

EFFECTS OF GREEN ADVERTISING ON TRUST BUILDING, BRAND OPINION, AND
PURCHASE BEHAVIOR

by

Raúl Martínez Flores

Dissertation

Presented to the Faculty of EGADE Business School of the Instituto Tecnológico y de Estudios

Superiores de Monterrey

In Partial Fulfillment of the Requirements

for the Degree of

Doctor of Philosophy

In

Management Sciences

Instituto Tecnológico y de Estudios Superiores de Monterrey

December, 2012

Copyright ©

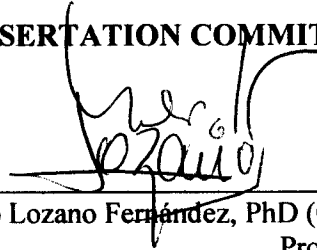
by

Raúl Martínez Flores

2012

**EFFECTS OF GREEN ADVERTISING ON TRUST BUILDING, BRAND
OPINION, AND PURCHASE BEHAVIOR**

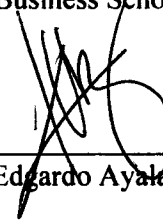
**APPROVED BY
THE MEMBERS OF
THE DISSERTATION COMMITTEE**



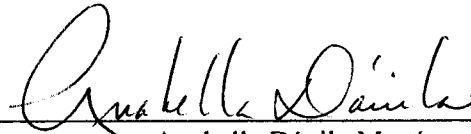
Gerardo Lozano Fernández, PhD (Chair)
Professor
EGADE Business School, Monterrey



Raquel Castaño González, PhD
Professor
EGADE Business School, Monterrey



Edgardo Ayala Gaytán, PhD
Professor
Instituto Tecnológico y de Estudios Superiores de Monterrey



Anabella Dávila Martínez, PhD
PhD Program Director
EGADE Business School, Monterrey

DEDICATION

With all my love, admiration and respect:

To God.

To my parents, who have taught me to never see a mountain as too high to climb, to follow honesty and hard work: My love, inspiration, and hope. Team and strength!

To my grandmothers and to my grandfathers.

To my family: My basis to go beyond my own efforts and will.

To my friends: My past, my present, and my future beyond this privileged intellectual, personal, and professional adventure. Several mountains to keep on climbing!

To my professors: Who have shared with me their experience, knowledge, guidance, patience, and trust.

The PhD road is here, now and tomorrow. Let's keep on walking!

Thank you very much!

ACKNOWLEDGEMENTS

To the authorities of EGADE Business School, Monterrey and ITESM, who provided me with this unique research pathway of personal and professional growth.

I want to thank all my professors at EGADE Business School, who shared with me all their knowledge, good will, and time.

To my Dissertation Committee: Dr. Raquel Castaño González and Dr. Edgardo Ayala Gaytán, who oriented me to improve, clarify, and detect new perspectives toward my research topics. They also showed me an unknown and fascinating side of marketing research since the very beginning of the PhD program.

To Dr. Gerardo Lozano Fernández who supported me along the entire road, since I arrived at EGADE Business School, until now, as I am finding the pathway to start a research academic career. Thank you for your support, patience, and guidance!

And especially, to Dr. Anabella Dávila Martínez, who gave me with her confidence and enthusiasm and always motivated me to pursue my PhD efforts before, during, and after this intense academic experience.

Thank you!

ABSTRACT OF DISSERTATION
EGADE BUSINESS SCHOOL, MONTERREY
INSTITUTO TECNOLOGICO Y DE ESTUDIOS SUPERIORES DE MONTERREY,
CAMPUS MONTERREY

Degree: Doctor of Philosophy

Program: PhD in Management Sciences

Name of the Candidate: Raúl Martínez Flores

Committee Chair: Dr. Gerardo Lozano Fernández

Title: EFFECTS OF GREEN ADVERTISING ON TRUST BUILDING, BRAND OPINION,
AND PURCHASE BEHAVIOR.

In a 2×2 between-subjects experimental design with 206 participants and three previous exploratory studies with 112 additional subjects, the author proposes a model that presents social advertising (i.e., green advertisements) from the lens of three main constructs: advertising trust, brand opinion, and purchase intention. Simultaneously, the author studies the role of social advertising as a moderating variable in the relationship between advertising trust and purchase intention.

Information plays a central role in advertising (American Marketing Association [AMA], 2012). One problem with advertising's information is lack of trust. The author hypothesizes that social advertising can enhance brand opinion and advertising trust, and hence, consumers' levels of purchase intention. The results of the present research reveal that social advertising creates a moderating effect in the relationship between advertising trust and purchase intention for competing brands that attempt to enhance their brand associations with consumers.

In the present study, a relevant finding is that including green and social content in advertising can improve consumers' levels of trust and purchase intention and that green content in advertising works as an effective source of brand associations when followers intend to compete with leading or pioneer brands with more effectiveness.

As a result of the present study's exploratory and main research stages, another relevant finding reveals that companies should develop social programs (i.e., social campaigns). So, an opportunity to enhance trust by using green advertising is latent and feasible.

In a *quid pro quo* effort, it is highly important for enterprises to communicate their social initiatives and results to consumers by using advertising as an informative, relevant marketing tool. The present research, then, is relevant to the marketing communications' field, social advertising, consumer research, and societal marketing programs, as well as other business study fields.

TABLE OF CONTENTS

List of Figures.....	xiii
List of Tables.....	xiv

Chapter I: INTRODUCTION AND PROBLEM STATEMENT.....13

1.1. Social Advertising and its Relationship to Corporate Social Responsibility and Consumer Behavior Research.....	13
1.2. Societal Marketing Programs as a Result of CSR Corporate Efforts.....	15
1.3. Advertising as a Relevant Tool of Societal Marketing Programs.....	17
1.4. General Objectives, Exploratory Pilot Studies, and Contributions.....	19

Chapter II: THEORETICAL FRAMEWORK, EXPLORATORY STUDIES' FINDINGS AND THE INTEGRATED MODEL.....21

2.1. Theoretical Models Relating Brand Opinion and Purchase Intention.....	21
2.2. Trust and Social Value Delivery from Enterprises toward Final Consumers.....	25
2.3. The Role of Advertising's Tone in the Positive Perception of Social Causes.....	29
2.4. Social Advertising as a Moderator between Advertising Trust and Purchase Intention.....	31
2.5. Pioneering and Follower Brands.....	34

Chapter III: EXPLORATORY STUDIES.....37

3.1. Qualitative Research Study.....	37
3.2. Exploratory Experimental Design (Open Questionnaire Results).....	40
3.3. Pilot Study Exploratory Survey.....	41

Chapter IV: METHODOLOGY OF THE MAIN EXPERIMENTAL DESIGN.....	44
4.1. Experimental Design Insights.....	44
4.2. Justification of Product Category.....	44
4.3. Population, Sample and Survey Structure.....	46
4.4. Key Research Methods.....	48
4.5. Research Model.....	49
4.6. Description of Social and Nonsocial Advertisements for the Experimental Design.....	51
4.7. Measures.....	53
4.8. The Survey.....	53

Chapter V: DISSERTATION RESEARCH STUDY FINDINGS

AND DISCUSSION.....	55
5.1. Specific Findings about Advertising Trust.....	55
5.2. Frequency of Using Bottled Water (Participants).....	57
5.3. Purchase Intention Scenario.....	57
5.4. Advertising Trust, Enhancing Believability, and Diminishing Ambivalence.....	59
5.5. More Findings: One way ANOVA with all Model Variables.....	62
5.6. Multiple Regression and Moderated Multiple Regression Analysis.....	66
5.6.1. Contrasts of Multiple Regression Analysis Considering the Moderator Effect of Social Advertising in the Total Sample.....	66
5.6.2. Follower Brand 2 with Social and Nonsocial Treatments.....	68
5.6.3. Brand 2: The Moderating Total Effect of Social Advertising between ADTRUST and Purchase Intention.....	70
5.6.4. Pioneer or Leading Brand (Brand 1) and Non-Moderating Effect).....	73
5.7. Brand Opinion: Follower and Pioneer Leading Brands.....	77

5.8.	Hypotheses Results.....	77
5.9.	Discussion of Brand Associations: Pioneer-Leading and Follower Brands.....	78

Chapter VI: PRACTICAL IMPLICATIONS, LIMITATIONS AND FUTURE RESEARCH

OPTIONS..... 81

6.1.	Future Research Directions.....	83
6.2.	Study limitations and Contrasting Methods.....	84
6.3.	Practical Implications.....	85

REFERENCES..... 87

Appendix A	Examples of positive, negative and neutral impact of advertising consumers.....	95
Appendix B	Support by CSR causes' benefits (enterprises and final consumers).....	96
Appendix C	Demographics Exploratory Study #3.....	97
Appendix D	Description of Advertisements Exploratory Study.....	98
Appendix E	Exploratory Pilot Study Findings.....	99
Appendix F	Qualitative Research Guide and Questionnaire.....	103
Appendix G	Exploratory Quantitative Study.....	106
Appendix H	Actual Study Electronic Survey (Follower Brand Social Treatment).....	113
Appendix I	ADTRUST one way ANOVA with all treatments included	118

List of Figures

2.1.	First relationship of constructs.....	24
2.2.	Second relationship between constructs.....	28
2.4.	Model and third relationship of constructs.....	33
4.1.	The moderating role of social advertising between ADTRUST and purchase intention, and the direct relationship between brand opinion and PI.....	50
5.1.	Purchase Intention Scenario.....	58
5.2.	Moderated multiple regression (advertising type: social vs. non social advertising) follower brand (Brand 2).....	72
5.3.	Moderated multiple regression (advertising type: social vs. non social advertising) for a pioneer or leading brand (Brand 1).....	76

List of Tables

3.1. Research design: in depth interviews.....	38
3.2. Exploratory experimental design.....	41
4.1. Demographics actual study.....	47
4.2. Description of advertisements for experimental design.....	52
5.1. Analysis of Variance for ADTRUST.....	61
5.2. Other comparisons stated by using ANOVA.....	63
5.3. Analysis of variance for Purchase Intention.....	65
5.4. Analysis of variance for Brand Opinion.....	65
5.5. Summary of Moderated Unstandardized Regression Coefficients (All Observations).....	67
5.6. Correlations Table Sample (After Exposure to Advertisements).....	68
5.7. Summary of Moderated Regression Coefficients: Brand 2.....	69
5.8. Moderated Multiple Regression (Advertising Type): Follower Brand 2.....	71
5.9. Summary of Moderated Regression Coefficients (Brand 1: Pioneer or Leader)...	75

CHAPTER I: INTRODUCTION AND PROBLEM STATEMENT

1.1. Social Advertising and its Relationship to Corporate Social Responsibility and Consumer Behavior Research

The present research examines consumers' reactions to advertising with corporate social responsibility (CSR) and environmental or "green" content, as well as the potential role of social advertising to enhance trust, brand opinion, and purchase intention levels. The idea emerges from the fast-growing social and environmental inertia of companies and stakeholders (i.e., consumers) participating in societal marketing programs. Moreover, it is a premise of this research that CSR and ecological content can enhance advertising trust and credibility of consumers and diminish their ambivalence, lack of credibility, and dual reactions toward advertising.

A central concern of this dissertation is to discover how including a social cause (i.e., care for the environment) can diminish duality of opinion toward advertising and enhance consumers' levels of trust and purchase intention. It has been theoretically demonstrated that duality of opinions toward advertising exists. Chang (2011) stated that it is important to know more about the dual position of consumers toward advertising (i.e., trust or distrust) and ambivalent attitudes toward certain marketing practices (i.e., green or social advertising). Chang (2011) also discussed the relevance of identifying ambivalence in consumers' attitudes toward green products in their own advertising context.

Chang (2011) also stated the following regarding the importance of studying ambivalence as a consumer attitude:

Ambivalent attitudes represent important topics that demand more attention from advertising researchers. For example, consumers may hold ambivalent attitudes toward advertising in general, with both positive (e.g., advertising provides product information that facilitates the choice process) and negative (e.g., advertising can be misleading) perceptions (p. 28).

Indeed, ambivalent attitudes toward advertising have been detected in the exploratory and experimental phases of this dissertation. Several contrasting opinions surround advertising trust from the consumers' point of view. In the exploratory surveys prepared specifically for this dissertation, results showed participants' opinion about the positive (+), negative (-), or neutral (+/-) implications of advertising in their lives. In the present study, involved participants stated advertising positively impacts their personal and professional contexts because it helps them make better decisions and informs by properly providing elements to make comparisons. Thus, advertising fosters adequate decision making and motivates action.

Other consumers, who reflected neutral opinions toward advertising, stated that without considering positive or negative tendencies, advertising affects their consumption patterns and perception of products. In the negative scope of impact to consumers, advertising sometimes confuses consumers and provides unnecessarily excessive information. A summary of the participants' arguments is included in Appendix A.

Another relevant reason for the present research is to know more about the effectiveness of social advertising to enhance purchase intention. Dichter (1949) stated that the effectiveness of an advertisement relies on psychological results produced in the reader's mind (i.e., consumers). To create effective CSR and green advertising, therefore, consumers' willingness to participate in CSR campaigns can be enhanced by the argument of "doing well by doing good." Baughman, Schroeder, and Schroeder (2011) stated, "Nearly 275 years ago, Benjamin Franklin urged his countrymen to mold success upon the forge of virtuous conduct: 'Do *well*,' he instructed, 'by doing *good*'" (p. 1). This statement summarizes the core goals of CSR and cause-related managerial and marketing activities. It is posited in the present work that CSR and green advertising should improve trust or credibility, brand opinion, and purchase intention as representative effectiveness indicators of an advertising campaign.

The present research contributes to the fields of marketing, consumer behavior, advertising research, and social or CSR communications. Furthermore, few research works have been conducted in less-developed countries that analyze, explain, contrast, and unify consumers' perceptual criteria about advertising campaigns (either social or non-social). For example, in Latin America and Spain, few exemplars of these studies have been found in references and literature (e.g., Roca, 2009).

1.2. Societal Marketing Programs as a Result of CSR Corporate Efforts

From a managerial point of view, societal marketing programs can provide value to consumers. By definition, marketing is a set of processes and actions that are oriented to develop, communicate, and work in delivering value to stakeholders and more specifically, to customers (American Marketing Association [AMA], 2012).

Considering this definition, concern about CSR issues, ethics, and improving life quality is included implicitly in marketing's definition (i.e., delivering value to stakeholders: non-government institutions, donations, ecological- and ethically oriented programs, etc.). In a seminal paper, Carroll (1979) stated the need for a definition of social responsibility that included ethical, economic, legal, and discretionary categories of business performance. Wang (2008) also mentioned that "ethical and responsible advertising practice is expected across stakeholder groups including consumer, corporation, policy maker and society increasingly" (Mohr *et al.*, 2001) (p. 155). With these theoretical contributions, it can be stated that a healthy relationship exists among social issues, ethics, and societal marketing programs.

Hence, societal marketing programs, which include social causes and stakeholders (i.e., consumers, suppliers, employees, nonprofit organizations, mass media representatives, among others), emerge as an alternative of value delivery and ethical response to satisfy consumers'

aspirations and demands. Bloom et al. (2006) defined societal marketing programs as: “Company initiatives involving the provision of money, resources and/or publicity to socially beneficial causes in a way that seeks to create an association in the minds of consumers between the cause and the company or one of its brands” (p. 50). Bloom, et al. (2006) also specified that societal marketing programs included cause-related marketing (CRM), green marketing, cause sponsorship, and social advertising.

In general, consumers are more willing to buy products related to social and ethical issues or beneficial causes as stated in the aforementioned definition of societal marketing programs. In this vein, Maignan and Ferrell (2004) proposed a framework in which marketers make valuable contributions to CSR management and go beyond consumers to reach other stakeholders. Maignan and Ferrell (2004) stated that “other studies have also demonstrated that consumers are willing to actively support companies committed to cause-related marketing, environmentally friendly practices, or ethics (Barone et al., 2000; Berger & Kanetkar, 1995; Creyer & Ross, 1997)” (p. 13). In the same way, Maignan and Ferrell (2004) mentioned the other side of the coin: evidence exists that consumers punish or sanction socially irresponsible companies.

In addition to consumers, theorists and practitioners are also aware of the relevance of societal marketing programs. Handelman and Arnold (1999) surveyed American Marketing Association members and found they were aware of the value of socially responsible actions in marketing (i.e., CSR, ethics).

Another benefit of societal marketing programs is enhancing the image and reputation of companies and their brands. Becker-Olsen et al. (2011) noted that marketing, as a value deliverer, can benefit from CSR communications by improving the reputation of companies, brand associations, and consumers’ response.

Societal marketing programs, then, emerge to contribute to corporate effectiveness, and the benefits of societal marketing programs are tangible mainly to consumers. In an empirical exploratory study and using a questionnaire applied during the first stage of a repeated-measures experimental design, the next table summarizes the benefits of supporting CSR causes (see Appendix B).

1.3. Advertising as a Relevant Tool of Societal Marketing Programs

One of the problems of societal marketing programs is that some initiatives are not informative enough. Pomeroy and Dolnicar (2009) mentioned that enterprises should be more concerned with finding effective communication mechanisms to inform consumers about their social actions. They stated, “results of experimental studies indicate that consumer attitudes and purchase intentions are influenced by CSR initiatives-if consumers are aware of them” (p. 285). So, comprehension and effective communication of societal marketing programs should start with efforts within enterprises to reach consumers effectively. First, however, they should define, the benefits of affiliating with a social cause. As Bloom et al. (2006) noted, it is important for managers to compare the benefits of a social-cause affiliation to other commercial types of affiliations (i.e., a rock concert tour).

