ad itself as well as the product and brand advertised.

*“Individual responses to advertising are mediated by factors such as motivation and ability to process information and attitudes toward the ad. These mediating factors can alter or radically change response to advertising” (Vakratsas 1999).*

Channel effect - The effects on advertising processing attributable to the characteristics of, for example, a TV/Radio channel, a website or a publication

*“... the prestige magazines did better with respect to product quality measures than the expert magazines when image advertisements were used, and the reverse effect occurred when "reason why" advertisements were used.” (Aaker & Brown 1972)*

Context effect - The effects on advertising processing attributable to the characteristics of stimuli in the channel experienced with or proximate to the advertising (i.e. the TV program(s) with which a commercial is scheduled)

*"... the same source delivering the same message to the same audience on separate occasions might produce different effects depending on the differing programming or editorial contexts in which the message appears." (Norris and Coleman 1992)*

Engagement - In the study of medium and channel effects - and in this thesis - it refers to psychological involvement by a media consumer in the medium experienced. Moods, sensations of credibility or trust, arousal etc. can be included under "engagement", and studies have been done on how it may transfer to or affects advertising performance. It has also been referred as qualitative media value.

*"... engagement is defined here as a measure of the contextual relevance in which a brand's messages are framed and presented based on its surrounding context. This definition conforms to the ARF's [Advertising Research Foundation] working definition of engagement ..." (Wang 2006).*

Loyalty - In marketing, there is no complete consensus for a definition of loyalty (e.g. towards a brand), but it is arguably expressed as repeated, intentional purchase of one brand or product, caused by internal preference.

*"A deeply held commitment to rebuy or re-patronize a preferred product/service consistently in the future, thereby causing repetitive same-brand or same brand-set purchasing despite situational influences and marketing efforts having the potential to cause switching behavior" (Oliver 1997, pp. 392).*

Medium effect - Inherent effects on advertising processing attributable to different medium types' fundamental attributes (interactivity, moving imagery, technological requirements etc).

*"An important difference between broadcast and print media is the pacing of information. Broadcast media are display media, in which the medium paces the speed and moment of information transfer ... print media are search media in which the receivers control the speed and moment of information transfer themselves." (Moorman 2003)*

## **1.6 Thesis Outline**

Following the previous section, the thesis progresses in the following manner. The literature and theory examination used to formulate hypotheses using a deductive approach is covered in part 2. Part 3 will cover the methodology chosen as well as the reasoning and limitations

that led to the choice of method. The same is provided regarding the design of the research and the data collection. In part 4 the performed analyses and the implications of the results for the hypotheses are presented. Part 5 is where the findings will be analyzed and discussed, and where conclusions will subsequently be drawn. The implications of the study for real-world actors and activities will also be derived from the results. Lastly in part 5, the limitations and suggestions for future research are covered

## **2. Literature Review and Hypothesis Generation**

### **2.1 Medium, Channel and Context Effects**

The study of engagement and the various factors included in its definition has grown over the

years, with a variety of factors tested with regards to their influence on advertising performance. The study of source or vehicle effects examines how media channels, taken as wholes, can affect the reception of commercial messages embedded in them. Some of the earlier studies investigated whether one advertisement in different publications could have different effects, even with randomized audiences (Nowland and Company 1962). Different measurements of ad performance have been the subject of study throughout the years. Most common are the metrics of ad recall and attitude and the corresponding variables for the brand name used in the ads of the studies. The level of purchasing intention motivated by an ad is a fifth, also relatively common metric (Thorson et al. 1992).

### *Context effects*

Context effects refer to when stimuli in the medium that are in the immediate environment of an ad affect the processing of an ad and its effectiveness. This field of study can further be categorized based on what aspect of the context is studied; e.g. the mood induced by TV programs (Goldberg and Gorn 1987), which connotations and associations are more likely to be cued by adjacent articles (Yi 1990) and whether the advertisement's surrounding articles (Coulter and Sewall 1995) or competing ads (Aaker et al. 1986) are being manipulated in the study. How differences in the media context of an advertisement influences its performance has also been discussed by Norris and Coleman (1992). They argued that "the same source delivering the same message to the same audience on separate conditions might produce different effects depending on the programming- and editorial contexts in which the message appears" (Norris and Coleman 1992, pp. 38).

The research performed by Yi (1990) is another example of a print context study, with results showing that if there exists a positive relationship between an ad and its editorial context, the attitude towards the ad is positively enhanced. An earlier study performed by Aaker and Brown (1972) also discussed congruence between an ad and its context, here by using the term "consistency" instead. In this study, the authors found empirical indication that tennis-related ads in a tennis magazine considered credible and expert in its editorial content would see a better reception, as readers are more likely to be in a credible mindset. In addition, by placing advertisements that either used reasoning or image-based copy in media vehicles (i.e. magazines) that were either considered expert or prestigious, the authors discovered another type of congruence: that between the valuation of a magazine as a whole and the intended

valuation of the ad and product.

Different combinations of factors have also been studied, such as the interaction between reader motivation and the general typology of advertisements (Juntunen 2001). Juntunen made use of a common methodological format when studying the effects of various factors on media and ad response. In the experiment, the independent variables were manipulated and/or allowed to vary randomly across subjects (but measured for each), while a dependent variable such as ad recall was measured concurrently. The dependent variable was measured either by standardized survey questions on a point scale, or from a cognitive response method where participants verbalize their thoughts and content analysis is needed to quantify the effect on the dependent variable. The selection of the independent variable is critical for the practical value potential of research in media and context effects on advertising. It is not guaranteed marketing and advertising practitioners in the non-theoretical world will have control over the independent variable in their decision-making, even if it is found to be significant. For example, a purchaser of ad-space can be promised by an ad space provider that the editorial context of a reportage will be ‘informing, serious and analytical’ rather than ‘prosaic and personal’, but perhaps not that it will feature topics that have positive connotations with the product.

#### *Channel effects*

Moorman et al. (2002) showed that the relation towards a specific media channels also had some transitive power. In their study, which focused on magazines, the findings suggested that magazine-induced liking and positive feelings towards a magazine had a positive influence on attitudes towards an ad. Coherent with this is a media effect study by Bae et al. (2001), which indicated that the credibility accorded to a magazine had a degree of influence on ad responses.

How the subjective appraisal of an ad’s channel affects ad performance has also been discussed by Norris and Coleman (1992). They argued that “the same source delivering the same message to the same audience on separate conditions might produce different effects depending on the programming and editorial contexts in which the message appears” (Norris and Coleman 1992, pp. 38). Building on this research, Moorman et al. (2002) showed that the relation towards a specific media channel also had some transitive power. In their study, which focused on magazines, the findings were that magazine-induced liking and positive

feelings towards the magazine also had a positive influence on attitudes towards embedded ads. Coherent with this is a channel effect study by Bae et al. (2001), which indicated that the credibility accorded to a magazine had a degree of positive influence on ad performance.

Malthouse and Calder conducted a study in 2010 on whether channel-specific appreciation could transfer to advertising experienced through it. After measuring how readers evaluated a publication's performance in terms of informativeness, relaxation as well as other factors, they compared the valuation of an advertisement presented in the magazine with the valuation of the same ad in a neutral context. (Malthouse and Calder 2010) The findings suggested that media vehicle engagement was of comparable importance to factors such as the size, coloration and placement of an ad, i.e. the conventional elements often used to determine the price of an advertisement. This demonstrates the potential of the study of channel effects, seeing as the authors stated that channel valuation is not heavily weighted when determining the price of an ad, yet was proven to be relevant to ad performance.

Another noteworthy study is that of Bronner and Neijens (2006), who investigated how consumer media experiences such as feeling stimulated or informed differed in their relationship with ad attitudes. Their results showed that the strongest relationship can be found in printed media whilst the weakest exists in the case of television and cinema (Bronner and Neijens 2006).

Perhaps the most exhaustive meta-study thus far has been the investigation by Moorman (2003), focusing on 72 studies from 1963 to 2002. It is noteworthy that the author found that almost four out of five studies concerned television advertisements in a television context. Furthermore, it appears that the findings for one type of medium may not be transferable or even indicative for another. Research suggests that printed media together with its advertising is a more information-dense, less emotional and more of a "left-brain experience" than television (Zielske, 1982; Krugman, 1971; Stern, Krugman, and Resnik, 1981). This comports with a number of studies showing that positive sentiment effectuated by a magazine (Moorman et al. 2002) or TV program (Aylesworth and MacKenzie 1998; Goldberg and Gorn 1987) results in improved attitude towards respective advertisements. However, with regards to ad recognition or ad recall, an experimental print ad was not found to benefit from a positive sentiment induced by the context, unlike television ads. The aforementioned authors suggested that the ability to voluntarily attend to advertisements in the case of print may make

readers less prone to have their attention diverted than TV viewers, and explicitly called for further investigations of context effects in the print medium.

However, with regards to *ad recognition* or *ad recall*, an experimental print ad was not found to benefit from a positive effect induced by the context, as opposed to findings from similar television studies. The mentioned authors suggested the ability to voluntarily attend to advertisements in the case of print may make readers less prone to have their attention diverted than TV viewers, and explicitly called for further investigations of context effects in the print medium.

What is evident from a first examination of previous studies and the results of the experiments is that objective context factors, i.e. context attributes that can be described correctly without measuring and classifying the actual effects they have on test participants, have mainly not been shown to have statistically significant impact on any measurement of ad performance. Subjective factors on the other hand, which cannot be measured without asking study subjects to report state of mind or feelings concurrently or before measuring ad performance, have seen more significant results (Moorman 2003, p. 4). Furthermore, it seems that context effects are more likely to affect the attitude to and recall of the ad; and less likely to produce end-goal states of mind such as intent to purchase and improved product or brand attitude. This finding indicates that media or channel engagement cannot be a substitute for effective marketing work and advertising design, and is more of a complement that enhances ad performance.

The implications for this thesis are that any independent variables selected should be subjective in nature to increase the chances of finding a relationship with ad performance. Furthermore, it is more fruitful to measure the selected engagement aspect's relationship with attitude to the ad or recall of its content and subject (affective and mnemonic measures) rather than attitude to the featured brand or intent to purchase what is advertised (preferential or conative measures).

### **2.1.2 Methodological Challenges**

As researchers have delineated context factors and related phenomena that influence ad performance, they have succeeded in investigating the results of various combinations of manipulations. As complexity increases and more variables or combinations are introduced,

more difficulties and risks with regards to real-world applicability or method flaws are possible. As an example, a 1995 paper by Coulter and Sewall studied contextual involvement together with the affective tone of nearby articles and the cognitive, associative priming of product-relevant attributes. Here, it is possible to question an assumption made by the authors, namely that an ad emphasizing comfort and roominess according to a pre-test of the mock-up product, in this case a fictitious car, would be negatively associated (rather than devoid of association) with a nearby article discussing dwindling natural resources.

When asked for their associations, people may consciously search for and observe opposition between the environmental cue of a nearby article and the roominess promised by an ad, but the association seems flawed since it is possible for a car to use space efficiently and provide room without increasing total weight and lowering gas mileage. What was assumed to be negative priming, paired with a group highly involved in reading, did not result in significantly changed ad or brand evaluations in the hypothesized direction, compared to a testing where context was absent. Whether or not the assumption was flawed and, additionally, the cause of the non-significant findings, is unknown. The example does serve as a caution for further studies, including this thesis. Firstly, any assumptions regarding the subjective valuation of the experiment stimuli should if possible be validated by pre-testing. Secondly, as the study of medium and context effects develops, methodology and hypotheses could have a tendency of growing in complexity. To measure and test factor combinations of the type that occur in natural settings, there may be a tradeoff between applicability and simplicity.

The matter of introducing more factors into test settings presents yet another complication for research, as confounding or counteracting factors make causal inference more difficult. A paper by De Pelsmacker, Geuens and Anckaert (2002) provides an example of such challenges, and how consideration of previous research in engagement and relevant psychology can help overcome them. The authors considered the ambiguity of results in studies where positive moods were evoked by a publication. Some studies had indicated that a well-valued publication inducing a good mood could hamper ad attitude and recall (Lee and Sternthal 1999). This could be attributed to cognitive capacity theory, wherein positive moods increase recall of memories at the expense of recall of more recent stimulus, or the feelings-as-information theory, wherein a positive mood satisfies an individual and weakens attentiveness to further stimulus.



