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How Endorsers Create Click Intention:

A Study of the Norwegian Painting Tool Brand Jordan

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Sincerely,

Solveig Kristin Pettersen Ulvestad and Miriam Stusdal

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Miriam Stusdal

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Abstract

Consumers are increasingly using online search engines to gain information about products and services. The use of endorser has for a long time been a popular strategy in digital advertising. A challenge for brands today, however, is to choose the right endorser to represent the brand, product and the ad to make the advertisement as efficient as possible. Previous research on advertising effectiveness indicates that expertise and trustworthiness are essential factors for the persuasiveness of the ad.

The purpose of this study is to investigate if the choice of the endorser and the level of involvement could affect consumers liking of the ad. Thus, increase their intention to click the ad to gain more information on the brand's website. Additionally, the study investigates how brands can strengthen brand associations to make their brand "top of mind" when consumers are thinking of painting their home. The brand used in this study is the Norwegian painting tool brand Jordan, owned by Orkla.

The study provides a review of the literature within advertising efficiency on endorsement, involvement, source credibility, click intention, attitude towards ad and brand association. Five hypotheses were developed to investigate the relationship between these variables. The data was collected through an online survey with experimental design. The study contained 258 respondents, divided into six different conditions with three different endorsers and two levels of involvement.

Findings indicate that higher expertise will lead to higher source credibility, and thus have a positive effect on attitude towards the ad. Additionally, findings show a positive attitude towards the ad will lead to higher click intention and brand associations. This study contributes with advertising strategies regarding involvement and the use of endorser for Jordan and other brands. Managerial implications in terms of advertising effectiveness are presented together with suggestions for future research.

1.0 Introduction

Today, the customer journey often starts with information searching online. Consumers use the Internet to search for products and services in order to seek for the best option that gives the most value. Searching online give consumers, the opportunity to compare and elaborate on several different options before a potential purchase decision (Ozkara, Ozmen & Kim, 2016). This influences when, where and how consumers choose a brand (Batra & Keller, 2016). According to Patrutiu-Baltes (2016), 87% of consumers begin product searches on digital channels, such as Google, Bing or other search engines before the purchase stage (Alaimo, 2018). It is, therefore, essential for brands to be in consumers' top of mind in their category. In order to be in consumers' top of mind when they are searching online, it is vital for brands to build brand associations online. Consumers use these brand associations in order to help them in a purchase decision (Low & Lamb, 2000). Hence, the importance of making ads that are appropriately targeted and makes people take action when they are in the pre-purchase stage is fundamental.

Marketers are blessed with much broader communication possibilities such as social media ads, websites and paid or organic search ads to reach a large number of consumers (Batra & Keller, 2016). As digital advertising has become more popular it has also become more challenging for companies to make compelling advertisements that stands out from other competitive brands (Muda, Musa, Mohamed & Borhan, 2014). The use of endorsers in advertising is an attractive strategy to make advertisement more appealing and has been used since the nineteenth century (Erdogan, 1999). An endorser is a person used in advertising for a product or a service. Today, the challenges are about choosing the right endorser to represent the brand, product and ad. Research has found that the expertise and trustworthiness of the source is vital for the persuasiveness of the ad (Harmon & Coney, 1982; Moore, Hausknecht & Thamodaran, 1988; Sternthal, Phillips & Dholakia, 1978; Wu & Shaffer 1987), and in order to change consumers attitudes (Craig & McCann, 1978; McGinnies & Ward, 1980). Source credibility is, therefore, an essential factor to take into account when researching this area and something that will affect consumers' attitude towards the ad. As the use of online advertisement has increased marketers also experience a challenge in gaining higher click-through rates. Research has found that consumers' intention to click on the ad has decreased in later years (Chatterjee, Hoffman & Novak, 2003).

These findings are an indication that brands need to make their advertising exciting and appealing.

An ongoing challenge for digital marketers is to enhance consumer involvement through online brand messages (Cruz, Leonhardt & Pezzuti, 2017). Previous research has found that when consumers have high involvement, it increases their motivation to elaborate on the product (Hsiang-Ta, Yi-Chih & Tzu-Ying, 2017). Therefore, it is essential to make consumers engage in the advertising in order to increase advertising effectiveness.

1.1 Case: Jordan (Orkla House Care):

We have chosen to use the painting tool brand Jordan in our study. They provided us with information regarding the company's marketing strategy. Jordan is a leading Norwegian brand, specialized within painting tools and cleaning products.¹ The reason for our interest in this brand is because according to Orkla House Care "renovation" is one of the most used "search terms" on Google. Their website strategy is to create "how to content" in order to help consumers choose the right tools. According to Jordan, information search online is increasing, and the search term "how-to" has increased with 70% on youtube in 2018.

There is much empirical research that uses involvement in advertising by manipulating the involvement level of different products. However, to our knowledge, there is limited research done on the area of manipulating involvement by giving the respondents scenarios. Hence, this study contributes to see if advertisements should differ when people are actively searching compared to only scrolling the Internet with no particular motive. Considering that the painting category is quite technical, we found it interesting to examine the use of different levels of expertise of endorsers in Facebook ads. Combining this with high and low involvement scenarios will further investigate what effect this will have on attitude towards the ad, click intention and brand associations. Additionally, we are investigating whether source credibility mediates the relationship between endorser type and attitude towards the ad. Besides, we examine whether the respondents' previous experience with painting tools will moderate the relationship between source credibility and attitude towards the ad.

¹ The information was provided during an Internship in Orkla house care (2018)

We propose the following research question:

How can the use of endorser and involvement level in online advertising lead to higher attitude towards the ad, brand association strength and click intention?

2.0 Literature Review

2.1 Expertise of Endorser

An endorser is a person used for advertising a product or a service, and often in advertising. There are different kinds of endorsers, and Friedman and Friedman (1979), mention three types of endorsers most typically used in advertisements. These are either a celebrity, an expert or a regular consumer. A celebrity is a person who is known to be public, an expert is a person with superior knowledge, while the typical consumer is a person who only knows the product by the use of it (Friedman & Friedman, 1979).

Previous studies done on celebrities' vs non-celebrities as endorsers found that there were no remarkable differences in attitudes towards advertising, attitude towards the brand and consumers purchase intention (Erdogan, 1999). However, there were found some differences in the cognitive response of the consumers. When generated with a regular person in the advertisement, receivers focused more on the brand and its features, while concentrating more on the celebrity itself when given a condition with a celebrity. Atkin and Block (1983) and Petty, Cacioppo & Schumann (1983) both argue that consumers will create more positive opinions towards advertising as well as increase their purchase intention when companies use a celebrity endorser instead of a non-celebrity in their ads (Erdogan, 1999). Further, studies have also found that expert information is more persuasive compared to non-expert information (Eastin, 2001).

In contrast, other studies argue that non-expert information and recommendations are more persuasive than the ones that are provided by experts (Huang & Chen, 2006). According to Erdogan (1999) and Tom, Clark, Elmer, Masetti and Sandhar (1992), using a celebrity increases consumers recall, create attention and contribute to more prestige for the brand. In more recent studies researchers argue that by using a non-celebrity person there is more likely that the endorser will have a better

fit with the brand, thus making it more efficient to use (Fang & Jiang, 2015). Some have even found that there is no difference between using a celebrity endorser and a non-celebrity endorser. Hence, as evidence shows that there are discrepancies regarding whether a celebrity or a non-celebrity is more efficient to use in advertising there are reasons to investigate this further.

Further, Fang and Jiang (2015), discuss what makes celebrities effective in the advertisements as well as theories for how to select the right advertiser. They found that using celebrity endorsers in advertising has contributed to making the advertisement more persuasive, and thus leading to higher sales for companies. On the other hand, other findings suggest that celebrity endorsers might overshadow the product (Fang & Jiang, 2015).

The fit of the endorser and the product has a vital role in the advertisement to be valid according to research done earlier. Hence, the product category decides which endorser will be most effective (Friedman & Friedman, 1979). The authors argue that for complex products, an expert would be a more suitable endorser. In other words, the fit between the endorser and the message is important to consider. Celebrity endorsements include both famous endorsers directly connected to the products and endorser that are famous for other areas that are not related to the product they are advertising (Freiden, 1984). In a study where they tested endorsers against products, they found that if the product had a significant risk and were social or psychological, a famous person would be most suitable. If the product has a low level of risk, a regular person would be most suitable. While for complex products, an expert would be the most suitable endorser (Friedman & Friedman, 1979). The effectiveness of the endorsers depends on how well the endorser match the product they are representing (Wright, 2015). Therefore, the fit of the person delivering the message is an essential factor to consider.

According to Alba and Hutchinson (1987) “expertise is defined as the ability to perform a task successfully”. In our study, the three different endorsers used can be qualified as three levels of expertise. The expert has high expertise as his occupation is painting. The celebrity has medium expertise as he is the host of an interior/renovation program, while the regular consumer has only experience with painting his own home. Different types of endorsers are included to find out which

of the endorser is perceived as most credible. As most of the research done in the literature is on experts and celebrities as endorsers, we found it interesting to include a regular consumer. It is argued that consumers tend to trust others who are similar to them and that the similarity of a regular consumer can be considered as a type of expertise (Friedman & Friedman, 1979). There is, therefore, a chance that consumers find the regular consumer endorser trustworthy. Further, consumers are aware that celebrities get paid when they are in ads, which can have a negative effect on the advertisement (Fang & Jiang, 2015).