To understand the role advertising plays in reaching consumers, an appropriate definition is helpful to know more about the relevance of advertising’s nature. Wells, Burnett, and Moriarty (2000) stated that advertising can be defined as a paid, impersonal form of communication, which is provided by specific sponsors using mass media to persuade audiences. The AMA (2012) defines advertising as follows:

The placement of announcements and persuasive messages in time or space purchased in any of the mass media by business firms, nonprofit organizations, government agencies,

and individuals who seek to inform and/ or persuade members of a particular target market or audience about their products, services, organizations, or ideas (p. 1)

In an exploratory qualitative study for this dissertation, the following testimonies complement theoretical arguments with consumers' perceptions about how advertising is defined. In the colloquial words of a participant engaged in an in-depth interview, advertising can be defined as follows:

Advertising is to make public an idea that could perfectly be a product or a service (Male, 25-30 years old, Monterrey, Mexico).

More specifically, social advertising is defined as “the advertising designed to educate or motivate target audiences to undertake socially desirable actions” (AMA, 2012). Thus, if a company uses advertising to communicate and to make public its ethical and social actions to consumers, it is investing in trust-building and enhancing its image by using social advertising. Going further, the AMA's (2012) classic definition, explains that social advertising is “advertising designed to educate or motivate target audiences to undertake socially desirable actions” (p. 1). A specific example of social advertising is termed “green advertising”. Banerjee, Gulas, and Iyer (1995) defined green advertising as the advertising that “explicitly or implicitly addresses the relationship between a product/service and the biophysical environment, promotes a green lifestyle with or without highlighting a product/service and presents a corporate image of environmental responsibility” (p. 22). Considering the influence of societal marketing programs and the need to communicate them to stakeholders using advertising and other marketing communications mechanisms, a central issue of this dissertation is to study consumers' behavioral responses toward social advertising with a green focus.

1.4. General Objectives, Exploratory Pilot Studies, and Contributions

To highlight the importance of social advertising in CSR campaigns, the general objective of this dissertation is to understand consumers' behavioral responses toward a stimulus of green advertising and compare it to a non-social advertising stimulus. This research thus enhances different scenarios of how consumers interpret social advertising compared to non-social advertising.

As a central contribution, this dissertation proposes a model in which advertising type is considered a moderating variable between advertising trust (the ADTRUST scale; Soh, Reid, & Whitehill-King, 2009) and purchase intention. More specifically, Soh, Reid and Whitehill-King (2009) defined trust in advertising as the “confidence that advertising is a reliable source of product/service information and willingness to act on the basis of information conveyed by advertising” (p. 86).

To reinforce the theoretical arguments and literature review, a complementary and relevant contribution of this research is the inclusion of three exploratory pilot studies, which were developed prior to undertaking the main research work. These exploratory studies are especially relevant as supportive arguments. Moreover, the main theoretical contribution found in the literature review, has been developed in American (US) or European research environments.

The literature review and the results sections are supported by empirical work by including these exploratory pilot studies. In the exploratory stage, these three studies demonstrated that there are empirical and theoretical elements to build a model that relates purchase intention to ADTRUST and brand opinion, including the notion that social advertising moderates such relationships. The two years invested in the exploratory analysis were very valuable for detecting the relationships and opportunities for this research.

The first qualitative exploratory stage provided general insights and theoretical elements to inform the context of the research. This stage included in-depth interviews with seven participants, who were classified as “expert” consumers due to their educational background and theoretical knowledge of CSR and marketing. This qualitative study was a first step to generate evidence to foster empirical elements that contribute to the theory of marketing and advertising aligned to CSR.

The second quantitative stage included the experimental design and open questionnaires, which supported the findings of the first qualitative stage. This stage included 69 participants. One aim of this second study was to understand the position the consumer maintains to contrast social advertising campaigns with non-social advertising campaigns.

Finally, the third exploratory quantitative stage involved a key study to predict the possible behavior of actual consumers. This third exploratory study proposed some preliminary hypotheses and was helpful for piloting the questionnaires and instruments. A total of 36 participants were included in this stage.

In the next section, a detailed description about the theoretical framework and key results of the exploratory studies are integrated to develop the model of this dissertation.

CHAPTER II: THEORETICAL FRAMEWORK, EXPLORATORY STUDIES' FINDINGS AND THE INTEGRATED MODEL

2.1. Theoretical Models Relating Brand Opinion and Purchase Intention

A relationship exists between advertising, enterprises, and consumer behavioral constructs by including brand opinion and purchase intention. To understand these relationships better, the review of theoretical advertising models is relevant because they include some of the most studied advertising constructs: advertising credibility (i.e., trust), advertising effectiveness (i.e., purchase intention), and attitude toward the brand (i.e., brand opinion).

Theoretical models of advertising began developing with the AIDA (attention, interest, desire, action) model. Vakratsas and Ambler (1999), citing Strong (1925, p. 76) stated, “The first formal advertising model was probably AIDA, attributed to E. St. Elmo Lewis in 1898” (p. 26).

Hackley (2010) stated that the AIDA model “...remains highly influential in the field for its clarity, economy and universalism. It conveniently treats advertising as just one thing; it assumes that the single desired end of any advertisement is a purchase” (p. 92).

Vakratsas and Ambler (1999) again citing Strong (1925, p. 76) stated, “The main stream in advertising research began with AIDA. Originally a model of personal selling, AIDA was adapted only later for advertising” (p. 28). They also noted the relevance of response hierarchy models, which Kotler (1997) summarized. These models are: AIDA; the hierarchy of effects (Lavidge & Steiner, 1961); and the innovation–adoption model (Rogers, 1962). Vakratsas and Ambler (1999) established that these three models follow the sequence: cognitive stage–affective stage–behavior sequence.

In the same vein, Deighton (1984) proposed a two-step advertising effectiveness model. Referencing this two-step model, Hoch and Ha (1986) stated, “Advertising works by initially

arousing expectations that subsequently lead to a disposition to confirm during experience with the product” (p. 221).

To this background, it can be expected that if value brand expectancies or hypotheses are not accomplished, cognitive dissonance (Festinger, 1957) might emerge, which might determine whether some consumers are unwilling to buy the product again in the future. As such, brand opinion would diminish consumers’ perceptions. When consumers finally have the intent to purchase a product, the stated sequence of the two-step model can influence consumers’ attitudes toward the brand. In this case, we examine brand opinion and dual feelings due to advertising that may be present in consumers.

In sum, Deighton’s model (1984) highlights the dual and even paradoxical opinion that consumers might have toward advertising. Evaluating an advertisement and a product might be dual (either positive or negative). This evaluation responds to the degree of congruence between advertising claims and product’s actual performance.

In another theoretical contribution, Hoch and Ha (1986) established that advertising has two different but closely related features. The first feature is that consumers tend to believe in advertising as a source of information and orientation. At the same time, and even paradoxically, consumers often do not have enough information to believe in the advertising.

Consumers sometimes show distrust or express that advertising lacks credibility. In this same study, Hoch and Ha (1986) established that advertising plays a core role in consumers’ learning and perceptions. They highlighted that in a non-ambiguous environment, support delivered by advertising to consumers is not as required as it might be in an ambiguous environment. In a non-ambiguous environment, advertisements do not affect consumers’ judgments about the quality of the products. Here, all information included in the advertising will be valuable to orient consumers toward the ability to make the best possible decision. Advertising

thus plays a positive and trustworthy role in providing information and orientation, especially in ambiguous contexts.

Additionally, Vakratsas and Ambler (1999) established that advertising positioning is determined by the context surrounding a particular campaign. The context reflects the diversity of objectives, product category, competence, product life cycle, and the target market. In their proposed framework, advertising input (i.e., message content) is filtered by consumers' motivation and ability. These pathways of communication might determine if the message will resonate with consumers, either positive or negative.

To support these theoretical arguments, the results of the in-depth interviews during the qualitative exploratory stage reflect this duality of opinions about brands due to advertising's impact on consumers. The opinions of seven participants in this qualitative exploratory study reveal that advertising is positive and valuable in terms of "making noise" due to its presence in competitive markets. On the other hand, other participants expressed that advertising is negative. Although these participants noted that advertising is congruent and sometimes embodies trust (i.e., social advertising), they stated that congruence should be a must in all advertisements. Some participants mentioned that advertising is not congruent: their opinion was that "advertising tends to lie" to consumers to achieve its objectives. These sensations provided by advertising have modified, either in a positive or a negative way, the participants' brand opinion.

It is also important to highlight that dual opinions not only exist in advertising, but also in other fields such as CSR. In particular, one of the participants stated:

I know this term...I know what this corporate social responsibility is...but I do not believe in these things...Because the truth behind...look...such companies that perform CSR do the same like the others, but they just follow the trend or fashion they have. And behind all these trends and fashions, there is money and there are financial earnings... (Female, 25–30 years old, Poland).

These arguments are relevant for constructing the model because advertising, as a bridge of information and persuasion, and CSR as a trust element included in a social marketing program, share a dual image that can affect the consumers' perception and brand opinion in either a positive or a negative way. Brand opinion due to advertising congruence, then, can affect consumers' levels of purchase intention.

From these theoretical and empirical arguments, and considering the consumers' evaluation of the brand as successful after being exposed to an advertisement, the first relationship of constructs and hypothesis is proposed in Figure 2.1.:

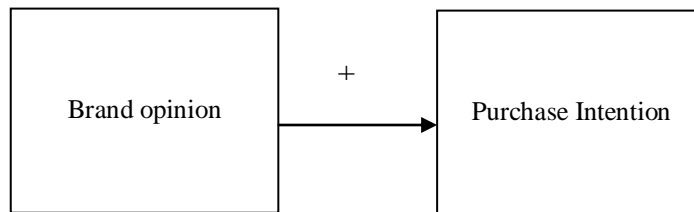


Figure 2.1. First relationship of constructs

H1: The higher the consumers' brand opinion within a social advertisement, the higher their purchase intention (PI) level will be.

2.2. *Trust and Social Value Delivery from Enterprises toward Final Consumers*

In this section, advertising is described as a source of credible and trustworthy information and a key informational bridge between an enterprise's efforts and consumers. Prendergast, Liu, and Poon (2009) citing Lutz (1985) stated, "Advertising credibility is the degree to which the consumer perceives claims made about the brand in the ad to be truthful and believable" (p. 5).

Credibility, then, is a relevant theoretical construct within advertising. Snyder (2011) stated, "Only one in five Americans trust advertising most of the time and 13 percent say they never trust it [the Adweek Media/Harris Poll]" (p. 481). Durvasula et al. (1993), citing Lutz (1985), highlighted five antecedents to explain consumers' attitudes toward advertising: (1) ad credibility, (2) ad perceptions, (3) attitude toward the advertiser, (4) attitude toward advertising in general and (5) mood" (p. 627).

To inform consumers, advertising plays a major role in enhancing credibility and trust, as well as linking societal marketing programs to consumers. To Morgan and Hunt (1994), communication has a positive relationship to trust (i.e., credibility), which influences relationship commitment. Moreover, MacKenzie, Lutz, and Belch (1986) stated that attitude toward the ad has a mediating role in advertising effectiveness.

These theoretical arguments point to the notion that communications (i.e., advertising) that are trustworthy and credible can improve consumers' opinion of the brand. Along this same line, Arens (1999) stated that "critics often forget (or choose to ignore) that advertising benefits society greatly...It provides a means to disseminate public information about important health and social issues" (p. 57).

As a result, the language and symbols used to disseminate information about social issues are of high importance to advertising. For example, the use of symbols and testimonials is

oriented to enhance advertising's credibility. Advertising is recognized as a relevant and potent source of symbolic meanings (e.g., Elliot & Wattanasuwan, 1998). Advertising, by definition, therefore, provides real and symbolic potential information to consumers about societal marketing and commercial programs, and frequently use symbols to improve their impact. Symbols are relevant because their correct or incorrect use may enhance or diminish trust levels in the eyes of the final consumers.

In the aforementioned exploratory qualitative stage, participants showed dual opinions toward the nature of advertising, but their feelings concentrated on their levels of trust toward advertising's symbolic and informational meanings, which can generate paradoxical feelings. In fact, Needham, Harper, and Steers (1985) established that, in some cases, the information advertisements provide is not necessarily believable, although information certainly brings value to consumers.

Participants expressed that credibility instills a level of trust and belief in the information and claims included in the advertisements. More specifically, participants willing to believe in the messages asked themselves if the advertisers really would close the cycle in favor of consumers' interests (for example, reforesting the land based on consumers' donations).

That is why image can improve value perception of stakeholders such as customers. To some of the participants, communicating the campaign's results and translating them into a follow-up sequence of advertisements would be an effective way to improve trust and enhance brand opinion.

In the exploratory qualitative stage, the seven respondents agreed that transparency in the use of symbols and information would do much for their confidence and the credibility of the campaigns, as this example explains: "... (silence)...This... yes...I mean...even though the ad was

wrong, you look [at] the good intentions of what they wanted to do ...” (Female, 25–30 years old, Tamaulipas, Mexico).

In summary, participants agreed that the idea of providing the audience with tangible results in order to enhance trust-building. So, advertising emerges, in the opinion of the participants, as a source that enhances trust. Communicating the follow-up of results in advertising campaigns would be an effective tool to motivate supportive audiences to keep on participating.

Along this same line of argumentation, trust is a more specific construct and means an effort to attract, maintain, and reinforce the relationship with consumers (Berry & Parasuraman, 1991). But what is the role of CSR and social advertising in enhancing credibility or trust in advertising messages? Pomeroy and Johnson (2009) stated that companies are using CSR initiatives to enhance their levels of credibility and reputation (e.g., Becker-Olsen et al., 2006; Pirsch et al., 2007) and inspire trust to different groups of stakeholders, including consumers.

It is necessary, then, for consumers to be aware and correctly informed about CSR actions and company initiatives. Pomeroy and Johnson (2009) stated “Consumers want and need to be aware of firms’ initiatives if they are to include CSR considerations in their brand evaluations. This awareness creation and preference building can be the focus of corporate image advertising, but successful persuasion is not automatic” (p. 112). Hence, awareness of CSR actions due to effective advertising messages can enhance trust levels. Improving trust improvement is important considering the medium- and low-levels of trust toward advertising the participants of the qualitative exploratory stage expressed. As exploratory empirical evidence, results reflect a medium-average level of trust toward advertising with an average response of 3.25 (on a 5-point Likert scale, with 5 being the highest level of trust). Hence, while the social advertising average response was 3.67 (slightly above the general average), the non-social advertising average was

2.94 (below the general average). These preliminary results, which are not statistically significant, state that advertising has a medium- to low-level of trust with the consumers surveyed. To contribute to the model's structure, and during the third exploratory stage, a multiple regression analysis shows that the relationship between ADTRUST and purchase intention are as reported in Appendix E, Table 2.1. The findings of this stage imply that purchase intention depends significantly on the trust in advertising of the consumers. As stated, consumers naturally trust more in social advertising than in non-social advertising. So, these preliminary results reflect the possibility to enhance advertising trust by using social advertising, which can improve purchase intention levels. As a result, appropriate symbols and accurate information can enhance consumers' perceptions of advertising credibility and trust. Hence, following advertising's role of benefiting society (Arens, 1999), the relevance of the credibility and ADTRUST constructs and the definition of social advertising, the following relationship between constructs and hypothesis are advanced in Hypothesis 2, illustrated by figure 2.2:

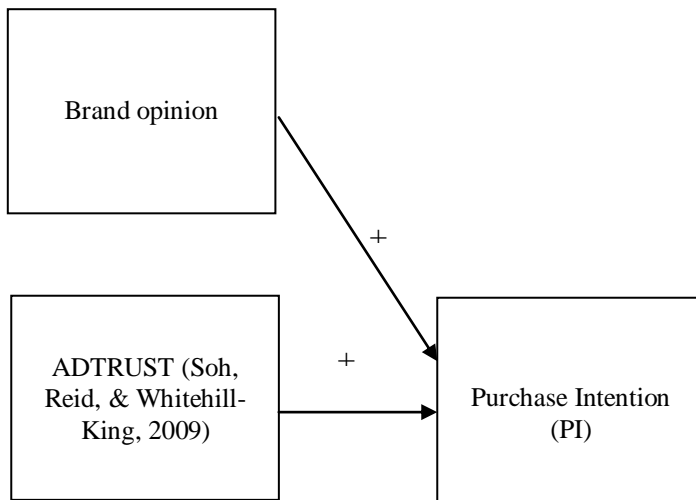


Figure 2.2. Second relationship between constructs.

H2: The higher perceived advertising trust, the higher the purchase intention (PI).