Yet, other studies indicate the opposite, with people in better moods more willing and capable to process ads. This was speculated to be either due to a transfer of positivity and motivation from context to ad or explained by the hedonic contingency theory, in which people in a good mood process stimulus more due to a stronger belief that it will be useful or cheering. The excitation transfer hypothesis (Tavassoli et al. 1995) appears largely confirmed, with ad attitude and perception of its clarity as well as informativeness being improved by inclusion in a channel valued positively.

These conflicting theories and empirical findings justify a pause to consider whether researchers have been making the same mistake. Moorman (2003, pp. 4) states that there are systematic experimental errors which may have affected the results. Ads in print can be skipped easily, and appreciation of the context, the editorial material, would then lead to less ad attention and appreciation as readers prefer to focus on the interesting content. If the experiment design does not allow readers to skip ads or instructs them to give all the print material at least some regard, this advertising avoidance phenomenon would not be reflected in the results. As Schumann et al. (1990) remark, both selection and processing of an ad are instrumental if an ad is to reach its audience. One hypothesis in the study of Coulter and Sewall (1995) combined an individual-based factor, involvement in the editorial context, with the impact of affective consistency or inconsistency between ads and editorial material. The aim was to explore whether individual effects could explain the fact that message-medium consistency had shown positive and negative impact on ad attitude and recall in previous studies. Low-involvement individuals would recall and have a more positive attitude to advertisements in consistent settings, while the opposite would hold for highly involved individuals. The principle was that a priming effect would be viable for less involved readers, while highly involved readers would respond better to stimuli that contrasted. This explanation in turn required some reliance on the Elaboration Likelihood Model, which suggests that low-involvement readers are more receptive to peripheral routes to message processing.

While the results supported the part of the hypothesis that predicted better understanding and liking of consistent or inconsistent ads depending on involvement, there was no improvement in ad or brand recall from such a match. This showcases how conflicting empiricism can be resolved by consulting the field of consumer psychology at large and preparing methodology

to account for factors that threaten to make results ambiguous. In other words, even when studying one type of vehicle or context effect, it would be prudent to either eliminate or measure other factors that can confound the results in an experimental setting.

### **2.1.3 The Choice of Medium and the Media Context**

Although McLuhan's definitions of "medium" and "message" are interesting, more recent definitions may be more applicable in the context of this thesis. According to Jenkinson (2007, pp. 165), a medium can be defined as "anything that conveys a message". Although this is a rather broad definition, it seems to be generally grounded in literature. De Pelsmacker et al. (2007, pp. 237) for example have a similar classification of medium, in which they state that advertising media is "any type of communication channel that can distribute a message". Thus, it becomes quite evident that communication is closely linked to the notion of "message". Message, on the other hand, seems to have a more direct general meaning than that suggested by McLuhan. One source states that it can be seen as "the underlying idea, theme or primary content in an ad that passes from a communicator to a receiver" (BusinessDictionary.com 2014). As opposed to McLuhan, this definition focuses on the content that communication brings with it.

That the choice of media is important has been proven in studies by Dahlén (2005), Dahlén et al. (2009) as well as Dahlén and Rosengren (2012). In these studies, the author's focused on the effects of creative media choices on consumers compared to more traditional ones. They found that the use of a novel medium in a creative way to implicitly communicate a message generated more spontaneous reminders of a brand after exposure, together with positive perceptions of quality and higher brand valuations compared to a traditional medium. A study by Rademaker (2013) on the other hand, established that an ad placed in a medium which was perceived by consumers as less environmentally harmful had a more favorable effect on both the brand and the ad as opposed to the opposite, thus further proving the significance of media choices. A researcher who has shown the importance of taking context dimensions into account is Nilsson (2006). Nilsson investigated the effect of complexity on advertising effectiveness and found that a high level of context complexity reduced the attention to an ad. The author also argued that this difference was in fact substantial and that the amount of webpage elements have a significant negative impact on the effectiveness of advertisements (Nilsson 2006).

Moorman et al. (2002) investigated the role of congruence between editorial content and adverts, observing that thematically congruent ads appeared to be better remembered than incongruent ones when embedded in magazines. An earlier paper by Lord et al. (2001) also focused on congruity, in the television medium. Here the authors found what they called a “mood-congruity recall effect”, i.e. that commercial messages generated greater recall when they were shown in programs that induced moods congruent with the mood of the commercial. This effect was revealed in both commercials deemed “happy/uplifting” and “sad/depressing”, yet a significant result was only found for the “happy/uplifting” type of advertisements.

That allowing participants to experience ads which they have an alternative to avoid in testing influences the results was highlighted by Grusell (2007). In the performed study, Grusell looked at the Swedish population’s perceptions of advertising in a media context and established that the media context as well as how an advertisement is distributed affects how it is perceived. The effect was observed when focusing on consumer perceptions of whether experiencing an ad was perceived as a personal choice without compulsion or not. Grusell found that an advertisement was perceived more positively when individuals came into contact with it by their own volition. Furthermore, the author discussed that this effect might be derived from the fact that consumers are increasingly exposed to ads, a consequence of the increasing use of media in society (Grusell, 2007). This in turn had, according to Grusell, led to a saturation effect in which consumers in today’s society have become tired of advertising and see it with skepticism or irritation. That the marketing environment is becoming increasingly dense has also been discussed by Rosengren (2008), who concluded that marketers nowadays are faced with the challenge of breaking through the clutter of competing advertising messages directed at the same target audience.

With the above considered, it seems more fruitful to consider a channel- or context-related factor that is subjective rather than objective in nature, as it is more likely to have a significant relation to advertisement reactions. Another choice is whether to study a combination of factors or focus on one central factor, with the limited inclusion of possibly confounding or moderating factors to avoid their influence on results going unseen. The benefits of having a combination of factors is that more situations simulating real-world situations can be tested with one method, but the tradeoff is the risk of relying on too many assumptions regarding manipulation success and accurate statistical modeling. Having one central factor holds risk in

that it places the validity of the study on the factors quality, i.e. its uniqueness, clarity and measurability. However, it requires less speculation about synergistic effects and pre-testing of included factors. Bearing this in mind, it is suggested that a single subjective factor's causal relationship with ad performance will be inferred using statistical analysis, with the criteria that the factor is relevant to print media actors and media planners. One possible candidate is the element of loyalty to a publication. It remains untested as a possible channel effect, and if shown to be relevant is possible to apply to real-world marketing activity. The question is how to best define and measure loyalty to a publication as a distinct concept, which requires some surveying of related marketing theory.

**Table 1: Select research on medium, channel and media context effects (1964 – 2013), adapted from the work of Rademaker (2013)**

<i><b>Author(s)</b></i>	<i><b>Year</b></i>	<i><b>Independent variable(s)</b></i>	<i><b>Dependent variable(s)</b></i>
Fuchs	1964	Prestige of a medium	Ad attitude, brand attitude

Blair	1966	Magazine value	Ad attitude
Krugman	1971	Media involvement	Ad attention, ad recognition
Aaker & Brown	1972	Prestige, expertise	Ad attitude
Assmus	1978	Involvement	Brand attitude
Zielske	1982	Feelings	Ad recognition, ad recall
Stayman & Hagerty	1986	Context effects	Ad attitude, ad recall
Goldberg & Gorn	1987	Sentiments, feelings	Ad attitude, brand attitude
Appel	1987	Editorial environment	Ad effectiveness
Yi	1990	Affective, cognitive priming	Ad effectiveness
Norris & Coleman	1992	Media context, involvement	Ad recall, ad recognition, purchasing intention
Coulter & Sewall	1995	Involvement	Ad recall, ad recognition
Tavassoli	1995	Involvement	Ad recall, ad attitude
Raju	1995	Experience	Attribute appreciation
Mitchell & Dacin	1996	Consumer knowledge	Information processing
Hallowell	1996	Loyalty, satisfaction	Profitability
Ha & Litman	1996	Advertising clutter	Editorial interest
Aylesworth & MacKenzie	1998	Sentiments, feelings	Ad recall, ad attitude
Narayandas	1998	Product experience, trust	Ad attention
Sharp	1998	Repeat purchase, loyalty	Sensitivity to competitor offers
Lee & Sternthal	1999	Mood	Ad attitude, ad processing
Juntunen	2001	Media goals, context	Ad response, value
Lord, Burnkrant & Unnava	2001	Congruity	Ad recall
Bae, Wright & Taylor	2001	Credibility	Ad response
Moorman, Neijens & Smit	2002	Involvement, feelings, liking	Ad attitude
De Pelsmacker, Geuens & Taylor	2002	Mood	Ad attitude, brand attitude
Dahlén	2005	Creative media	Ad attitude, brand attitude
Woodard	2006	Engagement	Ad effectiveness
Nyilasy, Whitehall, King & Reid	2006	Engagement	Ad effectiveness
Nilsson	2006	Complexity, involvement	Ad recall, ad recognition
Bronner & Neijens	2006	Medium effects	Audience experiences
Grusell	2007	Media context	Ad attitude

Malthouse, Calder & Tamhane	2007	Publication valuation	Ad valuation, ad recall
Dahlén, Friberg & Nilsson	2009	Creative media	Brand associations, attitude
Owolabi	2009	Mood	Ad effectiveness
Malthouse & Calder	2010	Medium engagement	Ad effectiveness, ad execution
Dahlén & Rosengren	2012	Creative media	Ad value, brand value
Rademaker	2013	Green media	Ad attitude, brand image, purchase intention

## 2.2 Loyalty

The aforementioned clutter and abundance of commercial messages in increasingly fragmented media channels today is an impediment for marketing work that might be counteracted with stronger loyalty to a brand or product. Narayandas (1998) and Sharp (1998) found results indicating that the automation of purchasing and increased experience with a product from repeated contact make consumers less receptive to competitor arguments and even information from independent sources. To a certain extent, such a diversion of attention towards a brand or product reduces the need for convincing existing consumers or countering competitor messages. As loyalty is such a desirable state, research has been devoted to affirming what it is, what measurements can indicate its extent and how companies can inspire it in consumers.

Lange (2003) described consumers as categorizing the world around them for the sake of facility, with basic categories (hair-care products, foods) organized superficially and further categorization (shampoo for dyed hair, foods to eat when on certain diets) being more and more detailed. Mitchell and Dacin (1996) demonstrated how more knowledgeable consumers could see more subcategories and subtler attributes than newcomers. This fits with a study by Raju et al. (1995) that suggested experience led to appreciation of deeper attributes, making price a less primary attribute. This has implications for the print media industry in which price-based competition is a costly prospect and increasing distinction in the eyes of readers could discourage switching and form more durable preferences. It may also provide some protection against substitution from the internet, as a publication cannot compete by supplying basic information or event coverage but can instead provide quality writing, photos and specialized content unavailable on the web. In other words, a valuation of a publication as unique and not easily replaceable is an indication of deeper experience with publications and

the preferred publication in particular.

Reichheld (2003) stated rather famously that referrals to a peer are the strongest sign of customer loyalty. It was also suggested by the author as a source of free advertising, and a white paper by established media analysis firms found the power of word-of-mouth to be significant in driving sales (MarketShare and KellerFay Group 2012). The so-called “Net Promoter Score” has however drawn criticism for not consistently predicting better sales or results (Keiningham et al. 2007) and for using an 11-point rather than a 7-point scale (Schneider et al. 2007). It may also suffer from the assumption that spoken intentions in the now predict future behavior, which some research disagrees with (Chandon et al. 2005). But while it may not be a “catch-all” metric, it has the benefit of being direct and concise, and it coincides with models of loyalty that include willingness to explicitly recommend the product or service to others, such as Narayandas’ “loyalty ladder” (2005).

