

Communicating Co-Created Products: New Is Not Always Better

Co-creating products with customers is a growing trend, especially among businesses within consumer goods. Social networking sites have shown to be commonly used in this process. What is uncertain is whether this media choice is the best option for the final communication phase of these products. The purpose of this paper is thus to examine whether social networking sites can provide a higher ad value compared to traditional media when communicating co-created products. To fulfill this purpose, an ad value framework was used and a quantitative experiment was conducted, exposing respondents to different stimuli with different combinations of products and media contexts. The findings contribute to the research field of co-creation by concluding that the media does matter and that co-created products have a higher perceived ad value when communicated in a traditional media context, not a social media context. The ad value of such ads can be further enhanced by focusing on the right characteristics depending on the media choice.

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1 Introduction

This chapter will give an introduction to the area of the study with introductory words followed by a background to the study area. Thereafter the problem area will be presented, explaining the existing gap found by the authors. This will be followed by the purpose of the paper, the formulated research question and definitions of commonly used terms. The chapter is ended with the expected contributions followed by delimitations and an explanation of the general outline of the paper.

1.1 Background

1.1.1 Introductory Words

Mountain Dew, Threadless, McDonalds and Findus. These are just a few examples of companies within the FMCG industry that are making use of customer's creative minds and getting them involved in different phases in the new product development (NPD) process. "Customer-made" has become a trending label for businesses and it is certainly something that can be more expected in the future. With the increased globalization of businesses, skills and knowledge of hundreds of millions of consumers around the world is something that companies are making use of (Trendwatching, 2006).

In the spring of 2012, the Swedish food company Findus experienced decreasing sales figures within the wok category and the development within the category had stagnated. Even though they were market leaders within the category at the time, Christina Andersson, brand manager at Findus, felt that something needed to be done in order to keep the market leader position and give the product category a boost. As an attempt to make things happen, Findus introduced a campaign called "Min Favoritwok" ("My Favorite Wok"). Consumers were encouraged to mix their own vegetables and make their own wok mix by using a software tool

on Findus' website. Christina and her team would then choose the best and most reasonable wok and ultimately one wok would be produced as a limited edition. The campaign resulted in far better results than expected. The wok was so appreciated by Findus' customers that it today stands as a standard product in their offering (Wok Spicy Zanju) and it is still much appreciated.

This example illustrates how companies, especially within the FMCG sector, can make use of customer's creative minds and create valuable products. This type of collaboration between customers and companies is also known as co-creation and is in large the subject of this thesis.

1.1.2 The Evolution of Co-Creation

The phenomenon of co-creation has been presented in different shapes and aspects since the 60s, but under different names such as user empowerment or user innovation. The concept of co-creation was first popularized by Prahalad & Ramaswamy in their HBR article "Co-Opting Customer Competence" (Prahalad & Ramaswamy, 2000). What they did was move the consumer from outside the NPD to a position where they were part of the value creation process together with the firm. This shifted the consumer from passive to active and empowered them in the NPD. The reason behind the attractiveness of this shift is due to an information asymmetry (von Hippel, 2005). The producers will always have the expertise of producing a product, doing product testing and conducting sales, but the consumers are for most times more suitable to decide their actual needs and desires. Von Hippel (2005) illustrates this as consumers having "high fidelity" (complex) needs while managers (producers) only can grasp a "low fidelity" level of the actual customer needs and demands.

The traditional NPD process is therefore a quite expensive, slow and complicated process (von Hippel & Katz, 2002). Instead of having brand managers and market experts making decisions upon research, previous knowledge and trends, co-creation enables a direct answer from the consumers of what actually is desired and what they would pay for.

What made the big shift to co-creation and empowering users possible can be connected to the advent and breakthrough of Internet in the early 90s (Jeppesen & Molin, 2003; O'Hern &

Rindfleisch, 2010). Firms such as Linux (operating system) and Firefox (web browser) grew in size and influence thanks to their reliance on user innovation and are still very strong actors. The arrival of Internet along with other technical trends facilitated interactivity with and among consumers. Laptops and PCs became common household products and more and more consumers take their hobbies and interests online to learn more and meet others with similar interests. Some areas such as computer games and programming got an understandable head start on this previously untapped source into consumer interaction. Consumers could now combine knowledge and collaborate to a greater extent than previous when they were limited to face-to-face interaction or written knowledge (von Hippel, 2005). Inviting consumers to collaborate, communicate and be a part of the NPD process now became more common as this was facilitated by various online solutions (Sawhney et al., 2005; Ogawa & Piller, 2006; Mulhern, 2009).

With the development of Internet, we have moved from a one-way communication system (Web 1.0) to a more interactive communication system where users and senders interact through social systems (Web 2.0). Today information flows *across* people, as information does not only go from big companies or governments down to the public. This change in information flow has been called a *horizontal revolution* (Tuten & Solomon, 2013) and has changed the way we live and communicate. Along with this evolution, companies have come to understand that they need to change the way they interact with consumers, hence it has come to add a fifth P to the traditional 4Ps, which is Participation (Ibid). As a consequence, collaboration and involvement are becoming more important for the NPD process of companies, which is why firms, especially within the FMCG industry, develop co-creation strategies.

1.1.3 The Evolution of Social Networking Sites

With the rapid digitalization and the advancement of communication technologies, the new hybrid element of the marketing mix has been known as social media (Mangold & Faulds, 2009), or social networking sites (hereinafter SNSs). The concept of social media is wide and consists of social online networks (e.g. Facebook, Twitter and LinkedIn) and multimedia sharing

sites (e.g. Youtube and Instagram). As consumers on social media share their experiences with their friends, they are creating free word of mouth (WOM) marketing for companies. The web as a marketing tool, and SNSs in particular, is thus an effective tool for marketers when creating strong brands and gaining competitive advantages (Tiago & Veríssimo, 2014). This is something that companies have come to realize and consequently no company can dare to be absent on the social media platforms and the social media presence can no longer be seen as a side activity. According to eMarketer (2011), a large number of firms in the UK and the US marketed their products through social media in 2011. In fact, advertisers are increasing their advertising budget for social media and some even have a separate budget for advertising through it (Nielsen, 2013). As such, it provides a platform for firms to engage in timely and direct contact with end-consumers (Kaplan & Haenlein, 2010). It can therefore be used as a tool for companies to develop more trustworthy relationships between the two sides by interacting and replying to customers' opinions and comments.

As participation has become an important part for companies, social media are not only becoming a more frequently used platform for advertising, they have also become more useful in reaching and engaging consumers in new product development (Roberts & Candi, 2014). Examples of companies such as P&G, Del Monte, Dell and Nokia show that NPD in combination with social media is an effective tool in engaging consumers (Nambisan & Nambisan, 2008). Pepsi's concept for Mountain Dew "DEWmocracy" is also a good example of a company making use of the social media to come up with creative ideas that are traditionally made internally by employees. The company engaged consumers through Facebook, YouTube and Twitter to determine flavor, color, packaging and names of the new products (Zmuda, 2009).

1.2 Problem Area

Up to today, research in the field of co-creation has mainly focused on the co-creating consumer (Fuchs & Schreier, 2011; Hoffman et al., 2010), the toolkits of co-creation (Randall et al., 2005; Schau & Gilly, 2003; Von Hippel & Katz, 2002) the relation between co-creation and consumers' perception of the firm (Schreier et al., 2012), the brand (Fuchs et al., 2013) and the

products (Franke et al., 2006). There is however a gap in existing academia regarding the media used when communicating co-created products. In addition, knowing the “how” in the communication process of co-created products depending on the media choice is something that can have a big impact on the effectiveness of the communication, which of course is of great value for anyone researching in co-creation. The challenge for practitioners however is more related to the hype that has been created around SNSs but also the increase in ad dollars, which will be explained in more detail below.

1.2.1 The Hype of SNSs

Using social networking sites (SNSs) in the product development process, particularly in the product launch phase, has shown to relate positively to perceived innovativeness of the company. However, according to recent research by Roberts & Candi (2014), the relation to market growth and profitability has shown to be poorer. According to the mentioned research there is a possibility that a so called hype cycle has been created, where a progression of an emerging technology goes from over enthusiasm to disillusionment to an eventual understanding of its usefulness (Fenn & Raskino, 2008). Companies seem to not realize the benefits of using SNSs when communicating new products; they do it as it has become a “hype”. Also the fact that digital media channels have become less effective as opposed to more traditional ones like TV or newspaper (Cho & Cheon, 2004) makes the claim of a so-called hype cycle more relevant. This leads to further questions regarding the effects of using SNSs in combination with co-creation as many firms do, and especially in the launching process of such products.

1.2.2 The Increase in Ad Dollars

The problem area is further related to the increase in ad spending by firms. A study by Cheong et al. (2014) shows that approximately 61% of top advertisers are inefficiently using their ad dollars and are overspending by an average of 34%. Their analysis shows that advertisers in the US are not improving their ad spend efficiency. Up to 2012, web advertising did not have any

overall impact on efficiency. These findings, in combination with the hype effect of the SNS as a communication tool explained above, raises the question whether firms can be more effective in their communication and spend their ad dollars more effectively.

1.3 Purpose and Research Question

Consumers in today's modern society can with little to no effort stay connected to the Internet through smartphones, laptops and tablets around the clock and drastic changes in media habits have come as an expected result to that. Social networking sites such as Facebook and Twitter dictate the agenda with almost absurd user counts. Since firms follow the users, social networking sites have become a necessity to every firm with some degree of customer focus; if it is not on Facebook, it is not happening. As previously mentioned, this hype cycle keeps on spinning with the addition of corporate ambitions to co-create with consumers. The cost-efficient promises of innovative and market-attractive NPD when interacting directly with users in an online environment such as Facebook makes co-creation highly attractive. Continued communication and advertising on social networking sites then becomes an intuitive choice. Why not use these earned media channels with their direct and easy access to consumers? Is this hype on social media fitting; is it truly the best-suited media when it comes to communicating co-creation?

On a general level, this thesis will examine whether SNSs are equally suitable for the advertising of the co-created product as it is for the previous parts of the co-creation process, or if the choice of SNS can be considered as an aspect of the hype cycle. Can traditional media possess properties that would make it more suitable for advertising of co-created products and thereby create understanding of its usefulness? This paper will compare two different types of media, social networking sites and traditional media, and examine whether one is more effective in respect to advertising value (ad value).

Furthermore, the authors aim to examine what the potential reasons behind the difference or similarity in ad value are. As empirical evidence from e.g. Findus and Pepsi has proved that SNSs

are effective when communicating such campaigns and products, it is interesting to investigate whether the effectiveness can be explained by the perceived fit of such ads on SNSs or simply by the different characteristics of an ad communicating co-created products. With this in mind, the thesis aims to answer the following questions:

Can social networking sites provide higher ad value than traditional media when communicating co-created products, and what can explain this outcome?

1.4 Definitions

Co-creation

The concept of co-creation can for an outsider seem unclear and broad. In this thesis multiple definitions of the extensive co-creation will be used. Formulations such as lead-user innovation or user empowerment will be considered as renditions from individual researchers or institutions rather than different aspects of the phenomenon.

This thesis will continue to work with a rather broad definition of co-creation concerning how companies are empowering and actively making use of its users. The concept of co-creation in this paper will however vary from the explanation from Vargo and Lusch's (2004) research about service-dominant logic where a constant value creation together with the customers have set consumer values within the product. This is done on the basis that the communication and advertising to consumers demand a degree of tangibility in order to be communicated.

Internally developed products

Internally developed products (IDPs) are defined as products that are not co-created, i.e. traditionally developed products that are produced without the help of consumers.

Social media

Social media is found on Internet sites such as message boards, social networking sites, blogs, video and picture sharing sites and it builds around the end-user as content generators. Kaplan

& Haenlein (2010) define it as “... a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user-generated content”.

User-generated content

The definition of user-generated content, or UGC, includes all content (texts, photos, videos etc.) that are published on the Internet by the general public (Daugherty et al., 2008).

Social Networking Sites

Social networking sites (SNSs) are the main part of social media (when it comes to users) and include Facebook, MySpace, LinkedIn as well as smaller niched sites that fill a function as user-interaction communities.

Traditional media

Traditional media, or old media as it also can be called, are the grouping of ways to communicate before Internet. It is one-way communication from one specific actor and can be defined as what is not covered by today's social media.

Advertising value

Advertising value is based on the previous work by Ducoffe (1995, 1996) and is “a subjective evaluation of the relative worth or utility of advertising to consumers”. The advertising value is something that will result in a consumer attitude that in return can lead to a behavior. Out of convenience, advertising value will be referred to as ad value throughout the paper.

Advertising efficiency

This paper will define advertising efficiency in the same way as ad value, i.e. something that create value, attitudes and affect behavior.

Congruence

The similarity and compatibility between two parts that make them seem to belong and fit together.