2.2 Source Credibility

Source credibility is defined as the communicators' characteristics that are used to affect a person's opinion about a message (Ohanian, 1990). Some of the attributes that are important for changing consumers' attitudes when measuring source credibility are attractiveness, expertise, similarity, trustworthiness, and likableness (Friedman & Friedman, 1979). Eastin (2001), state that previous research on credibility have found that trustworthiness of a source influence consumers acceptance of a message and can affect whether they change their opinion or not. If a person is perceived as credible, he or she shows extensive knowledge and experience within the topic (Feick & Higie, 1992).

According to Ohanian (1990), there has been much research done using credible spokespersons to make the messages in the advertisement more persuasive. The author found a scale for measuring celebrity endorsers, including perceived expertise, trustworthiness and attractiveness. Expertise and trustworthiness originate from the article of Hovland, Janis and Kelly (1953), where they found these factors to be necessary for the credibility of the communicator of the message. The source attractiveness model has its roots from social psychology research and the source valence model of McGuire (Erdogan, 1999). Ohanian (1990), used these three models to define the dimension of source valence.

Trustworthiness is defined as "the degree of confidence in the communicator's intent to communicate the assertion he considered most valid" (Hovland et al., 1953). According to Ohanian (1990), a lot of research support that trustworthiness affects consumers change in attitude, and that this is a crucial factor for persuasion of the consumers. If the endorser has high believability, integrity and manages to perceive himself as honest, it is considered trustworthy (Erdogan, 1999).

Expertise is defined as "the extent to which a communicator is perceived to be a source of valid assertion" (Hovland et al., 1953). According to Ohanian (1990), this model is also an essential factor for the persuasiveness and the change in the attitude of the consumers. The expertise is whether the source is considered to be a source of valid declaration (Erdogan, 1999).

Attractiveness was included in the source credibility model as it had become an important factor of the increasing use of celebrity endorsers. Most studies find that an attractive person is more liked by consumers than less attractive people (Ohanian, 1990).

2.3 Attitude Towards the Ad

According to Lutz (1985) attitude towards the ad is defined as "predisposition to respond favourably or unfavourably to a particular advertising stimulus during a particular exposure occasion". Companies are increasingly using the internet and particularly social media as a platform to reach their consumers with marketing. There is a large amount of research done on the effectiveness of advertising. According to Alwitt and Prabhaker (1992) and Mittal (1994), there is much scepticism towards ads, and previous research has found that there were a high amount of negative attitudes towards advertising (Ting & de Run, 2015). Ting and de Run (2015), also argues that much research done in recent years has found that consumers had a favourable attitude towards advertisement (Deshpande, Hoyer, & Donthu, 1986; Shavitt, Lowrey, & Haefner, 1998; Valencia, 1985). Other literature done on advertising has found that online advertising is often ignored or not of much value for consumers surfing the internet (Wang, Zhang, Choi & D'Eredita, 2002). Therefore, it has become even more important to make advertising that manages to engage consumers.

Attitude towards the ad is an essential factor in the research of advertising effectiveness. Previous research has found that attitude towards the ad has a direct effect on advertising effectiveness (Mehta, 2000, Mehta & Purvis, 1995). In order to make consumers click on the ad and continue their customer journey to companies' websites, it is crucial that consumers like the ad. The effectiveness of an ad is related to whether it makes consumers engage in thinking and feeling about

the product in the ads (Zhang & Mao, 2016). Regarding the use of endorsers, both Atkin and Block (1983) and Petty et al., (1983) found that using a celebrity is more efficient than using a non-celebrity in terms of attitude towards the ad (Erdogan, 1999). However, this research was done years ago, before consumers become sceptical to the celebrity endorser as they are more aware of the payment the celebrities get for the job (Fang & Jiang, 2015).

2.4 The Moderating Effect of Experience

To give the study more magnitude, we wanted to explore how Jordan divide their customer segments. We therefore visited Maxbo, one of the largest distributors of Jordan painting tools. According to Maxbo, the amount of experience is what would distinguish their customers the most. Inexperienced people use much time searching and evaluating attributes and benefits, as they are not very confident in their decision-making (Howard & Sheth 1969). Findings show that when prior knowledge increases, people tend to be more critical when it comes to source and credible information (Kerstetter & Cho, 2004).

2.5 Involvement Level

Petty and Cacioppo created the elaboration likelihood model, and it distinguishes between two types of consumers involvement; high and low (Petty & Cacioppo, 1981). When consumers have high involvement, it increases their motivation to elaborate on the product (Hsiang-Ta., 2017). This route is called the central route, and it requires consumers to think critically and engage more (Bhattacharjee & Sandord, 2006). The central route means that the consumer will pay more attention to the information provided in the advertisement rather than other factors in the advertisement, such as the picture or the endorser. Low involvement consumers will focus more on the factors of the ad, not necessarily the product information itself (Hsiang-Ta et al., 2017). This route is called the peripheral route and require less cognitive thinking (Bhattacharjee & Sandord, 2006). There has been some disagreement regarding the meaning of the level of involvement. According to Park & Young (1986), it is agreed upon being something associated with the level of personal relevance and the importance of the product for the consumer (Gotlieb, Schlacter & Louis, 1992).

Research in this area has found advertising effectiveness to be highly influenced by the involvement level of consumers (Greenwald & Leavitt, 1984; Wu, 2001).

Studies done with involvement level on advertising effectiveness indicates that the endorser is more critical in low involvement, while in high involvement the argument in the ad has a greater impact on consumers (Petty et al., 1983). Involvement has been included in research on advertising effectiveness and brand attitude, however, the involvement is often manipulated by using different types of products (Gotlieb et al., 1992; Dahlèn, Ekborn & Mörner, 2000; Laurent & Kapferer, 1985; Vaughn, 1980), or personal involvement level (Greenwald & Leavitt, 1984).

To our knowledge, there is not much research done on involvement giving the respondents different scenarios before being exposed to the ad. The case here is to decide how engaged consumers are in different scenarios. Those who are highly involved when searching online are those who have “acknowledged” that they have a problem they need to fix and therefore engage more in finding information.

2.6 Click Intention

We believe brands are interested in attracting consumers to their websites, in order to increase brand awareness and educate consumers about their products, which can lead to higher sales and loyal customers. Online ads have become an essential and efficient tool to attract customers to the website. If consumers have a high click intention on the ad, there is a reason to believe that by using that particular endorser as a provider on their website will have the same positive effect.

Zhang and Mao (2016), talk about a hierarchy of effects used to understand advertising effects. The model consists of different stages consumers go through when making an opinion about the brand attitude when being exposed to an advertisement. First, consumers are in a cognitive stage where they develop some perceptions about the brand before they move to a stage for attitude formation. Finally, when these two stages are reached, it will cause a behavioral intention, clicking the ad (Barry & Weilbacher, 2002). In the study of Haans, Raassens & Van Hout (2013), they found that advertisements, including expert evidence or statistical evidence, generates higher click-through rates. Click-through rates measure the number of people who clicked the ad in order to enter the webpage (Marketing Terms, 2019). Expert or statistical evidence is also considered the best way to advertise if the goal is to get people to go to the company’s website (Haans et al., 2013). Findings also suggest that the nature of the audience, as well as their interest

in the product category, is the main reason for click-through rate (Briggs & Hollis, 1997).

Previous research done on click intention has found that since the late 1990s, the average click-through-rate has declined (Chatterjee et al., 2003). It has further been speculated about whether click-through-rates are random and that marketers cannot do anything to improve the rates. Academic studies finds that many banner ads go unnoticed without any click, also those that have attention-grabbing features (Briggs & Hollis 1997; Dreze & Hussherr 2003).

2.7 Brand Associations

According to Crawford Camiciottoli, Ranfagni & Guercini (2014), brand associations are classified as attributes of the products or attributes linked to the purchase and consumption of the product. Brand associations can be both product and non-product related (Keller, 1993). Besides, brand associations can be related to product experiences and perceived benefits, which includes thoughts, attitudes and feelings consumers have towards the brand (Broniarczyk & Alba, 1994; Keller, 2003). More specific, Keller (2003), identifies multiple dimensions related to brand knowledge, including awareness, attributes, benefits, images, thoughts, feelings, attitudes and experience. Hence, all these different dimensions may become a part of consumers' memory and thus, affect the consumer responses to different marketing activities (Keller, 2003). According to Alba, Hutchinson & Lynch (1991), the associations' consumers have towards a given brand is the core to decision making (French & Smith, 2013). Associations are core to consumers decision making considering that brand associations are used to process, organize and retrieve information in memory and aid them in their purchase decision (Low & Lamb, 2000).

Moreover, the brand value is referred to as brand equity, and according to Keller (2003), brand associations are a source of brand equity. Thus, brand associations that are positive, strong and unique will contribute to increased brand equity. Brand equity is equally important to the consumers as to the brand, because it enhances their information processing and increases their confidence in the purchase decisions, as well as it contributes to higher consumer satisfaction in use (Aaker,

1996). Keller (1993), divides brand associations into three major categories: Attitudes, benefits and attributes.

According to Wilkie (1986); Keller (1993), brand attitude is defined as the consumers' overall evaluation of the brand. Brand attitude is crucial because it is an indication for consumers' behavior (Keller, 1993). It has been shown in Kirmani, Soo & Bridges (1999), that those with a positive attitude towards the brand will have stronger brand associations.

Benefits are defined as a consumer's value and are about what the consumers think the product can do for them (Keller, 1993). These can further be divided into experimental, functional and symbolic benefits.

The brand attribute is defined as the characteristic features that characterize companies' products (Keller, 1993). Here, the author distinguishes between product-related attributes; the products physical composition, and non-product related attributes.