2.3. The Role of Advertising's Tone in the Positive Perception of Social Causes

A premise of this dissertation is that the chosen cause should be communicated effectively. Brønn and Vrioni (2001) stated that competitive markets ask for brands to be differentiated and enhanced in terms of reputation. In fact, it is important to consumers to feel that products come from a reliable and honest company. Garriga and Melé (2004) stated “Consumers typically assume that the products of a reliable and honest firm will be of high quality” (p. 55). But this objective cannot be achieved completely without effective communication programs. Morsing and Schulz (2006) noted the importance of communicating CSR actions effectively to stakeholders. Why is it important to communicate social issues properly? Brønn and Vrioni (2001), cite O’Sullivan’s (1997) premise, which describes the behavior of stakeholders toward communications relating to social causes via the CRM mix (including advertising):

If they don’t say enough about their charity links, consumers believe that companies are hiding something and if they say too much they believe that charities are being exploited by the big corporations. It makes the promotion of such schemes one of the most delicate jobs in marketing. Go too far one way and consumers believe you are using the charity, go the other way and they will not even know of your involvement. (p. 216)

Based on the former argument, lack of credibility, the antithetical argument of trust, appears as a relevant variable in CSR and cause-related marketing strategies. Moreover, Webb and Mohr (1998) note that consumers’ distrust of advertising (one relevant element of CRM campaigns) is one of the drivers of lack of credibility (Brønn & Vrioni, 2001). To reduce distrust and lack of credibility, the tone used in advertising is relevant, as it is part of the informative bundle that consumers receive in an advertising message.

During the qualitative exploratory study, contrasting opinions prevailed among participants considering advertising tone (i.e., nostalgia, sadness, happiness, power, force, hope,

change, evolution, creativity, etc.). Although some consumers had a positive experience after buying a product due to the tone of a social advertisement, some had already experienced cognitive dissonance effects (i.e., they already had a bad experience or their pre-existing beliefs about the product were unfulfilled). Hence, some participants admitted that their purchase intention had been affected due to these past experiences and the advertising tone they remember about the campaign. Consider the following testimony about a social advertising campaign:

I'm not angry, but I feel bad. Why do advertisers have to reach out to people by using shame, fear, or sadness? If you do so, you're playing with the consumer... (Female, 25–30 years old, Tamaulipas, Mexico).

While some “expert consumers” mentioned that the recalled social campaign brought them memories of sadness or nostalgia, others mentioned that the campaign included feelings of joy or “cool” experiences. This means something is very positive and enjoyable.

On the other hand, adjectives such as “power,” “strength,” and “hope to move forward” were mentioned during the interviews. Some participants sensed a tone and feeling of “advertising evolution or change.” Moreover, they preferred to support CSR campaigns due to these characteristics.

In summary, societal marketing programs can enhance their informative and persuasive arguments and improve consumer trust when they include a correct social advertising tone. As a theoretical exemplar that illustrates this argument, Small and Verrochi (2009) stated: “Although many factors influence pro-social behaviors, in the realm of charitable appeals with its frequent, vivid pictures of victims, emotion expression could differentiate among appeals and ultimately determine whether consumers open their wallets and donate” (p. 778). Hence, social advertising becomes a source of trust, differentiation, and social value delivery from enterprises toward final consumers, with the possibility of modifying and even improving the relationship between the trust consumers sense in advertising and their purchase intention.

One of the most relevant findings of the overall exploratory qualitative stage is the fact that, to improve trust, information and tracking campaign results should be included. In this way, consumers can see the fruits of their participation expressed in concrete socially beneficial actions. To verify structure, categories, and specific topics, the questionnaire and a detailed guide is included in Appendix F.

2.4. Social Advertising as a Moderator between Advertising Trust and Purchase Intention

Social advertising appears to be well received by consumers (Drumwright, 1996). Drumwright (1996), citing several other studies (Ross, Patterson, & Stutts, 1992; Ross, Stutts, & Patterson, 1991; Smith & Alcorn, 1991) stated that “a majority of consumers view it favorably, and it results in positive purchase intentions among a segment of consumers” (p. 72).

Yet ambivalence is also present in the nature of advertising with social or CSR content. Brown and Dacin (1997) asserted, “Negative CSR associations can have a detrimental effect on overall product evaluations, whereas positive CSR associations can enhance product evaluations” (p. 80). So, again, associations consumers make depend on the nature of CSR claims. More recently, Sen and Bhattacharya (2001) stated that there is no clear definition in the general belief that CSR improves consumers’ purchase intention and show that CSR’s positive impact in consumers cannot be assured in all cases. Moreover, Sen and Bhattacharya (2001) provided one of the most cited frameworks that mention relevant and possible mediating and moderating effects of CSR support, information, beliefs, and domain on final consumers’ behavior. They established that “CSR’s influence on consumers’ product purchase intentions is more complex than its straightforward positive effect on their company evaluations” (p. 238).

In a recent research contribution, Mesarosch (2008) stated the specific constructs in which CSR actions and consumer behavior (i.e., purchase intention) can be moderated. To Mesarosch (2008), the moderating influences are found in:

- Product quality and price
- Lack of credibility and perceived sincerity
- Perceived fit between company and good cause
- Consumer/company identification
- Personal support of the good cause, and
- Perceived personal affect. (p. 18)

As the former theoretical arguments state, the impact of CSR efforts (i.e., marketing or advertising societal content) can produce a moderating effect. Mesarosch (2008) specified that perceived sincerity can work as a moderator because when perceived sincerity is high, CSR tends to enhance a company's reputation and image among its consumers. Mesarosch (2008) also cites Yoon et al. (2006), who supports that there are three possibilities that define the moderating effect of CSR in enhancing consumers' perception of sincerity:

- If perceived sincerity is high, CSR improves company image.
- If perceived sincerity appears to be ambiguous, CSR has no effect on customers.
- If CSR activity appears to be insincere to consumers, this might result in a negative effect on companies' image (p. 18).

To reinforce the aforementioned theoretical arguments, and as a highly relevant part of the third exploratory study, a moderated multiple regression analysis was performed during the quantitative exploratory stage. The specific results and graph can be analyzed as follows (Appendix E, Table 6 and Figure 2.3).

The results and graph of appendix E (Figure 2.3) reveal that the variable (social advertising) modifies both the intensity and direction of the relationship between purchase intention and ADTRUST. The graph shown in Appendix E (Figure 2.3.) illustrates that social advertising improves consumers' purchase intention compared to non-social advertising (for advertising with low levels of trust). In contrast, non-social advertising seems to improve consumers' PI compared to social advertising (for advertising with high levels of trust). Against this background, the following model and hypothesis are set forth in Figure 2.4:

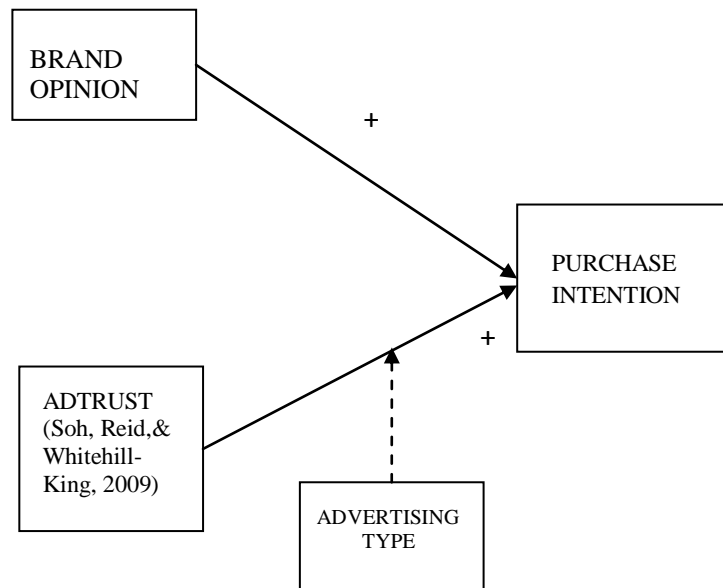


Figure 2.4: Model and third relationship of constructs

H3: There is a higher effect of ADTRUST on consumers' levels of purchase intention if advertising includes "green" content.

2.5. Pioneering and Follower Brands

This research compares consumers' responses by contrasting a pioneering brand with a follower brand. New strategic foci and innovative responses toward first movers or pioneers of a market are relevant for competitive success. Taking actions to generate brand associations and to compete effectively is a highly relevant concern to followers that seek to improve their position in their markets. In analyzing how consumer preferences are formed and the advantage of pioneers, Carpenter and Nakamoto (1989) suggested that "influencing preferences, not simply responding to them, may be an important objective of marketing strategy" (p. 286). And, pioneers or first movers are experts at dealing with innovation in products and processes.

Kamins, Alpert, and Perner (2007) cited Golder and Tellis (1992) to define a pioneer brand as "the first to commercialize the product category, which may or may not be the first to invent the product" (p. 594). In fact, leadership in the market is sometimes subjective for consumers.

A leading brand can be either a pioneer or a follower brand, but pioneers and first movers have a higher probability of preserving the leadership position, as they arrived first. Imber and Toffler (2002) defined a leader as an enterprise that owns brands or products that were the first to define a market or maintain a dominant market share above other competing brands.

Kerin, Varadarajan, and Peterson (1992) shared three approaches a firm can use to reach a first mover or pioneer status: producing new products, entering a new market (Lieberman & Montgomery, 1990), or using new processes.

The importance of each approach relies on the leadership consumers perceive toward a brand. Again, Kamins, Alpert, and Perner (2007) provided precise evidence of the impact of a pioneer or first mover brand based on consumers' favorable evaluations: "A given brand was

found to have a 50% more favorable evaluation when perceived as a market leader than when perceived as a follower brand” (p. 595).

Thus, followers’ response should be strong, creative, enduring, and strategic rather than merely effective in the short term. The alternative of building and communicating environmental brand associations may help follower brands overcome and compete against the strength of pioneer brand advantages (PBA). Alpert and Kamins (1994) stated, “Understanding the underpinnings of PBA is extremely important because, by definition, PBA is unique and cannot be imitated” (p. 244). First movers usually build and enjoy solid PBA due to their leading position. Pioneers rule the characteristics or conditions of a brand category until new competitors appear and creatively challenge their marketing actions.

In sum, pioneer advantages are solid, but not invincible from advances from challengers and competitors. Kerin, Varadarajan, and Peterson (1992) stated, “The belief that entry order automatically endows first movers with immutable competitive advantages and later entrants with overwhelming disadvantages is naïve in light of conceptual and empirical evidence” (p. 48).

Building successful brands takes time and effort. Following Doyle’s (1989) arguments for building successful brands, the differential advantage should also be sustainable, meaning “an advantage that is not easily copied by competitors” (p. 78).

Follower brands can also improve their results in their markets and constructively challenge pioneer and leading brands. This can be accomplished by establishing solid follower advantages. The American Marketing Association (2012) defines the follower advantage:

The ability of non-pioneering market entrants to gain long-term competitive advantages due to late entry. Mechanisms that lead to follower advantage include resolution of demand and market uncertainty, shifts in technology or customer needs, the ability to free-ride on first-mover investments in buyer education and infrastructure development, and learning from the pioneer's product, positioning, or marketing mistakes (p. 1).

The social argument, or cause, can be repeated (i.e., environmentalism), but mechanisms can enhance the sustainable differentiation of follower brands, as a mechanism to enhance the competitive power of followers against the positioning of market pioneer-leading brand positioning. From the former theoretical arguments, the following hypothesis is proposed:

H4: There is a significant (different) effect on purchase intention levels between a pioneer-leading brand and a follower brand.

CHAPTER III: EXPLORATORY STUDIES

This chapter presents a more detailed description of the exploratory studies. Indeed, the combination of qualitative and quantitative approaches was especially useful for completing the empirical and theoretical framework to support this dissertation's model.

3.1. Qualitative Research Study

In-depth interviews were applied in this qualitative exploratory stage. The interviews were semi-structured, and most of the questions were previously defined by a specific questionnaire, which infused each conversation with fluency. Interviews were conducted with graduate students in Monterrey, Mexico. The interviews were audio-recorded in order to prepare and analyze the transcripts. The selected students agreed to participate spontaneously, with each interview lasting between 25 and 45 minutes. Because all participants recalled different trademarks and anecdotes about advertising, many contrasting elements emerged and are helpful for enriching the researchers understanding of the phenomenon. The sample of participants was selected for convenience (i.e., timing delivery restrictions). The trial was a sampling alternative, because the participants' characteristics were stated clearly, with every intention of securing an adequate number of expert consumers with knowledge about business issues and with different degrees of familiarity with CSR marketing or advertising campaigns. All participants were currently attending a Master's degree program and worked for a research center within their university.

The research design is summarized in Table 3.1:

Table 3.1.
Research Design: In Depth Interviews.

Summary
Sampling units: Seven students (three men and four women), Master's degree students. Age: 25–30 years old. Participants came from different locations around Mexico: Tamaulipas, Monterrey (Nuevo León), Chihuahua, and Baja, California. One foreign participant was from Poland.
Research schedule: Three days. Interview duration: Between 25 and 45 minutes. Evidence: audio-recording.
Geographical scope: Monterrey, Nuevo León, Mexico.

Each participant was classified as a “consumer expert.” For this study, a “consumer expert” was one who, besides being a consumer, had a theoretical background of business, CSR and marketing or advertising, and whose knowledge of these issues could lead to further understanding the phenomenon from a theoretical perspective. The specific profiles of the consumer experts (survey participants) are summarized as follows:

Consumer Expert 1: Female from Tamaulipas, with a professional background in finance and statistics. She enjoys numbers and socially responsible marketing. She likes sports and healthy activities, football, and television commercials. She is an outgoing person and enjoys social activities.

Consumer Expert 2: Male, born in Monterrey, Nuevo León. He is an industrial and systems engineer and has worked in strategic planning. He is also familiar with the areas of raw materials for consumer products such as advertising.

Consumer Expert 3: Male, from Monterrey, Nuevo León. He holds a degree in communication sciences. He enjoys music, sports, media, and marketing. He considers himself a creative professional. He works in the area of CSR and marketing.

Consumer Expert 4: Female from Baja, California. She was studying for her Master's degree in marketing. She did not mention her profession, but at the time of the interviews, she was working in logistics and developing academic activities in a department of the university.

Consumer Expert 5: Female from Poland. She earned her MBA in finance. She considers herself a fashionable and outgoing person. She also believes herself to be an optimistic woman, but she does not believe in social advertising with an intrinsic social cause. Despite her disbelief, she enjoys participating in environmental and green races or contests.

Consumer Expert 6: Male from Monterrey, Nuevo León. He earned his MBA in finance. He enjoys going to the movies. He also likes to socialize and practice sports. He considers that some messages tend to exaggerate, but he still thinks that advertising can help build a social order and can be positive or formative to society.

Consumer Expert 7: Female, graphic designer and graduate student. She likes photography, advertising, and communication. She loves to participate in socially responsible activities, and she considers herself a perfectionist in communications.

As shown in previous sections, the results and findings of the qualitative and quantitative exploratory stages are valuable as empirical evidence to enhance and complement this dissertation's overall theoretical framework. After the qualitative exploratory stage, a quantitative exploratory study was developed. The main findings of this quantitative study are described in the next section.

3.2. Exploratory Experimental Design (Open Questionnaire Results)

During this stage of the present research, a set of open-ended question surveys was applied to aleatory-chosen subjects within a dynamic experimental design. The objective of the pilot survey's open-ended questions was to explore the respondents' opinions of advertising's believability. Three different experimental groups were considered in two stages in order to administer this questionnaire. The first group included 25 subjects, with the second and third groups each including 44 students.

Subjects of this exploratory experimental design phase answered the open-ended question survey before and after being exposed to television commercials. The questions focused mainly on the respondents' opinion of advertising believability and the CSR programs.

In the next phase, participants were exposed to three specific social and nonsocial television advertisements (featuring different categories of products and brands), and they answered a key question: "Considering the dynamics developed with three ads, do you believe in the three advertisements shown?" This question was highly relevant to this second exploratory stage because it related directly to evaluating a specific television advertisement.

To reveal respondents' tendencies before and after being exposed to the television commercials, the main results of the open-ended questionnaires are summarized in Table 3.2:

Table 3.2
Exploratory Experimental Design.

QUESTION	STAGE 1	STAGE 2	
	<i>Only group (25 participants)</i>	<i>Group 1 (28 participants)</i>	<i>Group 2 (16 participants)</i>
In general, do you believe in advertising?	80% (yes)	79%	85%
Do you believe in advertising that includes a social content?	88%	62%	92%
Considering the dynamics developed with TV ads, do you believe in the 3 advertisements shown?	64%	64%	92%
Do companies should support social causes?	96%	93%	100%
% male students	72%	64%	69%
% female students	28%	36%	31%
Total of participants	69 participants in 3 stages		

In sum, the explanation of these first tendencies was only exploratory, and statistical results were not analyzed in depth during this exploratory pilot experiment. But these contrasting results sparked a curiosity to keep searching and looking for statistically significant results with a pilot survey study in the next and final exploratory stage.

3.3. Pilot Study Exploratory Survey

In this stage, the survey method and experimental design were used to gather responses (i.e., Qualtrics on-line survey SW). A total of 36 participants answered the complete survey. Participants were medium-level executives who were engaged in graduate-level studies. Most of them work for multinational enterprises in Monterrey, Nuevo León, Mexico. All of the

participants worked in areas such as controlling, accountancy, financing, planning, and supervising. For details of this sample's demographics characteristics see Appendix C.

The survey was structured in two broad sections: general opinions about advertising and support of companies related to social causes and advertising trust (as a contrast between two advertisements). The survey included two print advertisements featuring the same brand, one of which included social content). In the first half of the questionnaire, participants answered items considering the social advertisement; in the second portion of the survey, they answered the same items, but considered the nonsocial version advertisement.