### **2.2.1 Behavioral loyalty**

It seems reasonable to assume long-term subscription or regular purchasing of copies of a publication over a long period of time could indicate loyalty. This is particularly true if the publication faces competition, could be substituted by free internet content or has increased its price with unabated buying. These factors would suggest a degree of loyalty that compels active choice and spending, in addition to loyalty. Reichheld (2003) further defined loyalty as “the willingness of someone to make an investment or personal sacrifice to strengthen a relationship”, but did not advocate repeat purchases as a measure of loyalty, as this behavior could derive from variables such as inertia or indifference as well as exit barriers or “Status Quo” effects (Boxall and Adamowicz 2009). Regarding the latter phenomena, various studies have observed them and provided different explanations, such as loss aversion becoming stronger than the attraction of potential gains (Baron and Ritov 1994) or choice via omission being preferable to active decisions (Ritov and Baron 1992). This view is seconded by De Pelsmacker et al. (2007, pp. 155), who conclude that repeat purchases can in fact not be seen as loyalty as no commitment is involved. Rather, these types of purchases should be seen as a form of “brand habit”, which is common for brands with high market shares. These findings suggest that purchasing patterns and long-term adherence to a publication may not necessarily be indicative of any feelings of loyalty, and that measuring of these behaviors should be complements to measures of attitudinal loyalty, which is internal and not easily measured by sales data or purchasing patterns.

Yet, it seems unlikely that loyalty can form without experience with a product. Torres-Moraga et al. (2008) investigated the causes of loyalty on the premise of separating product-related sentiment and brand-related sentiment. They found that it was conceptually possible to separate positive attitude towards product and brand, respectively, and that the latter more strongly promoted loyalty despite building on the former and also existing more in the abstract, in contrast with the product which is actually used and interacted with (Torres-Moraga et al. 2008). This would indicate that loyalty, as a mental construct and factor in behavior, exists separately from satisfaction despite developing from it and that it can be measured independently from the satisfaction with and valuation of a magazine's content. Measuring indicators of loyalty towards a magazine together with indicators of appreciation with it could allow for a testing of whether the satisfaction-loyalty separation holds true for magazine readers as well, and whether more loyal readers respond to advertisements differently.

### **2.2.2 Attitudinal Loyalty**

In an arguably influential paper which has been cited on an average of 300 occasions per year, Oliver (1999) proposed a description of loyalty that emphasized consumer will and commitment to consistently repurchase a preferred product. This despite active influences towards a switch; such as a competitor attempting at taking a publication's readers or situational influences such as less money to spend on media. The above description is seen in this paper as applicable to print media, despite there being some reconsidering of print publications as services more than products (Seisto et al. 2013) as the digital age changes reading. While publications are bought or subscribed to for the information and visual stimuli they include rather than as physical objects to own in themselves, digital reading is still a relatively small part of written media consumption (Callius et al. 2013). Thus, for most readers and publications the attributes of products, (distributed and accessed physically, tangible and read by hand rather than scrolling on portable devices etc.) rather than services, will still apply.

Loyalty in marketing is not a wholly defined concept as it has an observable, behavioral aspect that can be measured and a psychological or attitudinal aspect that is unavailable without inquiring of an individual's feelings and opinions. Observed repeat purchases could



be the result of other factors than satisfaction, leading to customer flight at the earliest opportunity. As an opposite example, a customer can be devoted to learning exhaustively about a brand but be a smaller-than-average buyer of its offerings. In addition, loyalty in the behavioral world is still lacking an established metric as different industries value different behaviors and buying patterns differently, while marketing researchers have investigated disparate phenomena that can be considered as indicative or a part of loyalty, but do not claim to have the most important findings regarding what loyalty is. As Söderlund (2001) puts it in his book on customer loyalty, including too much in the definition leaves no phenomena or variables outside of the definition with which a researcher can compare and correlate, and a simpler definition captures only a limited part of a phenomenon that is composed of many parts. More critically, a definition of loyalty as an independent variable that either includes or resembles other factors shown in studies to affect responses to advertising will create misleading results or spurious relationships in data.

The book by Söderlund (2001) is a suitable basis for selecting a set of loyalty measurements, mainly as it has a broad perspective on what customer loyalty actually is. The author states that the lowest common denominator of loyalty is that it assumes an actor with some kind of own will. This implicitly excludes certain behaviors that one might associate with loyalty, such as when an individual is forced to act in a specific way or always acts out of habit (De Pelsmacker et al. 2007). Further on, Söderlund also claims that loyalty requires an object to which an actor's will is directed. According to the author, an actor may have several objects to which she is loyal.

Finally, Söderlund (2001) concluded that loyalty relates to a relationship over time. In Söderlund's view, this is the main reason as to why the concept of loyalty is subject to such high levels of ambiguity. The author points out that in all types of relationships, there is change over time. In other words, loyalty is a process, not a static end result. Of significant interest is the distinction made in loyalty literature between two different categories of loyalty; namely behavioral loyalty and the "mental world" of attitudinal loyalty. Regarding the former, a customer is deemed to be behaviorally loyal simply if this person re-purchases a specific brand over time, regardless of the attitudes which underlie the behavior (Peppers, 2009). The factors which comprise the behavioral dimension of consumer loyalty as discussed by Söderlund (2001) are frequency (how often a product is purchased), extent (how long time the customer has purchased the product), depth (how many different things a customer does

over time in relation to an object) as well as share metrics (how large a portion of a customer's time or funds within a category that is allocated to a specific brand). It is however notable that there are non-buying related behaviors that may also be important. With regards to this, Dichter (1966) was a pioneer in claiming the significance of word-of-mouth, which later has been found to be of importance in studies by researchers such as Bendapudi et al. (1997), Narayandas (1998), Payne et al. (1998) and Reichheld (2003).

Concerning attitudinal loyalty, one of the first researchers to suggest its importance was Day (1969). He argued that if one solely incorporates actual behavior into the loyalty concept, it is impossible to differentiate "true" and "false" loyalty from one another. According to Söderlund, "intentions and attitudes" of a consumer could work as good proxies to attitudinal loyalty. Factors suggested by previous research as being valuable indicators of attitudinal loyalty are preference (that a consumer prefers object A to object B), commitment (the degree of effort by a consumer to continue her purchasing behavior even in the face of obstacles), identification (the level of perceived sharing of values with a particular object) and engagement (the degree of affinity, as well as how important or relevant a particular object is to the individual).

Similarly to the behavioral dimension of consumer loyalty, it is important to note that it is of great importance not to include too many factors when determining the degree of attitudinal loyalty. Nor is it applicable to use one single factor to determine loyalty, albeit researchers such as Selin et al. (1988) and Pritchard et al. (1999) have attempted this. If one thinks in conceptual terms, it is however doubtful whether loyalty can be seen as consisting of one single attitude or state that is more critical than any of the alternatives.

## **2.3 Hypothesis Generation**

### **2.3.1 Loyalty in print**

Loyalty, while not solely the result of satisfaction or long-term regular interaction, is partially based on these two. As a result, one can consider loyalty to be a higher stage of preference than habitual buying, as it affects the consumer on a deeper level and has more diverse effects, including willingness to recommend to others and a disinterest in substitutes or competitor communication. Theoretically, loyalty is not a concrete and limited phenomenon that can be captured by one metric, which makes it

necessary to consider both attitudinal and behavioral metrics. It is possible that if loyalty is a higher state that builds on preference, then loyalty in a publication's reader will also have an additional effect on his or her reading of the publication, adding to the empirically validated effects of publication preference. Together with the "medium as a human source of information" notion that Aaker (1972, 1986, 1997) and McLuhan (1964) occasionally assume in their works, it can be hypothesized that loyal publication readers attend to and take seriously even embedded ads in the publication, in the same sense they might consider information and messages from loyal friends differently compared to information and messages from people they like or know.

*Hypothesis 1a: An increase in a reader's attitudinal loyalty and/or behavioral loyalty towards a publication will have a significant positive relationship with recall of the ads embedded in the publication and;*

*Hypothesis 1b: An increase in a reader's attitudinal loyalty and/or behavioral loyalty towards a publication will have a significant positive relationship with attitude towards the ads embedded in the publication.*

### **2.3.2 Comparing the Effects of Behavioral and Attitudinal Loyalty**

While research has examined the link between customer retention, customer expressions of brand attachment and company profitability (Hallowell 1996), the value of loyalty is not easily determined for all types of products and industries. Depending on how loyalty is defined and measured, it can be found to correlate more or less with profitability, complicating the question of how much it should be prioritized. Loyalty is not always gained without investment, and may not be worth the costs in all industries at all times. It can be suggested that loyalty per se is best known by the customer, meaning that measurements of attitudinal loyalty are the best indicators of actual loyalty compared to actions and behavior. However, the type of loyalty desired by publications is that which leads to higher customer profitability, meaning that behavioral indicators of attitudinal loyalty are more relevant metrics.

For most print publications there is another caveat; magazines and newspapers are both products as well as advertising channels. The reader is not only to have a preference of buying or subscribing to a publication regularly; she must also exhibit behavior that buyers of advertising space find desirable, i.e. showing ad retention as well as some positivity to encountered ads and the brands or products in them. The managerial implications are that both readership loyalty and successful application of knowledge about context and medium effects on readership are instrumental in success. The implications for this study are that measuring loyalty by attitudinal as well as behavioral metrics will increase the value of the results

Considering the incomplete standardizing of loyalty, it is partially up to practitioners and researchers to define it and explain the reasoning behind the conceptualizing. What this means in practice is to use both actual behavior and previous actions towards publications together with measurements of reader's actual feelings and attitudes towards a publication. The reason for this is that attitudinal measurements are more likely to reveal the true extent of loyalty (Oliver 1999) when captivity or status quo biases are considered, while behavioral measurements of loyalty are more relevant from a practical standpoint.

As an analogy, a political party may enjoy high measurements of expressed loyalty and positive sentiment, but it is a poor substitute for the desired voting and donation behaviors that win elections. In the context of this experiment, behavioral loyalty becomes a secondary criterion for possible loyalty, while expressed thoughts and sentiments of loyalty form the primary criteria for actual loyalty. This also allows for a comparison of ad performance effects between two types of loyalty measures - those in the behavioral category and those in the attitudinal category.

*Hypothesis 2a: Attitudinal loyalty to a publication will show a stronger positive relationship with recall of the publication's ads than behavioral loyalty.*

*Hypothesis 2b: Attitudinal loyalty to a publication will show a stronger positive relationship with attitude towards the publication's ads than behavioral loyalty.*

### 2.3.3 The Effects of Attitudinal Loyalty

Attitudinal loyalty, as the name suggests, has an affective nature and concerns an individual's attitudes or beliefs to a brand, as well as the emotions or thoughts inspired by it. For example, Chaudhuri and Holbrook (2001) studied the causal progress between brand-customer relationship and brand performance, finding that trust and positive affect were factors in attitudinal loyalty. In addition, there is empirical support for the notion that positive reader experiences with a magazine (a specific media channel) can transfer to advertising embedded in it (Malthouse et al. 2007).

As attitudinal and behavioral loyalty are generally considered separate in research (Garland and Gendall 2004), it is possible to imagine that they have different effects on media processing, in this case on reader behavior. As attitudinal loyalty has a more affective nature than behavioral loyalty, it can be hypothesized that higher attitudinal loyalty to a publication will have a stronger effect on the attitude towards the embedded ads than on the recall of the them.

*Hypothesis 3: The relationship between self-reported attitudinal loyalty to a publication and attitude towards the publication's ads will be stronger than the relationship between attitudinal loyalty to a publication and recall of the publication's ads.*

## 3. Method

### 3.1 General Concept

Because of the fact that loyalty is a phenomenon that requires reader exposure to a publication and its content for a certain period of time, it was decided that only material from existing and not recently launched publications would be used in testing of ad performance. On the matter

of testing reader reaction to ads, the field of advertising research commonly has an interest in whether the adverts were noticed and placed in short-term memory (ad recall), as well as in which reactions and opinions the ads generate (ad attitude). These are simple but important measures of advertising efficacy, and due to the exploratory nature of this thesis they will function as the dependent variables, much as in many similar research papers (Moorman 2003).

As for the division between preference for- and satisfaction with a publication on one hand, and actual loyalty towards a publication on the other, the surveying of existing literature has provided a way to avoid arbitration and overlap, ensuring that the experiment can test for a causal link between loyalty and ad performance. Loyalty towards a product or a service is commonly held to be on a more abstract level than that of satisfaction. Loyalty, once established, is not associated with the product or service and its attributes but is rather evoked by the brand, be it its name, logo or other signifiers. This, together with various theorized indicators of loyalty compiled by Söderlund (2001), will serve as a rule for distinguishing between questions measuring loyalty and questions measuring positive publication valuation..