It is also found that the use of credible celebrities in advertising is expected to give favorable brand associations for a non-durable product (Spry, Pappu & Bettina Cornwell, 2011). It is, therefore, a reason to believe that the use of credible endorsers will have a positive effect on the brand association strength in our study as well.

3.0 Hypotheses Development

According to Goldsmith, Lafferty & Newell (2000), the credibility of the endorser has a substantial impact on consumers' attitude towards the ad. Empirical research has investigating the credibility of the source has been an area of interest for a considerable amount of researchers (Aronson, Turner & Carlsmith 1963; Bochner & Insko 1966; Goldberg & Hartwick 1990; Sternthal et al., 1978). Lutz (1985), argues that source credibility affects the attitude towards a specific ad. In the study done by Goldsmith et al., (2000), they tested if the relationship between source credibility were positively and directly related to attitude towards the ad and found that it was significant. We want to investigate if the choice of endorser has an effect

of the attitude towards the ad and whether source credibility mediates the relationship. Therefore, the following hypothesis is:

H1: When the endorser's level of expertise increases, the source credibility will increase, which again increases the attitude towards the ad

The ability to make consumers engage in an ad before taking any action is what makes an ad effective (Zhang & Mao, 2016). It is also found that the attitude towards the advertisement does say something about the degree of involvement consumers will have in the advertisement (Ting & de Run, 2015). When consumers have high involvement, it indicates that there is a greater chance that they will have more positive attitudes about the advertisement. Since most of the previous research using involvement in advertising has been done by manipulating the product, we found it interesting to manipulate the involvement with a scenario and see if there is any difference in the attitude towards the ad between the scenarios.

Therefore, we hypothesize:

H2: Involvement level will affect attitude towards the ad

According to Kerstetter and Cho (2004), the experience is one of the most critical factors that can influence the decision-making process. In order to make a better contribution to the study, we included a segmentation variable under a conversation with Maxbo. They told us that we should look at experience within the category of the respondents. More specifically, we want to investigate whether the amount of experience would moderate the relationship between source credibility and attitude towards the ad. Hence, our following hypothesis is:

H3: Consumers previous experience will affect the relationship between source credibility and attitude towards the ad.

Gauzente (2010), findings show that if consumers have a positive attitude towards the ad, the click intention will increase. Therefore, it is a reason to believe there is a positive relationship between attitude towards the ad and intention to click. The following hypothesis is:

H4: When attitude towards the ad increases, the click intention will also increase

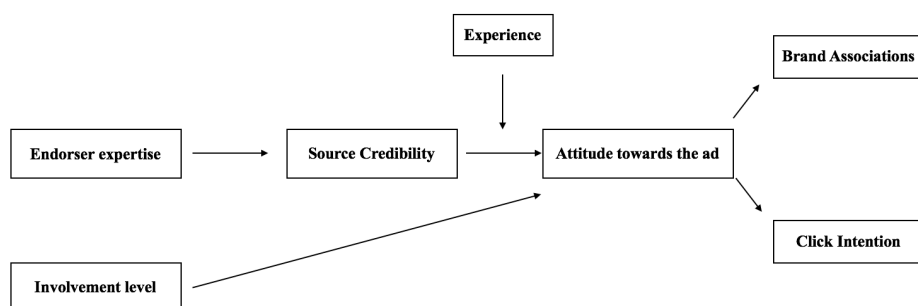
Some experiments have found that the attitude towards the ad affects brand attitude, purchase intention and purchase behavior (Shimp, 1981). Attitude towards the ad is a part of consumers' brand associations. Empirical research has found that attitude towards the ad indirectly leads to higher purchase intention, through brand attitude (Handa, Pandit & Sharma, 2003; Shimp & Gresham, 1985; Brown & Stayman, 1992; Garner, 1985; MacKenzie, Lutz & Belch, 1986; Goldsmith et al., 2000). These findings indicate that if the consumers like the ad, this will have a positive effect on the attitude towards the brand. Therefore, it is a reason to believe that favourable attitudes towards the ad contribute to stronger brand associations. Our final hypothesis is as follows:

H5: When attitude towards the ad increases, the brand associations will also increase.

4.0 Conceptual Model

Our main goal of this study was to find if the expertise of the person delivering the message as well as the level of involvement affects the attitude towards the ad, click intention and brand association. We propose the following conceptual model:

Figure 1. Conceptual model



5.0 Research Methodology

5.1 Experimental design

In our study, we have chosen to use a 2 (high vs low involvement) x 3 (Celebrity vs Expert vs. Regular consumer) in between factorial design. This refers to how participants are allocated in the different scenarios between our two independent variables. We want to see if the independent variables have an effect on the dependent variables attitude towards the ad, click intention and brand associations, as well as the impact of source credibility as a mediator.

Table 1: 2x3 between subject's factorial design

Involvement	Celebrity	Expert	Regular consumer
High	Group 1	Group 2	Group 3
Low	Group 4	Group 5	Group 6

This study aims to investigate whether the level of expertise of the different endorsers (celebrity, expert and regular consumer) will increase the consumers liking of the ad. Accordingly, we want to examine whether the increased liking of the ad, lead to higher click intentions and brand associations strength. Also, we wanted to look into consumers' previous experience within the painting category and find out if it has a moderating effect on their attitude towards the ad.

We manipulated the involvement level and the endorser in the Facebook ads, keeping all other variables constant. In order to make sure that that age and gender are not factors that could affect the respondents' answers, we used three males at approximately the same age.

We had 6 different Facebook ads that was differentiated by the above mentioned variables: (1) High involvement/Expert endorser, (2) High involvement/Celebrity, (3) High involvement/Regular consumer, (4) Low involvement/Expert, (5) Low involvement/Celebrity, (6) Low involvement/Regular consumer. In order to get an even distribution and to control for internal validity, we used randomization and made sure we got approximately the same number of respondents in each group.

In our experiment, we used a scenario-based design to differentiate high and low involvement (Appendix 1). We chose this method because it is easy for respondents to imagine themselves in a scenario because it sets a realistic context (Rosson & Carroll, 2009).

Participants in the high involvement scenarios were introduced to a text explaining that they had to imagine that they were going to paint a room in their house and therefore needed equipment for the job. They were told that they are at the beginning of the process and want to do some research online and should, therefore, take a careful look at the ad. In the low involvement scenario, the participants were asked to pretend that they were surfing online (Appendix 2). Otherwise, all of the questions in the survey were the same in all six scenarios (Appendix 2).

Figure 2: Facebook ad with expert endorser

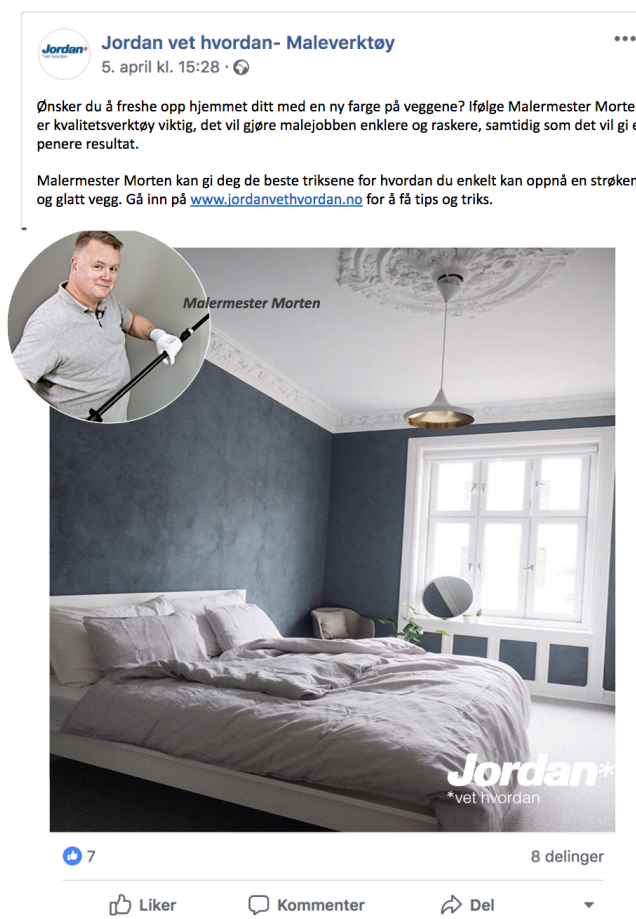



Figure 3: Facebook ad with celebrity endorser

Jordan Jordan vet hvordan- Maleverktøy
5. april kl. 15:28 · 🌐

Ønsker du å freshe opp hjemmet ditt med en ny farge på veggene? Ifølge programleder og interiørstylist Halvor Bakke er kvalitetsverktøy viktig, det vil gjøre malejobben enklere og raskere, samtidig som det vil gi et penere resultat.

Halvor kan gi deg de beste triksene for hvordan du enkelt kan oppnå en strøken og glatt vegg. Gå inn på www.jordanvethvordan.no for å få tips og triks.



Programleder Halvor Bakke

7 8 delinger


Liker Kommenter Del

Figure 4: Facebook ad with regular consumer endorser

Jordan Jordan vet hvordan- Maleverktøy
5. april kl. 15:28 · 🌐

Ønsker du å freshe opp hjemmet ditt med en ny farge på veggene? Ifølge revisoren Henrik Olsen er kvalitetsverktøy viktig, det vil gjøre malejobben enklere og raskere, samtidig som det vil gi et penere resultat.