To choose advertising pieces, the product selected for this exploratory pilot study was a soft drink beverage brand. This brand was chosen because it is a first-mover brand, a product widely recognized with high brand loyalty among consumers, and easy to find. Also, the price is affordable, low involvement is required to buy it, and brand recognition and brand awareness are considerable. These attributes of the brand were helpful in obtaining easy and quick responses from participants at this exploratory stage.

Another aspect considered in choosing the advertised brand was that the product needed to have both a social and a nonsocial version of their advertising. Internet (electronic media) advertisements were highly helpful for simplifying the logistics of administering the survey and experimental design, as this kind of advertising can also be printed and does not require specific rooms or facilities or special equipment or technical features to be used in the survey. This was the case with the dynamics of including advertising in video format (i.e., television commercials). This decision was made after considering the logistical requirements of the second exploratory pilot study. An additional specification was the definition of the social cause that would be included in the advertising. Environmental content were chosen due to the emphasis that water and packaging contribute to the environment.

The non-social advertisement was chosen based on its lack of text or complementary information in the body copy of the ad as well as the enhancement of only the creative and colorful elements of the advertisement, including slogans, expressive elements, and images.

During this quantitative exploratory stage, the variables were operationalized as follows:

- *Advertising Trust*: Dependent and independent variable measured using a Likert scale (1-5) with four dimensions: reliability, usefulness, affect, and willingness to rely on the product (Soh, Reid, & Whitehill-King, 2009).
- *Purchase Intention toward the Product in the Ad*: Dependent variable measured using a Likert Scale (1-5) (Lekpowska-White, Brashear, & Weinberger 2003).
- *Social Advertising*: Moderator independent variable, (relationship intention of purchase and advertising trust), used as a dummy variable (1 = social advertising, 0 = non-social advertising).

In the next chapter, considering all the theoretical and exploratory previous studies, we provide a detailed description of the methodology used for the main experimental design.

CHAPTER IV: METHODOLOGY OF THE MAIN EXPERIMENTAL DESIGN

4.1. *Experimental Design Insights*

After the aforementioned exploratory stages were complete, the methodology used for the main research was an experimental design. Experimental design requires control. It is expected that the experimenter controls one variable or more and that the research can manipulate this chosen variable (Collier & Hummel, 1977). A 2×2 (i.e., advertising type × brand) between-subjects experimental design was the chosen method. The advertisements used featured two brands of bottled water in Mexico. Brand 1 represents the first-mover or leading brand in its market and Brand 2 represents a direct competing and follower brand, with and without a social cause included in their advertisements. Specifically, electronic and traditional survey methods were used to gather responses (i.e., Qualtrics on-line survey SW). To reach an adequate response rate, 265 surveys were gathered initially. After examining each survey, the final sample included 206 participants who had answered the complete survey with the most important items. This represents a 77.73% complete response rate.

4.2. *Justification of the Product Category*

The category of products was chosen based on consumers' and enterprises' increasing consciousness about the environmental importance of bottled water and its health-related benefits. As stated, Brand 1 represents either the market pioneer or leading brand, and Brand 2 represents the follower brand. Brand 2, therefore, as a direct competitor of the market pioneer or leading brand, found an opportunity to compete with Brand 1 and perceived a good chance to

reinforce particular brand associations with consumers by including environmental arguments as differentiators (i.e., recycling arguments).

Hence, social information and content included in the advertising of brand 1 and brand 2 can work as differentiators to reinforce associations with consumers, improve confidence or trust, and enhance consumer purchase intention levels and thus the market share's position of a brand.

Hoeffler and Keller (2003), for example, stated the following:

Research has demonstrated that different types of brand associations—if seen as favorable—can affect consumer product evaluations, perceptions of quality, purchase rates and market share... In addition, familiarity with a brand has been shown to increase consumer confidence, positive attitudes towards the brand, and purchase intention, and mitigate the potential negative impact of a negative trial experience... (p. 428).

Following Hoeffler and Keller's (2003) arguments, it is relevant for both brands to position social attributes in order to increase consumer confidence, enhance brand opinion, and purchase intention, improve market share levels, differentiate and lower, if relevant, any potential negative effect due to a prior negative experience with the product.

Hence, social advertising can work as a bridge between consumers and enterprises to communicate products' differentiators and build brand associations. Hoeffler and Keller (2003) stated the importance of marketing communications as consumers receive them and differences among consumers' willingness to attend to marketing communications (for example, attention to social advertising messages); differences in the way consumers process messages (for example, the processed levels of advertising trust or brand opinion toward the advertisements of both brands, either with social or non-social contents); and consumers' ability to recall message content included in marketing communications efforts (i.e., recalling advertising attributes of both brands, in this case social arguments, that position each brand with a green cause).

In the firm's marketing communications strategies, more specifically their social advertising messages, both brands provide information to consumers about their CSR efforts, but

also motivate consumers to search for relevant information about the social actions of both Brand 1 and Brand 2. Simonson, Huber, and Payne (1988) stated, “The relationship between prior knowledge and information search to the selection of information at the brand-attitude level” (p. 566). Consumer searches depend not only on the brand itself, but also on specific attributes of the brand, in this case, the green and social attributes of the product and socially implicit actions.

This argument has relevant implications for formulating social marketing communication strategies. One attribute that might be important for one brand might not be central for the other. Preparing a social campaign with a general vision of the brand, therefore, without considering that specific attributes to reinforce may lead to communicating a wrong attribute and missing a great opportunity to reach the audience effectively (Simonson, Huber, & Payne, 1988).

This relevant theoretical argument will lead to analyzing whether social advertising has a general positive effect between advertising trust and purchase intention (considering both the first-mover brand and the follower brand in the present experiment). Also, the present experiment will help us analyze if a positive moderating effect for type of advertising (i.e., social advertising) improves purchase intention, as well as the advertising trust levels of competitors or their specific brands compared to the first-mover brand of the market.

4.3. Population Sample and General Survey Structure

The participants in this survey were all women, randomly chosen, all of whom have the final decision-making role regarding purchase. Their demographic profile is presented in the next Table (4.1):

Table 4.1.

Demographics Actual Study

Variable	Figure
Gender	
Female	100%
Geographic Zone	
D.F. (Urban area)	76.47%
Monterrey (Urban area)	13.73%
Others	9.80%
Age	
20–39	76.59%
40 or older	23.41%
<i>N</i>	206

Women were chosen for their role as decision-makers (i.e., housewives) due to the relevance of this role in consumer behavior. Based on a Kantar World Panel study, Castellanos (2012) mentioned that housewives are responsible for 82.5% of expenditures of alimentation and hygienic products. Additionally, to gather information, four different questionnaires were prepared. Each one contained a different advertisement, but the questions were the same for the four instruments. The questionnaire was structured to answer three kinds of questions: (1) general opinion about advertising and support of the company’s social causes; (2) ADTRUST; and (3) comparison questions oriented to extract the respondents’ brand opinion and purchase intention, both before and after seeing the advertisement. In contrast to the pilot experimental study, each questionnaire of the main study included only one advertisement of the four possibilities stated; therefore, no comparisons between advertisements could be made by the respondents in this study.

4.4. *Key Research Methods*

The methods of analysis for this dissertation were mainly ANOVA, multiple regression, and moderated multiple regression. ANOVA is the first relevant statistical approach used in this study. Field and Hole (2003) stated that ANOVA is used to analyze experimental designs when the researcher is "...going to test three or more experimental groups (i.e., compare three or more means), and different participants will be included in each group (so each person will contribute only one score to the data)" (p. 174). In the present study's experimental design, and as Dunn and Clark (1987) noted, ANOVA was chosen because the objective was "to compare three or more treatments in a single experiment" (p. 70).

Multiple regression is a second highly relevant method used in the present research. Multiple regression analysis is applied because it helps us understand how relevant explanatory factors affect a dependent variable and allows us to state which variables to control to understand their behavior in a model better.

Wooldridge (2009) stated, "The multiple regression model is still the most widely used vehicle for empirical analysis in economics and social sciences. Likewise, the method of ordinary least squares (OLS) is popularly used for estimating the parameters of the multiple regression model" (p. 68).

Moderated multiple regression is a relevant complementary method used in the present research. The proposed model requires understanding the behavior and analysis of the moderating effects between the relationship of a dependent and an independent variable. Hair et al. (2006) stated that a moderating effect is "the effect of a third variable or construct changing the relationship between two related variables or constructs. That is, a moderator means the relationship between two variables changes based on the amount of another variable added to the

model” (p. 844). In this case, this third variable/construct is named advertising type (either social or nonsocial), which aims to change the relationship between ADTRUST and purchase intention.

The effect and use of interaction variables, in this case social advertising, is highly relevant to this study. Interactive variables are used in moderated multiple regression, and it is important to verify how two variables can interact with each other to determine how the moderator variable affects or modifies the relationship between an independent or explanatory variable with a dependent of the explained variable (Kahane, 2001).

In fact, moderated multiple research is widely relevant to marketing as a research discipline. Irwin and McClelland (2001) stated that the moderating effect improves the original multiple regression proposed model in order to vary the relationship between a dependent and an independent variable. In moderated multiple regression using categorical variables, the equation should include three main elements: (1) a continuous predictor variable, (2) a categorical moderator variable, and (3) a third element that represents the product of both variables stated. In the present study, advertising type (i.e., social advertising) is a categorical variable. Aguinis, Petersen, and Pierce (1999) explained that the product between the continuous independent variable and the moderating variable (in this case, categorical) “...carries information regarding the continuous predictor by categorical moderator interaction” (p. 315). The model in the present dissertation includes a continuous independent variable (ADTRUST) to explain a dependent variable (purchase intention), which is moderated by a categorical dummy moderator (type of advertising).

4.5. Research Model

As summarized in the previous section, the proposed model states that a positive relationship exists between ADTRUST and purchase intention, and a positive relationship exists between brand opinion and purchase intention. The moderator effect of advertising type (i.e.,

social advertising or nonsocial advertising) is stated in the relationship between ADTRUST and purchase intention. Figure 4.1. presents the study's model:

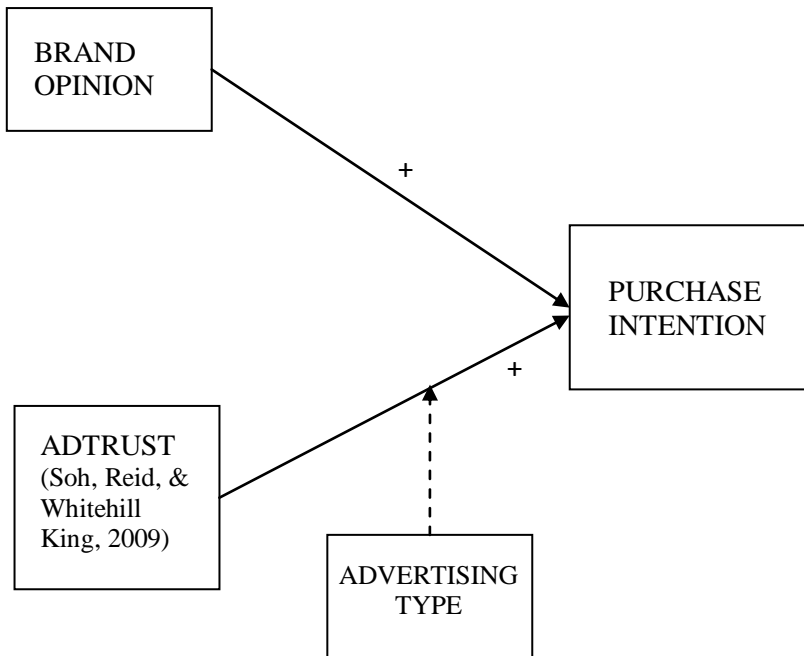


Figure 4.1: The moderating role of social advertising between ADTRUST and purchase intention and the direct relationship between brand opinion and purchase intention (Martínez Flores, 2012).

4.6. Description of Social and Nonsocial Advertisements for the Experimental Design

Advertising with a social dimension has been studied theoretically. This type of advertising takes two main pathways for researchers: one deals with assessing the effectiveness of this kind of advertising, and the other deals with the process the consumer develops to process social ideas included in the advertising (Drumwright, 1996).

Specifically, green advertising is considered in the present research. Chang (2011) defined green advertising as “advertising that claims the advertised products are environmentally friendly or that their production process conserves resources or energy” (p. 23).

The importance of social advertising with a green or ecological cause in brand evaluations is related directly to awareness. Several empirical studies have revealed that, in general, customers are not particularly aware of the CSR actions companies take (Pomeroy & Dolnicar, 2009).

As such, this research proposes a comparison between social or green advertising and nonsocial advertising related to awareness levels, represented by alternative constructs such as brand opinion and ADTRUST or even advertising creativity.

A description of the four advertisements used in this dissertation is included in Table 4.2.

Table 4.2.
Description of Advertisements for Experimental Design

Advertisement and Treatment	Description	Brand Classification
Brand 1 Social (50 participants)	The advertisement enhances the brand's involvement in recycling. It describes this attribute as the main topic of the ad and includes specific steps to orient and inform consumers so that they can participate in recycling as a continuous action.	Market pioneer or leading brand
Brand 1 Nonsocial (52 participants)	In contrast to the former advertisement of the same brand (Brand 1), this advertisement does not include green or social information. It reflects mostly creative elements and a lifestyle focus of the consumers oriented toward improving health.	Market pioneer or leading brand
Brand 2 Social (53 participants)	The advertisement enhances the recycling involvement of the brand. It includes the environmental cause as the main claim of the product's development, enhancing the core aspect of the brand (related to green and environmental issues).	Follower brand
Brand 2 Nonsocial (51 participants)	This advertisement does not include social information. It reflects creative emphasis and consumers' lifestyles oriented toward health and the importance of prioritizing water consumption as part of today's healthy lifestyle.	Follower brand

4.7. Measures

The variables were operationalized as follows:

- *Advertising Trust (ADTRUST Scale)*: A continuous, independent variable measured by a Likert scale (1-7) with four dimensions: reliability, usefulness, affect, and willingness to rely on the brand (Soh, Reid, Whitehill-King, 2009).
- *Purchase intention*: A continuous, dependent variable measured by a Likert scale (1-7).
- *Brand opinion*: A continuous, independent variable measured by a Likert scale (1-7).
- *Social advertising*: A qualitative, moderating independent variable, (relationship intention of purchase and advertising trust). This is a categorical dummy variable (1 = social advertising, 0 = nonsocial advertising).

4.8. The Survey

A survey was prepared to gather participants' responses. Because the survey was self-administered (i.e., electronic Qualtrics survey and a paper-and-pencil survey), a Likert scale with response alternatives ranging from 1 to 7 was selected. The number of alternatives is an important aspect to avoid bias in responses. Podsakoff, Mackenzie, and Lee (2003) posited that the scale length is a common method of observed bias in research. Responses are more present in participants' short-term memory and because the experimental design requires no recall of previous responses, this could be an aspect of bias. However, by reviewing responses both in a paper-and-pencil survey and Qualtrics, the results were congruent. Only a few cases were similar or identical; therefore, bias due to the number of items of the Likert scale did not affect or modify the present study's results. For this reason, however, the scale length was changed from a Likert

scale with five options to a scale with seven options. An example of the survey is presented in Appendix H.

In the next chapter, the specific results and a detailed discussion of the present research are provided, including gathering together theoretical arguments, comparisons with the previous exploratory pilot studies, and new findings.

CHAPTER V: DISSERTATION RESEARCH STUDY

FINDINGS AND DISCUSSION

In this chapter, the most important results of the main study are described. This stage, as mentioned, is the result of both previous exploratory studies and the actual test of the proposed model. As such, the findings of this main experimental design are added to the results of the aforementioned three exploratory stages in this dissertation. Together, the results from all studies contribute to the objectives of the present research.

5.1. Specific Findings about Advertising Trust

In the present study, all participants stated that companies should develop social programs (i.e., social campaigns), but they need to be informed more effectively about companies' CSR actions. Regarding the role of managers and companies to visualize the importance of CSR programs, Öberseeder, Schlegelmilch, and Gruber (2011) stated, "First and foremost, managers have to make CSR information more easily available and point out in which ways a product or the entire company is connected to CSR initiatives" (p. 449). This availability of information can improve trust in advertising, which presents a duality and low average levels, as we will see in the next section.

During the actual experimental design, and in response to the specific question: "How much do you trust in advertising?" (Likert scale [1-7], where 1 is the lowest level of trust and 7 is the highest level of trust), participants showed a medium average level of trust (4.28). This answer was recorded without the participants being exposed to any of the advertisements.

Specifically, for social advertising, the average level of trust is 4.33 (above the general average of 4.28), and for nonsocial advertising, the average level of trust is 4.25 (slightly below the general average of 4.28). This can be illustrated as follows:

Advertising trust average level (in general):	4.28
Social advertising trust level:	4.33
Nonsocial advertising trust level:	4.25

Although these results are not statistically significant, average levels of trust toward advertising (in general) were confirmed with an additional item included in the electronic survey. Respondents were then exposed to their assigned specific print advertisement. After viewing the advertisement, subjects answered the following question: “How much do you trust this advertising?” Considering the entire sample, respondents showed an average level of trust of 4.29. These two average level answers (advertising trust in general [4.28] and trust toward the specific assigned advertisement [4.29]) are almost identical. This illustrates the duality of opinion toward advertising exposed in the theoretical framework and the model proposed in the present research.

Our findings show that it does not matter if the advertisement is explicitly shown or not. Duality toward advertising persists. Hence, it can be stated that the subjects of this experimental design do not show a clear tendency upward or downward in their levels of trust toward advertising.