Media context

Media context is defined by De Pelsmacker et al. (2002) as the characteristics of the content of the media in which an ad is inserted.

1.5 Expected Contributions

The aim of this paper is to contribute to marketing research in several ways. First of all, the authors want to contribute to the research field of co-creation by exploring which media type that is most effective when communicating co-created products and the different aspects that may emerge and affect the effectiveness of the ad, i.e. the ad value. In particular, the thesis will fill a gap in the research field of co-creation by exploring how different aspects of an ad communicating a co-created product affect the perceived value of the ad.

This will hopefully contribute to the Ad Value model by Ducoffe (1995, 1996). The framework will be used in a different way compared to how it has been used in earlier studies. Instead of measuring the ad value for the media itself, the framework will be employed to measure ad value for the specific ad. Even though the main focus is to contribute to the research field of co-creation, the thesis will also show how Ducoffe's model can be used in a different way.

Additionally, the conclusions of this paper will hopefully contribute to research in the field of media context effects. By exploring whether consumers perceive an ad context congruence for advertising communicating co-created products, not only marketing practitioners will get valuable insight in turn of decisions regarding media choice, but researchers within the research field of media context effects will get a better understanding of how and if co-created products fit in specific media contexts.

1.6 Delimitations

In order to achieve the aims of this thesis and create a beneficial research contribution to the academic world several delimitations were made given the limitations in resources and time.

The choice of media vehicles for the conducted experiment was narrowed down to social networking sites (Facebook, LinkedIn, Twitter etc.) and the broader construct of traditional media (print, OOH, TV commercials, DM). This distinction was made according to the hype cycle that has been discovered in today's usage of social media (Fenn & Raskino, 2008). With social media being the media in focus, the choice of traditional media was made as a natural opposite, i.e. what social media is not. The comparison between social and traditional media is previously established in marketing communication (Logan et al., 2012). Furthermore, the choice of SNS, Facebook, is connected to the thesis topic and the co-creation with consumers. Other social media such as Twitter and Instagram are more specific in their intended interaction with consumers. Facebook on the other hand is broad in its usability and has been used by firms in the NPD process, which makes it most relevant for this study.

The product chosen for the study was a FMCG product, more specifically müsli. This choice was something that was based on previous empirical examples and studies (Schreier et al., 2012). As FMCG is a fast changing industry and the use of co-creation is a growing trend, it is most relevant to examine the effects of co-creation in this specific industry. Moreover, the choice to only use one product was made, as the main purpose of the thesis was to examine the effects of co-creation. By having a more generic product like müsli, the focus is shifted from the specific product to the actual message of the ad.

As there is a lack of academic research conducted on ad value measuring the components of only the ad and nothing else, the authors used a model from previous research measuring the value of advertising on the media in general, and modified it. Studies measuring advertising equity (Rosengren & Dahlén, 2015) were not considered, as the purpose of the study was to only measure the effectiveness of the ad, independent of earlier ads from that specific brand.

1.7 Disposition

The structure of this thesis is divided into 7 main parts: introduction, theory, methodology of the main study, results & analysis of the main study, methodology of the post study, results & analysis of the post study and finally discussion.

After the *introduction*, which describes what the basis of the study is and the expected contributions, an explanation of previous research will be made. The reader will be provided with the previous research that has built the basis for the study. These are linked together in a deductive way leading up to the hypotheses.

With previous research in mind, a description of the chosen *methodology* for the main study will be made. The reader will be provided with a description of how data was collected, which variables that were used, what tools that were used to analyze the data and also how and why a pre study was conducted. Thereafter, the data of the main study will be reported and analyzed in line with the hypotheses in an assembled *results & analysis* chapter.

A methodology chapter for the performed post study will then be presented with a following *results & analysis* chapter for that same study. These chapters will provide the reader with a better understanding of how and why a post study was conducted as well as what it lead to.

The whole paper will be finished with a *discussion* chapter. This chapter will answer the research question in accordance with the results and the analysis and will then be settled with implications for practitioners and researchers.

2 Theory

This chapter will present a description of previous research that have formed the core of this paper. Empirical examples of the use of co-creation will be described as well as how this phenomenon has been used in earlier studies. Also, a description of ad value and the factors related to it will be made. The chapter is then concluded with the hypotheses and the theoretical framework. After this chapter, the reader should have a good understanding of the subject, what the focus of the paper is and why the method was formulated as it was.

2.1 Paradigm Shift: Traditional vs. New Media

Consumers of today are turning from traditional sources of information to different types of SNSs to make decisions regarding consumption and information sharing, consumers are taking more control and getting more on-demand and immediate access to information (Vollmer & Precourt, 2008). As a consequence, consumers perceive social media as a more credible source of information than corporate sponsored communications (Foux, 2006).

Firms can influence consumers' attitudes and movements through the process by choosing different types of media within the SNS. The different types of media have been explained as paid media, earned media and owned media (Tuten & Solomon, 2013). According to Ana Margarida Baretto (2013), recommendations or earned advertising should be the focus for any firm that focuses on online campaigns, specifically on SNSs. The social component that is achieved in such ads transfer the feeling of trust, thus legitimizing the ad, which cannot be achieved by paid media. In fact, Facebook began testing ads on the "News Feed" page of non-fans of the advertised ad, thus moving away from the banner ads and making the advertising more personalized. This was introduced as a trial in 2007 (Protalinski, 2012), but was finally reality at the beginning of 2013 (Ibid). O'Reilly (2013) argue that the Facebook banner ads will

turn redundant in the future and that the real value of Facebook is advertising based on the user data on other sites, not on Facebook itself.

What can stand against Facebook as an efficient media for advertising is the mixed environment that is a cornerstone of the concept itself. The advertising and marketing messages share space with user generated content (UGC) and the user most often prefer content from peers rather than commercial messages (Hadija et al., 2012). Other traditional media channels have a clear distinction between content and advertising; TV make commercial breaks and radio broadcasts have either commercials or music/talk, not a mix of the two. The benefits of word of mouth have been cleared in previous research (Keller, 2007) which underscores the impact of UGC compared to the owned or paid advertising that are mixed in with the other content. Hadija et al. (2012) found that only 20% pay notice to the ads on SNSs and 40% do not notice them at all. 80% do not recognize any specific brands in the ads. These findings show that the SNS users phase out the ads due to their lack of interest, not due to negative opinions toward ads and what they might contribute in terms of clutter or similar.

Ad clutter has previously been recognized as a factor that reduces the effectiveness of advertising and causing avoidance behaviors and memory interference (Elliott & Speck, 1998; Hammer et al., 2009; Jeong et al., 2011). There are however different ways to minimize the effects of ad clutter. One possible way to do this is by using media contexts properly which can make certain needs more salient and stimulate the motivation to pay attention to ads. This will be discussed in more detail as we proceed.

The low impact that ads on SNSs have on consumers can be connected to Lee et al.'s (2014) research on the actual content. Although they have engagement as their independent variable, other antecedent to engagement such as attitude should have the same triggers. In their study they divide content into persuasive or informative where persuasive content has a positive impact on engagement and informative content leads to negative effects. In their study, content that is personal, emotional, humorous and social is seen as persuasive and price, place,

availability, technical aspects etc. are seen as informative content. The study clearly states that the SNS content strongly benefits from a personal angle and the lack thereof can very likely be connected to the phasing out that Hadija et al. (2012) came across.

2.2 Co-Creation

The upsides of co-creating new products and concepts together with users is multiple and quite intuitive. One of the main reasons is undeniably the high commercial attractiveness that comes with having the actual consumers dictate, design or vote on what they desire and, in the long run, are more likely to pay for. Consumers participating in co-creation are often seen as knowledgeable and more interested in their area of expertise, which makes them more keen to solve personal needs and innovate products on the very edge of market place trends (Franke et al., 2006; Schreier & Prüggl, 2008). With regular consumers as innovators, firms increase the chance of unexpected and innovative products being produced (Jeppesen & Molin, 2003).

The benefits of co-creation have been discussed in terms of improved innovativeness, efficiency gains and improved quality (Hoyer et al., 2010; Payne et al., 2008; Prahalad & Ramaswamy, 2000). However, the regular NPD conducted by a skilled R&D department or similar is often superior when it comes to the production process, minor improvements and aspects that can be connected to organizational learning. The highly skilled professionals have a wider mindset considering that they need to have aspects such as profitability and the total product offering in mind (von Hippel, 2005). Being unconcerned or liberated from these issues allow end users to reach further into innovation and personal usability.

Co-creation as a concept is not driven by economic means but rather intrinsic motivators (O'Hern & Rindfleisch, 2010). Combining free work (some costs for creation of a toolkit, managing community etc. is expected) with a decreased usage of a costly R&D department results in overall lower costs for a firm's NPD.

The benefits have not only shown to lead to economic consequences and the improved efficiency of the firm, but also effects on the attitude and behavior of the consumers, both the ones participating in the co-creation process but also on the non-participating consumers. Dijk et al. (2014) show that co-creation provides an increase in personality and sincerity to the brand and Schreier et al. (2012) find strong evidence that co-creation increases the user's perception of the innovation ability of the specific firm. This perceived innovation ability induce further increases' in product properties such as purchase intentions, willingness to pay and willingness to recommend to others.

2.3 Co-Creation and the Media

The way Facebook has started to communicate ads on the news feed and moving away from banner ads, making the advertising more personalized, and the fact that the SNSs strongly benefit from content with a more personal angle as explained by Lee et al. (2014), implies that communication of co-created products should be favorable on SNSs. The fact that co-created products add a more personal link between the brand and the consumer (also non-participating ones) makes such ads more persuasive as stated by Lee et al. (2014). This should thus make the communication of such products on Facebook more beneficial. With this in mind, the first hypothesis is:

H1: *The ad value is evaluated higher for co-created products compared to internally developed products when communicated through SNSs.*

2.4 Ad Context Congruence

Advertisements are often embedded in a specific media surrounded by information such as programs, articles and other ads. The media itself has shown to influence people's responses to embedded ads (van Reijmersdal et al., 2010a; van Reijmersdal et al., 2010b) and the editorial content surrounding the advertisement can for example affect advertising effectiveness (Chang, 2009; De Pelsmacker et al., 2002), thus some types of contexts may be more

appropriate for certain types of advertisements. This is due to the media activating specific information and associations that influences the processing of embedded ads (Yi, 1990; Yi, 1993). Furthermore, research has examined the effect of congruence between media and advertising. Findings of such studies show that a congruent media context makes consumers more susceptible to the information communicated in the ad and encourages them to process the information more intensively, thereby leading to positive evaluations of the ad (Chen et al., 2002; Shen & Chen, 2007), better product judgments (Herr, 1989), and an increase in the perceived value of the advertisement (Dahlén et al, 2009).

A congruent media context might for example be that a humorous ad is placed in a context that is perceived as humorous. People being present in the humorous context may thus be more susceptible to humorous ads. This effect has been explained by the way that the context corresponds to what consumers expect (De Pelsmacker et al., 2002).

Several studies confirm the positive effects on the ad as a consequence of congruent media contexts for different types of contexts. Dahlén (2005) shows that congruent creative media choices have a positive impact on ad credibility and ad attitude. Significant effects on the ad have also been shown on print congruence and print advertising effectiveness (Aaker & Brown, 1972). But as more companies spend money on web advertising, much focus has been shifted from traditional advertising vehicles to more digital ones. Studies have examined the role of ad context congruence on the web, more specifically on blogs (Segev et al., 2014) and banner ads (Chun et al., 2014), also showing positive effects on the ad.

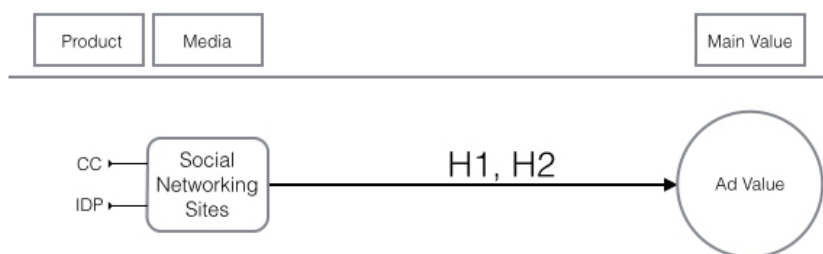
On the other hand, there are studies that contradict these results and their explanations. Previous studies have proved that incongruent advertising can lead to positive evaluations as well. For example, in a study conducted by Furnham & Price (2006) food ads were recalled better when placed in television programs about cars than when placed in programs about food. Studies have also shown that consumers who see ads with similar contextual elements are less able to recall the brand names presented compared to consumers who do not see ads

with similar contextual elements (Kumar, 2000). Congruent environments for advertising have further shown to have negative effects, such as negative attitudes toward the advertised brand (Myers et al., 2011).