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Revisor Henrik Olsen

7 8 delinger

Liker Kommenter Del

5.2 Sampling

We have chosen Facebook users as our target population because it is a cost-efficient and time-saving method to reach a large group of respondents. Because we have chosen Facebook as our data collection, we have a non-probability convenience sampling (Malhotra, 2010). In the experiment, we used the online survey channel Qualtrics Software, to make the questionnaire. This method is a fast and easy way of collecting respondents, as well as it is easy to transfer the results into the program where we analyze the data. However, experiments are usually done in laboratories in order to take caution for external factors influencing the respondents. In our study, seeing that respondents can be anywhere when taking our survey, we are not able to control for external validity.

5.3 Pretest

In order to make sure our experiment will give an effect and that our manipulation is working we started by performing two pretests, one for involvement level and one for the endorsers. The manipulation was also done to make sure there were no other reasons we got the answers we did.

5.3.1 Endorser

Firstly, we performed a pretest on the different endorsers to see if the participants considered these persons in the roles as we wanted them to. They were given an ad with one of the three endorsers and then asked whether they considered this a regular person, a celebrity or an expert. We collected five respondents in each of the scenarios. In all of the three cases the manipulation worked as planned, the respondents perceived the endorsers as we intended. Since there were only a few participants in our pretest, we could easily read and interpret the answers from the software, Qualtrics.

5.3.2 Involvement level

We performed another pretest to find out if the scenario we had made for the high, and low involvement cases worked as intended. As mentioned above, in the high involvement condition consumers are supposed to actively seeking for information, while in the low involvement they are causally surfing online. In both scenarios, the respondents were asked about to what extent they noticed the interior picture, the endorser and the text. In the low involvement scenario, the participants focused more on the picture or the endorser. However, there were various answers regarding

whether it was relevant to them or not, indicating that some of the respondents might be considering to renovate in the near future. In the high involvement scenario, the majority of people focused on the text. In addition, the results showed that some respondents in high involvement also focused on the person and the picture. Moreover, we wanted to examine whether the respondents in high involvement used more time and effort in completing the survey. Hence, we found that in the high involvement scenario, the mean duration spent on the survey was 99.4 seconds while for the low involvement scenario, the mean was only 64.4 seconds.

5.3.3 *Prestudy of the actual survey*

Before sending out the primary survey, a prestudy with all of the same questions as in the primary survey was sent out to make sure the questions worked as intended. The pretest was sent to 22 respondents. In our pretest, a One-sample t-test was used, in order to make sure that there were significant differences between our three endorsers in the Facebook ads.

Table 2: One-sample t- test for pre-test

One-Sample Test				
	t	df	Sig. (2-tailed)	Mean Difference
Endorser	6.308	21	.000	1.091

The two-tailed P-value is ($p=0.000$), indicating that there are significant differences between the three groups.

For involvement level, a One-sample t-test was computed to make sure there still were significant differences between high and low involvement in the scenarios.

Table 3: One-sample t-test for pretest

One-Sample Test				
	t	df	Sig. (2-tailed)	Mean Difference
Involvement	4.583	21	.000	.500

The two-tailed value is ($p=0.000$), and this means that there are significant differences between our involvement groups.

5.4 Measurements

In all of the questions, the scales used were adapted from empirical studies where the validity and reliability of the scale have been controlled. In some of the scales, there are minor changes to make it a better fit for our scenarios. To measure source credibility, we used the scale of Ohanian (1990), consisting of five, seven-point semantic differential items on the three factors, trustworthiness, expertise and attractiveness. For the attractiveness scales, Ohanian (1990) did a factor analysis to find the words most suitable to explain attractiveness. Some of these were not suitable for our study, and therefore we replaced “sexy” and “classy” with “sophisticated” and “charming”, these were initially removed earlier in the factor analysis (Ohanian, 1990). The measurements for attitude towards the ad was adapted from the scale used in Gardner (1985), using a bipolar 7-point scale. To measure click intention, we only used a single question from the article Yoo, (2007). As mentioned earlier, to measure brand association strength, we used brand attitude, benefits and brand attributes. The scales for brand attitude and benefits were from Aaker (1996). The scales for brand attributes were also from Aaker (1996), but we adapted the attributes from Jordan’s website; Quality, safe to use, familiar, solid and innovative (Jordan, 2019). The experience was measured using scales from Kerstetter and Cho (2004), but instead of only asking about how many times they had painted in general. We asked how many times they had painted, 1) Wall, 2) House, 3) Roof, 4) Mouldings.

Manipulation check for involvement was measured by looking at the amount of time used on the survey. Regarding the endorsers, the difference in source credibility for the endorsers is the manipulation check.

5.5 The control variable

According to Malhotra (2010), when examining the relationship between our dependent variables and controlled independent variables, it is essential to consider and include the influence of uncontrolled independent variables. Hence, we wanted to examine whether brand attitude had any effect on attitude towards the ad. Therefore, the respondents were asked about their brand attitude before and after being exposed to the Facebook ad.

6.0 Data Analysis

6.1 Data cleaning

The data contained a total of 278 respondents. We found some outliers that gave us some unusual data, and therefore, altogether, we deleted 20 respondents from our dataset.

6.2 Changing variables

During our data preparation, we recoded the endorser variable into 0=Regular consumer, 1=Expert endorser, 2= Celebrity endorser in Excel. In addition, we recoded the involvement variable into dummy variables 0 and 1 to distinguish between low and high involvement. Further, we made dummy variables of the moderator “experience” (0=low experience and 1=high experience). In order to recode the experience variable into high vs low experience, we first changed the values for the four experience variables (wall, house, roof, and mouldings). Hence, we created dummy variables, where we chose to have 1-4 as low experience (0) and 5-7 as high experience (1).

Moreover, we wanted to merge all the four experience variables into one total_experience variable. Thus, we summed up the four experience variables and created a scale from 0-4. Where 0= low experience in all the categories, 1= high experience within one category, 2= high experience within two categories, 3= high experience within three categories and 4= high experience within four categories. All of these were merged into one variable consisting of values from 0-4.

6.3 Factor analysis

We performed a factor analysis in order to check that the number of factors used and the number of variables included is reflected by the theory (Malhotra, 2010). We found that not all of the variables used loaded under the predicted factors. The measurement “Source Credibility” includes trustworthiness, expertise, and attractiveness. However, in the factor analysis trustworthiness and expertise grouped in the same factor with all of the values being above 0.7. While attractiveness loads in another factor (Table 4). Therefore, we choose to remove the attractiveness variable as this improves the source credibility variable. Regarding the measurements included in Brand association (brand attitude, benefits, and

attributes), all of these loaded in the same factors with the values 0.710, 0.835 and 0.884.

Table 4: Factor loading of source credibility

	1	2
SourceCredibility	.910	
Kvalifisert		
SourceCredibility	.910	
Pålitelig		
SourceCredibility	.890	
Ekspert		
SourceCredibility	.890	
Troverdig		
SourceCredibility	.875	
Dyktig		
SourceCredibility	.869	
Kunnskapsrik		
SourceCredibility	.869	
Stoler på		
SourceCredibility	.858	
Kompetent		
SourceCredibility	.840	
Ærlig		
SourceCredibility	.829	
Oppriktig		
SourceCredibility		.984
Kjekk		
SourceCredibility		.902
Elegant		
SourceCredibility		.860
Sofistikert		
SourceCredibility		.809
Sjarmerende		
SourceCredibility		.804
Attraktiv		

6.4 Reliability

Cronbach's Alpha was used to check the reliability and make sure our scales give the same results if repeated for the measurement. The reliability statistics of our dependent variables and the mediator shows a Cronbach's Alpha 0.920 for brand association, 0.894 for attitude towards the ad, and 0.966 for source credibility, which all are considerably higher than the minimum level of 0.7. As the value is close to 1, it means that the internal consistency within the variables is satisfactory (Malhotra, 2010).

6.5 Data descriptive

We used the mean of our factorial variables for brand associations, source credibility and attitude towards the ad when we developed the descriptive (table 5). In our table, we found that Group 1 (High involvement and celebrity endorser) has the highest mean in click intention, source credibility and attitude towards the ad. Additionally, group 3 (High involvement and regular consumer endorser) has the highest mean in brand associations.

Table 5: Descriptive statistics

	Click Int		Brand Ass		Source Cred		Attitude Ad	
	Mean	Std.dev	Mean	Std.dev	Mean	Std.dev	Mean	Std.dev
Group 1	6,03	2,09	4,99	0,86	5,37	0,99	5,08	1,16
Group 2	5,29	2,46	4,69	0,92	4,88	1,10	4,43	1,52
Group 3	4,98	2,33	5,04	0,77	3,65	1,54	4,27	1,59
Group 4	4,22	2,45	4,76	0,92	4,76	1,31	4,30	1,51
Group 5	4,22	2,49	4,18	1,003	4,62	1,33	4,31	1,57
Group 6	3,89	2,71	4,95	0,90	4,24	1,32	4,10	1,19

6.6 Data characteristics

Table 6: Number of respondents in each scenario (group)

Involvement	Celebrity	Expert	Regular Consumer
High	Group 1: 40	Group 2: 45	Group 3: 41
Low	Group 4: 41	Group 5: 45	Group 6: 46

Among the respondents, there were 64,3 % women and 35,3 % male. Moreover, 33,7% were between 18-25 years, 28,7% were 26-35 years, 12% between 36-45 years, 18,6% between 46-55 years, 1,9% between 55-65 years and 5% were older than 65. Further, when it comes to the segment “experience”, there were major differences in the amount of experience within the painting categories. According to our analysis, we can see that 31,4% have a relatively high experience, and 68,6% had relatively low experience with painting.

The first hypothesis in our model proposes that source credibility mediates the relationship between the endorser and attitude towards the ad. H1 suggests that

when the endorser's level of expertise increases, the source credibility will increase, which again increases the attitude towards the ad.