5.2. *Frequency of Using Bottled Water (Participants)*

Studying and involving heavy users of a particular product in marketing research is highly relevant. Smith and Basu (2002) stated that one of the core aspects of strategic management is to gain first movership. Smith and Basu (2002) mentioned, “The search, on the part of management, is often to find a few potentially powerful ways to encourage immediate consumption among those who are likely to become repeat purchasers—i.e., the heavy users” (p. 30).

In the present research, 87.65% of the respondents answered affirmatively to the following question: “During the last week, have you bought bottled water?” The group that answered the survey that included Brand 1 (nonsocial treatment) had the lowest average (78%) affirmative answer to this question, while respondents of Brand 1 (social treatment) had the highest average, with 92% expressing an affirmative response.

In answering the question: “How often do you usually buy bottled water?” 46.37% of the total respondents answered that they usually buy bottled water once a week, and 85% of the participants noted that they usually buy bottled water “once every 15 days,” “once a week,” or even “every day.”

5.3. *Purchase Intention Scenario*

The survey also included a specific question to a hypothetical decision-making scenario. The purpose of this item was to measure consumers’ possible immediate reaction and purchase intention in considering the same main variables of decision, such as size, store, and price. The specific text of this item was presented as follows:

You have just arrived at your favorite store to buy a small bottle of water. In the refrigerator of the store, you find yourself with a bottle of water of Brand 2 (follower) and with a bottle of water of Brand 1 (pioneer-leading). Both have the same price. If you had to choose at this time only one of the two bottles of water, which brand would you buy?

The three possible answers to this question were “Brand 1,” “Brand 2,” and “indifferent.” After being exposed to this hypothetical scenario, Figure 5.1. shows the participants’ purchase intentions:

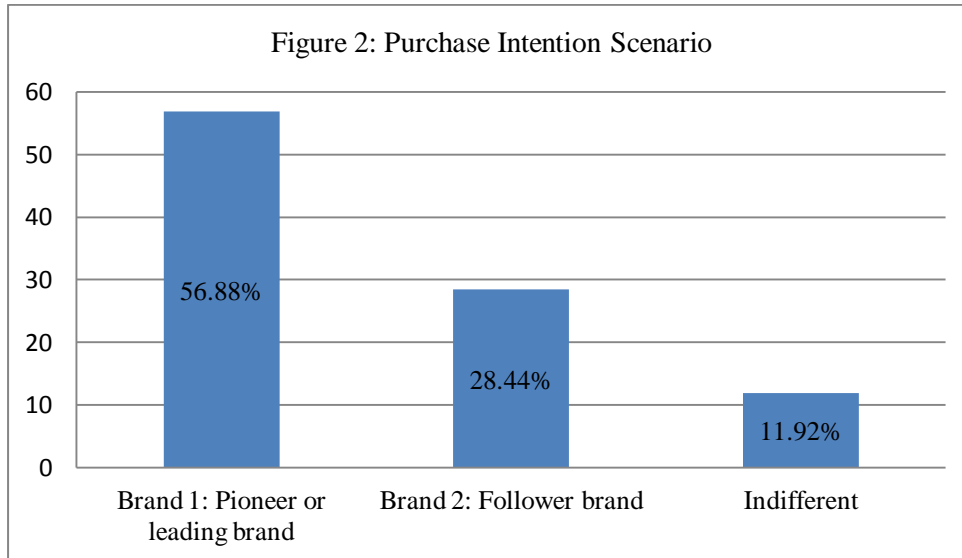


Figure 5.1: Purchase Intention Scenario

5.4. *Advertising Trust, Enhancing Believability, and Diminishing Ambivalence*

Trust, credibility, and ethics are related constructs, which are linked directly to advertising research. Drumwright and Murphy (2004) stated “The context in which advertising practitioners work matters in terms of their ethical sensitivity” (p. 18). Discussing the benefits of CSR and consumer awareness, Brønn and Vrioni (2001) stated, “Marketing and corporate communications initiatives should then concentrate on using tools that are designed to inform and to make consumers more aware” (p. 219). Moreover, marketing communications are relevant to communicating CSR actions and creating awareness within consumers. Jahdi and Acikdilli (2009) stated, “Marketing communications tools can play a major role in conveying a company’s CSR messages and communicating a more socially responsible image” (p. 103).

Social advertising has demonstrated to be a trustworthy source to enhance confidence toward consumers. It helps communicate and make social initiatives more tangible to consumers. Communication is especially valuable to establish a link with consumers who perceive that ecological issues are important (Kronrod, Gristein, & Whatieu, 2012). In other words, if consumers perceive the social issue is important in a persuasive message, they will respond to it more effectively. Also, Kronrod, Grinstein, and Wathieu (2012) stated, “Persuading consumers to act in an environmentally/socially responsible manner is a particularly challenging task because the beneficiary of pro-environmental/social behavior is not always directly the consumer himself or herself but often society, other consumers, or the planet” (p. 95).

More specifically, Du, Bhattacharya and Sen (2010) stated that CSR communications can emphasize the company’s commitment to a specific cause, the impact that the enterprise has on the cause, the reasons to engage in this particular cause, and the congruity or CSR fit between the company and the cause.

In the case of the present research, trust can be enhanced by communicating the brand's good intentions (i.e., Brand 1 and Brand 2) because companies are reflecting their interest in recycling. The present research includes recyclable packaging as a social cause based on theoretical arguments and the aforementioned importance of environmental and ecological business topics. Specifically, Chang (2011), citing Wagner and Hansen (2002) referred to the notion that "Green claims differ in their focus: recyclable packaging, biodegradable, raw materials, or perhaps energy conservation achieved in the production process" (p. 23).

Although plenty of positive arguments favor the use of green claims, Chang (2011) used advertising as a framework of analysis, but also highlighted the existence of consumers' ambivalent attitudes toward buying green products. For example, Chang (2011) showed lack of credibility is consistently part of consumers' ambivalence toward green products. So, although involvement in social causes is relevant, informative elements that enhance trust and credibility should be considered for their ability to lower the consumers' natural ambivalence toward green advertising and green products.

These arguments highlight the need to measure and be aware of real levels of advertising trust as a relevant construct in order to measure reputation and credibility of the brands that include CSR content and green claims. Are there significant differences between social and nonsocial advertisements?

To measure the contrast in advertising trust between social and nonsocial advertising, a one-way ANOVA was used in the present research to reveal significant differences between average levels of ADTRUST. The results of the one-way ANOVA are shown in Table 5.1:

Table 5.1.
Analysis of Variance for ADTRUST

Performance measure	Source of variation	Sum of Squares	F-ratio	p-value
Brand 1 Total	Between groups	4.437	2.520	0.114
Brand 2 Total				
Brand 1 Social	Between groups	4.653	2.651	0.107
Brand 1 Non Social				
Brand 2 Social	Between groups	8.670	5.187**	0.025
Brand 2 Non-Social				

*** $p < 0.01$; ** $p < 0.05$; * $p < 0.10$

In Table 5.1, three main scenarios of ANOVA are presented. In the first ANOVA, the average levels of ADTRUST reflected by all participants of Brand 2 (4.2155) are compared to the average levels of ADTRUST of all participants of Brand 1 (4.5084). In this first ANOVA, there was no distinction between the social or nonsocial treatments. Thus, the one-way ANOVA reveals no significance in the differences of average ADTRUST levels between Brand 2 and Brand 1 (Row 1, Table 5.1).

In the second ANOVA, social versus non-social treatments are now included to compare average levels of ADTRUST, but specifically for Brand 1. Brand 1, a first-mover brand, does not show significant differences between means. This makes sense because Brand 1 does not appear to enhance its ADTRUST levels specifically by using social advertising. It can be expected, then, that Brand 1 uses social advertising campaigns for other strategic purposes that are not specifically related to enhancing trust levels (e.g., presence in the mass media, improving CSR image, positioning, fashion, etc.). Because the brand has already acquired a reputation and trust, its positioning as a trustable brand is solid in consumers' minds.

The third ANOVA analysis brings relevant and significant results for Brand 2. As in the former case, social versus nonsocial average levels of ADTRUST for Brand 2 were compared. The difference is that results are now statistically significant. The average levels of Brand 2's social advertising (4.4961) are significant compared to Brand 2's nonsocial (3.9240) advertisement. As such, the following conclusion can be stated: Advertising provides higher levels of trust to follower brands, such as Brand 2.

Notably, it is highly relevant to mention that social advertising ADTRUST compared to nonsocial advertising ADTRUST appears significant only for Brand 2, which represents the follower and competing brand.

Thus, a conclusion about the behavior of social advertising and advertising trust cannot be made at this point, because response depends on the nature of the competing position of the brand. Still, enhancing advertising trust appears to be more important for follower brands than for first-mover or leading brands.

This finding opens a wider and highly relevant conclusion: follower brands, such as Brand 2, might gain benefits from social advertising by preparing more trustworthy advertising and reaching consumers with more valuable social information. More statistical analysis should be included in future research, however, to confirm this first approximation.

5.5. *More Findings: One-way ANOVA with all Model Variables*

To see how advertising trust, brand opinion, and purchase intention vary from a social to a nonsocial advertising treatment, a summary of one-way ANOVA with all variables is suitable. Table 5.2. displays the average means of Brand 1 and Brand 2 including the four treatments (before and after being exposed to advertising). Differences in average levels are underlined based on post-hoc tests (i.e., Duncan Test and Games-Howell).

Table 5.2.*Other comparisons stated by using ANOVA*

Means	Brand 2 Non-Social (Follower)	Brand 2 Social (Follower)	Brand 1 Non-Social (Pioneer)	Brand 1 Social (Pioneer)	ANOVA (S/NS)
Purchase Intention (BEFORE AD)	5.0192	<u>4.6852</u>	<u>5.8077</u>	<u>5.7500</u>	Significant F=5.176 P=0.002***
Purchase Intention (AFTER AD)	4.8269	<u>4.7407</u>	<u>5.6538</u>	<u>5.7708</u>	Significant F=4.844 P=0.003***
Brand Opinion (BEFORE AD)	4.8269	<u>4.7037</u>	5.4231	<u>5.6250</u>	Significant F=3.810 P=0.011**
Brand Opinion (AFTER AD)	4.9808	<u>4.7593</u>	<u>5.5962</u>	<u>5.6531</u>	Significant F=3.761 P=0.012**
ADTRUST (AFTER AD)	<u>3.9240</u>	<u>4.4961</u>	4.3000	<u>4.7295</u>	Significant F=3.458 P=0.017**

*** $p < 0.01$; ** $p < 0.05$; * $p < 0.10$

Table 5.2. shows significant results when comparing both brands in the one-way ANOVA, with the four treatments at the same time (i.e., Brand 2 nonsocial, Brand 2 social, Brand 1 nonsocial, Brand 1 social).

For all of the treatments, purchase intention and brand opinion were tested and included in the questionnaire both before and after respondents were exposed to advertising. As such, subjects answered the same question twice during the survey: at the beginning and at the end of the questionnaire. Advertising trust, however, was tested only once, that is, after the participants were exposed to the advertising (see Table 5.2).

Using post-hoc ANOVA tests such as the Duncan Test (for the equality of variances reported in Levene's Test) and the Games-Howell test (for the inequality of variances reported in Levene's test), it was found that significance in the variable of purchase intention is due to the

average differences between Brand 2 social and Brand 1, both social and non-social (see rows 1 and 2 of Table 5.2).

In the case of brand opinion before being exposed to the advertisement, the significant differences appear only between the follower brand with a social treatment and the leading brand with a social treatment. Moreover, brand opinion after advertisement exposure reflects significant differences between the follower (Brand 2 social) and the pioneer (Brand 1 social and nonsocial). Finally, the ADTRUST significance was found only between two treatments: Brand 2 nonsocial and Brand 1 social (see rows 3, 4, and 5 for brand opinion and ADTRUST in Table 5.2). Based on this post-hoc mean differences analysis, we can establish that the follower brand with a social treatment provides significance to all variables included in the model, except in the case of ADTRUST.

It can thus be stated with this analysis that the significant differences are found in the inter-brand analysis of purchase intention, brand opinion, and ADTRUST. So, a Brand 2 versus a Brand 1 comparison is helpful to find significant differences between ADTRUST, brand opinion, and purchase intention average levels.

To verify these arguments, an intra-brand ANOVA analysis was developed before and after the advertisement (i.e., Brand 2 social versus Brand 2 nonsocial and Brand 1 social versus Brand 1 nonsocial). The analysis included only the variables of purchase intention and brand opinion, as these are the only variables measured before and after participants were exposed to the advertisement. Tables 5.3 and 5.4 include these complementary results:

Table 5.3.
Analysis of Variance for Purchase Intention

Performance measure	Source of variation	Sum of Squares	F-ratio	<i>p</i> -value
(1)				
Brand 1 (before ad)	Between groups	0.587	0.140	0.870
Brand 1 Social (after ad)				
Brand 1 Non Social (after ad)				
(2)				
Brand 2 (before ad)	Between groups	3.668	0.482	0.618
Brand 2 Social (after ad)				
Brand 2 Non Social (after ad)				

*** $p < 0.01$; ** $p < 0.05$; * $p < 0.10$

Table 5.4.
Analysis of Variance for Brand Opinion

Performance measure	Source of variation	Sum of Squares	F-ratio	<i>p</i> -value
Brand 1 (before ad)	Between groups	0.623	0.149	0.861
Brand 1 Social (after ad)				
Brand 1 Nonsocial (after ad)				
Performance measure	Source of variation	Sum of Squares	F-ratio	<i>p</i> -value
Brand 2 (before ad)	Between groups	1.871	0.283	0.754
Brand 2 Social (after ad)				
Brand 2 Nonsocial (after ad)				

*** $p < 0.01$; ** $p < 0.05$; * $p < 0.10$

As noted in Tables 5.3 and 5.4, and contrary to results expected in the exploratory phases of this research, no significant differences were found when purchase intention and brand opinion

were compared in an intra-brand analysis, considering before and after exposure to the advertising. It can be concluded at this stage, therefore, that no significant differences were found in purchase intention, advertising trust, or brand opinion when the same brand is compared using a social or a nonsocial treatment as a factor. The significance arises, however, in an inter-brand analysis. In other words, significance appears when the comparison is made between the pioneer (Brand 1) and the follower (Brand 2). This finding is discussed in the next section.

5.6. Multiple Regression and Moderated Multiple Regression Analysis

5.6.1. *Contrasts of Multiple Regression Analysis Considering the Moderator Effect of Social Advertising in the Total Sample*

The moderating multiple regression model for this research is expressed in the following equation:

$$PI = \beta_0 + \beta_1 ADTRUST + \beta_2 Bop + \beta_3 S + \beta_4 (ADTRUST \times S) + \mu$$

where:

PI = purchase intention

ADTRUST = advertising trust

Bop = brand opinion

S = advertising type (either social or nonsocial)

To test the present study's hypotheses, a multiple regression analysis and a moderated multiple regression analysis were undertaken. Comparative results are found Table 5.5:

Table 5.5.

Summary of Moderated Unstandardized Regression Coefficients (All Observations)

	(1)	(2)
Constant	0.497 (0.240)	0.484 (0.302)
ADTRUST	0.194*** (0.050)	0.197*** (0.065)
Brand Opinion	0.805*** (0.038)	0.805*** (0.038)
Advertising Type	-0.224 (0.123)	-0.195 (0.425)
ADTRUST×Advertising Type (S/NS)		-0.007 (0.093)
Number of Observations	206	206
R^2	0.755	0.755

Note: The dependent variable is purchase intention. This table contrasts the results of multiple regression (1) and moderated multiple regression (2) for all observations (both Brands 1 and 2).

*** $p < 0.01$; ** $p < 0.05$; * $p < 0.10$

In the multiple regression analysis, the results displayed in Table 5.5 reveal that purchase intention depends significantly on ADTRUST and brand opinion. The moderating effect is not significant, however, when all four treatments are considered simultaneously. So, in this case, no change of direction or intensity is found in the relationship between ADTRUST and purchase intention due to advertising type, whether the content of the ad is social or nonsocial.

These multiple regression results are reinforced based on the high correlations between brand opinion and purchase intention.

Table 5.6 displays an example of the correlations table for Brand 2 (social advertising treatment):

Table 5.6.
Correlations Table Sample (After Exposure to Advertisements)

	ADTRUST	Bop Brand 1	Bop Brand 2	PI Brand 2	PI Brand 1
ADTRUST	1.00				
Bop Brand 1	0.16	1.00			
Bop Brand 2	0.34	0.15	1.00		
PI Brand 2	0.36	0.00	0.90	1.00	
PI Brand 1	0.17	0.84	0.08	0.03	1.00

Notes: ADTRUST = advertising trust; Bop = brand opinion; PI = purchase intention

In Table 5.6, the correlation between purchase intention and ADTRUST for the follower (Brand 2) is higher than the correlation of purchase intention and ADTRUST for the pioneer-leader (Brand 1). The highest correlations, however, are seen between brand opinion and purchase intention (for both brands). The correlation levels, therefore, show congruency with the general model regression results discussed above.

5.6.2. Follower Brand 2 with Social and Nonsocial Treatments

A multiple regression comparison for Brand 2 was also performed. In the column 1 of Table 5.7, brand opinion and ADTRUST are significant without considering the moderating effect. When the moderating effect of advertising type is included (column 2), all the variables of the model are significant. Of special relevance, the moderating effect is significant for Brand 2, the follower brand.