In summary, the outcomes of ad context congruence have resulted in different conclusions. The positive outcomes of incongruence in advertising are however more related to the brand and the positive outcomes of congruence in advertising are more related to the ad and the perceived value of it. With previous research about ad context congruence in mind and the unique characteristic of co-creation being persuasive and novel as explained before, it is relevant to investigate whether co-created products are more congruent in a specific media. As the characteristics of co-creation are in line with the characteristics of SNSs, one can assume that a difference in congruence should be perceived between co-created products and internally developed products (IDPs). Also, as many companies use SNSs in all phases of the co-creation process, from market research to communication (Andersson, 2015; Roberts & Candi, 2014), consumers might expect this type of products being communicated through these types of media. As stated by De Pelsmacker et al. (2002), the effects of congruence can be explained by the way the context corresponds to what consumers expect and are used to. With this in mind, the following hypothesis is conducted:

H2: *Differences in ad value between co-created products and internally developed products communicated through SNSs can be explained by ad context congruence as congruent ads produce higher ad value.*

Figure 1. Theoretical framework for H1 and H2



2.5 Ad value

One model that has been used in several studies regarding consumers' perceptions of the value of advertising is the Ad Value model introduced by Ducoffe (1995, 1996). It has been used to assess television advertising and Internet advertising demonstrating that the measures can be used to compare advertising in different media. Through his studies, Ducoffe has developed the Ad Value model based on three antecedents of perceived value: informativeness, entertainment and irritation. Identifying these sub values are primary needed to understand advertising effectiveness and will give an indication on how to boost ad value. Unlike more traditional measures for advertising effectiveness, such as message recall, brand attitudes and purchase intention, the Ad Value model by Ducoffe pertain to the customers' *experience* with the advertising. The model combines the consumers' experience with the media and the advertising and it can be applied not only to traditional media, but also across different types of media.

When perceived high in value, ads are more likely to contribute to the formation of positive consumer attitudes (Ducoffe & Curlo, 2000), which in turn affects behavior like purchase intention (Dao et al., 2014). Advertising that lacks value will in contrast tend to result in negative responses by consumers like 'tuning out' or negative counter arguing (Ducoffe, 1996). The value of advertising also implies that the right message more depends on what the customers want to hear and less on what advertisers want to say about themselves. The key aspects of the advertising, i.e. its content, must be understood and balanced in the right way to be unique and stand out from competitors. Some modifications to the original ad value framework were made in order to better suit the research area. In this paper, the informativeness, entertainment and credibility aspects are considered as message content that have an impact on ad value. These attitude variables will be analyzed in detail.

2.5.1 Informativeness

Informativeness refers to the capability to provide necessary information to target users (Ducoffe, 1996) and is one of the most important factors when evaluating ad value. This has been confirmed by Brown & Stayman (1992), who found that the informative factor of advertising was the most important one in predicting brand attitude. Consumers have also regarded information as a positive aspect of advertising when they learn about new products, specific product benefits, and comparative product information (Shavitt et al., 1998). The informational role of advertising is of course more relevant in information rich environments such as SNSs (Assael, 1994), which is why the variable is used in this paper.

Another reason why this variable is investigated in this paper is the way co-creation works as a signaler. By co-creating, a firm is trying to think differently, showing more innovative abilities and caring about its customers and their knowledge. Consumers participating in co-creation are often highly interested and knowledgeable within the specific area and they are likely to innovate products that solve personal needs and are in front of the marketplace trends (Franke et al., 2006; Schreier & Prügl, 2008). This was sought after by Findus when they used co-creation in order to come up with a new frozen wok mix (Andersson, 2015). What they achieved from the process was a product that was in line with consumer trends, stood out from the competition and had a different name, which came as a plus. Communicating co-creation thereby works as a label on the product as well as the firm.

With co-created products as a symbol of innovative and desirable product, and the fact that informativeness has shown to relate positively to consumers attitudes toward advertising on social networking sites (Taylor et al. 2011) and similar information rich environments the following hypothesis was formulated:

H3: *Informativeness has a stronger positive effect on ad value when communicating a co-created product in a SNS context compared to a TM context.*

2.5.2 Entertainment

Entertainment and informativeness are closely related to each other, especially in the context of online advertising (Wang et al., 2013). A number of studies agree that these two variables are the two most robust dimensions of consumers' beliefs toward advertising (Ducoffe, 1995; Pollay & Mittal, 1993; Wolin, et al., 2002). Entertainment in advertising has been described as entailing advertising that provides 'escapism, diversion, aesthetic enjoyment, or emotional release' to the audience (Ducoffe, 1996). The receiver of the advertising may feel enjoyment when the content increases the sense of closeness to the consumer (Vorderer et al., 2004), when the social attribute of the ad is strong (Ha et al., 2014), but also when the perceived novelty is relatively high (Logan et al., 2012). In turn, these factors enhance the entertainment aspect of the ad. Advertisers believe that entertaining ads generate positive brand attitudes (MacKenzie & Lutz, 1989; Shavitt et al., 1998; Shimp, 1981) and hence increase the effectiveness of their message.

Co-creation is proven to contribute innovative and out-of-the-box products due to the consumers altering view on requirements and product usage (Franke et al., 2006). These features can be assumed to provide the degree of novelty and personality to the ad and a deviation from the regular and conventional product development approaches. Also, the fact that consumers have been included in the production of the product may increase the sense of closeness and social aspect to consumers seeing the ad.

Advertisements on SNSs like Facebook has another dimension linked to it, the participation. As consumers are able to share, like and follow different ad related content, one could assume that the SNSs are perceived as more novel and thus more entertaining than the traditional media. This created the following hypothesis:

H4: *Entertainment has a stronger positive effect on ad value when communicating a co-created product in a SNS context compared to a TM context.*

2.5.3 Credibility

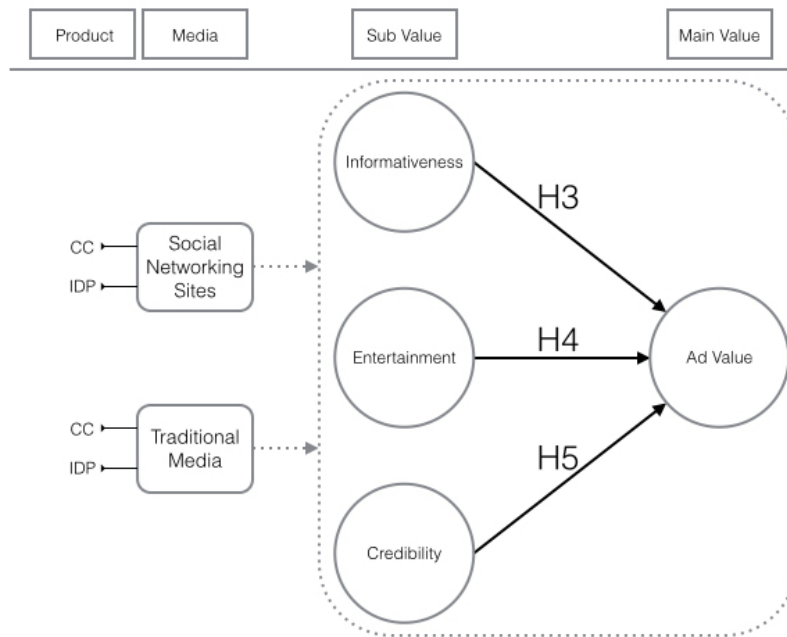
Credibility has proved to be an important element of forming positive attitudes toward advertising (Choi & Rifon, 2002). It refers to the extent to which consumers perceive the message in the ad to be believable (MacKenzie & Lutz, 1989). It has also been shown that advertiser credibility is one of the important factors in determining the effectiveness of the ad. However, the effect that credibility has on attitudes toward the ad not only depends on the direct effects of corporate credibility, but also the influences of advertiser credibility and the media for advertising placement (Choi & Rifon, 2002). Worth to mention is that the credibility in this study is not defined as “trust”. Trust is when one party has confidence in an exchange partner’s reliability and integrity (Morgan, 1994).

Credibility has earlier been added as a sub value to Ducoffes’ ad value model, particularly in the context of ad value for mobile advertising (Tsang et al., 2004) and in SNS advertising (Dao et al., 2014). As the content communicated in this case is a co-created product versus an IDP, credibility is a relevant sub value that may differ depending on who the creator of the product is. Previous studies in the field of co-creation have shown that consumer generated content may affect the credibility as the source characteristics affect the argument communicated in the advertisement (Chaiken & Maheswaran, 1994) which is why this variable is relevant.

As mentioned earlier, SNSs have been seen as a new tool for WOM. The rapid expansion of Internet communities has made online WOM an important and major source of product information (Bruce et al., 2012). Research highlights the fact that talking about a product or service impacts sales directly, which is why WOM advertising and advertising on SNSs are important. Furthermore, the degree of credibility for advertising on SNSs versus more traditional advertising is seen as higher (Armellini & Villanueva, 2011). With this in mind, the following hypothesis was formulated:

H5: *Credibility has as stronger positive effect on ad value when communicating a co-created product in a SNS context compared to a TM context.*

Figure 2. Theoretical framework for H3, H4 and H5



2.6 Additional Variables

2.6.1 Irritation

In the original model of ad value by Ducoffe (1995, 1996) one of the variables described as affecting the overall ad value is irritation. Later research has shown that all of Ducoffe's variables, informativeness, entertainment and irritation, have an impact on ad value. However, irritation has proved to have a smaller significance in the actual value assessment. The impact from irritation has shown to give a direct effect on the attitude variable and not on the ad value (Logan et al., 2012). As the ad value is the main dependent variable in this thesis, the irritation variable was excluded.

Additionally, the irritation aspect is of greater importance when a continuous repetition is present, e.g. banner ads, video pre-rolls or radio jingles. In the case of this paper, the focus on traditional media versus SNSs (Facebook to be specific) in combination with the effect on ad value makes the irritation variable of lesser importance. Also, as Facebook is an information

rich environment, the ads and the content presented are most often changing in a greater pace compared to for example TV or radio advertising.

2.6.2 Attitude Toward Advertising

The underlying definition of ad value from Ducoffe has ad value as a presence of positive traits that in return forms a positive attitude. This should thus affect attitude toward the ad and consumers will then respond in a favorable or unfavorable manner. Different aspects of an advertisement have shown to affect the attitude toward an ad in different ways. Previous research from MacKenzie & Lutz (1989) show that advertising credibility lead to positive attitude toward the ad. The same study also shows that ad perceptions are a contributing part to the attitude. Therefore Ducoffe's sub values (informativeness, entertainment and irritation) can be seen as part of it as well as these values are ad perceptions. Having Ducoffe's ad value as a way to explain advertising effectiveness puts the attitude toward the ad in between the two and aids in the understanding of advertising effectiveness.

2.6.3 Willingness to Approach Future Advertising

Considering the scope of this study, the focus is limited to the advertisement; it does not reach as far as the product or the brand. With behavioral intentions being focused on the ad, the variable 'willingness to approach future advertising', used by for example Rosengren and Dahlén (2015) was fitting. This variable is also closer connected to attitude toward the ad compared to other behavioral aspects such as purchase intentions. Wanting more information or having a positive attitude have a closer psychological distance than going the full distance to an actual purchase of a product. An outcome that is product purchase does not only require a positive attitude toward the ad, it also requires positive attitude toward the product and most likely positive attitude toward the brand.

2.7 Summarizing the Hypotheses

The gathered studies have generated the following 5 hypotheses:

H1: The ad value is evaluated higher for co-created products compared to internally developed products when communicated through SNSs.

H2: Differences in ad value between co-created products and internally developed products communicated through SNSs can be explained by ad context congruence as congruent ads produce higher ad value.

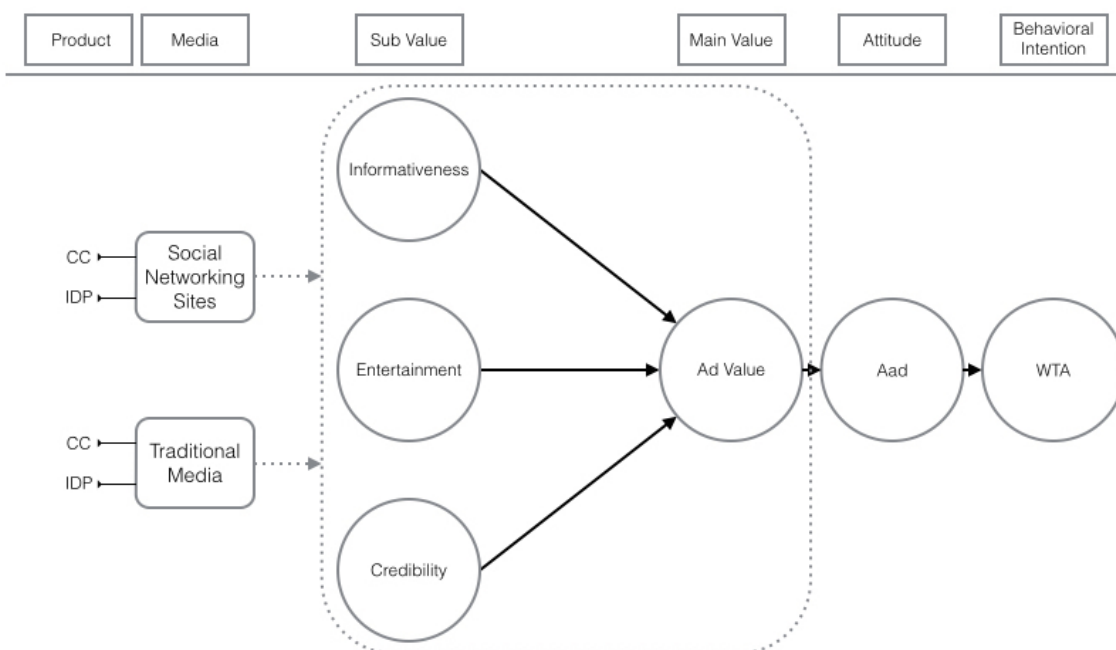
H3: Informativeness has a stronger positive effect on ad value when communicating a co-created product in a SNS context compared to a TM context.