6.7 Manipulation check

The manipulation check for endorsers was done by performing an analysis of variance, testing the three endorsers up against the source credibility variable.

Table 7: One-way Anova with endorser and source credibility

Oneway

ANOVA					
SourceCredibility					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	28.555	2	14.277	15.960	.000
Within Groups	228.120	255	.895		
Total	256.675	257			

We found that the groups are significantly different ($p=0.000 < 0.05$).

6.8 Results Hypothesis 1

When examining this our first hypothesis, we used the 4 step model proposed by Baron and Kenny (1986); Pallant (2013). Before running a linear regression, some assumptions need to be checked.

Intercorrelation

Firstly, we checked for a correlation between our independent and dependent variables. We found that both of the variables showed some relationship with the dependent variable with the correlation values being 0.655 for source credibility and 0.061 for the endorser. According to Pallant (2013), preferably, the value should be over 0.3, and therefore, the relationship between endorser and attitude towards the ad is not that strong. The r was below nine ($r=0.234 < 0.9$) and therefore we can say that there is no multicollinearity between the independent variables (Pallant, 2013). Seeing that the independent variable "endorser" is not dichotomous but consists of three categories we need to use Spearman's rho to check for correlations as this is more suitable for ordinal data (Pallant, 2013).

Table 8: Correlation matrix

<i>Correlations</i>		Attitude_ad	Sourcecred	Endorser
Attitude_ad	Correlations	1.000	.655**	.061
	Coefficient			
	Sig. (2-tailed)		.000	.327
	N	258	258	258
Sourcecred	Correlations	.655**	1.000	.195**
	Coefficient			
	Sig. (2-tailed)	.000		.002
	N	258	258	258
Endorsers	Correlations	.061	.195**	1.000
	Coefficient			
	Sig. (2-tailed)	.327	.002	
	N	258	258	258

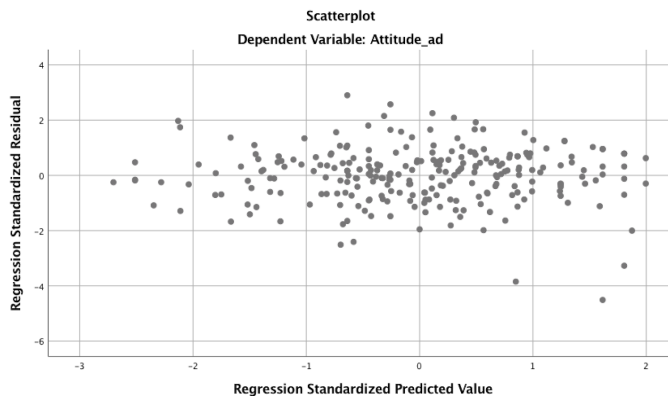
**Correlation is significant at the 0.01 level (2-tailed).

We also performed a KMO and Barlett’s test if the variables correlated on a multivariate level. The results showed that these variables significantly correlated on a multivariate level ($p=0.000$), and are therefore different from an identity matrix.

Normal distribution check

To check if our data was normally distributed, we looked at the scatter plot and the histogram. In the scatterplot (figure 4), most of the dots are surrounded in the centre around 0 in a rectangular distribution, which means that the data are normally distributed (Pallant, 2013). We also observed that there are only three values outside the rule of 3,3 and -3,3 and therefore chose not to remove these as it probably does not make a massive difference in the data (Pallant, 2013). As there is a clear pattern of the data, looking at the scatterplot, the assumption of homoscedasticity can also be confirmed, as it is cigar-shaped around zero (Pallant, 2013). The scatter plot also shows that there is a linear relationship between the variables because it is not a curve, but roughly a straight line (Pallant, 2013).

Figure 5: Scatter plot



In the first step, we performed a simple linear regression, in order to determine whether there exists a relationship between endorser and attitude towards the ad (Malhotra, 2010).

Table 9: Simple linear regression endorser and attitude ad

<i>ANOVA</i>					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	.733	1	.733	.735	.392
Residual	255.330	256	.997		
Total	256.064	257			

a. Dependent Variable: Attitude ad

b. Predictors: (Constant), Endorsers

Results show that there is not a significant relationship ($p=0.392$), meaning that there is no direct effect. Some researchers would argue that there is no reason to look further into this and conclude with no mediation, MacKinnon, Fairchild & Fritz, (2007); (Pallant, 2013). However, this is not always the case, and therefore, we decided to move on with further steps (Pallant, 2013). In the second step, we tested the relationship between endorser and source credibility, also using simple linear regression.

Table 10: Simple linear regression endorser and source credibility

<i>ANOVA</i>					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	14.013	1	14.013	14.783	.000
Residual	242.662	256	.948		
Total	256.675	257			

a. Dependent Variable: Sourcecred

b. Predictors: (Constant), Endorsers

In the second step, we found that there was a significant relationship between the variables at ($p=0.000$). In step three, we also computed a simple linear regression between source credibility and attitude towards the ad.

Table 11: Simple linear regression, source credibility and attitude towards the ad

<i>ANOVA</i>					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	107.390	1	107.390	184.914	.000
Residual	148.674	256	.581		
Total	256.064	257			

- a. Dependent Variable: Attitude ad
 b. Predictors: (Constant), Sourcecred

Step three tested the relationship between source credibility and attitude towards the ad and this relationship is significant at ($p=0.000$ level). In the final step, multiple regression is used to test endorser and source credibility against attitude towards the ad.

Table 12: Multiple linear regression endorser, source credibility and attitude ad

<i>ANOVA</i>					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	109.981	2	54.990	95.990	.000
Residual	146.083	255	.573		
Total	256.064	257			

- a. Dependent Variable: Attitude ad
 b. Predictors: (Constant), Sourcecred, Endorsers

Coefficients

	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	Std. Error	Beta	t	
(Constant)	.128	.076		1.688	.093
Endorsers	-.124	.059	-.103	-2.126	.034
Sourcecred	.671	.049	.672	13.809	.000

- a. Dependent Variable: Attitude ad

From this test, we found that both endorsers are significant ($p=0.034$) and source credibility is significant ($p=0.000$ level). According to Baron and Kenny (1986); Pallant (2015), it is full mediation when there is only an indirect effect and no direct effect. Seeing that both of the variables are significant, it indicates that there is full mediation of source credibility. Meaning that the level of expertise of the endorser does not directly affect attitude towards the ad, but the source credibility explains the relationship.

In the manipulation check, we found that there were differences between the groups. However, we did not know which of the groups that are significantly

different from each other. Therefore, we included a Tukey Post Hoc test in order to elaborate deeper into which of the groups that are significantly different (Malhotra, 2010).

Table 13: One way Anova with Post Hoc test (Endorser-Source credibility)

Multiple Comparisons

Dependent Variable: Sourcecred

Tukey HSD

Endorsers	Endorsers	Mean Difference	Std. Error	Sig.
0	1	-.79579	.1460375	.000
	2	-.56824	.1422059	.000
1	0	.795699	.1460375	.000
	2	.2274584	.1448593	.260
2	0	.568240	.1422059	.000
	1	-.227458	.1448593	.260

*. The mean difference is significant at the 0.05 level

According to the results of the Tukey Post Hoc test, we found that there are significant differences between regular consumer and celebrity and expert ($p=0.000<0.05$), but there is not a significant difference between celebrity and expert ($p=0.260>0.05$). These results indicate that there is no variation in source credibility between celebrity and expert endorsers.

Additionally, we performed a multivariate regression model in order to examine the relationship between involvement and endorser (independent variables) and source credibility (as the dependent variable).

Figure 6: Source credibility, involvement, and endorser

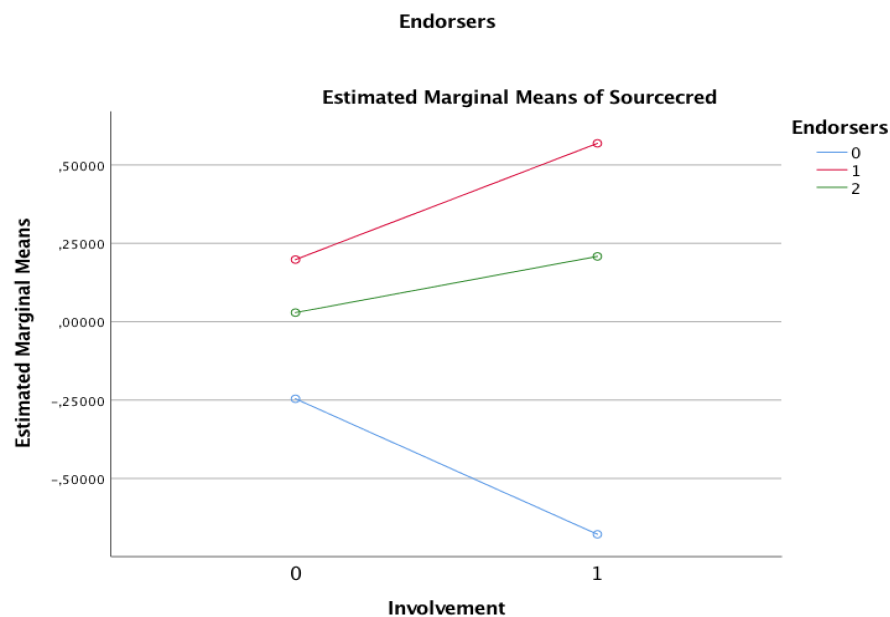


Table 14: Univariate general linear model; endorser, involvement and source credibility

Tests of Between-Subject Effects
 Dependent Variable: Sourcecred

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	37.247	5	7.449	8.555	.000
Intercept	.001	1	.001	.001	.975
Involvement	.250	1	.250	.287	.593
Endorser	29.626	2	14.813	17.012	.000
Involvement* Endorser	8.494	2	4.247	4.878	.008
Error	219.428	252	.871		
Total	256.676	258			
Corrected Total	256.675	257			

a. R Squared = .145 (Adjusted R Squared= .128)

In figure 6, we found that using an expert in the Facebook ad yields to higher source credibility when coupled with high involvement level. We also found that regular consumer decreases the source credibility in high involvement level. According to the results in table 14, the interaction effect between involvement and endorser is statistically significant ($p=0.008<0.05$). The results show that it is in high involvement level the variation exists.