Table 5.7.

Summary of Moderated Regression Coefficients: Brand 2

	(1)	(2)
Constant	-0.037 (0.312)	0.368 (0.383)
ADTRUST	0.243*** (0.074)	0.156* (0.088)
Brand Opinion	0.854*** (0.054)	0.842*** (0.052)
Advertising Type	-0.178 (0.175)	-1.200** (0.600)
ADTRUST*Advertising Type (S/NS)	-	0.238* (0.134)
Number of Observations	106	106
R^2	0.804	0.810

Note: The dependent variable is purchase intention. This table contrasts results of multiple regression (1) and moderated multiple regression (2) for the follower (Brand 2).

*** $p < 0.01$; ** $p < 0.05$; * $p < 0.10$

In this case, it is important to highlight that the moderated regression model shows significant results for all the variables involved: advertising type, ADTRUST, and brand opinion. The moderating effect is also significant. Thus, it can be stated that the moderation and change of direction and intensity of the relationship (Baron & Kenny, 1986) between ADTRUST and purchase intention is significant in the specific case of the follower brand (Brand 2). As a result, enhancing levels of reputation can be supported with the strategic use of social advertising as a trust-building implement. Consumers want companies to engage in CSR activities. But this is not enough. The present research confirmed that consumers also want to be informed about the CSR actions companies undertake. Pomeroy and Johnson (2009), citing Dawkins (2004), stated that “They [consumers] want firms to inform them about their pro-social achievements, and [consumers] report that this information will influence their purchase behavior” (p. 106).

The present research thus confirms that social advertising can significantly impact follower or competing brands, in this case Brand 2, in order to improve levels of advertising reputation and consumer trust. Hence, social advertising has a significant impact that enhances purchase intention levels as ADTRUST increases.

5.6.3. Brand 2: The Moderating Total Effect of Social Advertising between ADTRUST and Purchase Intention

This section is central and highly relevant to this dissertation. We have seen that social advertising has a significant effect on the follower brand when the relationship between purchase intention and ADTRUST is moderated by social advertising. Here, significant results are shown for advertising type (social or nonsocial), ADTRUST, brand opinion, and also the moderator effect proposed in the original model.

This is evidence of the importance of brand associations in consumers' minds. As stated, Hoeffler and Keller (2003) described the importance of associations that consumers have with particular brands. In many ways, these associations can affect the consumers' evaluations of products, their perceptions of quality, the rates at which they purchase the brand, and finally, the market share. Hence, brand associations can be developed easily if the advertising information is clear enough.

Social advertising, then, can improve brand associations as a provider of trustworthy, social, and ethical arguments to consumers; at the same time, it can diminish levels of confusion. As Nelson (1974) stated, "One source of deceptive advertising is confusion" (p. 749). Thus, information that is clear and easily understood helps customers develop trust more easily, as we will see in the next results.

Following the model's structure, the results of the moderated multiple regression for the follower brand (Brand 2) are summarized in Table 5.8:

Table 5.8.
Moderated Multiple Regression (Advertising Type): Follower Brand 2

Constant	0.368 (0.383)
ADTRUST	0.156* (0.088)
Brand Opinion	0.842*** (0.052)
Advertising Type	-1.200** (0.600)
ADTRUST*Advertising Type (S/NS)	0.238* (0.134)
Number of Observations	106
R ²	0.810

Note: The dependent variable is purchase intention.

*** $p < 0.01$ ** $p < 0.05$ * $p < 0.10$

From the data in Table 5.8, we can observe that the moderating regression coefficient is negative and significant. Specifically in this experimental design, while Brand 1, a mature and first-mover brand does not need to include social content to improve its trust and purchase intention levels; Brand 2, as a follower and challenging brand, can enhance trust and purchase intention levels by using social advertising content (i.e., green and ecological advertising, CSR communications).

Yet how can a negative sign of the moderating effect work for this research? Mossholder, Kemery, and Bedeian (1990) stated that one way to understand the behavior of moderator sign is to plot equations. Citing Cohen and Cohen (1983), Mossholder et al. (1990) stated, "One way to understand this interaction is by plotting lines corresponding to regression equations associated

with different moderator values (Cohen & Cohen, 1983)” (p. 256). By plotting the results, the significance of the moderator effect of social advertising versus nonsocial advertising in a follower (Brand 2) can be illustrated. We do this in Figure 5.2, a moderated graph:

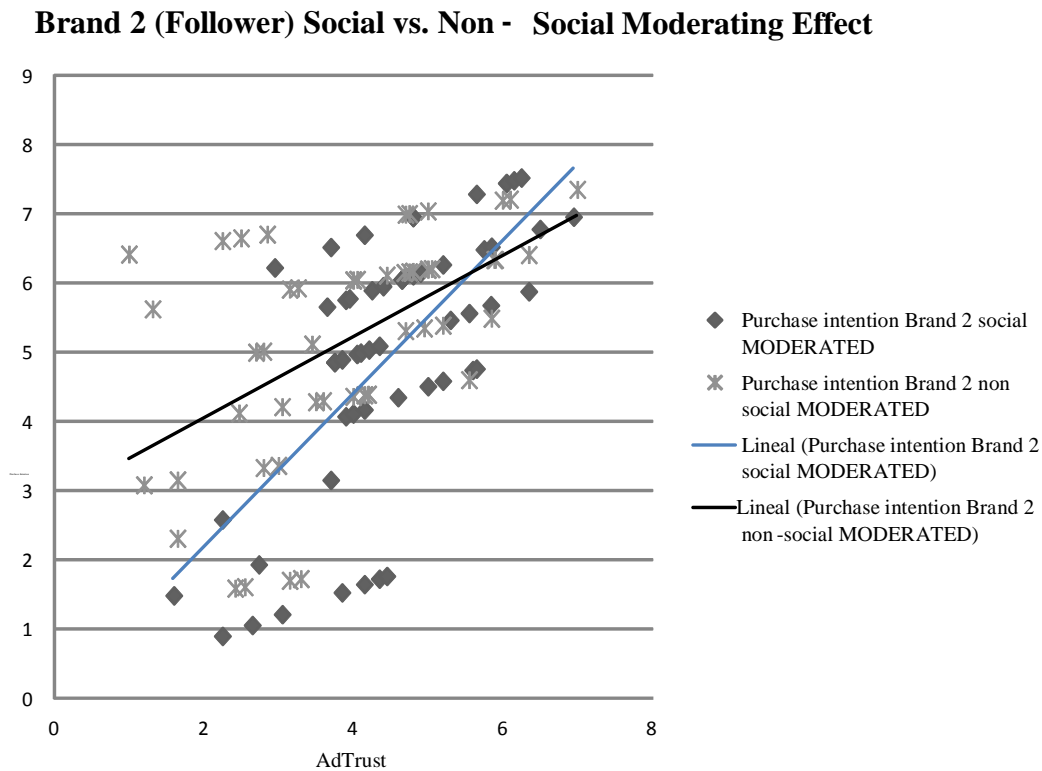


Figure 5.2: Moderated multiple regression (advertising type: social versus nonsocial advertising) for a follower brand (Brand 2).

Figure 5.2. illustrates that social advertising’s moderating effect in the follower brand improves consumers’ purchase intention as advertising reaches higher levels of trust. In fact, the increasing tendency shows that consumers trust in social advertising more than they trust in nonsocial advertising. At the highest levels of trust, social advertising provides higher purchase intention levels than nonsocial advertising for the follower brand.

This finding contrasts widely with the results of the pilot exploratory study. In the pilot exploratory study, social advertising was useful for increasing purchase intention at the lowest levels of ADTRUST. In contrast, in the actual study, social advertising was found to enhance purchase intention levels at the highest levels of ADTRUST. So, purchase intention improved for the follower brand as ADTRUST levels increased. This, we believe, is due to the moderating effect of advertising type .

In sum, and as a highly relevant argument, social advertising enhances levels of ADTRUST and purchase intention at the same time. Social advertising works as a moderating variable between ADTRUST and purchase intention in follower brands (Brand 2). The impact of advertising on purchase intention levels improved with ADTRUST, and ADTRUST is enhanced due to the moderating effect of social advertising content.

5.6.4. Pioneer or Leading Brand (Brand 1) and Non-Moderating Effect

In contrast, the pioneer or leading (Brand 1) represents a first-mover brand with successfully being first to enter into the market. Successful brands can be either pioneers or followers; thus, it is convenient to define what it means when a brand is successful. Doyle (1989) defined a successful brand as “a name, symbol, design, or some combination, which identifies the ‘product’ of a particular organization as having a sustainable differential advantage” (p. 78).

Today, it is necessary to manage brands so that they offer superior and sustainable advantages to consumers. Smith and Basu (2002) proposed going one step further from the traditional 4-P framework to achieve behavioral loyalty from consumers. They noted that market first movership confers two central advantages to interpreting this research: first, pioneers are perceived as having a higher product quality, and second, the bigger brands show a tendency to be purchased more frequently by their usual customers. As Smith and Basu (2002) stated,

customers tend to like the brand more when they are aware of its position as a first-mover in the market.

The first-mover brand has everything to win in its own market due to its financial strength and market share. Advertising, then, has two main functions in building successful brands. First, advertising helps accelerate the processes of communication, awareness, and interest toward the brand. Second, advertising positions a brand's values in order to reach target customers and, hence, it increases the consumer's confidence in the process of buying. So, although advertising does not create successful or first-mover brands, it helps in these two main aspects of the brand-building process (Doyle, 1989).

As Kamins, Alpert, and Perner (2007) stated, "Market pioneer and market leader brands may serve as category exemplars, and hence occupy special positions in consumers' minds" (p. 592). In fact, Brand 1 can be considered a pioneer or perceived market leader, but also a pioneer or perceived market leader in its market. Kerin, Varadarajan, and Peterson (1992) also mentioned that pioneer or perceived market leaders are able to achieve long-term competitive advantages.

To verify the pioneer brand's behavior in the present study's proposed model, a multiple regression analysis was performed for the leader (Brand 1). This analysis considered 100 total participants. The results of this regression show that Brand 1 does not show the same tendencies of Brand 2. To the pioneer or leader (Brand 1), purchase intention depends only on the consumers' opinion of the brand, and the moderated regression shows no additional significance in other variables.

Results are presented in Table 5.9.

Table 5.9
Summary of Moderated Regression Coefficients
 Brand 1: Pioneer or Leader

	(1)	(2)
Constant	0.894 (0.295)	0.757 (0.360)
ADTRUST	0.017 (0.051)	0.051 (0.073)
Brand Opinion	0.869*** (0.047)	0.866*** (0.047)
Advertising Type	-0.104 (0.130)	0.189 (0.458)
ADTRUST×Advertising Type (S/NS)	-	-0.065 (0.097)
Number of Observations	100	100
R^2	0.802	0.803

Note: The dependent variable is purchase intention. This table contrasts the results of multiple regression (1) and moderated multiple regression (2) for the pioneer or leader (Brand 1).

*** $p < 0.01$; ** $p < 0.05$; * $p < 0.10$

As shown in Table 5.9, there is no moderating effect for Brand 1. The only significant variable is still brand opinion. As such, including social advertising as a moderating variable does not vary either the intensity or direction of the relationship between ADTRUST, brand opinion, and purchase intention for a pioneer or perceived leader brand in the market. The linear tendency of the relationship between ADTRUST and purchase intention for Brand 1, without considering brand opinion in this case, is illustrated in Figure 5.3:

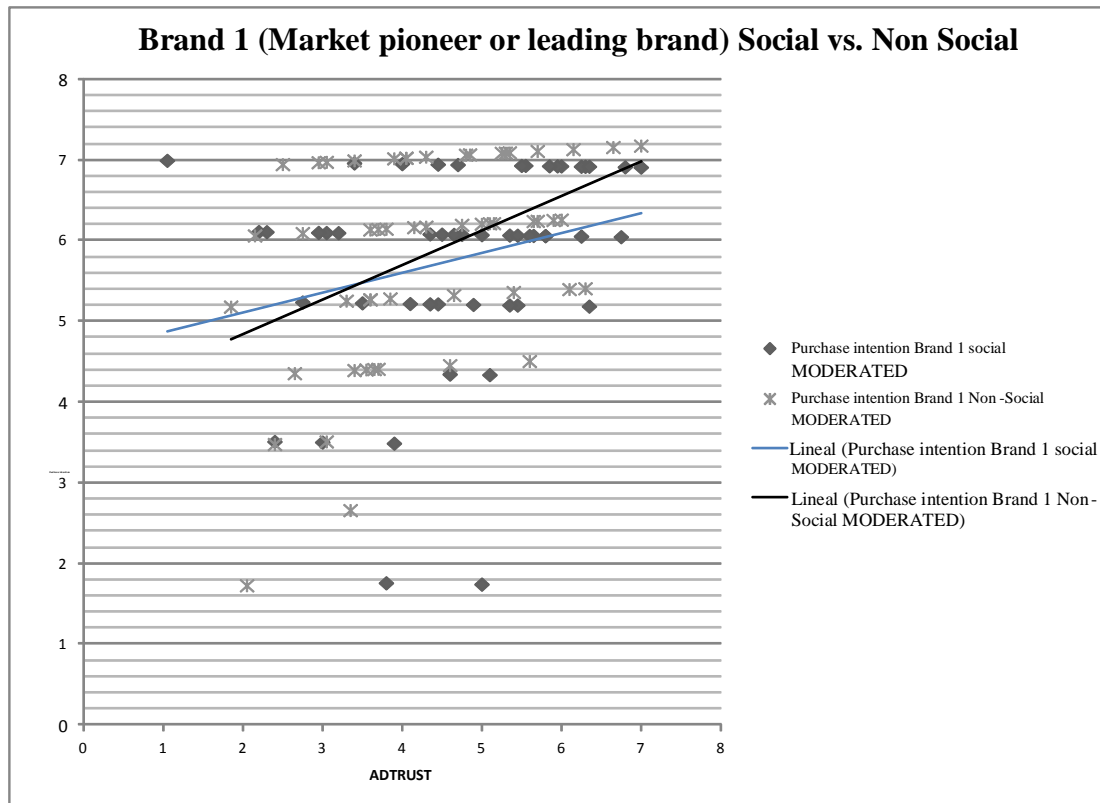


Figure 5.3: Moderated multiple regression (advertising type: social versus nonsocial advertising) for a pioneer or leading brand (Brand 1).

In Figure 5.3.'s graph, the moderating effect is not significant. With these results, it can be stated that advertising type is not significant for a pioneer or perceived market leader brand (i.e., Brand 1). So, although green content enhances purchase intention and ADTRUST levels, the moderating effect is not significant for a leading or pioneer brand.

As ADTRUST and brand opinion are well established and well known among actual consumers, there is no need to enhance ADTRUST and purchase intention levels with the use of social advertising for the pioneer or leading brand (Brand 1). Corporate social responsibility and ecological content in advertising is certainly useful to apply to different strategic goals other than a follower brand (e.g., qualities such as presence, positioning, fashion, brand awareness, and loyalty, among others).

5.7. *Brand Opinion: Follower and Pioneer-Leading Brands*

Brand opinion presents the same increasing and positive tendencies shown in the relationship between ADTRUST and purchase intention. Consumers, on average, express a higher brand opinion for the pioneer or perceived market pioneer than they do for the follower.

An overall relationship between purchase intention and brand opinion is highly relevant to the study of advertising. Some meta-analyses have been developed to understand attitudes and opinions toward an ad (which implicitly includes a brand). As an exemplar among these meta-analyses and with a sample of 43 reported articles addressing this topic, Brown and Stayman (1992) found substantial relationships between attitude toward the ad and other related constructs. They stated, “Our findings, which are based on aggregated study effects, suggest that brand cognitions do have a significant effect on brand attitudes” (p. 46). These elements can add up to a broader brand opinion, which can be reflected as an explanatory variable of purchase intention, as stated in the multiple regression results.

5.8. *Hypotheses Results*

Considering regression analysis, moderation regression analysis and ANOVA results, the results of the present study’s hypotheses are reported below. The following hypotheses were supported:

H1: The higher the brand’s opinion within a social advertisement, the higher the purchase intention (PI) levels.

H2: The higher perceived advertising trust, the higher the purchase intention (PI).

The following hypothesis was partially supported for the follower brand (Brand 2):

H3: There is a higher effect of ADTRUST on purchase intention levels of consumers if advertising includes green contents

Finally, the following hypothesis was supported, with a greater effect observed for the follower brand (Brand 2):

H4: There is a significant different effect of purchase intention levels between a pioneer-leading brand and a follower brand.

5.9. Discussion of Brand Associations: Pioneer-Leading and Follower Brands

Contrary to the main expectations of this study, follower brands benefit more from green advertising than do pioneer or leading brands. Green advertising and social advertising in general, can be seen as a marketing communications tool to enhance follower advantages in the eyes of consumers. Hence, this advantage can help follower brands compete more effectively with the market's first-mover or leader brands.

In the present study, a relevant finding is that including green and social content in advertising can improve consumers' levels of trust and purchase intention and that green content in advertising works as an effective source of brand associations when followers intend to compete more effectively with the leading or pioneer brand. Brand associations with social and green causes have been proposed as a positioning alternative for follower and competing brands that want to capture part of the market share held by a pioneer or leading brand.