H4: Entertainment has a stronger positive effect on ad value when communicating a co-created product in a SNS context compared to a TM context.

H5: Credibility has a stronger positive effect on ad value when communicating a co-created product in a SNS context compared to a TM context.

Shown below is the complete theoretical framework and model that function as foundation for this paper.

Figure 3. General theoretical framework



3 Methodology - Main Study

The following chapter explains how the quantitative study that this thesis is based upon was performed. The decisions and work that preceded the main study (such as the pre-study) is discussed as well as the overall design, the specific variables and the sampling of the main survey itself. The chapter is finalized with a discussion about the overall reliability and validity of the work. With this chapter, the reader should gain an understanding of the quantitative work around the study and why the study was performed the way it was.

3.1 Scientific Approach

This paper has applied earlier research to construct expectations in the form of hypotheses, which has been tested with empirical analysis. Consequently a deductive research approach has been applied. The criticism that has been raised against this type of research approach is mainly directed against the data collection process. Critics argue that researchers using a deductive approach usually only look for information that may be relevant for the study. Effects that are not considered in these kinds of studies are thus excluded, hence making the deductive approach strongly limited (Jacobsen, 2002).

The movement in the opposite direction from deduction is induction. It implies that researchers infer the implications of the findings for the theory. With an inductive approach, theory is the outcome of research as one goes out to the “real world” without any expectations. The criticism against this type of research approach is that it often is challenging to make an investigation with a totally open mind. Researchers will most of the times, intentionally or unintentionally, make limitations of the information (Jacobsen, 2002). As the aim of this paper is to investigate different outcomes of co-creation and the media used, the deductive approach is more reasonable to use. It also enables more general conclusions, which is seen as more relevant in this case.

3.1.1 Qualitative or Quantitative

The study has a quantitative research method, as the overall aim is to reach generalizable conclusions. The analysis is based on a survey with given answers and statements. The benefit of using such a research method is that the analysis of the results will be facilitated as statistical programs can be used to give a more general picture of the effects of the experiment. However, over the years, quantitative research has been the focus of a great deal of criticism. This kind of research method fails to distinguish people and social institutions from “the world of nature” (Bryman & Bell, 2011). Criticism has been aimed toward the connection between research and everyday life. This is related to the controlling situations that often are created in quantitative studies (such as structured interviews, experiments and questionnaires) and how well the answers relate to the respondents everyday lives (Ibid). The qualitative research method on the other hand, can adjust the data collection to the everyday life of the research object (Jacobsen, 2002). But if a qualitative research method had been chosen for this paper, a more general conclusion would not have been possible to make. And as the aim was to compare different kinds of media and ad combinations, the quantitative method was seen as more relevant.

However, a qualitative research method was included before the pre-study in order to get a better understanding of the practical use of co-creation and how companies work with such concepts. This information was gathered through an interview with an ex-Findus employee. The questions asked had the purpose to give a basic understanding of the practical implications of co-creation. As the interview only laid the base for the pre-study and the subject in general, no transcript of the interview will be included in this paper.

3.2 Preparatory Work

3.2.1 Selecting Product Category

Based on the interview with Christina Andersson, earlier studies (e.g. Schreier et al., 2012) and practical applications (e.g., uk.mymuesli.com/), breakfast cereal seemed to be a good fit for this

study (more specifically müsli products). As the thesis aims to measure how advertising variables change based on the message of the ad (co-created product vs. IDP) and the media vehicle used (traditional media vs. SNS), there was no difference in the product used in the different manipulations. Furthermore, the brand used was anonymous in order to exclude preset attitudes that could have affected the variables tested.

3.2.2 Selecting Media Vehicle

A pre study was launched with the purpose to measure whether respondents perceived the manipulations to be different regarding congruence/incongruence. In order to decide which media to choose for the traditional media manipulation, two different pictures were tested: one with the ad in a newspaper and one on a billboard (see appendix 8.1.4 and 8.1.6). These two media vehicles were chosen as they seemed most relevant when using a picture. The result of the pre study showed that an IDP in combination with billboard had a higher value in congruence (5,27) compared to the same ad communicated through newspaper (3,95). Even though the differences were not significant, it showed a tendency that was valuable for the main study. The pre study included 34 respondents in total with 16 respondents in each group and was distributed to students at SSE. The method used for the pre study was the same as for the main study when it comes to the survey etc.

3.2.3 Stimuli Design

Another purpose with the pre study was to test if respondents believed that consumers had been involved in the creation of the product, hence making sure that the product was perceived as co-created in the co-creation manipulation. As brought up by van Dijk et al. (2014), consumers might have a hard time understanding the co-creation process. It is therefore relevant to underline the important aspects of the co-creation. Van Dijk et al. (2014) mention how and why co-creation occurs as crucial in order for consumers to distinguish the product and the efforts made from others. Schreier et al. (2012) also emphasize on the importance of previous familiarity with co-creation (so that the concept of innovation is not completely new

to the consumer) to how co-creation is perceived by consumers. These aspects were therefore considered when creating the co-created product and its information. In order to make sure that the co-creation manipulations were perceived as co-created, a short text about *Company X* was shown before the picture was presented. The text had the purpose of priming the respondents and strengthening the stimulus with inspiration from the study conducted by Schreier et al. (2012). Participants in the co-creation condition read sentences like “customers have had the opportunity to be included”, “customers came up with their own müsli mixes” and “customers voted for the best mix”. On the other hand, participants in the IDP condition read sentences like “professionals were included”, “the professional team came up with different müsli mixes” and “the professional team ultimately selected”.

To make the stimulus even stronger, a text was shown in the ad as well. For participants in the co-creation condition the text had sentences like “we rely on our customers”, “created and selected by you”. Participants in the co-creation condition also saw a label on the product saying “created and selected by our customers”. Participants in the IDP condition read sentences like “we rely on our expertise”, “created and selected by our professional team”.

The result of the pre study showed that the stimulus was perceived as wanted. The co-creation stimulus was perceived to be more consumer involved (4,29) compared to the IDP stimulus (2,05), the difference was also significant ($p < 0,05$) Therefore, the pre study showed that the stimulus was successful in its purpose. The different stimuli designs are shown in the appendix under chapter 8.1.

3.2.4 Testing the Questionnaire

As proposed by Bryman & Bell (2011), a pre test of the questionnaires was handed out to five respondents in total. The purpose of this was to secure that all questions were easily understood and that the layout and structure was good enough. After discussions with these five respondents, some adjustments took place regarding the formulation of questions and

statements. Some adjustments were also made to the pictures related to the colors being used. The changes made the pictures more generic and more realistic.

After making these adjustments, the questionnaire was sent out to two additional respondents. The updated version of the questionnaire seemed appropriate, hence no further changes were made.

3.2.5 Research Design

The questionnaire was designed as a 2x2 and formulated in the same way for the different groups concerning information and instructions in order to isolate potential effects of manipulation. The independent variables used in the study were co-creation versus IDP and social networking sites versus traditional media. With the focus being on co-creation, the IDP examples (group 3 and 4) functioned as comparison groups. Moreover, when focusing on congruence, group 2 and group 3 functioned as comparison groups. The research design and the groups are illustrated in the matrix below:

Figure 4, research design and manipulation groups

	Social Networking Sites (SNSs)	Traditional Media (TM)
Co-creation	1 CC-SNS	2 CC-TM
Internally developed product	3 IDP-SNS	4 IDP-TM

3.2.6 Questionnaire and Variables

The questionnaire was created with the help of the Qualtrics software, provided for free to all SSE students. The questionnaire was built in blocks, six in total, where the respondents were exposed to three of the blocks. The initial block was just a short, explanatory introduction of what the respondents would come across in the questionnaire.

The following four blocks each consisted of one example out of the four scenarios (see figure 4). These four blocks were randomized in order to achieve an even distribution among the respondents and each respondent was shown one single block. The scenario block started by having the participants read a short text, either with a co-creation priming or an IDP priming (see appendix 8.1.1 to 8.1.4).

Thereafter, the respondents were shown a picture related to the text. Participants introduced to the co-creation priming saw an ad of a co-created product and participants introduced to the IDP priming were shown an ad of an IDP. These ads were presented in either a SNS environment (Facebook) or as traditional media, in this experiment a billboard in a subway station, which was chosen by the pre study explained earlier.

The survey questions were asked more or less identically in the four blocks. What might differ were customizations in order to clarify, e.g. *“in this specific media, Facebook, ...”*. The questions the respondents were asked to answer concerned the media and the advertisement. All of the questions were asked in a way that had the respondents answer a question battery on a 7-point semantic or Likert scale. A 7-point scale was chosen over a 5-point one in order to avoid respondents being too neutral in their responses (Wakita et al., 2012). The questions were formed around the variables presented below.

Ad Context Congruence

This variable is used by Segev et al. (2014) and focuses on the fit of the ad in the specific media context. The questions asked were related to the ad expectancy, if the fit was good and if the

advertisement was typical for the media. The variable had a Cronbach's alpha of 0,821 and could thus be merged to an index.

Perceived Co-Creation

A simple manipulation question asking about the perceived *consumer involvement* ranging from not involved to highly involved. Respondents exposed to the co-creation stimuli that answered 1 (not involved) on the 7-point Likert scale were removed from the data set.

Ad Value

The ad value framework, originally introduced by Ducoffe (1995, 1996) was the basis for the next couple of questions. Four questions covering the sub values information, entertainment and credibility, as well as the total ad value were asked using Ducoffe's own question battery and the question battery used by Dao et al., (2014) for the credibility. In order to fit the subject of the study, the questions were altered to focus on the specific ad, not the media in general which was the original use of the framework.

The specific ad value questions covered whether the respondent found the ad to be valuable, useful and important and together they had a Cronbach's alpha of 0,899. The entertainment variable contained *amusement*, *entertainment* and *interesting* and showed a Cronbach's alpha of 0,849. Credibility was covered with questions about the ads *trustworthiness*, *credibility* and *believability* with a Cronbach's alpha of 0,937. For information, four question asking if the ad gave *helpful*, *important*, *informative* and *useful* information concerning the product were put together. These questions had a Cronbach's alpha of 0,924.

Attitude Toward the Ad

Four statements on a bipolar scale were used to determine the respondents' ad attitude. The statements covered if the ad was *unpleasant/pleasant*, *bad/good*, *unlikeable/likeable* and *boring/interesting*. This question battery was taken from the widely used and accepted

Marketing Scales Handbook (Bruner & Hensel, 2000) section *Attitude Toward the Ad* and had a Cronbach's alpha of 0,882.

Willingness to Approach Future Advertising

This variable and question battery was used by Rosengren and Dahlén (2015) in their article about advertising equity. Formulations like *looking forward to take part of future advertising*, *finding future advertising worthwhile* and *wanting to take part of future advertising* resulted in a Cronbach's alpha of 0,924.

Attitude Toward the Media

This final question used a very basic index (*bad/good, dislike/like, negative view/positive view*) that was taken from general attitudes toward an ad in Marketing Scales Handbook (Bruner & Hensel, 2000) and had a Cronbach's alpha of 0,970. This variable was included in order to sort out potential negative outliers.

After finalizing this randomized block concerning one of the four scenarios all respondents answered a final block about basic demographics in the form of gender and age as well as a question about the assumed intentions of the study in order to avoid bias.

3.2.7 Sampling

Two of the scenarios in the study were in a SNS environment, a Facebook feed. In order to assure that the respondents were Facebook users and had experience from social networking sites, the survey was distributed to friends and family through a Facebook event. However, the main target of the survey was university students, as this group has been a favorite group of participants in previous research (Cochrane & Duffy, 1974; McQuarrie, 1998; Schultz, 1969). During March 18th to 30th, approximately 700 persons were invited to partake in the study and 160 complete responses were registered. The survey was distributed evenly between male and female, 54.1% and 44.7% respectively. All questions in the survey were coded as forced responses apart from the question about gender, which was left optional. Some cases were

however excluded after going through manipulation questions and the finalized sample resulted in 151 responses. The respondents were not told that they were shown one out of four scenarios or any information about the aims of the study.