### **3.2 Typology of the Thesis**

Measuring the impact of a construct like loyalty on consumer behavior could be carried out using either quantitative or qualitative research. The purpose of the thesis is to explore whether loyalty has any effect on cognitive processes, and both approaches have benefits and drawbacks. It was however decided that the quantitative approach was the best approach for the exploratory purpose, since a broad and superficial testing of the hypotheses would be more likely to find the least ambiguous indication of the hypothetical loyalty effect, with the least room for researcher interpretation. The claims of the hypotheses are of causal relationships, and the rejection or affirmation depends on the strength of the relationship between two sets of indicators; participant scores on the questions measuring loyalty towards the publication, and participant scores on the measures of participant attention to and attitude towards the publication's advertisements.

### **3.3 Methodological Design**

As expressed by Moorman (2003) in the author's discussion of context effects, a method that denies participants the ability to skip ads is likely to lead to inflated measurements of ad stimulus attention compared to what would be measured in a natural setting. To circumvent this, the participants could be given no other instructions than to approach the publication

sample provided as they would naturally, thereby receiving no indication of what sort of questions or measurements would follow the reading section. However, this is not a certain solution to the problem. It may be difficult for participants to adopt their “natural” and personal method of reading and to retain a natural emotional and cognitive state in the experimental setting. The reading of publications commonly takes place in various environments, with most reading of publications commonly taking place at home (Callius et. al. 2013), but the carrying out of a controlled reading experience with a time limit would require the assembly of participants in one room. This would probably influence the mental state of participants in a single, non-random direction which could bias results. For example, if the experiment were to take place in the university at which the participants are enrolled, the setting could evoke competitiveness, stress or systematically changed levels of attentiveness.

A digital survey method providing digital reading experiences, while an imperfect approximation of natural reading, allows for a randomization of the mental states and environmental settings present while the hypothesized cause is administered and the effects are measured. Furthermore, the logistics and obstacles of assembling participants physically in one room and providing them all with reading material would likely lower the number of respondents, and the usage of rewards for participation could lead to selection bias effects.

The choice of a digital surveying method has some possible or inherent flaws that should be addressed. A previous survey of reading habits in Sweden showed that 11.4 % of respondents read their publications in a digital format, i.e. by purchasing digital editions and not merely accessing the publications’ websites (Callius et. al. 2013). The digital reading would as such be different from what most participants are familiar with. There is no ability to turn over several publication pages at once, and the reading experience becomes less tactile than most participants are familiar with. It is possible that these differences could inhibit or influence the reading, as participants feel less compelled to pay attention under such limitations. In addition, the reading experience would be tied to electronic devices of varying portability, meaning that some participants would be taking the survey while placed in other settings and while in other states than they prefer, altering their processing of the material. However, the design provides more freedom to participants than a scheduled experiment situated in one room would, allowing participants to read and complete the survey when they are most willing. This also provides a randomization of the times of day during which participants

complete the survey and thus reduces any biological influence on their attentiveness and memory performance (Schmidt 2007), something a physical reading and surveying does not. The randomization and presence of participant volition will provide more ecological validity than a physical experiment would.

Another pitfall in context research is a methodological lack of distinguishing between readers and non-readers of a publication when testing for channel effects on advertising. In a 1987 study, Valentine Appel accounted for the fact that readers of a publication could be sufficiently different compared to non-readers (i.e. the general population), and the depreciating effect on ad believability by the editorial environment of the National Enquirer (a supermarket, sensationalist tabloid) was found to be stronger among non-readers when ads were placed in National Enquirer, and smaller but significant when placed elsewhere. These results indicated that the National Enquirer readers had a higher credibility for advertisements in general compared to the total population, and that any future research of publication-specific effects should consider the characteristics of the readership before progressing.

The systematic differences between the readership of a population and the population in general could lead to an understated or overstated claim of a relationship between readership loyalty and ad attentiveness. One single publication could conceivably attract readers who are psychographically more or less prone to loyalty towards a brand and more or less attentive to and appreciative of ads than the population at large. To avoid this, three publications of two main types were selected, one type being a popular daily newspaper with a diverse readership and the other type being monthly magazines with a specific target audience and with advertising and editorial material reflecting their interests. The gathered data will then not be analyzed separately for each publication as the readership attributes, layouts, types of ads and various important factors are specific to each publication. This would systematically affect participant scores, which makes inter-publication comparisons of lesser use. Instead, analysis will be made on all participants as one set of data, regardless of the publication presented in the survey.

## **3.4 Experiential Design**

### **3.4.1 Magazine Selection**

Due to differences in interests between genders and age groups, magazines vary in their readership demographics. In Sweden, where the data gathering will be carried out, women's



fashion magazines like Elle or horticultural magazines like Allt om Trädgård (“All Things Gardening”) have a higher proportion of female readers, while the scientific publications National Geographic and Illustrerad Vetenskap (“Illustrated Science”) have a more even distribution according to national media surveys (Callius et al. 2013). This may present a risk of insufficient variation in the independent variable. Unless the number of respondents is very high, there is a possibility that a large proportion of the participants randomly allocated to a specific publication are statistically likely or unlikely to have encountered the magazine. This threatens the variation in independent variables used in the model when conducting analysis. For example, if many participants who are allocated Café (a men's lifestyle magazine with advertising of products that are created and marketed with men in mind) to read are female, this is likely to provide a sample of readers with a limited span of magazine experience, subjective valuation and loyalty levels, which would reduce the data's potential to showcase a relationship with the dependent variables. Likewise, as the majority of the individuals approached for participation are expected to be Swedish individuals who are of 18 to 40 years of age, including magazines with few readers in this demographic carries the same risk.

To avoid this, the survey was designed to provide participants with a randomly selected publication for reading, and national media usage surveys were consulted to select magazines with a suitable audience. In addition, trade magazines aimed at a limited readership with a professional, commercial or political interest in the subject matter, such as Butikstrender (“Trends in retail”), were not deemed suitable for this study. The selection was made based on a national publication readership survey designed and conducted by TNS Sifo across Sweden in 2013 (Callius et al. 2013). TNS Sifo has operated in the field of surveys and market research since 1954 and its surveys are cited by leading Swedish publications or commissioned by commercial entities or NGOs. While a commercial and private entity, they are deemed reliant on the accuracy and accountability of their data and their role as leading providers of media reach data accords sufficient reliability.

After publications that were appropriate for inclusion were prospected, agreeing publications were selected based on the criteria of having equal or better readership representation in the 18-40 age group compared to its representation in the entire adult Swedish population. In addition, publications devoted very heavily towards a select interest such as PC gaming or

equestrianism were deemed unsuitable due to the probability of few loyal readers being included among participants. The three selected publications were Dagens Nyheter, Plaza Kvinna and Café. The first is a daily morning newspaper with an equal readership in terms of gender, while the two latter are general “lifestyle” magazines with a readership weighted towards women and men, respectively. The survey was designed to have an equal probability of either presenting a participant with the magazine weighted towards his or her gender or the daily newspaper, in order to avoid having a large proportion of participants reading a sample of a publication they were likely to have no previous experience with.

The sample pages used for the reading sample were in the .png visual file format and were all presented to participants on one page, to reduce the amount of clicking needed and to allow participants to easily ignore and scroll past pages that gave no interest. In the case of Dagens Nyheter and Plaza Kvinna pages from the digital edition – virtually identical to pages distributed in the paper version - were provided by members of the editorial staff. Café lacks a digital edition but gave permission to use scanned pages from its most recent issue. Sample page selection from the two monthly lifestyle magazines was done with the goal of having the same number of ads in the same sizes in both samples. This was in order to provide a possibility of comparing the results for men and women after the hypotheses had been tested. The total selection came to six pages for each magazine not counting the image of the cover, with three full-page ads interspersed with the editorial material. Regarding the sample from Dagens Nyheter, the pages selected - a total of six pages excluding the front page containing ads in various sizes – featured no articles or reportages spanning more than one page, and none of the ads included were full-page. The publication samples provided to participants are included in appendices A to C.

The participants were unable to progress from the reading section of the survey before 60 seconds had passed, to prevent impulsive or absent-minded clicking past it and to ensure some time was given each page. The time allowed for reading the sample pages was limited to six minutes, this to make note-taking or dedicated memorization less likely in cases where participants predicted their recall of the editorial or advertising material would be tested. To control for the possibility that the ad performance metrics were affected in any direction by participants clearly recalling having encountered the pages presented in the sample before participating in the survey, a control question was placed in the questionnaire.

### **3.4.2 Treatment**

As loyalty in the currently used definition requires an existing relationship and interaction, it cannot be manipulated in an experimental setting. In other words, a selected treatment group cannot be made more loyal to a publication than a control group. The deliberate selection of self-professed long-term or loyal readers would allow for a sample group easily contrasted with a random control group, but this design is not without problems. First, the process of contacting readers of a certain publication directly regarding their participation would require access to information not readily available, both for legal and possibly for ethical reasons. Additionally, there could be difficulties in distinguishing between the effect of readership-specific qualities on the dependent variables and the effects of higher satisfaction with and loyalty to the publication, when comparing to the baseline of a random sample of non-readers. Readers of a certain publication could have confounding psychographic factors that both facilitate loyalty towards the publication in question and credibility towards advertising in general (Appel 1987). Accounting for such sample differences would require a broader set of questions for readers and nonreaders alike, which would increase the risk of participant fatigue, disinterest and other states that would increase non-responses or otherwise systematically affect answers and stimuli response.

Instead, the methodology chosen resembles a natural quasi-experiment, with the randomization of loyalty levels not being achieved by the allocation of select participants to distinct groups but by the existing randomness of loyalty towards the publication in the sample of participants; the treatment itself is thus the manipulation as well. Instead of manipulating the existing levels of loyalty towards publications, the test will concurrently measure loyalty and ad performance to test the hypotheses. Participants are also asked about their general valuation of the publication as well as their attitudes towards print advertising in general and the brands advertised in the sample ads, in order to quantify independent variables that have been previously shown to influence ad performance and are likely to correlate with loyalty as well.

### **3.4.3 Publication Sample and Survey Design**

It is highly unlikely that asking participants to read or at least “click through” every page of an entire publication issue before reaching the questions concerning it is a fruitful approach. Regardless of personal tastes, it is expected that most participants will experience fatigue or disinterest to the point of quitting the survey or avoiding any reading of the latter portion of

the magazine. Therefore, a selection of publication material was used in the study and a limitation of the reading section of the survey was required. With available software options in mind, it was decided that the reading experience would be limited to six pages including a cover image (see Appendices A-C). The respondents are in addition limited to six minutes of reading time. For ethical reasons, pages containing violent, sexist or sexualized content would be ineligible to be presented to participants. Finally, the participants were not able to skip the magazine content to go directly to the question section of the survey before 60 seconds had passed, as this would imply that they had not devoted any attention to either the content or the advertisements of the featured magazines.

The questions measuring the valuation of the magazines could evoke associative structures or moods before the reading section of the survey, influencing participant experience and processing of the content. Readers in a natural setting may tap their memories and affects related to a magazine before sitting down to read, but it is not likely that readers of a publication sit down, evaluate the publication and ask themselves which feelings the publication name evokes before reading it. It was decided to place these questions after the reading section in order to avoid placing participants in uncommon states or evoking affective structures before exposing them to the magazine content.

Another decision concerned the order of the questions after the reading experience. Placing the questions regarding ad recall immediately after the reading experience carries the risk of emphasizing the ads in the publication, potentially priming the respondents to overestimate the proportion of advertisements in the publication they had just read, and subsequently affecting their valuation of the publication when answering the following questions. However, placing the valuation of the magazine and the measurement of loyalty towards it first, and the questions measuring advertising recall after, could instead impact ad recall negatively. If readers are asked to tap into memories of their previous experiences with the magazines, various long-term memory structures based on past reading could be activated, orienting participants away from their current reading experience. As the duration and working capacity of short-term memory is limited (Cowan 2001), this could have a negative effect on participants' ability to recall the ads from their recent reading, especially if they have more experience with the publication in question and thus a larger set of memories to consider when evaluating the publication as a whole. As such, it was decided to first measure ad processing and reaction after the reading section, then focus on indicators of loyalty towards

the magazine and lastly measure the valuation of the publication.