Traditionally, success of marketing programs has been measured by considering consumers' preferences, but not always considering the competitive response of followers to pioneer-leading brands. Weitz (1985) stated, "The effectiveness of marketing programs usually depends on the reaction of both customers and competitors" (p. 229). This means that not only followers, but also first-movers should continue to enhance their sustainably acquired advantage

in the consumers' eyes and their purchase intentions. In the present study, followers might look for social causes that enhance their differential advantages by considering the interests and concerns of potential and actual customers.

By definition, Doyle (1989) stated that "Differential advantage means simply that consumers have a reason for preferring that brand to competitors' brands" (p. 78). In addition to all the reasons to prefer a particular brand, another attribute to consider might be its cause-involvement with green and environmental issues, as demonstrated in the present study.

For example, followers can decide to link their advertising content to environmental issues to build new positioning bonds. Moreover, the characteristics of communication should not be the same for all consumers. Messages with assertive language should be oriented specifically to consumers that perceive the environmental or green causes as important, whereas consumers that perceive the environmental issue to be not as important can be reached using non-assertive language (Kronrod, Grinstein, & Wathieu, 2012). Both, the follower and the pioneer or leading brands seek to be perceived as successful by consumers. Leading-pioneer brands and followers look for differential advantages to enhance their purchase intention and positioning levels.

Moreover, the speed and effectiveness of followers' abilities to compete with first movers is crucial. Alpert and Kamins (1994) stated that if pioneer or leading brands move slowly, followers "should certainly move quickly to take advantage of this. The follower may attack the pioneer's prototype status" (p. 252).

Considering that marketing opportunities are available every day for every competitor, follower advantages should be included in societal marketing programs. These advantages can enhance, or diminish, the impact of consumer behavioral response toward the follower brand's actions.

Notably, the present study examined a pioneer-leading brand in a specific market. But the effect on other pioneers, first-movers, or leading brands should also be studied by using this proposed model. In the next chapter, practical implications, limitations, and future research alternatives are proposed.

CHAPTER VI: PRACTICAL IMPLICATIONS, LIMITATIONS AND FUTURE RESEARCH OPTIONS

Consumer research and marketing communications are two of marketing's relevant bodies of study. Marketing, as a dynamic discipline, has engaged in the growth of theoretical and empirical contributions to business science. As Maclaran et al. (2010) stated, "Disciplines build their own bodies of theory and apply their own unique lens to particular phenomena" (p. 1). In this case, advertising works as a bridge of information and trust between enterprises and consumers. And, more specific to the objectives of the present research, social advertising has the particular duty of providing consumers with information about social, environmental, and ecological information, among many other causes.

The present research has found that the measurement of ADTRUST (Soh, Reid, & Whitehill-King, 2009) is accurate and significant in finding differences between social and nonsocial advertising. This recently developed advertising trust scale shows us that social advertising is more trustworthy than nonsocial advertising, with a statistical significance among the four scenarios in this 2×2 experimental design.

As stated by the exemplars and theoretical contributions, advertising has literally hundreds of opinions, as well as trust and credibility contrasts. Hence, moderating effects can exist not only in one, but in many other variables that can and should be studied to understand advertising as a research topic to its fullest extent.

In this dissertation, one of the main variables considered is advertising trust. When consumers show high levels of trust toward an advertisement, social content appears to be an incentive of trust toward consumers. Notably, social and nonsocial advertising provide differences in consumers' perceptions. Nonsocial advertising appears to be a considerable

alternative when a challenging or follower brand struggles to achieve higher levels of ADTRUST and purchase intention.

This dissertation also found a significant relationship between purchase intention and ADTRUST, which can be moderated by social content in advertising and can change the direction and intensity of the relationship as a moderating effect. If social advertising brings a significant moderating effect between advertising trust and purchase intention, this can be very instructive in terms of choosing targeted segments, advertising foci, and monitoring the effectiveness of a campaign.

The proposed general model of this dissertation states that purchase intention depends on two main advertising and consumer behavioral factors: ADTRUST and brand opinion. The significance and effect of these variables changes, however, depending on the brand's position in its market and the existence of a social cause on the product's proposal to consumers.

As a general result of this empirical dissertation, the relationship between ADTRUST and purchase intention can be moderated by the effects of social advertising content when the brand shows a follower status against the pioneer or perceived market leader of its market. This means consumers have a generally lower brand opinion, lower levels of ADTRUST, and lower levels of purchase intention, which can be enhanced by green and social content in advertising efforts.

In fact, brand differences between the follower (Brand 2) and the pioneer or leader (Brand 1) can be established when the type of advertising moderates the relationship between ADTRUST and purchase intention. In the words of Lane Keller, Sternthall, and Tybout (2002), differences between brands can be found within "...brand performance associations, brand imagery associations, and consumer insight associations. By considering each of these kinds of differences, you can better target your message" (p. 5). In this case, brand performance can be

reflected in levels of purchase intention, and brand imagery and consumer insight associations can be reflected considering ADTRUST and brand opinion average levels of consumers.

6.1. Future Research Directions

Future research options open a wide scope for topics within advertising. One constant problem of advertising, as stated in this research work, is ambivalence. This argument enhances the importance stated in this dissertation: the inherent ambivalence of advertising, social/ecological causes, and even societal marketing programs, can be diminished considerably by creating and providing relevant information to stakeholders, and mainly, to consumers.

Other interesting topics related to the constructs in this model include creativity, perception, memory, and consumer psychological issues. Consumers' responses within different cultural and geographical scopes are relevant to add depth to this initial effort to relate ethics with consumer behavioral responses.

Trust building, ethical implications, congruence of messages, and consumers' beliefs or attitudes are topics that can be applied widely in different cultures, contrasting their power to join enterprises to consumers in long-term and healthy relationships. This research opens an umbrella of options to consider. The moderation and mediation effects of other constructs can be integrated into the model, such as advertising credibility, attitude toward the ad, and attitude toward advertising in general.

Other research opportunities arise from the last decade of the past century. Advertising theory research has failed to analyze the context, studying the solitary subject more so than social groups or collectivity. This opens opportunities to analyze group responses toward advertising in a contextual and social level (e.g., Ritson & Elliott, 1999). This line of research is highly

encouraged, because advertising is not the only element of a marketing strategy. Indeed, it is a bridge of information and trust between consumers and enterprises.

Also, appropriately aligning a social cause and a brand to measure congruity levels is a research issue of high relevance to marketing and consumer behavior. Furthermore, what would happen if the same advertisement is placed, and the only element that varies between one piece of advertising (nonsocial) and the other sample (social) is an implicit social promise? A study to determine the direct influence of the social promise in consumers' response would be of high relevance for the written copy and creativity of new advertisements, with the ethical content included implicitly in every advertising guide and creative brief.

6.2. Study Limitations and Contrasting Methods

This study has limitations and areas that could be improved. Time and facilities were significant limitations in carrying out the surveys. It would have been ideal to join participants in the same room and at the same time. This would have improved control of participants and accomplishing the steps of the experiment. Also, although the original idea implied the use of video advertisements, it was preferable to use print advertisements to guarantee the effectiveness of logistics and survey application. Moreover, the survey sample of the main study could have been larger (at least 400 subjects). This represents an opportunity to generate follow-up results with a greater number of participants.

Contrast methods also show limitations. To test the overall results and tendencies, ANOVA and multiple regression methods were applied. A next step to moderating multiple regression and ANOVA could be to enrich the model with more consumer behavioral variables (i.e., advertising creativity or attitude toward the brand), which would build a representative and more complete model that could be measured using structural equation modeling (SEM).

One considerable aspect to demonstrate as a limitation of multiple regression analysis is related to regression coefficients. Hair et al. (2006) stated that “Many times researchers forget that the estimated coefficients in their regression analysis are specific to the sample used in estimation” (p. 219). In other words, these coefficients are the best ones possible for the specific sample of observations. Hair et al. (2006) mentioned that coefficients often vary considerably from one sample to another, which is to be expected.

Other factors that can diminish the power of estimation of multiple regression is the lack or abundance of theoretical arguments and the ambivalence of positions toward advertising, green marketing, CSR, and CRM. This aspect is relevant because a solid theoretical approach and context can improve the possibilities of success of the proposed estimation model. As Hair et al., (2006) stated, “No matter which estimation technique is chosen, theory must be a guiding factor in evaluating the final regression model” (p. 214).

Limitations of this research represent potential opportunities. This research is the beginning of a more complete research effort. The sample could be increased in the meantime. Another limitation is that the literature is not particularly robust regarding advertising trust. Related constructs such as advertising credibility and brand credibility represent opportunities to continue studying this relevant marketing topic.

6.3. Practical Implications

One major objective of the present research has been to link some constructs that vary in measurement, definition, or concepts. The relationship between advertising creativity, advertising trust, and purchase intention can be a valuable decision making model for practitioners and theorists. This research has relevant practical implications, which are described as follows:

- Managers should consider the competitive position of the brand in its market before considering green or social advertising.
- Follower brands can build brand associations with social and green causes. Links to cause and green content will represent valuable bundles of brand attributes that enhance the competitiveness of follower brands against pioneer and leading brands.
- Green advertising enhances consumers' purchase intentions, ADTRUST, and brand opinion in a faster and more effective way than nonsocial advertising.
- To improve trust, information about campaigns and tracking their results should be included.
- When social advertising appears trustworthy, it has the potential to improve purchase intention and market share more quickly.
- Trust and brand opinions are improved by social and green content.
- Managers should include social and green advertising to build or reinforce brand associations for non-leading brands.

Enterprises, advertising agencies, media producers, campaign planners, social/governmental organisms, and consumers are willing to produce, consume, and evaluate the results of trustworthy and creative advertising campaigns. Advertising is a *quid pro quo* marketing and communications element. Enterprises and advertising planners are willing to win, but consumers also expect to win something when they become involved in societal marketing efforts.

References

- Alpert, F., & Kamins, M. (1994). Pioneer brand advantage and consumer behavior: A conceptual framework and propositional inventory. *Journal of the Academy of Marketing Science*, 22(3), 244-253.
- American Marketing Association (AMA). (2012). Marketing Power Retrieved May 5, 2010 from http://www.marketingpower.com/_layouts/Dictionary.aspx?dLetter=A
- Aguinis, H., Petersen, S., & Pierce, C. (1999). Appraisal of the homogeneity of error variance assumption and alternatives to multiple regression for estimating moderating effects of categorical variables. *Organizational Research Methods*, 2(4), 315-339.
- Arens, W. (1999). *Contemporary Advertising*. 7th Edition. Location: Irwin/McGraw Hill McGraw Hill Companies.
- Banerjee, S., Gulas, C., & Iyer, E. (1995). Shades of green: a multidimensional analysis of environmental advertising. *Journal of Advertising*, 24(2), 21-31.
- Baron, R., & Kenny, D. (1986). The moderator-mediator variable distinction in social psychological research: conceptual, strategic, and statistical considerations. *Journal of Personality and Social Psychology*, 51(6), 1173-1882.
- Baughman, A., Schroeder, A., & Schroeder, D. (2011). Oliver winery and the recipe for values-based leadership: people, product and place. *The Journal of Values-Based Leadership*, 4(1). Retrieved from: http://www.valuesbasedleadershipjournal.com/issues/vol4issue1/oliver_winery.php
- Becker-Olsen, K., Taylor, C., Hill, R. & Yalcinkaya, G. (2011). A cross-cultural examination of corporate social responsibility marketing communications in Mexico and the United States: Strategies for global brands. *Journal of International Marketing*, 19(2), p. 30-44

- Berry, L., & Parasuraman, A. (1991). *Marketing Services*. New York: The Free Press.
- Bloom, P., Hoeffler, S., Keller, Kevin L., & Basurto Meza, C. E. (2006). How social-cause marketing affects consumer perceptions. *MIT Sloan Management Review*, 47(2), 49-55.
- Brown, T., & Dacin, P. (1997). The company and the product: Corporate associations and consumer product responses, *Journal of Marketing*, 61(1), 68-84.
- Brønn, P., & Vrioni, A. (2001). Corporate social responsibility and cause-related marketing: An overview. *International Journal of Advertising*, 20, 207-222.
- Brown, S., & Stayman, D. (1992). Antecedents and consequences of attitude toward the ad: A meta-analysis. *Journal of Consumer Research*, 19(1), 34-51.
- Carpenter, G., & Nakamoto, K. (1989). Consumer preference formation and pioneering advantage. *Journal of Marketing Research*, 26(3), 285-298.
- Carroll, A. (1979). A three-dimensional conceptual model of corporate performance. *The Academy of Management Review*, 4(4), 497-505.
- Castellanos, P. (2012, April). El Valor de las Amas de Casa. *Merca 2.0*, 122, 78.
- Chang, C. (2011). Feeling ambivalent about going green: Implications for green advertising process. *Journal of Advertising*, 40(4), 19-31
- Collier, R., & Hummel, T. (1977). *Experimental Design and Interpretation*. Berkley, CA: McCutchan Publishing Corporation.
- Deighton, J. (1984). The interaction of advertising and evidence, *Journal of Consumer Research*, 11, 763-770.

- Dichter, E. (1949). A psychological view of advertising effectiveness. *Journal of Marketing*, 14(1), 61-66.
- Doyle, P. (1989). Building successful brands: The strategic options. *Journal of Marketing Management*, 5(1), 77-95.
- Drumwright, M. (1996). Company advertising with a social dimension: the role of noneconometric criteria. *Journal of Marketing*, 60(4), 71-87.
- Drumwright, M., & Murphy, P., (2004). How advertising practitioners view ethics: Moral muteness, moral myopia, and moral imagination. *Journal of Advertising*, 33(2), 7-24.
- Du, S., Bhattacharya, C.B., & Sen, S. (2010). Maximizing business returns to corporate social responsibility (CSR): The role of CSR communication. *International Journal of Management Reviews*, 12(1), 8-19.
- Dunn, O., & Clark, V. (1987). *Applied Statistics: Analysis of Variance and Regression*. John Wiley & Sons, NY, USA.
- Durvasula, S., Andrews, J., Lysonski, S., Netemeyer, R.. (1993). Assessing the cross-national applicability of consumer behavior models: A model of attitude toward advertising in general. *Journal of Consumer Research*, 19(4), 626-636.
- Elliot, R., & Wattanasuwan, K. (1998). Brands as symbolic resources for the construction of identity. *International Journal of Advertising*, 17(2), 131-144.
- Festinger, L. (1957). *A Theory of Cognitive Dissonance*. Stanford, CA: Stanford University Press.
- Field, A., & Hole, G. H. (2003). *How to Design and Report Experiments*. Locations: Sage Publications.

- Garriga, E., & Melé, D. (2004). Corporate social responsibility theories: Mapping the Territory. *Journal of Business Ethics*, 53, 51-71.
- Hackley, C. (2010). "Theorizing Advertising: Managerial, Scientific and Cultural Approaches." In Maclaran, S., Stern, X., & Tadajewski, X. (Eds.) *The SAGE Handbook of Marketing Theory*, Great Britain, UK: Sage.
- Hair, J., Black, W., Babin, B., Anderson, R. (2006). *Multivariate Data Analysis*. Upper Saddle River, NJ: Prentice Hall.
- Handelman, J., & Arnold, S. (1999). The role of marketing actions with a social dimension: Appeals to the institutional environment. *Journal of Marketing*, 63(3), 33-48.
- Hoch, S., & Ha, Y. (1986). Consumer learning: Advertising and the ambiguity of product experience. *Journal of Consumer Research*, 13(2), 71-87.
- Hoeffler, S., & Keller, K. (2003). The marketing advantages of strong brands. *Brand Management*, 10(6), 421-445.
- Imber, J., & Toffler, B. (2002). Diccionario de Mercadotecnia (*Dictionary of Marketing Terms*). México, D.F.: Grupo Patria Cultural S.A. de C.V.
- Irwin, J. & McClelland, G. (2001). Misleading heuristics for moderated multiple regression models. *Journal of Marketing Research*, 38(1), 100-109.
- Jahdi, K., & Acikdilli, G. (2009). Marketing communications and corporate social responsibility (CSR): Marriage of convenience or shotgun wedding? *Journal of Business Ethics*, 88(1), 103-113.
- Kahane, L. (2001). *Regression Basics*. Thousand Oaks, CA: Sage Publications.
- Kerin, R, Varadarajan, P. R., & Peterson, R. (1992). First-mover advantage: A synthesis, conceptual framework and research propositions. *Journal of Marketing*, 56(4), 33-52.