According to Bryman and Bell (2011), at least 30 respondents are needed in each survey to receive generalizable results. The four surveys ranged from 35 responses in the smallest group to 40 in the largest group. This made it possible to perform the desired analytical tests.

3.2.8 Analytical Tools

In order to analyze the collected data, several tests were carried out using SPSS. The tests included ANOVA, regression analyses, reliability tests, correlations as well as independent t-tests. The levels of significance will in this paper be presented as follows: $\ast=p<0,1$, $\ast\ast=p<0,05$, $\ast\ast\ast=p<0,001$. Even if the significance of 0,1 can be seen as relatively low, it will still be seen as an acceptable level in this paper, even if results with this significance are not as reliable.

3.3 Reliability

Reliability is especially at issue in a quantitative research, as the quantitative researcher is likely to be concerned with the question of whether the measure is stable or not, if the internal reliability is on an acceptable level and whether the results are repeatable (Bryman & Bell, 2011). This can of course be affected by the way the questionnaire is formulated and how the questions are asked (Jacobsen, 2002).

Regarding the stability, it is hard to predict whether or not the results will be the same over time. The concept of co-creation is relatively new and advertising trends are hard to predict as they constantly change over time. Moreover, as the media itself and its features are changing all the time, one needs to mimic the study in the future to ensure stability, which of course is beyond the scope of this thesis. Because of this, other reliability indications were chosen. A pre study was performed in order to ensure that the questions and the stimuli were interpreted correctly. Furthermore, the number of respondents in the main study was above the

recommended 30 for each manipulation group (Malhotra, 2010). In order to achieve a high level of internal reliability, i.e. ensure that the questions correlate correctly across various questions, the measures and methods used in the study have been established ones and constructed on known research, as suggested by Söderlund (2005). To ensure the internal reliability even more, Cronbach's alpha tests were performed in accordance to the recommendation provided by Malhotra (2010) and values over 0,7 were accepted and combined. As all the combined measurements resulted in a generally high Cronbach's alpha, the measurement reliability of the main study should be considered as good. This is shown in table 1 below.

Based on this background, it is legitimate to believe that the reliability of the study is high.

Table 1, Cronbach's Alpha for the research variables

Index	Cronbach's Alpha
Informativeness	0,924
Entertainment	0,849
Credibility	0,937
Ad value	0,899
Aad	0,882
WTA	0,924
Congruence	0,821
Attitude toward media	0,970

3.4 Validity

The issue of validity has to do with whether the respondents' answers are caused by the independent variables rather than external factors (Bryman & Bell, 2011). As the main purpose was to investigate the effect of co-creation, the choice to include different types of products (e.g. high involvement vs. low involvement) was rejected. The product used in the study was a generic product by an anonymous brand (Company X), which reduced the risk of external factors affecting the results. Moreover, as all of the hypotheses in this paper are based on

earlier research, the internal validity can be seen as good, which is in line with Jacobsen's (2002) suggestions.

Furthermore, the questions in the questionnaire were identical for every group; the only thing that was changed between them was the stimuli. The questions were also asked consistently between the groups in order to secure a high validity. When formulating the survey questions, the authors tried to guarantee a high possibility that the stimuli would be perceived in the way intended, without making the experiment too long. Moreover, the answers in the questionnaire were on a 7-point scale with the motivation to make big differences between the different answers, which according to Söderlund (2005) is a way to enhance the validity. The included control questions included in the study are also an aspect increasing the validity.

During the data collection the authors tried to be as uninvolved as possible, i.e. establish a distance. The only time the authors were involved were if respondents had questions about the questionnaire. However, some type of bias may have occurred as the survey was in digital format. This made it difficult to ensure that the respondent was not affected by external factors when answering the questions, which of course could have affected the answers. On the other hand this way of data collection was reasonable in order to collect data faster and to ensure a good sample group.

4 Results & Analysis - Main Study

In this chapter the results from the study will be presented along with the hypotheses tests. In order to make it as easy as possible for the reader to comprehend, the results will be reported in the same order as the hypotheses have been set.

4.1 General Results

Table 2 shows the mean values between the four groups. One group that clearly stood out was group 2 (CC-TM), which had the highest figures for sub values, ad value, attitude and behavioral intention compared to all groups. Worth to notice is that the values for the different variables are rather low (no value above 4,80) and close to the mid point of the scale.

Table 2: Descriptive statistic for all the variables

Variable		Manipulation group			
		CC-SNS (1) (N=36)	CC-TM (2) (N=35)	IDP-SNS (3) (N=40)	IDP-TM (4) (N=40)
Information	M	3,11	3,35	3,06	2,51
	SD	1,11	1,14	1,23	1,21
Entertainment	M	2,23	3,10	2,21	2,06
	SD	1,09	1,12	0,97	0,92
Credibility	M	4,07	4,36	4,03	3,55
	SD	1,21	0,98	1,45	1,37
AdV	M	2,63	3,34	2,52	2,60
	SD	1,08	1,24	0,98	1,30
Aad	M	3,22	4,14	3,19	3,13
	SD	1,10	1,24	1,08	1,18
WTA	M	2,36	3,16	1,94	1,92
	SD	1,31	1,42	0,90	0,77
Congruence	M	4,20	4,80	4,25	4,49
	SD	1,28	1,11	1,55	1,26

Note: M=mean and SD=standard deviation

However, all of these differences were not significant but it shows a tendency that is worth to notice. Furthermore, the ad value in the different groups were 2,63 (group 1), 3,34 (group 2), 2,52 (group 3) and 2,60 (group 4), which indicates that the TM manipulations had a higher ad value compared to the SNS manipulations when the product was the same. The results of the mean comparisons also show that the CC manipulations (group 1 and 2) had a higher ad value compared to the IDP manipulations. This proves a tendency of the positive contribution that co-creation has. These differences will be described in more detail in connection with the hypotheses as this chapter continues.

4.2 Communicating Co-Created Products on SNSs

***H1:** The ad value is evaluated higher for co-created products compared to internally developed products when communicated through SNSs.*

H1 states that advertising for co-created products communicated through SNSs should be more efficient compared to communicating IDPs. This was based on the personal angle of co-created products and the fact that SNSs benefit from such content. As shown by a one-way ANOVA test (appendix 8.2.4) the difference between CC-SNS (1) and IDP-SNS (3) do not show any significant difference regarding the ad value (means of 2,63 vs. 2,52). **Thus H1 did not find any empirical support in the study.**

4.3 Explanatory Factors Affecting Ad Value

4.3.1 Co-Creation and Ad Context Congruence

***H2:** Differences in ad value between co-created products and internally developed products communicated through SNSs can be explained by ad context congruence as congruent ads produce higher ad value.*

Based on previous research about ad context congruence and the empirical examples of firms using SNSs for co-created products, the second hypothesis implied that any potential difference

in ad value shown in H1 could be explained by ad context congruence. In order to measure this, a one-way ANOVA test was performed. The test showed that there was no difference in ad value between the SNS manipulations CC-SNS (1) and IDP-SNS (3). As a matter of fact there was no difference in any of the manipulation groups regarding the ad context congruence. Thus, the results showed that respondents did not perceive the different ads to be congruent for a specific media. As shown in table 1, the differences in congruence were not big between the four groups; moreover they were not even significant (see appendix 8.2.4 and 8.2.5). Thus, **H2 did not find any empirical support in the study** due to the lack of congruence whatsoever.

4.3.2 The Effects of Advertising Informativeness

***H3:** Informativeness has a stronger positive effect on ad value when communicating a co-created product in a SNS context compared to a TM context.*

The perceived advertising informativeness was measured by asking questions of whether respondents perceived the information of the ad to be helpful, important, informative and useful. These questions were merged and thus created the new variable called “informativeness”. Furthermore, the information variable showed to correlate positively to the ad value, 0,639, and to be significant (sig. 0,000***) (see appendix 8.2.2), which is in line with the ad value framework by Ducoffe.

In order to measure the different effects that advertising informativeness had on the general ad value for the different manipulations, a regression analysis was made. The beta value of the informativeness variable in the SNS manipulation for the co-creation product was 0,507 (sig. 0,004***) and 0,255 in the TM manipulation (sig. 0,06*). The results are shown in table 3 on page 45. Both these values also proved to be significant which shows that the informativeness sub value had a bigger effect on the general ad value in a SNS context compared to in a traditional media context. This was in line with what was assumed to happen according to previous research, although the reasons behind this result could not be fully explained at this point.

With this in mind, the study **found empirical support for H3**.

4.3.3 The Effects of Advertising Entertainment

H4: *Entertainment has a stronger positive effect on ad value when communicating a co-created product in a SNS context compared to a TM context.*

The perceived advertising entertainment was measured by asking how amusing, entertaining and interesting respondents felt that the ad was. These questions were merged together and created a new variable called “entertainment”. Just as the information variable, entertainment correlated positively to ad value (0,604) and was also significant (sig. 0,000***), which is in line with Ducoffe’s studies (see appendix 8.2.2).

Just as for the previous hypothesis, a regression analysis was made to see the difference in the effect that entertainment had on ad value. The result showed that the SNS manipulation (CC-SNS) had a lower effect on the ad value ($\beta=0,172$) and was in addition not even significant, compared to the TM manipulation (CC-TM) ($\beta=0,462$), which on the other hand was significant (sig. 0,000***) (see table 3). This indicates that the entertainment sub value had a bigger effect on the overall ad value when communicating a co-created product in a traditional media context compared to when communicating in a SNS context. With this in mind, **H4 did not find any empirical support in this study**.

4.3.4 The Effects of Advertising Credibility

H5: *Credibility has a stronger positive effect on ad value when communicating a co-created product in a SNS context compared to a TM context.*

The credibility variable was created by merging questions about the perceived trustworthiness, credibility and believability of the ad. As with the other sub values, and in line with Ducoffe’s model, the credibility variable showed to correlate positively with ad value (0,543) and to be significant (sig. 0,000***) (see appendix 8.2.2).

Just as before, a regression analysis was done to test this hypothesis as well. The result showed that the beta value for the credibility sub value for the SNS manipulation (CC-SNS) was 0,156 and not significant, but 0,358 for the TM manipulation (CC-TM) which on the other hand showed to be significant (sig. 0,007***) (see table 3). This indicates that the credibility sub value had a stronger effect on the overall ad value when communicating a co-created product in a traditional media context compared to when communicating the same product in a SNS context. With this in mind, **no empirical evidence was found to support H5.**

The regression analysis for the three sub values is summarized in the table below.

Table 3: Regression analysis between group 1 and 2

	CC-SNS $R^2=0,463$		CC-TM $R^2=0,653$		$\beta1-\beta2$
	$\beta1$	Sig.	$\beta2$	Sig.	
Information	0,507	0,004***	0,255	0,056*	0,252
Entertainment	0,172	0,251	0,462	0,000***	0,290
Credibility	0,156	0,302	0,358	0,007***	0,202

Durbin Watson: between 1,5 and 2,3

Condition index: all values under 20

4.4 Summarizing the Effects of the Sub Values

Before the regression analyses were made, the assumption was that the effects of advertising informativeness, entertainment and credibility for co-created products would be stronger in a SNS context compared to TM context. The results on the other hand showed that this was the case only for the advertising informativeness. However, when comparing the CC manipulations against the IDP manipulations without taking the media into consideration, there were no major differences in the beta values for the two groups. As seen in table 4 below, the largest difference was in entertainment, which had a difference of 0,046.

Table 4: Regression analysis between CC manipulations and IDP manipulations

	CC R²=0,578		IDP R²=0,510		β1-β2
	β1	Sig.	β2	Sig.	
Information	0,349	0,001***	0,343	0,001***	0,006
Entertainment	0,385	0,000***	0,339	0,000***	0,046
Credibility	0,231	0,017**	0,255	0,006***	0,024

Durbin Watson: between 1,5 and 2,1
Condition index: all values under 20

Also, when dividing the groups based on the media, there were no big differences in the sub values. As seen in table 5 the biggest difference was in credibility, which had a difference of 0,054.

Table 5: Regression analysis between SNS manipulations and TM manipulations

	SNS R²=0,717		TM R²=0,804		β1-β2
	β1	Sig.	β2	Sig.	
Information	0,346	0,001***	0,382	0,000***	0,036
Entertainment	0,342	0,001***	0,335	0,000***	0,007
Credibility	0,218	0,017**	0,272	0,007***	0,054

Durbin Watson: between 1,5 and 2,4
Condition index: all values under 20

When looking at the beta values based on both the media and the product, i.e. dividing the groups into four (table 3), the differences become more interesting. As explained before, within the SNS context, informativeness was found to be more important than entertainment and credibility when assessing perceived value for co-created products; on the other hand, entertainment was found to be more important than informativeness and credibility when assessing the perceived value of advertising on traditional media for co-created products. The most valuable conclusion of this result is that people value advertising of co-created products in different ways depending on where the product is shown.