Analysis of variance

In order to examine whether our covariate has any effect on the dependent variable attitude towards the ad, we performed an ANCOVA analysis, with the attitude towards the brand_1 as the covariate. Before performing an ANCOVA, we had to check the assumptions (Pallant, 2013). The first assumption is that the error variance for the different experimental groups must be equal, and this is tested using Levene’s Test of Equality of Error Variances.

Table 15: Levene’s test of equality of error variance

Levene’s Test of Equality of Error Variances^a
 Dependent Variable: Attitude ad

F	df1	df2	Sig.
.653	2	255	.521

Tests the null hypothesis that the error variance of the dependent variable is equal across groups.

a. Design: Intercept+
 Att Brand1_FAC+
 Endorser

According to table 15, the attitude_ad is insignificant ($0.521 > 0.05$). Indicating that the assumption is satisfied since the error variance of the dependent variable is equal across groups.

Reliability of covariate

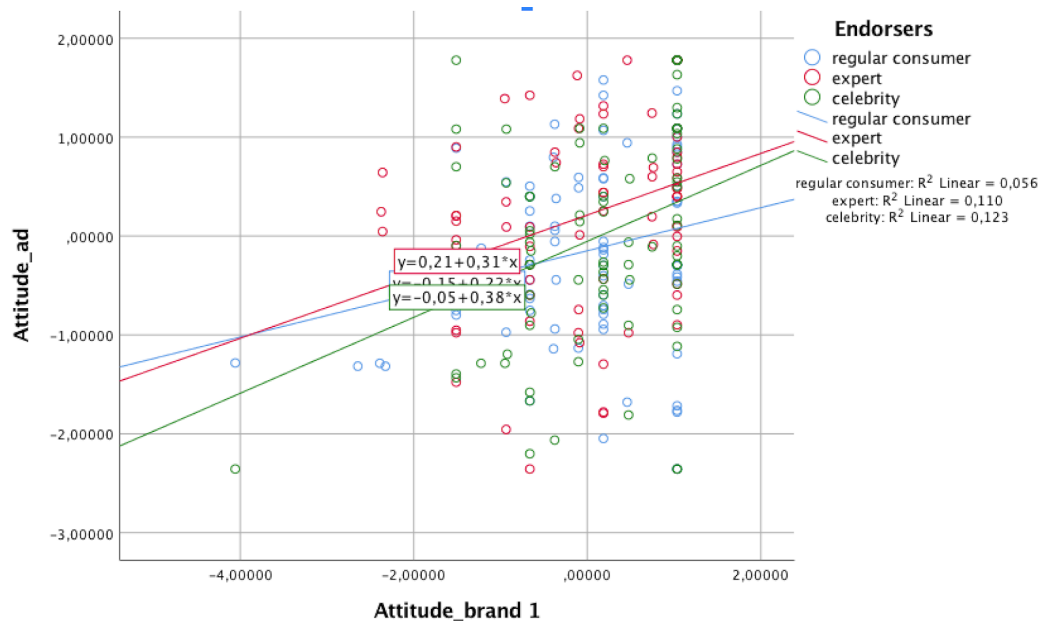
In order to see if the covariate is reliable we ran a reliability test and found that the Cronbach alpha of the covariate is 0.954, hence, there is a high internal consistency within the variable.

Table 16: Reliability Test

<i>Reliability Statistics</i>		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.954	.955	3

In the scatterplot below there is a linear relationship for each group and therefore the assumption of linearity is not violated.

Figure 7: Scatterplot of linear relationship between endorsers



However, as the lines are somewhat different in their orientation, it indicates that there might be an interaction between the covariate and the treatment (Pallant, 2013). This interaction could be a violation of the assumption of homogeneity. Therefore, we check the assumption statistically as well. Here we used a General linear model univariate.

Table 17: Test of homogeneity of regression slopes

Tests of Between-Subject Effects

Dependent Variable: Attitude_ad

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	29.853 ^a	5	5.971	6.651	.000
Intercept	.003	1	.003	.003	.955
Endorser	5.822	2	2.911	3.243	.041
Att_Brand1_FAC	23.880	1	23.880	26.603	.000
Endorser* Att_Brand1_FAC	1.210	2	.605	.674	.511
Error	226.211	252	.898		
Total	256.064	258			
Corrected Total	256.064	257			

a. R Squared = .117 (Adjusted R Squared= .099)

Results showed that the level of the interaction term (Endorser*Att_Brand1_FAC) is not significant at ($0.551 > 0.05$). In this case, we did not want a significant result, but a result over 0.05. Therefore, it is safe to say that the assumption of homogeneity is not violated. All of the assumptions were achieved.

Table 18: ANCOVA results

Tests of Between-Subject Effects

Dependent Variable: Attitude_ad

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	28.643 ^a	3	9.548	10.664	.000	.112
Intercept	.009	1	.009	.011	.918	.000
Att_Brand1_FAC	23.504	1	23.504	26.251	.000	.094
Endorser	5.701	2	2.850	3.184	.043	.024
Error	227.420	254	.895			
Total	256.064	258				
Corrected Total	256.064	257				

a. R Squared = .112 (Adjusted R Squared= .101)

The results show that the groups in the independent variable differ significantly ($p=0.043 < 0.05$) in terms of scores on the dependent variable. However, the Partial eta squared (effect size) is only 0.024, which is not considered particularly high (Pallant, 2013). That means that only 2,4 % of the variance of the dependent variable is explained by the independent variable (Pallant, 2013). Further, we found that the covariate is significant at ($p=0,000 < 0.05$). However, it only explains 9,4 % of the variance in the dependent variable.

Results Hypothesis 2

In **H2** we state that the involvement level will have an effect on the attitude towards the ad.

Manipulation check

The manipulation check for involvement was done by performing an independent sample t-test for involvement level and the amount of seconds respondents spent on the survey. We used the duration of seconds variable to examine whether the respondents in high involvement groups used more time completing the survey compared to the respondents in the low involvement group.

Table 19: *Duration in seconds and involvement*

Group Statistics

	Involvement	N	Mean	Std. Deviation	Std. Error Mean
Duration (in seconds)	0	131	345.6336	258.3081	22.56849
	1	125	583.9680	1300.546	116.3244

Independent Samples test

		Levene's Test for Equality of Variances		t-test for Equality of Means				
		F	Sig.	t	df	Sig.(2-tailed)	Mean Difference	Std. Error Difference
Duration(in seconds)	Equal Variances assumed	10.596	.001	-2.047	254	.042	-237.334	115.9441
	Equal variances not assumed			-2.003	133.33	.047	-237.334	118.4935

The results from the independent t-test is significant ($p=0.001$), which means that there is a difference between the high and low scenarios in this study.

In order to test the effect of involvement, we performed a One-way ANOVA.

Table 20: Attitude ad and involvement

ANOVA					
Attitude ad					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.069	1	3.069	3.106	.079
Within Groups	252.994	256	.988		
Total	256.064	257			

According to the results in the one-way ANOVA test, the relationship between involvement and attitude towards the ad is not significant, ($p=0.079>0.05$). Hence, the involvement level alone does not affect the attitude towards the ad.

As there was no relationship between involvement level and attitude ad, we wanted to test if this could be because of consumers' attitude towards the brand. We, therefore, performed an ANCOVA with our control variable. The assumptions of linearity, the error variance and homogeneity were all fulfilled.

Table 21: Ancova brand attitude

Tests of Between-Subject Effects

Dependent Variable: Attitude ad

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	25.681 ^a	2	12.840	14.213	.000	.100
Intercept	.002	1	.002	.003	.959	.000
Att_Brand1_FAC	22.612	1	22.612	25.028	.000	.089
Involvement	2.739	1	2.739	3.031	.083	.012
Error	230.383	255	.903			
Total	256.064	258				
Corrected Total	256.064	257				

a. R Squared = .100 (Adjusted R Squared= .093)

The results show that the groups in the independent variable (involvement) do not differ significantly ($p=0.083<0.05$) in terms of scores on the dependent variable. The covariate is significant at ($p=0.000<0.05$), but only explains 8,9 % of the variance in the dependent variable.

Results Hypothesis 3

In **H3**, we propose that consumers previous experience will affect the relationship between source credibility and attitude towards the ad. In order to examine the moderator effect of experience on source credibility and attitude towards the ad, we made an interaction variable, which we named INTx1x2 (total_experience*source

credibility). Further, we performed linear regression with INTx1x2, source credibility and total_experience as independent variables and attitude towards the ad as the dependent variable.