#### **3.4.4 Confounding Factors**

In order to measure the already existing valuation of the publication, which is a likely confounding factor, the set of statements used by Malthouse, Calder and Tamhane in their 2007 medium effect study - and used with similar results by Malthouse and Calder in 2010 - was included with certain alterations. The reason for this are the strong coefficients the agreements with said statements were discovered to have with ad valuation and recall - it is predicted that these factors are also very likely to reflect general publication satisfaction and, based on the examined theory of loyalty development, correlate strongly but not fully with behavioral and attitudinal loyalty. Any examination of publication loyalty-to-ad response relationships that does not factor in publication valuation will be critically flawed. However, for the sake of avoiding participant fatigue, a selection of five statements found to have the strongest coefficients in the study of Malthouse et al. was included.

As for the measurement of loyalty in the behavioral and attitudinal spheres, the review of theory included in Söderlund (2001) was examined. Söderlund described eight phenomena with the potential to represent loyalty; four attitudinal and four behavioral ones. All of the attitudinal dimensions - preference; commitment; identification and engagement, were included in some way in the post-reading questionnaire section of the survey. Regarding the behavioral dimensions, frequency and extent were also chosen to be measured in the questionnaire.

The reason as to why reading time and share-of-media expenditure metrics were excluded was primarily due to the fact that external behavior is not necessarily more than an effect of attitudinal sentiments already formed. Furthermore, these factors were deemed as complicated to assess, as it would require customers to compare the reading time and money spent on a particular publication with their total investiture in print media. The will to recommend a magazine to others was also included as a behavioral loyalty measure, in order to include a behavior of an interpersonal sort, not related to purchasing and reading, in the questionnaire.

#### **3.4.5 Ad Recall**

Concerning the measure of ad recall, the survey was designed to capture both unaided as well as aided recall. Regarding the latter, a similar term is ad recognition. According to Singh and

Rothschild (1983, pp. 235), the difference between recall and recognition is that in a recognition test the subject is confronted with the original material and asked whether she has seen it previously, whilst in a recall test the subject is provided with a given set of information and is later asked to retrieve it. In general, marketers find the concept of unaided recall to be more vital than that of aided recall, as regarding the former an individual must describe a stimulus which is not present.

However, unaided recall is by no means unimportant. According to Krugman (1972), the acid test of forgetting something is in fact that one can no longer recognize the object. In other words, the inability to recall an object does not mean that it is forgotten or de facto erased from one's memory. To measure unaided ad recall, the survey included a question on whether or not a respondent could recall if they had seen any ads in the publication. If the respondent answered "yes" on this question, he or she was presented with four additional questions concerning how much of the ad the person in fact could remember about the ad. Concerning aided recall, participants were in the survey presented with a list of brands both included and not included in the sample, and asked whether or not they could correctly remember if a particular brand had been advertised in the publication sample.

#### **3.4.6 Questionnaire Design Choices**

Lastly, some notes on the reasoning behind other survey design choices. In a working paper, Lange and Söderlund (2004) empirically tested the accuracy of various response formats, such as 5-point Likert measures or continuous scales when measuring brand attitudes. The findings showed that "no systematic differences could be identified" with regards to reflecting participant intentions (Lange and Söderlund 2004, pp. 13). In this study, it was chosen to measure a number of dependent and independent variables using a seven-point classic semantic differential scale, as it lacks an explicit "neutral option". Concerning the reliance on self-reported data of purchasing or reading of the publications, previous findings indicate that survey respondents are less accurate when estimating low frequency behavior (Lee et al. 2000), mostly over-reporting the frequency. This has smaller implications for magazines and specially newspapers, as purchases and reading of said items is not low-frequency (such as the purchasing of consumer durables or furniture), has a degree of regularity and also distinctions for each purchasing or reading episode. Magazines change outward appearance

and content with each issue, while other frequently purchased consumer goods such as detergents remain similar or identical. Lastly, there is a risk that even anonymous self-reporting could be affected by social desirability bias (Steenkamp et al. 2010), but to avoid this none of the publication samples included material with a dubious social or moral status.

### **3.5 Data Collection**

The unavailability of registries of regular readers or subscribers made it virtually impossible to directly reach a high number of subscribers, and in addition it was hypothesized that regardless of time spent with a publication and a positive valuation of it, a sense of held loyalty to a publication is not certain. As such, a more free-form method of distribution was deemed as sufficient in generating a sample with a variation in behavioral and attitudinal loyalty, thereby permitting a regression of ad recall and attitude on these variables. The survey (see Appendix D) with the publication samples included was distributed via email and URL postings on various forums and social media where the other members were Swedish speakers of ages 16 or up, these being the only real criteria for participants. The survey was active for two weeks before closure.

#### **3.5.1 Sampling**

As previously mentioned, a large portion of the respondents were expected to be students at the Stockholm School of Economics, with a limited age span and a high proportion of urban respondents from high-education households. This is a result of the fact that many magazines target a limited audience in terms of demographics and personal or professional interests. This would entail that a study generalizable to a bigger population would require the surveying of a more diverse sample. This would again raise the topic of how useful it is to expose a sample to a publication that is not likely to be relevant to many in it, and the number of publications that would need to be used would increase, something that could not be administered in the time-frame for the thesis project.

#### **3.5.2 Analysis Instruments and Pre-Analysis Procedures**

A total of 150 participants completed the experiment and survey. Screening of incomplete surveys, surveys where the participants stated they could not recall a single ad and surveys where at least one questionnaire section was answered with the same numerical response (such as 1 or 4) yielded 104 final observations that were inserted into SPSS (see Table 2). Out of the accepted responses, 36 respondents had read Café, 34 Dagens Nyheter and 33 had read Plaza Kvinna.

**Table 2 – Survey result screening**

Total responses	<b>150</b>
Responses wherein the participant did not recall seeing any ads	5
Incomplete responses	35
Responses where all questions in one section or more were answered with one numerical value	6
Total number of responses used for statistical analysis	<b>104</b>

For the analysis, two linear regressions were used, one for each measurement of ad performance. Each linear regression would then provide coefficients measuring the relationship between the ad performance metrics and the two loyalty types. This will in turn allow for a test of all the hypotheses of the thesis. Since the limitations of the research process made it difficult to separate observations into two groups, regressions are a suitable alternative to a multivariate analysis of variance (MANOVA) or a multivariate multiple regression. This method also allows for a simple addition of dummy variables that can be used to examine the possibility of interaction effects (e.g. between the presence of loyalty and the participant being female), which can complement the testing of the hypotheses.

The numerical Likert answers for the various questionnaire sections were averaged into respective indices in order to have each regression factor be represented by one value per observation. In order to ensure that the questionnaire sections used to measure the model factors consistently measure the same attribute (e.g. general print ad attitudes), the Cronbach's Alpha of each section was calculated. The ad recall measurements, being binary in nature (either the participant received a point for a correct piece of data recalled, or no score), were summed together for a total recall score, representing the ad recall factor in the model. The linear regression models used for the hypothesis tests are featured below.

$$y_1 = \beta_0 + \beta_1x_1 + \beta_2x_2 + \beta_3x_3 + \beta_4x_4 + \beta_5x_5 + e$$

$$y_2 = \beta_0 + \beta_1x_1 + \beta_2x_2 + \beta_3x_3 + \beta_4x_4 + \beta_5x_5 + e$$



Looking at the two equations above; y1 is the publication ad recall measure; y2 is the publication ad attitude measure;  $\beta_0$  is the regression intercept; x1 is the attitudinal loyalty measure; x2 is the behavioral loyalty measure; x3 is the measure of the attitude to the advertised brands; x4 is the measure of the general attitude to print ads and x5 is the measure of the valuation of the publication.

### 3.5.3 Necessary Assumptions for Linear Regression Analysis

If the results of a linear regression are to be considered indicative, a number of assumptions must be met (Montgomery et al. 2006) . The assumptions and the reasons for considering them fulfilled are listed in Table 3.

**Table 3 – Assumptions for linear regression analysis**

1. Weak exogeneity - The x variables can be treated as fixed values, i.e. unaffected by measurement errors.	Fulfilled - All participants' attitudinal and affective positions were measured using unambiguous seven-point scales.
2. Linearity - The mean of the y variable is a linear combination of the unknown parameters and the x variables.	Fulfilled - As the x variables are treated as fixed, this makes the product of them and the coefficients fulfill this assumption
3. Homoscedasticity - For each observation, the different y variables have the same variance in their errors regardless of the x variable values.	Fulfilled – Each independent variable was individually regressed on each dependent variable. Scatterplotting of the observed residuals and the predicted residuals on the x and y axis, respectively, revealed only flat linear fit lines.
4. Independence of errors - The errors of the y variable estimations are uncorrelated with each other, and cannot be predicted using the known residuals of other y estimations.	Fulfilled - The Durbin-Watson statistic values for our two respective regressions were 1,692 and 2,004, indicating no substantial positive (<1) or negative (>3) serial correlation of errors.
5. No multi-collinearity of x variables. This assumes that the x variables do not have very strong correlation, which suggests they convey the same information	Fulfilled – None of the Variance Inflation Factors (VIF) yielded by the regressions were larger than 1,5, whereas values above 5 or 10 are suggested as cut-off points (Kutner et al. 2004)

## 3.6 Data Quality

### 3.6.1 Reliability

In order to increase the comparability and statistical value of the measurements, the various survey questions were designed to be as close approximations of previous theoretical studies' questions as possible, translated into Swedish. This approach seemed justified due to the

purpose of the thesis being the examination of loyalty's effect on traditional, well-established metrics of ad performance. The table of Cronbach's alphas (Table 4) makes it clear the internal consistency of the question set is sufficient

**Table 4 – Cronbach's alphas of the questionnaire sections**

Questionnaire section	Cronbach's alpha	N
Attitude to print advertising in general	0.816	104
Attitudinal loyalty	0.930	
Behavioral loyalty	0.907	
Attitude to publication sample ads	0.939	
Attitude to the publication	0.887	

The questions measuring attitudinal and behavioral loyalty were formulated based on theoretical literature on the subject of loyalty, while the questions measuring general attitudes to advertising, brand attitude, publication ad attitude and recall as well as publication valuation were mainly based on the survey questions from previous research papers (Malthouse et al. 2007; Nilsson 2006).

### 3.6.2 Validity

#### Internal Validity

*Whether observed effects can be attributed to the experimental treatment.*

The internal validity of the results is in a way ensured by the fact that the manipulation - i.e. the differing levels of loyalty already present in the participants - was on a continuous scale and each survey was identical regardless of the publication presented to the participant. While active manipulation in the course of the survey was not possible, the absence of manipulation entailed that no manipulation check was required. The threat to internal validity instead stems from the risk that the measures of attitudinal loyalty instead measured publication preference or appreciation of its content.

In order to minimize this possibility, the questions measuring the attitudinal loyalty were mainly presented as hypotheticals, such as asking participants for their degree of agreement that it would be difficult to find a substitute for the publication. In contrast, the questions on publication valuation were mainly explicitly or implicitly retrospective questions regarding their previous experience with the publication, such as whether the participant is often

inspired by the publication's content. Other confounding factors that are theoretically probable to have a relationship with the survey's dependent and independent variables were measured in order to allow an inference of causation.

### **External Validity**

*Whether the cause-effect relationship can be generalized outside of the experiment*

The limitations of the study's methodology are both demographic and situational. Demographically, because the samples are limited to persons of a mainly Swedish origin and additionally of a more urban and young character than the Swedish average. Situationally, because the reading experience provided by the survey is not an ideal simulation of actual reading. However, for the sake of a test ascertaining whether there are any effects from publication loyalty that can be detected above and beyond the already strong effects of publication valuation, the shortened reading experience still serves a purpose. If participants exhibiting higher loyalty to a publication exhibit better recall and attitude of ads embedded in it despite a shortened, digital reading of the publication, it does indicate that attentiveness to and appreciation of embedded adverts is higher when the publication's brand is evoked, as hypothesized.

As to the demographical limitation, the basic psychological fundamentals behind the factors included in the statistical model are common to all consumers, with differences in gender, psychographics and age perhaps acting as moderating factors. In other words, while the state of loyalty may be easier or harder to induce depending on the individual, and its effects on ad performance may also vary, the relatively broad set of questions used to measure loyalty is intended to ensure the results are generalizable.