This conclusion gets even more supported when examining the different effects on attitude and behavior toward the ad. In order to measure the potential differences between the type of

product (co-created or not) and the different media contexts (traditional or social), it was decided to dichotomize the different groups, hence making two new variables called “product” and “media”. The product variable was divided into “CC” and “IDP” and the media variable was divided into “SNS” and “TM”. These new variables were then inserted as fixed factors in a multivariate test against the dependent variables: ad value (AdV), attitude toward the ad (Aad), and willingness to approach future ads (WTA).

As shown in the line diagrams in appendix 8.2.1, the effect on AdV, Aad and WTA did not change much depending on whether the product was co-created or not. But when looking at traditional media in combination with co-creation, the mean values for all dependent variables were higher compared to all the other combinations. This indicates that when having an IDP, it does not matter what media one chooses as the effect on the ad value, the attitude and behavioral intention toward the ad will most likely not change. On the other hand, when having a co-created product, it is much more effective to communicate it in a traditional media context as the attitude, behavior and general ad value increased compared to communicating it in a SNS context.

4.5 Co-Creation’s Effect on Ad Value

When merging respondents from group 1 and 2 as well as 3 and 4 together, the groups CC and IDP was formed. These two larger groups were analyzed with regard to all the variables and the results showed more beneficial results for the co-creation manipulations. As shown in the co-creation manipulations had higher values in all variables. In the sub values, the perceived entertainment of the co-creation manipulations was significantly higher, 2,66 against 2,13 (sig. 0,009***). Another sub value that showed to be significantly different between the two groups was the credibility, 4,22 against 3,79 (sig. 0,022*).

Table 6: mean difference between CC manipulations and IDP manipulations

		Co-creation	NPD	Difference	Sig.
Information	M	3,23	2,78	0,45	0,545
	SD	1,12	1,24		
Entertainment	M	2,66	2,13	0,53	0,009***
	SD	1,18	0,95		
Credibility	M	4,22	3,79	0,43	0,022**
	SD	1,10	1,42		
AdV	M	2,98	2,56	0,42	0,575
	SD	1,21	1,15		
Aad	M	3,67	3,16	0,51	0,161
	SD	1,25	1,13		
WTA	M	2,76	1,93	0,83	0,000***
	SD	1,41	0,83		

Note: M=mean and SD=standard deviation

Even though the behavioral intention, i.e. willingness to approach future advertising (WTA), was significantly higher for the co-creation manipulations, 2,76 against 1,93 (sig. 0,000***), there were no significant differences between the overall ad value and attitude between the CC and IDP manipulations.

Worth to mention is also the fact that the AdV, Aad and WTA significantly correlated positively with each other (see appendix 8.2.3), which proves that the variables used in the model are in line with Ducoffe's model and thus legitimate.

4.6 Attitude Toward Ads

The respondents exposed to a SNS stimulus (Facebook) had significantly lower attitudes toward ads on Facebook compared to respondents that were shown ads in traditional media, 3,27 compared to 4,70 (sig. 0,031**). It can be argued that respondent that showed very negative attitudes to Facebook should have been removed from the study in order to avoid heavily biased answers. This was looked into carefully and the conclusion was that exclusion would render too few responses as well as an incorrect assessment. A slightly negative attitude to Facebook is a normal and honest view of the media. A potential target group consists of all kinds of Facebook users, not exclusively those with a positive attitude to Facebook.

5 Methodology - Post Study

As the results concerning ad context congruence did not prove to be in line with previously mentioned studies, some criticism could be aimed toward the stimuli created for the main study. If the assumption that more personal ads on Facebook should be perceived as more congruent, one can argue that the stimuli developed for the co-creation manipulation was not personal enough in order to reach this result. Even if the respondents perceived that consumers were more involved in the co-creation product compared to the company created one as the result of the pre study showed, it may still feel too impersonal to fit on a Facebook feed.

A small post study was therefore performed in addition to the main study with the aim to test the above-mentioned potential alterations to the stimuli. The questions asked were identical to the main study, what differed was the priming and the stimulus. The overall aim of the post study was to make the ad with a co-created product more personal and more likely to appear on a Facebook feed. Instead of an anonymous ad with co-creation portrayed as something improving the overall product and its traits, the co-created ad was made more social and personal. The name of the winning co-creator ("Peter Eriksson") as well as a more personal tone to the post was added ("congratulations Peter!") and the co-creator was described as someone that the sample group would be able to connect with ("a student from Stockholm"). The stimulus design is shown in appendix 8.1.5.

Apart from the above-mentioned changes, every aspect concerning the method was identical to the main study. The post study was distributed in the same way using the same tools, but not to previous respondents to the main study. Due to the nature of the post-test, the sampling size was kept small, 19 respondents in total. This manipulation group is referred to as group 5 when comparing to the other groups and the stimulus is called CCP (co-creation personal) in order to differentiate it from the original CC stimuli.

6 Results & Analysis - Post Study

The post study, despite alterations in order to increase perceived personalization and likeliness to appear, did not provide any significant changes to the previous CC-SNS group concerning the congruence, ad value, attitude or behavior. It did not show any significant differences in congruence between any of the manipulation groups. Mean differences were analyzed despite the difference in number of respondents (19 vs. 36) in order to see tendencies. The only significant difference between CCP-SNS and CC-SNS that appeared was an increase in entertainment, which had a significant difference of 1,23 (sig. 0,006***) (see table 7). This can be linked to Ha et al.'s (2014) study that showed that a more social aspect in advertising would increase the perceived entertainment. Furthermore, the new stimulus had higher means in all aspects compared to the previous CC-SNS group, apart from informativeness (difference of 0,58). Although insignificant, the lowered perceived informativeness in the ad is plausible considering the changes that were made. The text was in the post-test changed into a more social and personal setting in order to mimic the Facebook environment. This most likely caused the increase in mean value for entertainment and the decrease in informativeness.

Table 7: Mean differences between group 5 and 1

		CCP-SNS (5) (N=19)	CC-SNS (1) (N=36)	Difference	Sig.
Information	M	2,53	3,11	-0,58	0,543
	SD	1,20	1,11		
Entertainment	M	3,46	2,23	1,23	0,006***
	SD	1,22	1,09		
Credibility	M	4,37	4,07	0,30	0,952
	SD	1,27	1,21		
AdV	M	3,22	2,63	0,59	0,538
	SD	1,23	1,08		
Aad	M	4,12	3,22	0,90	0,146
	SD	1,27	1,10		
WTA	M	2,88	2,36	0,52	0,670
	SD	1,63	1,31		
Congruence	M	4,05	4,20	-0,15	0,997
	SD	1,34	1,28		

7 Discussion

The following chapter will provide a deeper analysis and discussion of the numbers and results provided in the previous chapter. Hypotheses that did not find empirical support are given extra attention with regard to previous research. The overall work is then summarized and concluded in order to create implications for both professionals and academic researchers in their future work.

7.1 The Combination of Co-Creation and SNSs

H2 aimed to examine whether co-creation and the media choice could be explained by ad context congruence. As earlier stated by De Pelsmacker et al. (2002), congruence between a priming context and an ad means that the ad corresponds to what consumers expect. As Facebook and co-creation have the same types of characteristics in the sense of novelty and being personal, and the fact that Facebook had started to communicate more personal ads on the news feed of users, one could assume that advertisements of co-created products should have been more expected and thus more congruent on a SNS like Facebook.

According to the results of the study, the answer to the question of whether ad context congruence can be explained for co-created products that are communicated on SNSs is a straight and forward “no”. Even when the stimulus was made more personal, as shown in the post study, there were no significant differences in the ad context congruence between any of the groups.

The SNS user’s can explain the lack of significant differences in congruence difficulty to get a clear picture of what is actually being posted and what can be considered as normal in a Facebook feed. The concept of Web 2.0 and SNS builds upon the UGC and the continuous strive from both private and commercial users to stand out and get attention. This leads to improvements and a constant change when it comes to creativity and communication. What

might be a popular way to spread content and interact for a couple of months or six, turns into a standard that users want to avoid after a year. In addition to this, Facebook itself have been a keen advocate of change, both regarding the overall look as well as their policies on sponsored content and how they show ads (Facebook, 2014).

Similar to the difficulty of defining SNS content for potential congruence is how respondents consider the product. Even though the co-creation was heavily primed and highlighted in the stimuli for the survey respondents, and the fact that they were fully aware of the co-creation (the high values in the involvement variable), this aspect might not have been a relevant characteristic for the respondents when considering the characteristics of the ad. Traits such as message, color, product, products use and user segment is most likely taken into account to a higher degree than product development when determining ad context congruence.

Worth considering is that the previous research initially mentioned supporting ad context congruence (Chun et al., 2014; Segev et al., 2014), find it in contexts with very defined content. With blog subjects such as fashion, technology or having a newborn baby, target audiences can easily be targeted. Brands can with the help of e.g. Google Adwords have their ads shown on very specific websites and in that way match the ad with the topic of the website. In this study, the potential ad context congruence was not based on the subject of the website, but on the characteristics of it. Even though Facebook is transforming into a highly advanced advertising tool, it is far from as eloquent when it comes to targeting ads to a specific audience in a specific context, which may be a reason of the insignificant differences in congruence.

7.2 The Combination of Co-Creation and Traditional Media

For the variables being regarded in this thesis, traditional media provide significant better values for co-creation than SNSs can provide the ad with. Entertainment proved to be significantly higher among the sub variables and so was also the case with the succeeding variables AdV, Aad and WTA. Informativeness and credibility were insignificantly higher, but all

in all, traditional media should be the preferred vehicle for co-creation. The results clearly favor toward the new and exciting co-created ad in an older and reliable media.

Even if consumers have a hard time determining congruence for SNSs and their ever-changing content, and the fact that SNS performed poorer in all variables compared to TM, the most successful advertising campaigns from the last couple of years are most often seen on social media, not in traditional media. Volvo Trucks' "Epic Split" (Adweek, 2014) and Red Bull's "Stratos" (Forbes, 2012) are great example of this. Today's development, efforts and incremental steps within advertising are taken within social media, not traditional media. The big-scaled implementations strive toward becoming viral and often focus on creating impact on social media with likes, shares, views and hashtag usage as the evaluating metrics. Aiming the same creativity and ambition toward a traditional setting should stand out among the more ordinary advertising usually seen in traditional media. In the case of Findus with their co-created wok, there was a critical number of admissions that could be processed and the sheer quantity by itself would not lead to a better winning wok mix (Andersson, 2015). Though, for regular co-creation campaigns that for example are building awareness or driving sales, without any limiting bottlenecks of "ad output" similar to what Findus had, the high ad value of TM should create efficient results without the social media penetration and partial luck that is necessary otherwise. This ad value will further be enhanced with a stronger focus on the entertaining aspects of the ad. An example of successful advertising, albeit internally developed, through traditional media with high entertainment is the multiple campaigns Swedish minimarket chain Pressbyrån have implemented. With humorous and creative ways to market their regular offerings such as cinnamon and saffron buns through regular billboards and print ads, Pressbyrån have created highly successful campaigns in recent years (Resumé, 2015).

This result can further be linked to the so-called hype cycle explained by Roberts & Candi (2014). Firms are using SNSs like Facebook without actually knowing the benefits of doing it and it has become some sort of a trend. As explained earlier, the SNS as a communication tool for

new products have shown poor financial results. Despite this, many firms continue to use it as a media to communicate new products. The results of this paper show that such decisions not only lead to poor financial performance but also to lowered effectiveness of the ad itself.

7.3 Media Choice for Co-created Products

With an undetermined media or product, the explaining values are more or less indifferent. As soon as there is a specific combination, this changes. With a co-created product being communicated, there is a clear difference between the different variables for the specific media. A strong focus on entertainment is necessary to stand out in traditional media and similar to that, SNSs demand informativeness to achieve high ad value. One of the most important aspects to achieve ad value will therefore be to know the driving factors of each media and product type. The potential reasons for this outcome will be discussed in more detail below.

7.3.1 Communicating In Accordance with the Media

When summarizing and taking a more general view of the overall result, co-creation in a SNS context did not provide the highest ad value (H1 did not find any empirical support). The result clearly showed that co-creation in a traditional media context (CC-TM) was more efficient. With the help of the most valuable sub values for traditional media and SNSs, entertainment and informativeness respectively, we can see the formation of a pattern.