Table 22: *The moderation effect of experience*

<i>ANOVA^a</i>					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	111.398	3	37.133	65.197	.000 ^b
Residual	144.665	254	.570		
Total	256.064	257			

- a. Dependent Variable: Attitude_ad
 b. Predictors: (Constant), INTx1x2, Tot_exp, Sourcecred

<i>Coefficients^a</i>					
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
(Constant)	-.093	.059		-1.569	.118
Sourcecred	.661	.062	.662	10.739	.000
Tot_exp	.091	.035	.124	2.635	.009
INTx1x2	-.015	.035	-.026	-.418	.676

- a. Dependent Variable: Attitude_ad

According to table 22, we found that experience does not affect the relationship between source credibility and attitude towards the ad because the interaction variable is insignificant ($p=0.676>0.05$). Here, we see that the individual effect of source credibility ($p=0.000<0.05$) and total_experience ($p=0.009<0.05$) on attitude towards the ad is significantly larger than the interaction effect. To conclude, the relationship between source credibility and attitude toward the ad is not affected by the respondents' level of experience.

Before running the two final hypothesis we need to check the assumptions for linear regression. The assumptions for linearity and homoscedasticity were achieved.

Intercorrelation between dependent variables

In order to see how our dependent variables attitude towards the ad, brand association and click intention correlates we used bivariate correlation to check how strong the relation between the variables are. All of the correlations were significant at the 0.01 level for all of the dependent variables ($p=0.000$). The correlation shows a positive relationship, which means that when one variable increases, the other variable also increases (Malhotra, 2010).

Table 23: Correlation matrix dependent variables

Correlations

		Fac_Brand Associatio ns	Attitude_ad	Click intention
Fac_BrandAssociations	Pearson	1	.381**	.352**
	Correlation			
	Sig. (2-tailed)		.000	.000
	N	258	258	258
Attitude_ad	Pearson	.381**	1	.630**
	Correlation			
	Sig. (2-tailed)	.000		.000
	N	258	258	258
Click intention	Pearson	.352**	.630**	1
	Correlation			
	Sig. (2-tailed)	.000	.000	
	N	258	258	258

** .Correlation is significant at the 0.01 level (2-tailed).

We performed a KMO and Barlett’s test. The results show that these variables significantly correlated on a multivariate level (p=0.000).

Results Hypothesis 4

Our fourth hypothesis proposes that when the attitude towards the ad increases, the click intention will also increase. In order to examine this relationship, we performed a simple linear regression with click intention as the dependent variable and attitude towards the ad as the independent variable.

Table 24: Simple linear regression click intention and attitude ad

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	648.975	1	648.975	168.899	.000 ^b
Residual	983.649	256	3.842		
Total	1632.624	257			

a. Dependent Variable: Click intention

b. Predictors: (Constant), Attitude_ad

Coefficients^a

	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	Std.Error	Beta	t	
(Constant)	4.747	.122		38.896	.000
Attitude ad	1.592	.122	.630	12.996	.000

a. Dependent Variable: Click intention

According to table x, we found that the relationship between attitude towards the ad and click intention is positive (p=0.000<0.05). Hence, the changes in our

predictor value (attitude ad) are related to the changes in our response variable (click intention). We can predict click intention by computing the following:

$$\text{Click intention} = 4.747 + (1.592 * \text{Attitude ad})$$

The equation explains that when the attitude towards the ad increases, the click intention will also increase. This means that when consumers like the ad, they are more likely to click on the link provided.

In order to look further into the click intention variable, we wanted to test whether involvement had any direct effect on click intention. We conducted a simple linear regression in order to examine whether there is a significant relationship between involvement and click intention.

Table 25: Simple linear regression involvement and click intention

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	111.403	1	111.403	18.747	.000 ^b
Residual	1521.222	256	5.942		
Total	1632.624	257			

- a. Dependent Variable: Click intention
- b. Predictors: (Constant), Involvement

Coefficients^a

	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	Std. Error	Beta	t	
(Constant)	4.106	.212		19.352	.000
Involvement	1.315	.304	.261	4.330	.000

- a. Dependent Variable: Click intention

Interestingly, we found that the relationship between involvement and click intention is significant ($p=0.000 < 0.05$). Indicating that our independent variable has a direct effect on one of the dependent variables; click intention. To summarize, when the involvement level is high, consumers intention to click on the ad will increase.

Results Hypothesis 5

Further, we propose in H5 that when the attitude towards the ad increases, the brand associations will also increase. Therefore, we performed a simple linear regression in order to examine the relationship between attitude ad and brand associations.

Table 26: Simple linear regression attitude ad and brand associations

<i>ANOVA^a</i>					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	37.613	1	37.613	43.573	.000 ^b
Residual	220.989	256	.863		
Total	258.602	257			

a. Dependent Variable: Fac_BrandAssociations

b. Predictors: (Constant), Attitude_ad

<i>Coefficients^a</i>					
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
(Constant)	-.002	.058		-.031	.975
Attitude_ad	.383	.058	.381	6.601	.000

a. Dependent Variable: Fac_BrandAssociations

According to the results (table 26), we found that the relationship between attitude ad and brand associations is significant ($p=0.000<0.05$). Hence, the b coefficients can be used to compute the response variable (brand associations) as following:

$$\text{Brand associations} = -0.002 + (0.382 * \text{attitude ad}).$$

The b coefficients explain that when including attitude ad in the model, the brand associations will increase. However, we found that the constant value is -0.002. These findings indicate that when we exclude attitude ad in the equation, the effect in brand associations will decrease. This means that when consumers like the ad, they are more likely to strengthen their associations towards the brand.

7.0 Summary of Results:

Hypotheses	Results	Conclusion
H1	There is a significant relationship in the indirect effect of source credibility on the relationship between endorsers and attitude towards the ad. There is not a direct effect between the endorser and the attitude towards the ad, and therefore it is a full mediation effect. This means that if the source is not credible the attitude towards the ad does not increase, and that the relationship between the endorsers and the attitude towards the ad is explained by the source credibility of the endorsers.	Supported
H2	There are no significant differences between involvement level and attitude towards the ad and therefore it does not matter whether the consumers are in a high or low involvement in terms of their attitude towards the ad.	Not supported
H3	There is not a significant moderation effect of consumers previous experience on the relationship between source credibility and attitude towards the ad. Whether consumers have high or low experience with painting does not affect the attitude towards the ad.	Not supported
H4	The relationship between the attitude towards the ad and the click intention are significant and positive. Therefore, the more positive attitude towards the ad consumers have, the click intention will increase.	Supported
H5	The relationship between the attitude towards the ad and the brand association strength is significant and positive. This means that the higher the consumers attitude towards the ad is the stronger the brand association will become.	Supported

8.0 Discussion and Conclusion

The main goal of our thesis was to investigate if the choice of the endorser and the level of involvement could affect consumers liking the ad. Thus, increase their intention to click the ad in order to gain more information on Jordan's website. We also wanted to investigate how Jordan can create brand associations to make the brand "top of mind" when consumers are thinking of painting their home.

First, we propose that higher endorser expertise leads to higher source credibility, which again will lead to higher attitude towards the ad. Results showed that source credibility mediates the relationship between the endorser and the attitude towards the ad. These findings indicate that the credibility of the source is an essential factor

in order to increase consumers likeability of the advertisement. Without source credibility, there was not a significant relationship between endorser and attitude towards the ad. Further, we discovered that the source credibility of both expert and celebrity increased in high involvement. Previous research states that the use of an expert is most effective in a complex product category (Friedman & Friedman, 1979). However, in our study, we found that celebrity also has high credibility. The reason for this result could be the fit of the endorser to the product category, considering that Halvor Bakke is a TV-host in "Eventyrlig oppussing", a Norwegian interior and renovation TV-show. In addition, we found that the source credibility of the regular consumer decreased in high involvement. Although, the source credibility of both expert and celebrity increased in high involvement, we found that the expert endorser has the highest source credibility in both low and high involvement level (figure 6). This finding is supported by findings from previous studies saying that endorsers with high expertise has a higher effect on consumers with high involvement (Hsiang-ta et al., 2017). We found that there is an interaction effect between endorser and involvement on source credibility. An interesting finding is that the respondents to a small extent differentiate source credibility of the different endorsers in low involvement level. While in high involvement level, the endorser in the ad has a much stronger effect on source credibility.

The ANCOVA analysis performed in order to check if consumers' previous attitude towards the brand was the reason they liked the ad, showed that it did affect consumers liking. However, only to a small extent and therefore, we conclude that it is not explaining why consumers like the ad.

Furthermore, we examined the level of involvement for the respondents and its effect on their attitude towards the ad. The results show that there is not a significant difference in the level of involvement in terms of attitude towards the ad. The results are not coherent with previous studies, saying the effectiveness of advertisement is believed to be highly influenced by consumers' level of involvement (Greenwald & Leavitt, 1984). We further investigated whether respondents' attitude towards the brand could be the reason why we did not find any difference in high and low involvement. Here, we found a significant result, indicating that the brand attitude might explain why there were any statistical difference in high vs low involvement on attitude towards the ad. However, the covariate only explained 8,9 %, meaning that there are most likely other aspects that affect the relationship more.

We divided the respondents into segments based on their previous experience with painting tools. Following our conversation with Maxbo, we thought this would affect the relationship between source credibility and attitude towards the ad. Nevertheless, we did not find any statistically significant effect between the segments on the relationship between source credibility and attitude towards the ad.

When we investigated whether the consumers with a high attitude towards the ad, would lead to higher click intention, the results showed that consumers had a higher intention to click if they liked the ad. Hence, this gave significant support for our fourth hypothesis. These findings are not necessarily a surprising finding. However, it is consistent with previous findings in this area, supporting that higher attitude towards the ad will increase the click intention (Gauzente, 2010). We also found that the involvement level has a direct effect on click intention. The findings suggest that consumers with high involvement are more likely to click on the ad. Also, an interesting finding from our descriptive statistics (table 5) is that group 1 (celebrity and high involvement) has the highest mean (6.03) and group 6 (regular consumer and low involvement) has the lowest mean (3.89). This means that the click intention increases with 65% when including a celebrity and when creating high involvement in the Facebook ad.