## **4. Results and Analysis**

This part will contain the tables of the analysis results, which allows for an examination of the relationship between the model's independent factors and the advertisement performance metrics, as well as a test of the hypotheses. The chosen analysis method is to run two separate

regressions, one for each of the ad performance metrics. The beta values for the two loyalty factors will be used to test the hypotheses and compare their impact on ad performance with that of the other included factors. After the hypotheses are tested, additional analyses of interaction effects will be made, using dummy variables for participant gender and the type of publication.

#### 4.1 Hypotheses Tests

A linear regression is a statistical procedure that makes it possible to examine the relationship between one dependent variable (or y-variable), and a number of independent or explanatory variables (or x-variables). The t-value and the significance for each independent variable denotes the probability that the observed relationship between the dependent and independent variable could have been due to random chance. The accepted risk of affirming a relationship between a dependent and independent variable where none exists is 5%, translating to accepted significance levels of 0.05 or lower. Sigma or  $\sigma$  is the standard error of the estimate. The results of the two regressions are presented in Tables 5 and 6.

**Table 5 – Regression of Ad Recall on Loyalty and other factors**

<b>Y<sub>1</sub> Recall</b>		Beta	t	Significance	$\sigma$	N	R <sup>2</sup>	Adjusted R <sup>2</sup>	$\sigma$
	(Constant)		-3,566	0,001	0,874	104	0,684	0,668	1,936
X <sub>1</sub>	Attitudinal loyalty	0,197	2,684	0,009	0,248				
X <sub>2</sub>	Behavioral loyalty	0,157	2,18	0,032	0,198				
X <sub>3</sub>	Brand attitude	0,268	3,89	0	0,187				
X <sub>4</sub>	Print advertising attitude	0,041	0,685	0,495	0,22				
X <sub>5</sub>	Publication valuation	0,406	5,307	0	0,21				

**Table 6 - Regression of Ad Attitude on Loyalty and other factors**

<b>Y<sub>2</sub> Attitude</b>		Beta	t	Significance	$\sigma$	N	R <sup>2</sup>	Adjusted R <sup>2</sup>	$\sigma$
	(Constant)		-4,789	0	0,350	104	0,717	0,703	0,774

X <sub>1</sub>	Attitudinal loyalty	0,288	4,422	0	0,075
X <sub>2</sub>	Behavioral loyalty	0,117	2,051	0,043	0,088
X <sub>3</sub>	Brand attitude	0,247	3,543	0,001	0,099
X <sub>4</sub>	Print advertising attitude	0,128	1,873	0,064	0,079
X <sub>5</sub>	Publication valuation	0,361	4,980	0	0,084

#### 4.1.1 Hypothesis 1a and 1b – a verdict on loyalty’s relevance to ad performance

Hypothesis 1 predicted that attitudinal loyalty towards a publication and/or higher behavioral loyalty would have a significant relationship with both of the advertisement performance metrics. The averaged indices from the respective question groups were used to represent participant levels of the regression model factors. The results of the regressions of ad recall and ad attitude on the model’s independent variables are shown in Table 5 and Table 6, respectively. With regards to hypothesis 1a, it can be seen that both of the ad performance metrics are significantly affected by the attitudinal loyalty of the participants. The coefficient of attitudinal loyalty for ad recall is 0.197 (0.009 significance) and 0.288 (significance 0,001) for ad attitude. Hypothesis 1a is thereby empirically validated. As for hypothesis 1b, the coefficient of behavioral loyalty for ad recall is 0.157 (significance 0.032) and 0.117 for ad attitude (significance 0.043). Hypothesis 1b is thereby empirically validated.

#### 4.1.2 Hypothesis 2a and 2b – comparing the strength of the two loyalty types

The statement of hypothesis 2a was that attitudinal loyalty would have a stronger effect on ad recall than behavioral loyalty. The coefficient of attitudinal loyalty are 0.197 for ad recall compared to 0.157 for behavioral loyalty. Hypothesis 2a is thereby empirically validated. Hypothesis 2b predicted that attitudinal loyalty would also have a stronger effect on ad attitude. In the regression of ad attitude on the factors, attitudinal loyalty has a coefficient of 0.288 and behavioral loyalty has one of 0.117. Hypothesis 2b is thereby empirically validated.

#### 4.1.3 Hypothesis 3– detailing the effects of attitudinal loyalty

The third hypothesis predicted that attitudinal loyalty towards the sample publication would have a stronger impact on attitude towards the ads embedded in the publication sample than on participant recall of them. Comparing the coefficients for attitudinal loyalty in each of the regressions, one finds a coefficient of 0.197 in the regression of ad recall and a coefficient of

0.288 in the ad attitude regression. Hypothesis 3 is thereby empirically validated.

#### **4.1.4 Summary of Hypotheses Testing Results**

Included below is a listing of the hypotheses and their status following the statistical analysis of the data:

Hypothesis 1a - Empirically validated. Behavioral loyalty and attitudinal loyalty to a publication have a significant relationship with ad recall.

Hypothesis 1b - Empirically validated. Behavioral loyalty and attitudinal loyalty to a publication have a significant relationship with ad attitude.

Hypothesis 2a - Empirically validated. Attitudinal publication loyalty has a stronger statistical relationship with ad recall than behavioral loyalty.

Hypothesis 2b – Empirically validated. Attitudinal publication loyalty has a stronger statistical relationship with ad attitude than behavioral loyalty.

Hypothesis 3 - Empirically validated. Attitudinal loyalty to a publication has a stronger positive relationship with attitude towards publication ads than with recall of publication ads

## **4.2 Secondary Analysis Investigating Possible Interaction Effects**

With the hypotheses tested and the results completed, the purpose of the thesis has been fulfilled and the research question can be answered. However, it is of practical and theoretical value to explore whether attitudinal loyalty has a stronger effect on ad performance depending on gender and the type of publication. Loyalty research has indicated that men and women form loyalty to business actors differently and under different conditions (Melnik et al. 2009). Dummy independent variables, which can only have the value 0 or 1, can be used to ascertain whether the presence or absence of a binary condition can have a statistical effect. When multiplied with other variables in a statistical model, it permits an examination of whether they have a stronger impact on the dependent variable if the condition is present. For the sake of brevity and keeping to the main purpose of the thesis, only the attitudinal type of loyalty will be used together with dummy variables in the secondary analysis.

Firstly, it may be possible that individuals of one gender exhibit a higher increase in ad performance from attitudinal loyalty. The survey used an initial gender question to ensure that male respondents would not be reading a sample of the lifestyle magazine intended for a female audience, and vice versa. This information allows for the creation of a gender dummy variable -  $D_1^G$  - with value 1 if the participant is one gender, and 0 if the other. This dummy variable can be multiplied with the internal loyalty variable, and added to the two primary regressions used to test the hypotheses.

It is also possible to test if reader loyalty to a publication has a greater impact on ad performance if the publication in question is a monthly lifestyle magazine or a daily newspaper, using a publication dummy -  $D_2^P$  - assigned the value 1 if the publication is a monthly magazine and 0 if not. Lastly, combination variables can be constructed for the purpose of testing if there are two-way interaction effects dependent on both a gender condition and a publication type condition. The resulting regressions for the secondary analysis are:

$$y_1 = \beta_1 x_1 + \beta_2 x_2 + \beta_3 x_3 + \beta_4 x_4 + \beta_5 x_5 + D_1^G + D_2^P + D_1^G D_2^P + x_1 D_1^G + x_1 D_2^P + x_1 D_1^G D_2^P + e$$

and

$$y_2 = \beta_1 x_1 + \beta_2 x_2 + \beta_3 x_3 + \beta_4 x_4 + \beta_5 x_5 + D_1^G + D_2^P + D_1^G D_2^P + x_1 D_1^G + x_1 D_2^P + x_1 D_1^G D_2^P + e$$

where, as previously,  $x_1$  is the attitudinal loyalty factor.

Table 7 contains the dummy and interaction coefficients from the secondary regressions, omitting the other factors and the constant for the sake of relevance and readability. The full tables are presented in Appendix E.

**Table 7 – Secondary regressions with gender and publication type dummy variables**

<b>Y<sub>1</sub> Recall (M)</b>	Beta	t	significance	$\sigma$	N	R <sup>2</sup>	Adjusted R <sup>2</sup>	$\sigma$
Monthly	0,082	0,541	0,59	1,017	104	0,752	0,722	1,772

Male	-0,56	-2,204	0,03	1,711
Male*Monthly	-0,035	-0,124	0,902	2,078
Loyalty*Monthly	0,18	1,176	0,243	0,281
Loyalty*Male	0,834	3,001	0,003	0,418
Loyalty*Male*Monthly	-0,2	-0,671	0,504	0,495

<b>Y<sub>2</sub> Attitude (M)</b>	Beta	t	significance	σ
Monthly	-0,494	-3,839	0	0,364
Male	-0,45	-2,094	0,039	0,612
Male*Monthly	0,102	0,419	0,676	0,743
Loyalty*Monthly	0,693	5,338	0	0,1
Loyalty*Male	0,732	3,114	0,002	0,149
Loyalty*Male*Monthly	-0,243	-0,961	0,339	0,177

<b>Y<sub>1</sub> Recall (F)</b>	Beta	t	significance	σ
Monthly	-0,112	-0,838	0,404	0,890
Female	0,094	0,495	0,622	1,272
Female*Monthly	-0,188	-1,91	0,059	0,719
Loyalty*Monthly	0,098	0,747	0,457	0,241
Loyalty*Female	-0,196	-1,096	0,276	0,308
Loyalty*Female*Monthly	0,358	3,522	0,001	0,222

<b>Y<sub>2</sub> Attitude (F)</b>	Beta	t	significance	σ
Monthly	-0,543	-4,633	0,000	0,331
Female	-0,292	-1,756	0,082	0,473
Female*Monthly	0,071	0,821	0,414	0,268
Loyalty*Monthly	0,651	5,610	0,000	0,090
Loyalty*Female	0,143	0,909	0,366	0,115
Loyalty*Female*Monthly	-0,014	-0,158	0,875	0,083

N	R <sup>2</sup>	Adjusted R <sup>2</sup>	σ
104	0,822	0,801	0,634

N	R <sup>2</sup>	Adjusted R <sup>2</sup>	σ
104	0,738	0,707	1,820

N	R <sup>2</sup>	Adjusted R <sup>2</sup>	σ
104	0,797	0,773	0,677

An overview of these additional regressions shows that attitudinal loyalty, regardless of publication type, has a stronger effect on ad performance among male individuals, as the Loyalty\*Male combination coefficient is 0,834 for recall and 0,732 for attitude, both being statistically significant. This would mean that attitudinal loyalty is more valuable to



publications the more their audience skews towards men, especially seeing as male participants overall have statistically significant lower recall and less positive attitude.

Another finding is that for both genders, ad attitude towards the ads in the monthly publication samples is less positive, yet higher attitudinal loyalty has a greater positive effect on ad attitude when the ads are embedded in a monthly magazine. This indicates that for monthly publications, attitudinal loyalty is a higher priority than for newspapers. Lastly, one two-way interaction effect is found in the regressions, as the Loyalty\*Female\*Monthly coefficient is significant at 0.358 when regressed on recall. Attitudinal loyalty thus has a stronger effect on recall when the reader is female and the publication is a monthly lifestyle magazine.

However, the findings for the secondary regressions come with some caveats. First, the publication samples were not selected with comparison with one another or representativeness for their respective publication categories in mind. In addition, multicollinearity for several variables in the secondary regressions are high (>5) or even severe (>15), meaning that small differences in the data may have an exaggerated impact on coefficients. The Durbin-Watson statistics for the four regressions did not reveal any severe negative or positive autocorrelation.

## 5. Discussion

### 5.1 Conclusions

The stated research question of the thesis was: *“In the study of engagement as a factor in advertising, is there a gap in the research that will allow for a study that can reveal a further element in print advertising performance, and thereby provide some practical utility for buyers and sellers of print advertising space?”*. The surveying of the research revealed that

publication loyalty had not been studied before, and the decision was made to design a study that tested its influence on ad recall and ad attitude. The research question has been answered in the affirmative by the results, as it appears that media practitioners can indeed take publication loyalty into account. The study was intended to test the concept of loyalty in a similar manner to how mood, cognitive priming, various advertising-context congruencies and other factors have been tested with regards to their effects on ad performance. In addition the data gathering would offer indication of whether reader's attitudinal loyalty to a publication has more of an effect than behavioral loyalty. The findings make it possible to make some statements regarding the channel effect, fulfilling the purpose of the thesis.