For ads in traditional media, informativeness can be seen as a hygiene factor, or at least very common. What makes the difference is entertainment, something that consumers most often do not see in their everyday traditional media setting. This suggests that consumers may take the informativeness value of traditional media for granted and thus assess the entertainment provided in the ad to determine the overall ad value. With the specific TM stimulus for this study, a subway billboard, the lack of entertainment and overrepresentation of information (prices, texts, web pages, products) is common in regular usage.

The same, but opposite, can be said about social media. Most of today's viral campaigns and commercial content on social media possess high entertainment value. Entertainment is the hygiene factor that is present in most of the ads and what makes the ad stand out is the addition of information.

The reason why these sub values are valued higher when determining the overall ad value may thus be because of their unusualness in that media. Ads stand out from the clutter when they are dissimilar or unexpected from the ordinary type of advertisement and are valued higher for consumers when determining the overall ad value.

7.3.2 The Finite Positive Effect of Co-Creation

These insights do on the other hand come with a time stamp as well as a theoretical "best before date". What is expected from an ad is dependent on what the users have seen recently and it reflects on the nearby future. This will impact the future ads not primarily because professionals know they are academically efficient and use it as a blueprint, but because they most likely will take influence from successful and rewarded ads in their upcoming communication. The pattern will be similar to what happens in genetics where successful traits become dominant until that trait loses its uniqueness and the balance shifts.

This strong positive effect on ad value that can be identified with co-creation in traditional media will most likely start to decrease when the positive effects of entertainment lose their distinction. Co-created products will most likely continue to be considered more personal than IDPs, but the novelty and closeness that is connected to co-creation now will most likely see a decrease over time. If this happen before entertainment becomes expected in traditional media is hard to tell, but when either of the two scenario becomes a fact, the positive combination of CC-TM on ad value will most likely see an end to it.

7.4 Conclusions

With this study, the ambition has been to explore a new area in marketing research by combining co-creation with previous research about ways to use different media and thereby highlight new ways for marketers and researchers to communicate their co-created products.

The research question is: ***Can social networking sites provide higher ad value than traditional media when communicating co-created products, and what can explain this outcome?***

The most effective media to use proved to be traditional media, not SNSs. Regarding the explanatory factors, this paper revealed that congruence is not one of them. However, in order to increase the ad value even more, focusing on the right sub value in the specific media is recommended. These sub values proved to be different for traditional media and social networking sites due to different characteristics.

7.5 Limitations

Country specific factors

The study is only distributed to people in Swedish and can thus only be limited to the Swedish population. There might be different factors affecting the outcome depending on country. According to White and Smith (2001), there are differences in variables such as emotions and creativity that are influenced by country norms. As there was limitation in time and resources, the authors did not have the opportunity to distribute the survey in other countries than Sweden.

Stimuli

The stimuli can always be discussed regarding how realistic or ad-like it actually is in the eyes of the consumer. One alternative is of course to use existing ads from existing brands (well known or more unknown) to achieve higher degree of authenticity. Considering how this adds complexity to the modification in combination to more promotional messages drawing

attention away from the desired focus in this study, the co-creation, the use of non-existing ads was made in order to have greater control of the manipulation.

7.6 Implications

7.6.1 How the Results Affect Practitioners

The practical implications from the results of this paper suggest that effective advertising for co-created products should vary the tonality and content of the message depending on the media choice. Thus, when using SNSs for communicating co-created products, it is important to provide content that engages through information more than entertainment and credibility. On the other hand, when using traditional media for communication of co-created products, it is more important to engage consumers through entertainment in order to increase the ad effectiveness.

Implying a conscious selection between TM and SNS or even being able to afford TM requires more of a company's marketing budget. The takeaways from this study are hardly applicable for small family businesses with limited marketing budgets. On the other hand, co-creation campaigns for small businesses most likely serve a product purpose and not as part of marketing campaigns. Practitioners that can benefit from this study are therefore most likely agencies working with end customers and not the actual end consumers planning their own marketing initiatives. Said agencies now have a foundation for advocating clients away from the hype cycle of SNSs when communicating co-created products and toward the more ad value efficient TM.

As mentioned in the introduction, the dollars spent on advertising are both overspent and inefficiently used (Cheong et al., 2014). This result should definitely help practitioners making the right decisions and put the ad dollars to a better use than before. Although SNSs are considered as relatively cheap platforms, the work demands a constant flow of content and interaction that is costly in man-hours. Large FMCG companies that have big ad spending that

rely on both SNSs and TM for marketing can definitely have efficiency improvements by communicating their co-creation efforts in traditional channels.

7.6.2 Future Research

This thesis was conducted with a limited scope and a focus on how co-creation and a chosen media work together. With these limitations it is suitable to broaden the horizon in a plethora of directions. What is close at hand is to perform the same study with different co-created products to see if the work can be replicated or if other types of product will provide different results. A test would be to compare e.g. high involvement products with low involvement products and thus create a 2x2x2 research model. It would further be interesting to include products of known or/and unknown brands in order to see how co-creation is considered.

With the limited time and scope of this study, purchase intentions and other behavior-oriented variables were not examined on behalf of the preceding attitude related variables. Future studies would therefore benefit from an examination of more long-term related variables. A broader look on the SNS concept with focus on more than just Facebook would also be beneficial, especially with a comparison of the major SNSs. Is Facebook the most applicable or can sites such as Twitter perhaps be favorable with more congruent content?

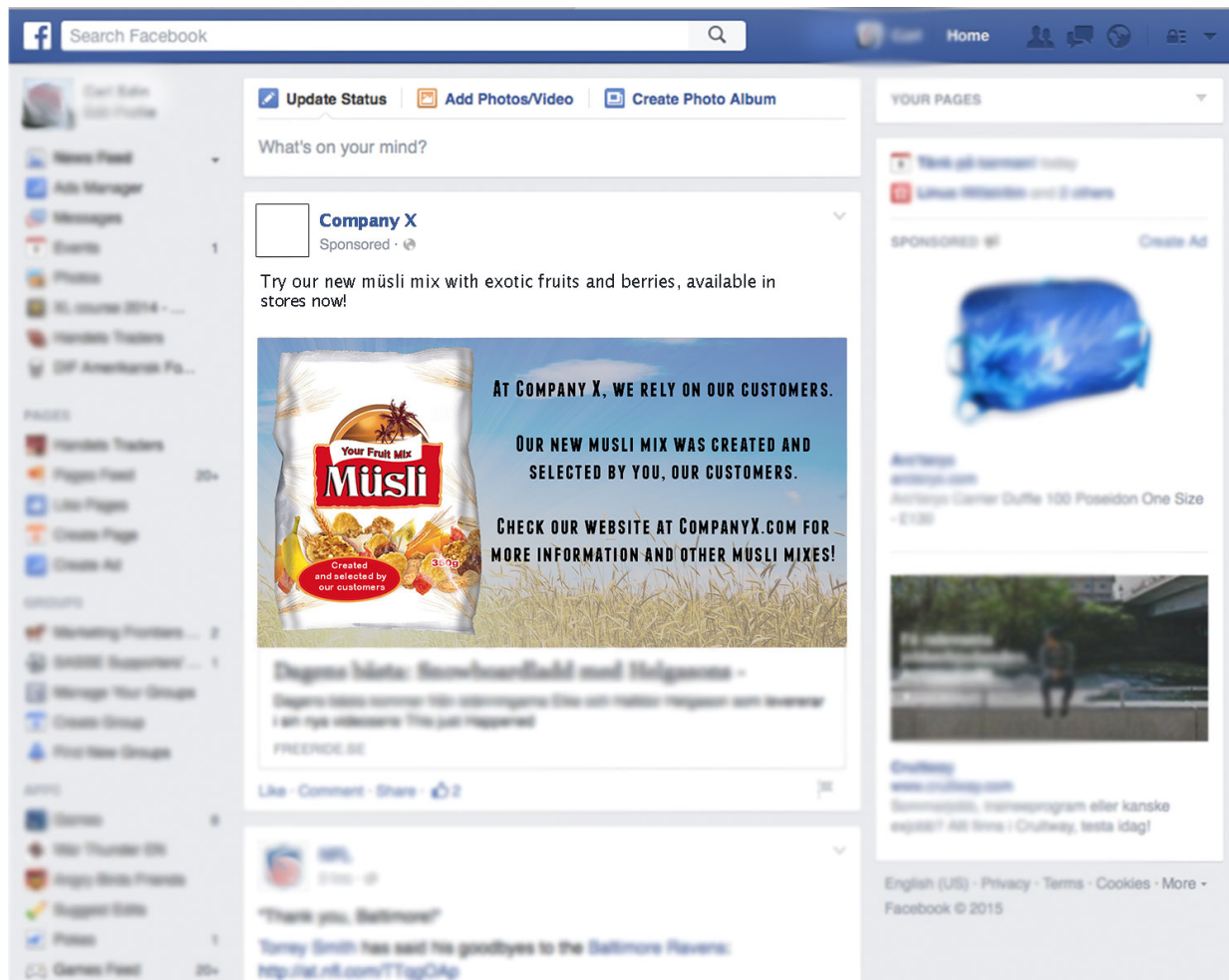
This study was based around the Ducoffe framework with informativeness, entertainment and credibility. A suggestion for future research would therefore be to look for other variables that are not covered by Ducoffe but can contribute to ad value.

From a practical point-of-view, consumers' co-creation knowledge and previous experience deserves further research. A study over a longer period of time with the ambition to map the development of consumer awareness can provide data to a potential timeline when co-creation no longer can be considered as new. A more aware and co-creation accustomed consumer will also provide different results overall (M. Schreier et al., 2012).

8 Appendix

8.1 Stimuli Samples

8.1.1 Co-Created Product in SNS Context



8.1.2 Co-Created Product in TM Context



8.1.4 IDP in TM Context



8.1.5 More Personal Ad of Co-Created Product in SNS Context

The image is a screenshot of a Facebook interface. At the top, there's a search bar and navigation links. The left sidebar shows a user's profile and various app shortcuts. The main content area displays a post from 'Company X', which is marked as 'Sponsored'. The post text reads: 'Congratulations Peter! Your müsli mix was the winner in the competition!'. Below the text is a large image of a 'Your Fruit Mix Müsli' bag, featuring a red label that says 'Created by Peter Eriksson'. To the right of the bag, text states: 'THIS MUSLI MIX WAS CREATED BY PETER ERIKSSON, A STUDENT FROM STOCKHOLM', 'HIS MUSLI MIX GOT THE MOST VOTES IN OUR COMPETITION', and 'YOU CAN FIND PETER'S WINNING MIX IN STORES NOW!'. Below the image, there's a blurred text block and a 'Like · Comment · Share' button with a count of 2.

Search Facebook

Update Status Add Photos/Video Create Photo Album

What's on your mind?

Company X
Sponsored ·

Congratulations Peter! Your müsli mix was the winner in the competition!

THIS MUSLI MIX WAS CREATED BY PETER ERIKSSON, A STUDENT FROM STOCKHOLM

HIS MUSLI MIX GOT THE MOST VOTES IN OUR COMPETITION

YOU CAN FIND PETER'S WINNING MIX IN STORES NOW!

Your Fruit Mix Müsli
Created by Peter Eriksson

Like · Comment · Share · 2

8.1.7 Survey Questions

On the next two pages you will read a short text followed by a picture with an ad. Take your time and read the text and look at the picture carefully. It is a high quality picture, so give it a second to load. To watch it more closely, you can zoom in/out by using "cmd or ctrl +/-".

After that, you will get a few questions related to the picture. Please answer them as truthfully as possible, even though many of the answers are much alike. The brand in our example is anonymous in order to avoid pre-set attitudes.

Thank you for your time and effort!

Company X has launched a campaign where customers have had the opportunity to be included in the idea generation of a new müsli mix. The campaign consisted of a competition where customers came up with their own müsli mixes and later on voted for the best mix. The finalized product is shown in the picture on the next page.

I found the ad to be...