Finally, we wanted to explore what it takes for Jordan to increase the consumers' likelihood to search the brand online when they are in the problem recognition stage. We found that higher attitude towards the ad will lead to stronger brand associations. This discovery means that if consumers have strong brand associations, they believe that Jordan painting tools are of high quality, will give them better results, and help them complete the job faster. These findings are also in line with previous findings of the decisive mediating role of attitude towards the ad on attitude towards the brand (Shimp, 1981). Moreover, according to our descriptive statistics (table 5), we found that the regular consumer endorser in high involvement has the highest mean (5.04) when looking at brand associations. These numbers could be indicating that the regular consumer is most efficient in creating stronger brand associations. This finding is consistent with previous research where they found that when respondents were generated with a regular person in the ad, they focused more on the brand and its features (Erdogan, 1999).

In conclusion, findings from our research indicate that the use of a highly credible source such as an expert or celebrity as an endorser will have a positive effect on click intention and attitude towards the ad in a complex product category. However, in order to increase brand associations, the use of a regular consumer in the Facebook ad would be the most effective option.

9.0 Managerial Implications

Our findings contribute to marketers, considering that it is vital to be in consumers' top of mind when they are searching for information online. Our findings provide marketers with the importance of endorsers' source credibility in social media ads. It also contributes in terms of which endorser that is most efficient to use when the attitude towards the ad, click intention, and brand associations are the company's goals.

The findings show the importance of getting consumers to engage in the advertisement by creating high involvement. There are significant differences between consumers who are not necessarily actively searching for information and those who are actively seeking to get an answer in terms of the endorser and the importance of source credibility. If a company are making advertisement based on consumers previous search history, it is essential to include a highly credible source.

Our findings suggest that Jordan should use an endorser with higher expertise. According to our study, when increasing click intention, they could consider using an expert or a celebrity with specific expertise within the category and engaging consumers in the ad, by increasing the involvement level. Jordan should consider the cost of using a celebrity as an endorser. Accordingly, an expert might be the most cost-efficient option, since we did not find any statistical difference between using Malermester Morten and Halvor Bakke in the Facebook ad.

10.0 Theoretical Implications

Our study contributes theoretically to the field of advertising effectiveness and use of endorsers. Firstly, even though there was no significant relationship between involvement level and attitude towards the ad, we did find a relationship between involvement and click intention. Therefore, when consumers have high involvement, it leads to higher click intention.

Secondly, our research investigated the use of regular consumers in ads, which is not a highly researched area. We found that in terms of creating stronger brand associations for a brand with a complex product, the regular consumer is the most efficient endorser to use.

Lastly, this study found that there is an interaction effect between endorser involvement and source credibility. Showing that expert in high involvement has the strongest effect on source credibility, and the source credibility of the regular consumer in high involvement decreases.

11.0 Limitations and Further Research

It is essential to acknowledge the limitations of our study. The first limitation is the Facebook advertisement. Even though we have made the Facebook ad more or less the same as a regular Facebook ad, it will not have precisely the same effect, as if it was placed in an actual Facebook feed of the respondents. It could be interesting for further research to use "how to" online videos instead of a Facebook ad in order to measure click intention and brand associations.

Our second limitation is that our respondents are given a scenario before the ad. There is a chance that the respondents will find it more difficult to relate to the scenario, and therefore, they might act differently than they would have in real life. Our study was not a laboratory experiment, and we are, therefore, not able to create a realistic experience for the respondents. Additionally, respondent's mood can affect their likeability of the ad. However, this is something that will always be a challenge (Lutz, 1985).

The third limitation is our choice of brand. As we have chosen to use a brand that is not fictive, but an actual, highly familiar brand, it can affect respondents results to some degree. One of the main problems of using the brand Jordan in our study is that they are well-known in the mouth hygiene category. There is a chance that respondents first associate the brand with toothbrushes, and this can also be the reason why attitude towards the brand decrease somewhat after being the advertisement. Future research could examine the effectiveness of endorsers and involvement level using brands with, for instance, symbolic products.

A fourth limitation of our study is the choice of regular consumer endorser. We choose to use the profession Accountant for the regular consumer in our Facebook ad. The use of this profession might have affected the consumers' perceived trustworthiness of the endorser. We believe that people might consider Accountants as highly credible.

A final limitation of our study is that we did not take into account consumers general opinion towards social media advertising. According to Taylor, Lewin, & Strutton (2011), this is something that might affect consumers intention to click the ad. Further research could consider including the respondents' attitudes towards social media advertising as a covariate in their study.

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13.0 Appendices

Appendix 1: High vs. Low involvement manipulation

High involvement scenario:

Når du svarer på denne undersøkelsen skal du se for deg at du skal male et av rommene i hjemmet ditt og at du derfor trenger utstyr til å utføre jobben. Du er helt i starten av prosessen og ønsker derfor å undersøke litt. Se nøye på Facebook reklamen før du går videre i undersøkelsen.

Low involvement scenario:

Se for deg at du surfer helt vanlig på nett når du svarer på denne undersøkelsen.

Appendix 2: Questionnaire items

Kjære deltaker,

Tusen takk for at du deltar i denne studien. Undersøkelsen vil bli brukt i forbindelse med vår masteroppgave i strategisk markedsføringsledelse ved Handelshøyskolen BI.

Studien tar sikte på å undersøke merkevarebygging og holdninger til reklame. Studien tar deg ca. 5 minutter å fullføre. Undersøkelsen er helt anonym, og all data blir behandlet konfidensielt. Det vil ikke bli samlet inn identifiserbare personopplysninger om deg.

Det finnes ingen riktige eller gale svar, vi er bare interessert i dine ærlige meninger.

Deltakelse i denne studien er frivillig, og du har rett til å trekke deg når som helst.

Klikk på "neste" -knappen når du er klar til å starte!

Vennligst beskriv ved hjelp av skalaen nedenfor hva du tenker om merkevaren Jordan.

Dårlig	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Bra
Negativ	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Positiv
Misliker	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Liker

Manipulation

Vennligst beskriv ved hjelp av skalaen nedenfor hva du tenker om Facebook reklamen.

Dårlig	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Bra
Misliker	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Liker
Uinteressant	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Interessant
Irriterende	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Ikke irriterende

Hvor sannsynlig er det at du ville klikket deg videre på linken i Facebook reklamen for å skaffe deg mer informasjon?

Veldig usannsynlig	Usannsynlig	Litt usannsynlig	Nøytral	Litt sannsynlig	Sannsynlig	Veldig sannsynlig
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Vennligst beskriv ved hjelp av skalaen nedenfor hvordan du oppfatter personen på bildet i reklamen i forhold til innholdet i reklamen.

Ikke troverdig	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Troverdig
Ikke pålitelig	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Pålitelig
Uærlig	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Ærlig
Stoler ikke på	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Stoler på
Uoppriktig	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Oppriktig

Vennligst beskriv ved hjelp av skalaen nedenfor hvordan du oppfatter personen på bildet i reklamen i forhold til innholdet i reklamen.

Ikke ekspert	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Ekspert
Ikke kunnskapsrik	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Kunnskapsrik
Ukvalifisert	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Kvalifisert
Udyktig	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Dyktig
Inkompetent	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Kompetent

Vennligst beskriv ved hjelp av skalaen nedenfor hvordan du oppfatter personen på bildet i reklamen i forhold til innholdet i reklamen.

Uattraktiv	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Attraktiv
Usofistikert	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Sofistikert
Ikke kjekk	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Kjekk
Usjarmerende	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Sjarmerende
Uelegant	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Elegant

Vennligst beskriv ved hjelp av skalaen nedenfor hva du tenker om merkevaren Jordan.

Dårlig	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Bra
Negativ	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Positiv
Misliker	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Liker

I hvilken grad er du enig i følgende påstander:

	Svært uenig	Uenig	Litt uenig	Nøytral	Litt enig	Enig	Svært enig
Jeg vil få mye bedre resultater hvis jeg bruker malerverktøy fra Jordan enn andre billige malerverktøy.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Med Jordan malerverktøy vil jeg gjøre jobben raskere.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Jordan gir meget god verdi for pengene.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Det er meget god grunn til å kjøpe dette merket fremfor andre merker.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Med Jordan malerverktøy vil jobben bli enklere.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Jeg er villig til å betale ekstra for Jordan malerverktøy.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

I hvilken grad er du enig i følgende påstander:

	Svært uenig	Uenig	Litt uenig	Nøytral	Litt enig	Enig	Svært enig
Jordan malerverktøy er av høy kvalitet.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Jordan malerverktøy er trygt å bruke.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Jordan malerverktøy er velkjent.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Jordan malerverktøy er solid.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Jordan malerverktøy har innovative produkter.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Har du malt hjemme før? Isåfall hvor mange ganger har du malt?

	Aldri	1	2	3-4	5-6	7-9	Over 10
Vegg	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hus	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tak	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lister	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

I hvilken grad er du enig i følgende påstander:

	Svært uenig	Uenig	Litt uenig	Nøytral	Litt enig	Enig	Svært enig
Jeg kan veldig mye om malerverktøy og malekategorien.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Jeg tror jeg vet nok om malerverktøy til at jeg føler meg komfortabel i en kjøpsituasjon.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Jeg vet hva som er kvalitet når det gjelder malerverktøy.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>