Notable is that attitudinal loyalty to a publication has a stronger relation with participant attitude to ads than the existing brand attitudes participants reported that they already had. This makes it possible to state that loyalty to a publication can transfer easily to its advertising, or that reading the publication inspiring loyalty puts readers in a receptive, positive state that benefits advertising. Having the audience of an ad recall it and view it positively are thresholds that need to be cleared on the path to increased sales, mind-space and other ad effectiveness measures. All other things held constant, a publication that can profess to have more loyal readers can and should argue that advertising in it will see better performance.

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Previous loyalty research has already documented that brand loyalty can increase the staying power of customers and bring other benefits, and the results show that print media actors can benefit from seeing attitudinal loyalty rather than satisfaction as the ultimate goal of their

activity, as you can have the latter without the former, but the former has additional effects on ad performance. As providers of printed ad space are in need of attracting advertising spending, and buyers of ad space need to improve the results of their investments in a saturated media environment, the print media sector and its customers have clear reason to accord more attention to attitudinal loyalty in the future

## **5.2 Hypotheses Discussion and Findings**

### **5.2.1 Managerial Implications**

Results do indicate that when readers express loyalty to a publication in addition to or despite the lack of strong publication valuation, ad performance improves. To cultivate a degree of loyalty in a reader is thus more fruitful than previous research indicates, as providing valued ad space to media planners and other marketing actors is what drives publication revenue. Both sellers and buyers of advertising space in print media have a cause to take greater interest in attitudinal loyalty, as it is less evident a factor than behavioral loyalty or household distribution metrics yet has significant bearing on ad performance. Adding measures of attitudinal loyalty to media consumer surveys should provide mutual benefits.

With the testing of ad recall and the results of the survey in mind, there seems to be a clear case for separating attitudinal loyalty from behavioral loyalty or behavior that can be construed as loyal, despite the fact that the latter can seem more important in the short-term. In the longer term, regular buyers without any real appreciation may become dangerous to take for granted. Independent reviews of their reading behavior could reveal they rarely and inattentively read the publication, harming its value in the eyes of ad space buyers. Furthermore, theory regarding status quo effects makes it conceivable that readers could have a long history of regular purchasing yet have a tenuous attachment, and this could hold true for publications as well. A short lapse in quality, a small change in content or the appearance of a substitute can lead to a more severe reduction in readership if readers are taken for granted based on past behavior.

Behavioral loyalty can manifest for various reasons, such as unwillingness to give up a known feature in regular life or out of a lack of motivation to go through with subscription canceling or accepting the switching costs. The cost of a subscription may be less visible to the consumer than regular buying, as it can be deducted regularly without an invoice in Sweden,

where the survey was distributed. This could increase the likelihood of a situation with long-term attachment without any real satisfaction or loyalty, especially if the cost is low or the subscription deal is seen as favorable compared to the prospect of occasionally buying issues in retail in the future, if the publication's content is sought after again. In such cases, a publication's readership is difficult to retain over time. In the same sense that inspiring attitudinal loyalty but no behavioral loyalty cannot generate stable revenues for a print media actor, behavioral loyalty with little attitudinal loyalty cannot create sustainable revenues.

This can indicate that behavioral loyalty, when measured together with other factors determining advert effectiveness, correlates more strongly with them, reducing its statistical effect on ad performance. It is also possible this is explained to a degree by the aforementioned status quo effects, which create reluctance to switch brand or cease the buying of a familiar brand despite a lack of satisfaction with or loyalty to it. This can lead to situations where readers often buy or read a publication out of habit or due to status quo effects, but lack a positive attitude to the magazine and its content, reducing ad performance.

### **5.2.2 The Effects of Loyalty**

Our experiment was designed to include a span of different measures that have been theorized as representative of either attitudinal loyalty or behavioral loyalty. This was intended to provide an exploratory examination of whether loyalty has a causal link to changed readership behavior. There is no clear research consensus regarding the causal relationship between attitudinal loyalty and behavioral loyalty, or which of the two are more valuable in terms of driving profitability, and the separation of loyalty into two components provided an opportunity for comparison. Furthermore, the research design included other individual factors that are likely to affect ad performance, in order to put the power of loyalty into proportion and avoid any spurious conclusions.

The results show that publication loyalty to a publication has a measurable effect on both ad recall and ad attitudes, even when controlling for their valuation of the magazine in general as well as their existing attitudes towards the advertised brands and how they feel towards print advertising. While publication valuation had the strongest positive effect on both ad attitude and recall out of the model's included factors, both types of loyalty remained significant. This is in line with previous theorizing regarding loyalty, namely that loyalty towards a product's

brand, while requiring some degree of satisfaction with the product, is somewhat independent from the satisfaction with the product itself. In other words, loyalty does not increase or decrease linearly with satisfaction and preference. Particularly for printed publications the results indicate that even usage of the product - the reading and the reaction to advertising material - differs if loyal sentiment towards the publication is present.

In marketing literature, loyalty is conceived as a strong intention to continue patronage, creating higher retention, higher chance of positive word-of-mouth and more. As has also been mentioned, loyalty is not tied to the physical part of the product or service despite it being the origin of the satisfaction, but to the more abstracted brand. In our experiment, participants were given only a brief publication sample presented digitally, a format that is unfamiliar to most. Despite the unfamiliarity and the limitation both in allowed reading time and amount of pages, more loyal readers still differ. This indicates that loyalty is to the publication's brand, and does not hinge on a familiar reading experience and the presence of a physical copy. The brand logo on the cover, the layouts or graphic design choices and perhaps other signifiers unique to the publication were sufficient to evoke the loyalty while reading and being exposed to the ads.

Further reviewing of the results reveals that attitudinal loyalty has a stronger effect on ad attitude than on recall. This is arguably intuitive, as attitudinal loyalty is mainly affective and then primarily impacts sentiments towards the ads or the reader's mood, rather than attentiveness and memory. The latter two are cognitive elements to reading, and seemingly the difference in cognitive processing of ads between readers is affected less by loyalty than by individual attributes. As to why loyalty has an effect on recall, it is possible that when reading a publication that is considered as credible and a source of good information, readers are more open and willing to consider an advertisement and its message rather than ignore it, despite its clear differences from editorial material.

As to how loyalty to a publication can have a psychological effect that in turn leads to improved ad attitudes, it is possible the feelings of trust in a publication transfers to featured advertisements, as these appeal to a reader's emotions and credulity. Another possibility is that readers with a loyal relationship to a publication are placed in a better mood, coloring the

impressions of all material, editorial or not. It can also be theorized, based on previous research, that a reader that has advanced from satisfaction and preference to loyalty sees the publication as a trusted “voice”, whose communication warrants higher liking and attention.

The theories and research of Aaker, concerning brand personalities and the attribution of traits to brands that can also be applied to persons (e.g. “sincere” or “rugged”), may be capable of explaining why loyal readers “listen” more to the publication, even when its content consists of commercial offers. If the reader feels that the publication’s “personality” has similarities to her own, the publication may be partially humanized in the mind of the reader, changing how its content is processed. Additionally, a personal connection to a publication’s editorial staff or featured columnists may transfer to embedded advertisements, despite their having no creative influence over them.

### **5.2.3 Interaction Effects**

While unrelated to the purpose of the thesis, the additional regressions including dummy variables for gender and publication type provide sufficient basis for some further discussion, albeit with some caveats, as the samples were not designed for comparisons and multicollinearity is high. Ad performance was lower among men, and benefitted more from a higher level of attitudinal loyalty when the participant was male. However, drawing conclusions as firmly from the secondary analysis as from the primary is not recommended, for the aforementioned reasons. It is possible that the publication sample from the lifestyle magazine for men was selected poorly, making for less interesting reading or less memorable ads than for female participants. The same caveat applies to the finding that attitude to ads in the monthly lifestyle magazine was significantly less positive for both genders.

Less easy to attribute to limitations of the methodology and survey design are the findings that a participant’s attitudinal loyalty has a statistically stronger effect on ad attitude when the publication in question is a monthly lifestyle magazine. One explanation is that the advertising in the newspaper sample were overall more appealing to reason than emotion, with a larger proportion of copy and detailed information. Comparably, the ads from the two magazine samples appealed to emotion and sensation, with a small proportion of copy. This could make attitudinal loyalty more important for ad attitude, as the ads themselves do not use reasoning or information to generate trust.

Also of interest is the attitudinal loyalty's stronger effect on ad performance when the participant was male, regardless of publication. The empirical research on loyalty and its causes conducted by Melnyk et al. found that women overall show loyalty towards individual service providers (such as a local establishments represented primarily by one person) or individual employees in cases where frontline-employee and customer interaction is prominent. Men, meanwhile, were more likely to form loyalty to groups of people or companies. It is possible that the participants in the study think of publications as either the work of commercial companies or as groups of people. Possibly, increasing loyal commitment in a female readership would involve highlighting individual contributors and editorial staff, while a male readership could respond better to efforts at building a sense of community whether with the editorial staff as a whole or with other readers of the publication.

### **5.3 Limitations and Suggestions for Future Research**

Loyalty in this thesis' conception is a state that is distinct from preference and positive valuation, similar to how Torres-Moraga models a progression from product preference and satisfaction to a brand-focused and abstract relationship. The methodology chosen passively examined ad performance as participant loyalty to the featured publications varied randomly. An effect of lacking a clear treatment or manipulation is that no manipulation check was possible. Such a manipulation check could have increased the confidence of a claim that an observed change in ad performance is attributable to the loyalty levels indicated by the questionnaire responses.

As a result of the survey design, only short-term ad retention and recall in the participants could be measured. While loyalty increased attentiveness to ads, this is of moderate importance if the impression is fleeting and loyalty does not increase the chance for future recall and increased purchase intention. As short-term and long-term memory are distinguished in psychology, there is no empirical basis for claims that attitudinal or behavioral loyalty improves recall of ads the following day - or even the hour following exposure - due to the lack of a follow-up component to the survey. As even a positive attitude towards an ad will fade if the ad itself is not recalled, this means that the causal link between higher publication loyalty and better ad performance is not fully affirmed by the thesis, and leaves room for a future study that incorporates a delay between exposure and recall testing.

One methodological limitation is the decision to measure participant attitudes towards the

featured ads in aggregate, without measuring the respective opinion for each recalled ad. This was due to concerns over participant fatigue and willingness to complete the survey with considered answers. However, it closed the possibility of measuring the interaction effects between publication loyalty and the attributes of the ad contained therein. As internal loyalty is an affective state related to trust and devotion, there is a possibility that, for example, ads appealing to readers' sense of trust and credibility rather than evoking positive sensory associations will see a greater benefit from attitudinal loyalty. However, it could also be conceived that the emotional nature of loyalty will augment the effects of emotional rather than rational ads more. Ad-specific attitudinal questions, together with further psychographic measurements of participants and a control for the systematical readership differences covered by Appel (1987) would allow for research investigating which types of print advertising derive the most benefit from publication loyalty.

Another limitation was the usage of real ads with non-fictitious brands, thereby introducing the risk of bias from the participants having already existing attitudes to the brands and their associated products. While the questionnaire included questions intended to measure existing attitudes to the brands, allowing for the regressions to account for their effect on results, the usage of mock-up ads with fictitious brands that no participants have experience with would probably increase the validity of the results by providing a cleaner assessment of the impact of publication loyalty on ad performance.

The experimental design in this situation was limited by the level of information access. Registries of subscribers are obviously confidential, and this makes it difficult to prepare a sample of a publication's subscribers to compare with a random control group. In addition, the inherent effects of a certain publication's readership entails that more than one publication would have to be approached for cooperation. While more time-consuming, such a research effort could more easily compare how readers process printed media depending on the duration of their experience with it. In addition, the reading experience could be made completely authentic with such an experimental design, potentially leading to results with higher external viability.

However, it could be argued that loyalty and the mental state it evokes is not tied to the reading experience - which is, in terms of manual interaction and basic format, identical for each print publication - but to the recognizable brand attributes of the publication, such as the



logotype, layout choices and fonts used. In the survey, authentic ads were interspersed with authentic publication pages and the reading section began with a genuine magazine cover to ensure recognition. There is research value in investigating which elements of a publication are needed to induce recognition of a publication and evoke loyalty to the effect of changing a reader's behavior and ad processing. What would occur if different parts of the publication's content were altered or removed? Would readers who have previously expressed loyalty to a publication react differently to its content, e.g. embedded ads, if these changes were made? Such experimentation may indicate if there is one or more particular visual element in publications that is needed to cause psychological changes in loyal readers.