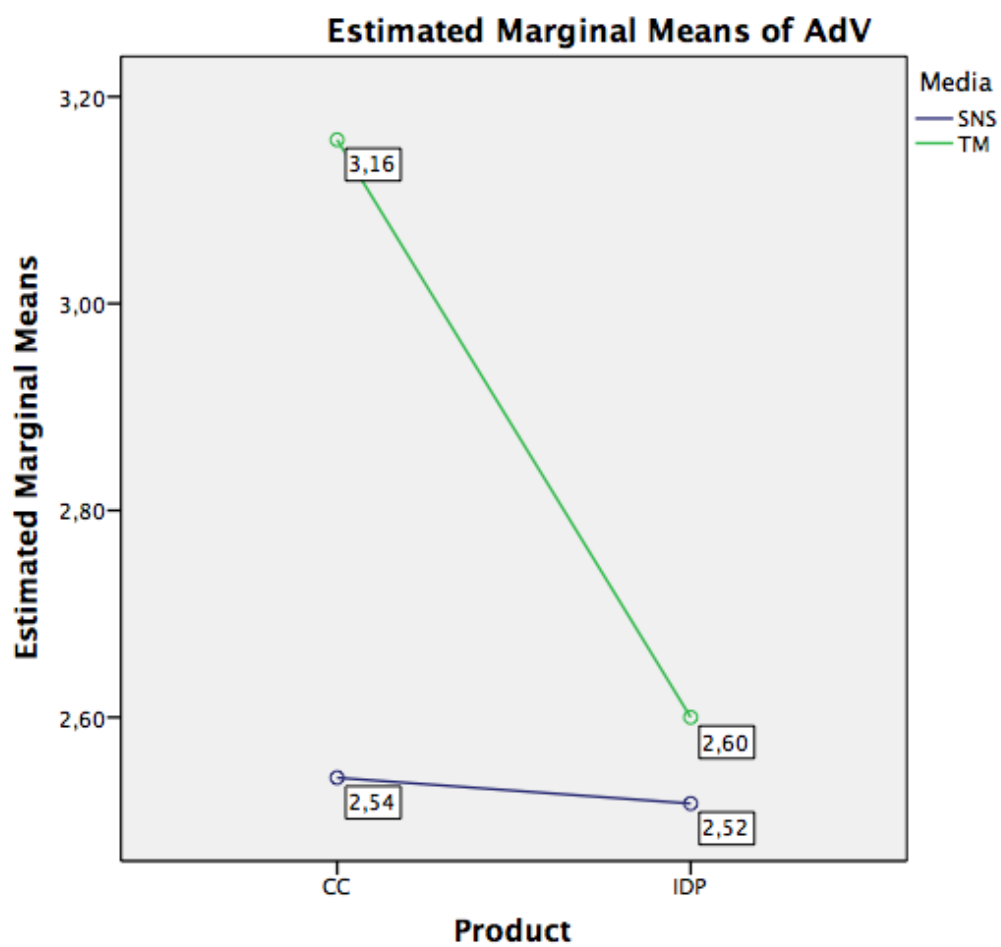
I found the ad to be...

[illegible]

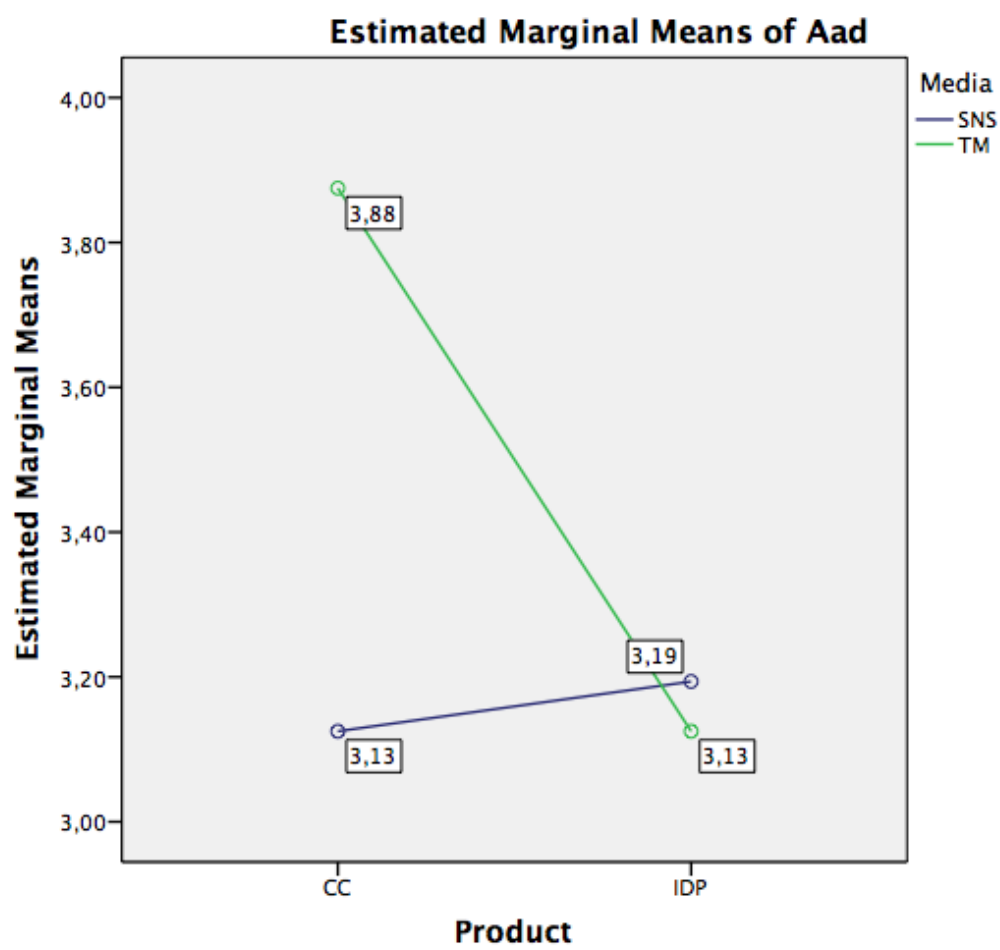
8.2 Additional Tables

8.2.1 Line Diagrams

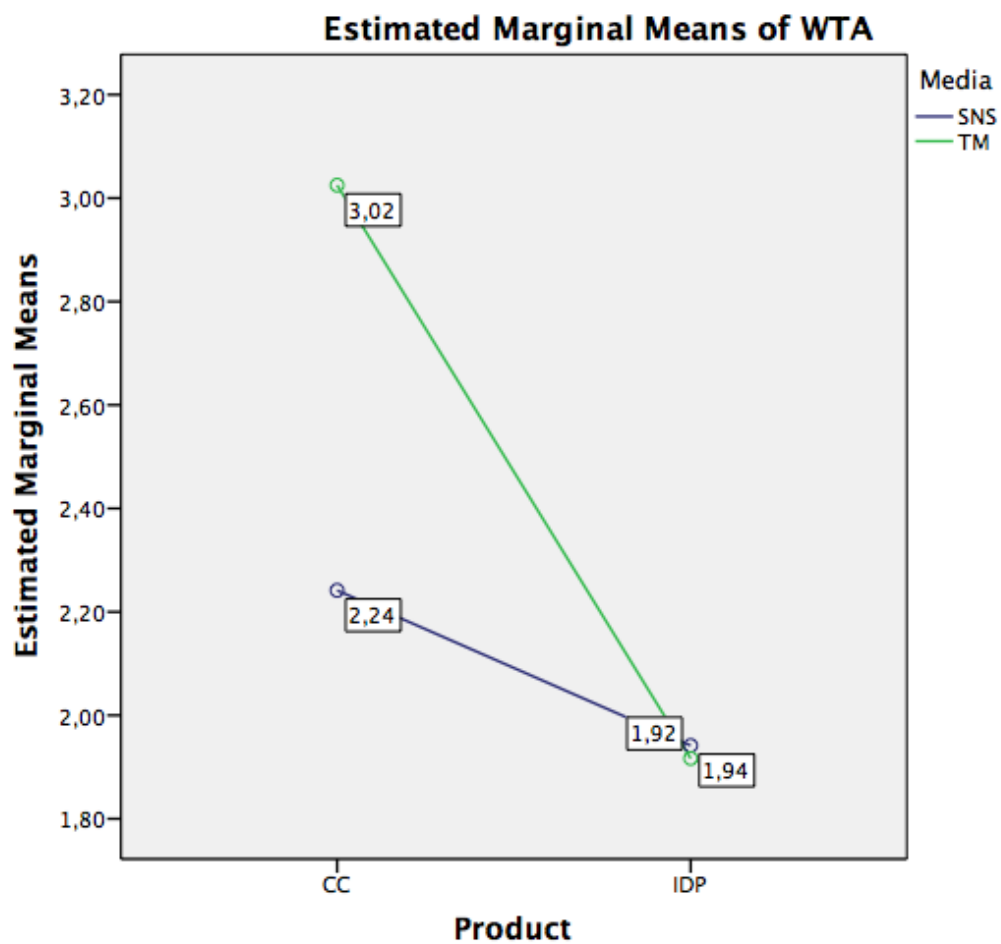
Ad Value



Attitude Toward the Ad



Willingness to Approach Future Ad



8.2.2 Correlation Test, Sub Values

Correlation test between the sub values and ad value for the whole sample

	AdV	Information	Entertainment	Credibility
AdV	1	0,639	0,604	0,543
sig.		0,000***	0,000***	0,000***
Information	0,639	1	0,604	0,543
sig.	0,000***		0,000***	0,000***
Entertainment	0,604	0,452	1	0,327
sig.	0,000***	0,000***		0,000***
Credibility	0,543	0,530	0,327	1
sig.	0,000***	0,000***	0,000***	

8.2.3 Correlation Test, Dependent Variables

Correlation test between the dependent variables for the whole sample

	AdV	Aad	WTA
AdV	1	0,672	0,665
sig.		0,000***	0,000***
Aad	0,672	1	0,603
sig.	0,000***		0,000***
WTA	0,665	0,603	1
sig.	0,000***	0,000***	0,000***

8.2.4 Mean Comparisons, Group 1 and 2

Mean comparisons between groups for group 1 and group 2

Variable	Differences group 1			Differences group 2		
	Groups	Difference	Sig.	Groups	Difference	Sig.
Information	G1-G2	-0,24	0,865	G2-G1	0,24	0,865
	G1-G3	0,06	1,000	G2-G3	0,29	0,762
	G1-G4	0,60	0,298	G2-G4	0,84	0,027**
Entertainment	G1-G2	-0,87	0,007***	G2-G1	0,87	0,007***
	G1-G3	0,02	1,000	G2-G3	0,89	0,004***
	G1-G4	0,17	0,978	G2-G4	1,04	0,000***
Credibility	G1-G2	-0,29	0,824	G2-G1	0,29	0,824
	G1-G3	0,04	1,000	G2-G3	0,33	0,744
	G1-G4	0,52	0,507	G2-G4	0,81	0,060*
AdV	G1-G2	-0,71	0,085*	G2-G1	0,71	0,085*
	G1-G3	0,11	0,997	G2-G3	0,83	0,026**
	G1-G4	0,03	1,000	G2-G4	0,74	0,056*
Aad	G1-G2	-0,92	0,013**	G2-G1	0,92	0,013**
	G1-G3	0,03	1,000	G2-G3	0,94	0,007***
	G1-G4	0,10	0,998	G2-G4	1,01	0,003***
WTA	G1-G2	-0,80	0,031**	G2-G1	0,80	0,031**
	G1-G3	0,42	0,667	G2-G3	1,22	0,000***
	G1-G4	0,44	0,615	G2-G4	1,24	0,000***
Congruence	G1-G2	-0,60	0,307	G2-G1	0,60	0,307
	G1-G3	-0,05	1,000	G2-G3	0,55	0,357
	G1-G4	-0,29	0,926	G2-G4	0,31	0,879

Note: G1=CC-SNS, G2=CC-TM, G3=IDP-SNS, G4=IDP-TM

8.2.5 Mean Comparisons, Group 3 and 4

Mean comparisons between groups for group 3 and group 4

Variable	Differences group 3			Differences group 4		
	Groups	Difference	Sig.	Groups	Difference	Sig.
Information	G3-G1	-0,05	1,000	G4-G1	-0,60	0,298
	G3-G2	-0,29	0,762	G4-G2	-0,84	0,027**
	G3-G4	0,55	0,370	G4-G3	-0,55	0,370
Entertainment	G3-G1	-0,02	1,000	G4-G1	-0,17	0,978
	G3-G2	-0,89	0,004***	G4-G2	-1,04	0,000***
	G3-G4	0,15	0,985	G4-G3	-0,15	0,985
Credibility	G3-G1	-0,04	1,000	G4-G1	-0,52	0,507
	G3-G2	-0,33	0,744	G4-G2	-0,81	0,060*
	G3-G4	0,48	0,562	G4-G3	-0,48	0,562
AdV	G3-G1	-0,11	0,997	G4-G1	-0,03	1,000
	G3-G2	-0,83	0,026**	G4-G2	-0,74	0,056*
	G3-G4	-0,08	0,999	G4-G3	0,08	0,999
Aad	G3-G1	-0,03	1,000	G4-G1	-0,10	0,998
	G3-G2	-0,94	0,007***	G4-G2	-1,01	0,003***
	G3-G4	0,07	0,999	G4-G3	-0,07	0,999
WTA	G3-G1	-0,42	0,667	G4-G1	-0,44	0,615
	G3-G2	-1,22	0,000***	G4-G2	-1,24	0,000***
	G3-G4	0,02	1,000	G4-G3	-0,02	1,000
Congruence	G3-G1	0,05	1,000	G4-G1	0,29	0,926
	G3-G2	-0,55	0,357	G4-G2	-0,31	0,879
	G3-G4	-0,24	0,956	G4-G3	0,24	0,956

Note: G1=CC-SNS, G2=CC-TM, G3=IDP-SNS, G4=IDP

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