This thesis has provided empirical support for the claim that individuals will have better recall and attitude towards ads if they are embedded in a print publication that inspires their loyalty. However, the design of the methodology and the following analysis cannot provide much indication as to how these feelings of loyalty are inspired. The data suggests increasing satisfaction is not a certain path to loyalty, and also that loyalty may be beneficial to publications. It is therefore of interest to conduct research into what parts of the reading experience are more instrumental in loyalty development. There is perhaps potential here for qualitative research that can investigate the psychology behind publication loyalty in greater detail. For example, content analysis of studied publications could be compared with the loyalty levels of long-term readers and subscribers, with the goal of finding possible relationships between publication content and the development of loyalty towards it.

Another limitation of the generalizability stems from the characteristics of the sampled population. While the publications used derive from two different categories (daily news and monthly lifestyle) and the age span of the respondents was less constrained than expected, the data only reflects a small sample from a segment of the print medium. A larger study covering more types of publications while measuring a larger number of psychographic and demographic attributes of the respondents could provide media actors with more information as to under which circumstances and for which readers higher loyalty has stronger effects.

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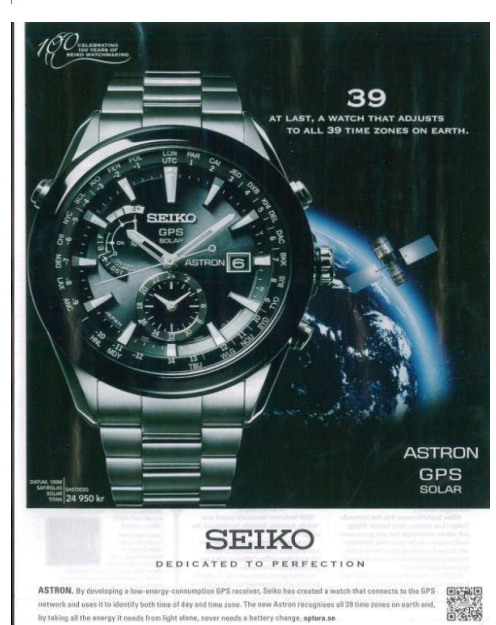
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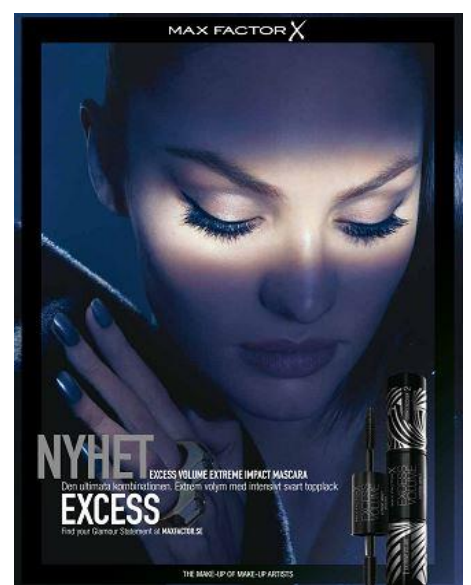
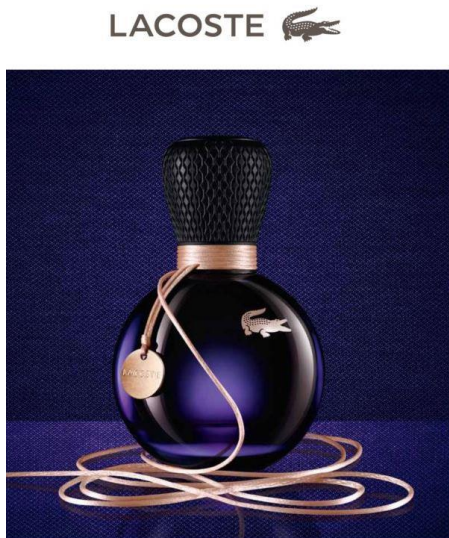


## Appendix B





## Appendix C



## Appendix D

Q1

☐

Vilket år är du född? Skriv ut hela året, exempelvis 1988

Q2

☐

Är du en man eller en kvinna?

☐

Man

☐

Kvinna

Q3

☐

	Stämmer inte alls (1)	2	3	4	5	6	Stämmer fullständigt (7)
Jag är generellt sett positivt inställd till reklam i tryckta medier	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Jag är generellt sett negativt inställd till reklam i tryckta medier	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Jag gillar reklam i tryckta medier	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Jag upprörs av reklam i tryckta medier	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Jag läser gärna annonser i tryckta medier	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Jag försöker undvika annonser i tryckta medier	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Jag irriteras av reklam i tryckta medier	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q4

☐

Såg du en annons någonstans i publikationen?

☐

Ja

☐

Nej

Q5

☐

Minns du vilket varumärke den annonserade produkten gällde? Om du gör det, skriv ned varumärkets namn:

Q6

☐

Minns du vad det stod i annonsens rubrik? Om du gör det, skriv ned allt du minns:

Q7

☐

Minns du vad det stod i annonsen förutom dess rubrik? Om du gör det, skriv ned allt du minns:

Q8

☐

Vad föreställde bilden i annonsen? Om du minns något, beskriv det:

Q9

☐

Dessa påståenden gäller just nämnda varumärke:

	Stämmer inte alls (1)	2	3	4	5	6	Stämmer fullständigt (7)
Jag gillar varumärket	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Jag gillar varumärkets produkter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Jag kan relatera till varumärket	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Jag anser att varumärket är pålitligt/tillförlitligt	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
De värderingar varumärket står för överensstämmer med mina egna	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

### Q10 (1) - DN/Plaza

☐

Vilka av följande varumärken minns du att publikationen annonserade? Kryssa för de du minns med säkerhet:

- ☐ Gant
- ☐ LaCoste
- ☐ Tele2
- ☐ Max Factor
- ☐ Hyundai
- ☐ Gran Fondo Stockholm

### Q10 (2) - DN/Café

☐

Vilka av följande varumärken minns du att publikationen annonserade? Kryssa för de du minns med säkerhet:

- ☐ Synsam
- ☐ Tele2
- ☐ L'Oréal
- ☐ Seiko
- ☐ Hyundai
- ☐ Gran Fondo Stockholm

### Q11

☐

	Stämmer inte alls (1)	2	3	4	5	6	Stämmer fullständigt (7)
Jag gillar/tycker om annonserna	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Annonserna är dåligt gjorda	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Jag anser att annonserna är intressanta	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Annonserna är smakfulla	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Jag kan relatera till annonserna	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Jag vill ha mer information gällande annonserna	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Jag anser att annonserna är informativa	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Annonserna fick mig att vilja köpa produkterna ifråga	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Jag uppmärksammade annonserna	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## Q12

☐

Har du tidigare läst de sidor du just precis ägnade uppmärksamhet åt?

☐

Ja

☐

Nej

## Q13

	Stämmer inte alls (1)	2	3	4	5	6	Stämmer fullständigt (7)
Magasinet är viktigt för mig	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Jag känner en personlig sambandighet med magasinet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Jag skulle bli upprörd om magasinet upphörde att existera	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Det är svårt att föreställa sig [tänka sig] ett bra substitut till magasinet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Jag anser att magasinet är relevant och nyttigt för mig	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
De värderingar som magasinet står för överensstämmer med mina egna	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Jag skulle fortsätta köpa/läsa magasinet fastän liknande alternativ existerade	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Jag skulle fortsätta köpa/läsa magasinet regelbundet fastän priset ökade	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Jag skulle fortsätta köpa/läsa magasinet fastän det på kort sikt upplevde problem	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## Q14

☐

	Stämmer inte alls (1)	2	3	4	5	6	Stämmer fullständigt (7)
Jag skulle rekommendera magasinet till en bekant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Jag kommer att fortsätta läsa magasinet i framtiden	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

### Q15

☐

	Har aldrig läst magasinet	Under 25 %	Mellan 25-50 %	Mellan 50-75 %	Över 75 %	100 %	Vet ej
Hur stor procentuell andel av magasinets upplagor [nummer?] läser du?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hur stor procentuell andel av magasinets upplagor [nummer?] köper du?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

### Q16

☐

	Har aldrig läst magasinet	Under 6 månader	Mellan 6 månader och 1 år	Mellan 1-3 år	Mellan 3-5 år	Över 5 år	Vet ej
Hur lång tid har du läst magasinet?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hur lång tid har du köpt magasinet?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

### Q17

☐

	Stämmer inte alls (1)	2	3	4	5	6	Stämmer fullständigt (7)
Jag blir glad av att läsa magasinet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Jag anser att magasinet håller en hög kvalité	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Jag litar på magasinet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Jag reflekterar ofta över magasinets innehåll	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Jag anser att magasinet är inspirerande	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## Appendix E

<b>Y<sub>1</sub> Recall (M)</b>	Beta	t	significance	σ
(Constant)		-0,002	0,998	1,429
Attitudinal Loyalty	-0,003	-0,028	0,978	0,336
Behavioral Loyalty	0,163	2,432	0,017	0,184
Brand Attitude	0,185	2,712	0,008	0,185
Print Advertising Attitude	0,038	0,668	0,506	0,211
Publication valuation	0,34	4,497	0	0,208
Monthly	0,082	0,541	0,59	1,017
Male	-0,56	-2,204	0,03	1,711
Male*Monthly	-0,035	-0,124	0,902	2,078
Loyalty*Monthly	0,18	1,176	0,243	0,281
Loyalty*Male	0,834	3,001	0,003	0,418
Loyalty*Male*Monthly	-0,2	-0,671	0,504	0,495

<b>Y<sub>2</sub> Attitude (M)</b>	Beta	t	Significance	σ
(Constant)		1,206	0,231	0,511
Attitudinal Loyalty	-0,01	-0,115	0,909	0,12
Behavioral Loyalty	0,118	2,075	0,041	0,066
Brand Attitude	0,158	2,75	0,007	0,066
Print Advertising Attitude	0,064	1,321	0,19	0,075
Publication valuation	0,243	3,806	0	0,074
Monthly	-0,494	-3,839	0	0,364
Male	-0,45	-2,094	0,039	0,612
Male*Monthly	0,102	0,419	0,676	0,743
Loyalty*Monthly	0,693	5,338	0	0,1



Loyalty*Male	0,732	3,114	0,002	0,149
Loyalty*Male*Monthly	-0,243	-0,961	0,339	0,177

<b>Y<sub>1</sub> Recall (F)</b>	Beta	t	Significance	σ
(Constant)		-1,83	0,070	1,254
Brand Attitude	0,223	3,293	0,001	0,184
Print Advertising Attitude	0,033	0,566	0,573	0,216
Attitudinal Loyalty	0,214	2,817	0,006	0,256
Behavioral Loyalty	0,166	2,285	0,025	0,200
Publication valuation	0,370	4,88	0,000	0,208
Monthly	-0,112	-0,838	0,404	0,890
Female	0,094	0,495	0,622	1,272
Female*Monthly	-0,188	-1,91	0,059	0,719
Loyalty*Monthly	0,098	0,747	0,457	0,241
Loyalty*Female	-0,196	-1,096	0,276	0,308
Loyalty*Female*Monthly	0,358	3,522	0,001	0,222

<b>Y<sub>2</sub> Attitude (F)</b>	Beta	t	Significance	σ
(Constant)		0,134	0,894	0,466
Brand Attitude	0,193	3,228	0,002	0,068
Print Advertising Attitude	0,070	1,354	0,179	0,080
Attitudinal Loyalty	0,130	1,939	0,056	0,095
Behavioral Loyalty	0,096	1,500	0,137	0,075
Publication valuation	0,288	4,324	0,000	0,077
Monthly	-0,543	-4,633	0,000	0,331
Female	-0,292	-1,756	0,082	0,473
Female*Monthly	0,071	0,821	0,414	0,268
Loyalty*Monthly	0,651	5,610	0,000	0,090
Loyalty*Female	0,143	0,909	0,366	0,115

Loyalty*Female*Monthly	-0,014	-0,158	0,875	0,083
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