- Kamins, M., Alpert, F., & Perner, L. (2007). How do consumers know which brand is the market pioneer or perceived market leader or market pioneer? Consumers' inferential processes, confidence and accuracy. *Journal of Marketing Management*, 23(7-8), 591-611.
- Kerin, R., Varadarajan, R., & Peterson, R. (1992). Pioneer or perceived market leader advantage: A synthesis, conceptual framework, and research propositions. *Journal of Marketing*, 56(4), 33-52.
- Kotler, P. (1997). *Marketing Management: Analysis, Planning, Implementation, and Control*. Upper Saddle River, NJ: Prentice Hall.
- Kronrod, A., Grinstein, A., & Wathieu, L. (2012). Go green! Should environmental messages be so assertive? *Journal of Marketing*, 76(1), 95-102.
- Lane Keller, K., Sternthall, B., & Tybout, A. (September, 2002). Three questions you need to ask about your brand. *Harvard Business Review*, 3-8.
- MacKenzie, S., Lutz, R., & Belch, G. (1986). The role of attitude toward the ad as a mediator of advertising effectiveness: A test of competing explanations. *Journal of Marketing Research*, 23(2), p. 130-143.
- Maignan, I., & Ferrell, O.C. (2004). Corporate social responsibility and marketing: An integrative framework. *Journal of the Academy of Marketing Science*, 32(3), 3-19.
- Maclaran, P., Saren, M., Stern, B., & Tadajewski, M. (2010). *The SAGE Book of Marketing Theory*, Great Britain, UK: SAGE Publications.
- Mesarosch, H. (2008). *Corporate Social Responsibility and its Effects on Customer Behavior*. Master's Thesis, Universiteit Maastricht, Faculty of Economics and Business Administration, Maastricht, Netherlands. Retrieved from:
<http://es.scribd.com/doc/40689549/Show#page=22>

- Morgan, R., & Hunt, S. (1994). The commitment-trust theory of relationship marketing. *Journal of Marketing*, 58(3), 20-38.
- Morsing, M., & Schultz, M. (2006). Corporate social responsibility communication: Stakeholder information, response and involvement strategies. *Business Ethics: A European Review* 15(4), 323-338.
- Mossholder, K., Kemery, E., & Bedeian, A., (1990). On using regression coefficients to interpret moderator effects. *Educational and Psychological Measurement*, 50, 255-263.
- Needham, Harper & Steers (1985). *1985 NH&S Life Style Study*, Chicago, IL
- Nelson, P. (1974). Advertising as information. *The Journal of Political Economy*, 82(4),729-754.
- Öberseeder, M., Schlegelmilch, B., & Gruber, V. (2011). Why don't consumers care about CSR?: A qualitative study exploring the role of CSR in consumption decisions. *Journal of Business Ethics*, 104, 449-460.
- Pomering, A., & Dolnicar, S. (2009). Assessing the prerequisite of successful CSR implementation: Are consumers aware of CSR initiatives? *Journal of Business Ethics*, 85, 285-301.
- Pomering, A., & Johnson, L. (2009). Constructing a corporate responsibility reputation using corporate image advertising. *Australasian Marketing Journal*, 17(2), 106-114.
- Prendergast, G., Liu, P., & Poon, D. (2009). A Hong Kong study of advertising credibility, *Journal of Consumer Marketing*, 26(5), 320-329.
- Podsakoff, P., MacKenzie, S., & Lee J. (2003). Common method biases in behavioral research: A critical review of the literature and recommended remedies. *Journal of Applied Psychology*, 88(5), 879-903.

- Ritson, M., & Elliott, R. (1999). The social uses of advertising: An ethnographic study of adolescent advertising audiences. *Journal of Consumer Research*, 26(3), 260-275.
- Roca, D., & Mensa, M. (2009). Las Metodologías Utilizadas en las Investigaciones de Creatividad Publicitaria (1965-2007). *Comunicación y Sociedad (Universidad Autónoma de Barcelona)*, 7-34.
- Sen, S., & Bhattacharya, C.B. (2001). Does doing well always lead to doing better? consumer reactions to corporate social responsibility. *Journal of Marketing Research*, 38(2), 225-243
- Simonson, I., Huber, J., & Payne, J. (1988). The relationship between prior brand knowledge and information acquisition order. *Journal of Consumer Research*, 14(4), 566-578.
- Small, D., & Verrochi, N. (2009). The face of need: facial emotion expression on charity advertisements. *Journal of Marketing Research*, 46(6), 777-787.
- Smith, T., & Basu, K. (2002). A view from the top: The impact of market share dominance in competitive position. *Brand Management*, 10(1), 19-32.
- Snyder, W. (2011). Making the case for enhanced advertising ethics: how a new way of thinking about advertising ethics may build consumer trust. *Journal of Advertising Research*. (September), 477-483.
- Soh, H., Reid, L., & Whitehill-King, K. (2009). Measuring trust in advertising: Development and validation of the ADTRUST scale. *Journal of Advertising*, 38(2), 83-103.
- Vakratsas, D., & Ambler, T. (1999). How advertising works: What do we really know? *Journal of Marketing*, 63(1), 26-43.

- Wang, A. (2008). Dimensions of corporate social responsibility and advertising practice. *Corporate Reputation Review*, 11(2), 155-168.
- Webb, J. D., & Mohr, L. A. (1998). A typology of customers' responses to cause-related marketing: From skeptics to socially concerned. *Journal of Public Policy and Marketing*, 17(2), 226–239.
- Weitz, B. (1985). Introduction to special issue on competition in marketing. *Journal of Marketing Research*, 22(3), 229-236.
- Wells, W., Burnett, J., & Moriarty, S. (2000). *Advertising: Principles and Practice*. Englewood Cliffs, NJ: Prentice Hall.
- Wooldridge, J. (2009). *Introductory Econometrics: A Modern Approach*. Location: South Western, Cengage-Learning

Appendix A

Examples of positive, negative, and neutral impact of advertising consumers

Positive (+)	Negative (-)	Neutral (+/-)
Make decisions and choose goods. Informs and provides elements to compare.	Excess, saturation	Without a positive or a negative tendency, advertising affects consumption patterns.
Advertising induces decision-making. It reveals patterns and provides a sense of direction.	Confusion, people tend to follow fashion,	Perception of the first image of products.
Motivates action. It “makes the day happy to consumers and prospects”	Provides unnecessary information Advertising works to create emotions.	

Appendix B
Support by CSR causes' benefits (enterprises and final consumers)

Benefits to Enterprises	Benefits to Society
<ul style="list-style-type: none"> • Establishes positioning and image, better perception among consumers, social recognition. • Builds brand equity. • Improves market share and sales. • Resolves social problems. • Stimulates economic growth. • Advertising and positioning opportunities • Reduces taxes. 	<ul style="list-style-type: none"> • Improves social conditions, social development; provides a better quality of life. • All parts benefit (<i>quid pro quo</i>) • Provides support to vulnerable groups by creating community solidarity and spirit in their communities. • Reinforces ethical values. • Diminishes inequality. • Benefits developing countries. • Favorable impact in health and education.

Source: Exploratory study included for this Dissertation.

Appendix C

Demographics Exploratory Study #3

Variable	Figure
Gender	
Male	67%
Female	33%
Nationality	
Mexican	97%
Other countries (Bolivia)	3%
Age	
20–30	81%
31–40	17%
41–more	2%
<i>N</i>	36

Appendix D
Description of the Advertisements in the Exploratory Study

Advertisement and Treatment	Description	Brand Classification
Social advertisement	This advertisement includes a campaign regarding environmentalism to sustain the planet. Green advertising is used. The advertisement received a social content award due to the quality of its creative and social composition.	Market pioneer or leading brand
Nonsocial advertisement	This advertisement does not include social information. It reflects creative emphasis, joy and happiness of living as central issues of the body copy.	Market pioneer or leading brand

*Note: In this exploratory stage, the same brand was considered. To compare these advertisements the treatment featured social versus nonsocial content of a same leading and pioneer brand.

Appendix E
Exploratory Pilot Study Findings

Table 2.1.
Unstandardized Regression Coefficients: Advertising Trust and Purchase Intention

Independent Variables	Dependent Variable: Purchase Intention Social Advertising	Nonsocial Advertising
ADTRUST	0.572***	1.036***
Mean		
Purchase Intention	3.7824	3.4167
ADTRUST	3.5347	3.0819
Standard Deviation		
Purchase Intention	0.68292	1.08489
ADTRUST	0.57877	0.76586
R^2	0.235	0.535
N	36	36
*** $p < 0.01$; ** $p < 0.05$; * $p < 0.10$		

Table 6
Summary of Moderated Unstandardized Regression Coefficients

Constant	0.218 (0.473)
ADTRUST	1.050*** (0.149)
Advertising Type	1.533* (0.855)
ADTRUST×Advertising Type (S/NS)	-0.485* (0.249)
Number of Observations	72
R^2	0.473

Note: The dependent variable is purchase intention.

*** $p < 0.01$; ** $p < 0.05$; * $p < 0.10$

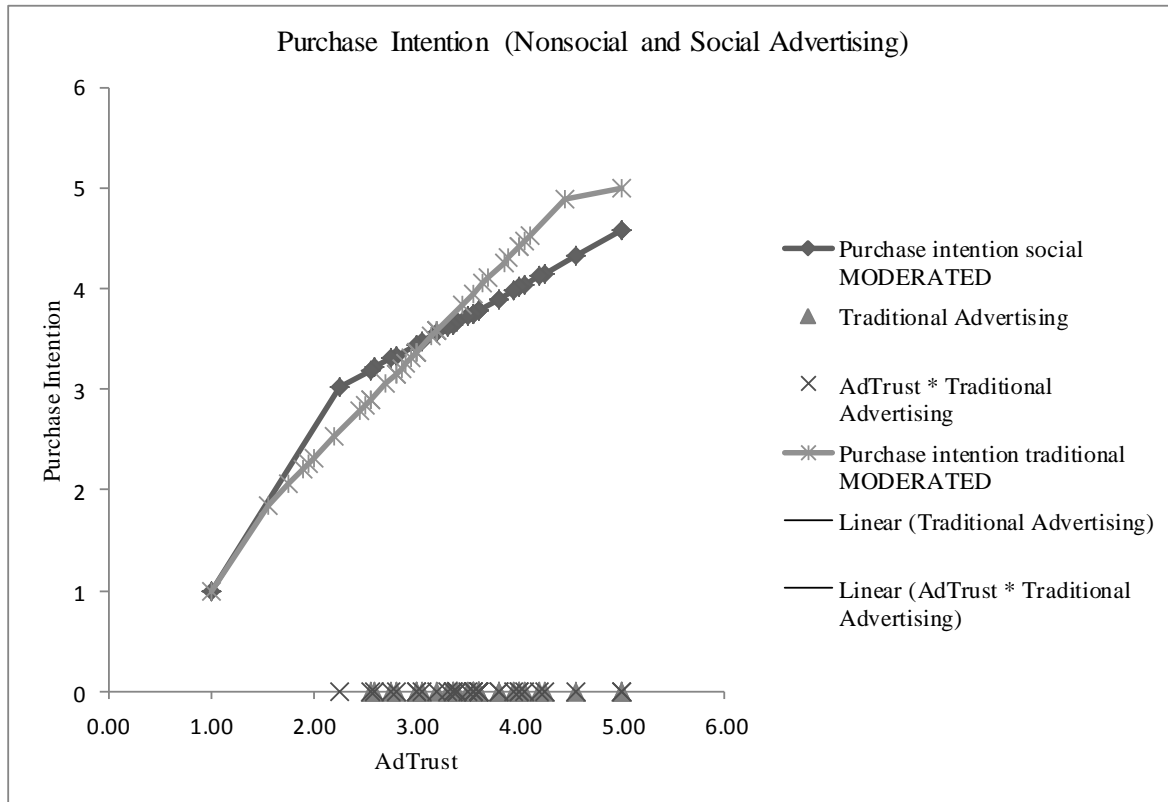


Figure 2.3
Moderated Regression Pilot Quantitative Study Graph

Table 7

One Way ANOVA ADTRUST: exploratory study social vs. nonsocial advertising

Source	df	F	SE	<i>p</i>
Between Subjects				
Social advertisement	1	10.182	0.14365	0.002***
Nonsocial advertisement			0.20760	

*** $p < 0.01$; ** $p < 0.05$; * $p < 0.10$

Appendix F

Qualitative Research Guide and Questionnaire

In-Depth Interviews (Questionnaire)

Main topic: The consumer perspective regarding advertising campaigns featuring a socially responsible approach.

1. Determine the main variables of trust and credibility that impact consumers.
2. Generate an intuitive understanding of the actors. Define attitudes, feelings, purchase motivation variables, and emotions among consumers exposed to campaigns containing socially responsible content compared with nonsocial campaigns.
3. Establish whether there are differences or similarities between nonsocial advertising campaigns and campaigns with socially responsible content (through anecdotes and stories from participants).

Objective: To develop qualitative exploratory research (in-depth interviews) to determine the elements of advertising that increase or decrease trust and credibility within a socially responsible campaign's content.

Duration of interview: 40 minutes on average.

Research evidence: Original recording of the interview.

Completion date of interview: September 10, 2010

Script

Questionnaire Instrument: In-Depth Interview

Delivery of final report for review: November 2010.

Good morning / afternoon. I am a Ph.D. student in Management Sciences at EGADE Business School, Monterrey. I appreciate your valuable cooperation. The objective of this interview is to learn more about nonsocial advertising and campaigns that include socially responsibility content.

1. To start this interview, what is your name? _____ (name of interviewee)
2. Please (_____), tell me about your work, activities, studies.
3. How long have you been carrying out your work? What are the main functions and activities in your job?

4. In your current job, or in a previous position, have you coordinated or participated in developing advertising campaigns?

Overview of Advertising

- In your own words, how would you define advertising?
- Now in your own words, how would you define socially responsible advertising?
- _____(name of the participant), do you like advertising in general? (Yes, no, and why)
- When you hear the word advertising, what feelings or memories, either positive or negative, come to your mind? (If the respondent has any anecdote or story to tell, invite him / her to talk more about it.)
- Do you believe in advertising? (Yes, no, and why)
- Do you know companies that advertise using socially responsible content? Which companies come to mind that you can name?
- What do you think of these companies? Why?
- What do you think about companies that launch campaigns using a socially responsible approach? Are they better, similar, or worse than other companies? Why?
- How do you think these campaigns contribute to the image of the company (either negative or positive arguments)? Why?
- From our role of consumers, have you ever purchased a product or have you joined a social cause (health, ecology, employment, etc.)? Please describe your experience.

Personal or Professional Aspects of Participants

- What is most important to you in your career?
- Do you think advertising has an important social role? Why?

Attitudes, Feelings, Motivation, and Emotions Related to Campaigns Including Socially Responsible Content

Please _____ (name of participant), recall a recent campaign that features socially responsible content.

- What is or was the campaign that you remember?
- Where (mass media) did you see the campaign?
- Do you have any anecdotes about the specific campaign you have remembered or other campaigns that link to corporate social responsibility?

- Do you think the campaign you remember is good? Why?
- In general, what do you think of advertising campaigns with CSR contents? Why?
- What do you remember the most from the campaign? What is the least memorable (characters, music, visuals, personalities, etc.)?

What emotions are involved when you recall the campaign? Is the main idea and tone of the advertisement sad, happy, fearful, hopeful, promotes success? Or did you gain a mixture of feelings and tones? (Invite the interviewee to elaborate as much as possible in his/her answer.)

Areas of Improvement for CSR Campaigns

Now if you were the ad-man/woman of the campaign, please tell me five things you would change in the campaign to improve it. What elements would you keep?

Is there anything else you would like to add?

Thank you so much for your participation in this interview!

Demographics

Name: _____

Age: _____

Civil status: _____

Occupation: _____

Highest educational level (unfinished or finished): _____

Location: _____

Gender: Female Male

Company: _____

Company Name: _____

Place of interview: _____

Date: _____

Time: _____ to _____

Appendix G: Exploratory Quantitative Study

Exploratory Survey

We greatly appreciate your participation in this survey, which is based on the dynamics of opinion about nonsocial advertising and advertising with a social focus.

1. In general, how do you define advertising as it relates to you? Is it a...

- A technique with an ultimate goal: to sell
- A process to inform the consumer
- A marketing tool
- A strategy that mixes art with imagination
- An effort to make public an idea, product or service
- Other (please specify choice) _____

2. Should enterprises support social causes?

Yes (1)

No (2)

3. Please observe advertisement # 1 carefully, which is shown below. (For a description of social advertisement, see Appendix D.)

4. How much do you trust advertisement #1?

Not much

Very much

(1)	(2)	(3)	(4)	(5)

5. In your opinion, advertisement #1 is:

	(1)	(2)	(3)	(4)	(5)
Unique					
Imaginative					
Unusual					
Smart					
Shocking					

6. Based on advertisement # 1, answer each item listed below:

	Strongly disagree			Completely agree	
	(1)	(2)	(3)	(4)	(5)
This advertising should be clearer about which product it is trying to sell.					
This advertising has a meaning beyond in order to sell the product.					
In my opinion, this advertising is satisfactory.					
This advertising seems useful to me.					
This ad confirms my opinion about the product.					
This advertising makes me want to buy the product.					
I think this ad uses a simple and powerful idea.					
The main idea of this advertising should be easier to remember.					
This ad makes me think about many things at once.					
I want to see this advertising more than once, because it is very rich in meaning.					

7. On the basis of the following sentences, what do you think about advertisement # 1?

	Strongly disagree			Completely agree	
	(1)	(2)	(3)	(4)	(5)
This advertising is beautiful.					
Watching this advertising gives me a pleasant feeling.					
This advertising is artistic.					
This advertising has style.					
This advertising has good taste.					
This advertising makes me dream.					

7. In general, the advertising contained in advertisement #1 is (ADTRUST scale):

	Strongly disagree			Completely agree	
	(1)	(2)	(3)	(4)	(5)
Honest (it uses authentic and consistent information on the product offering).					
True (in my opinion, the advertising does not mislead me).					
Credible (I have no reason to doubt about this advertising).					
Trustworthy.					
Accurate (in my opinion, the advertising is free of errors in content).					
Factual (facts concerning or relating to them seem accurate).					
Complete (this advertising contains the necessary information about the product).					
Clear.					
Valuable.					
Has good intentions.					
Useful.					
Helps people make better purchasing decisions.					
Pleasant (I like this advertisement because of its nice features).					
Enjoyable (in my opinion, looking at this advertising is a pleasure).					
I am willing to consider the information provided by this ad to make a final purchase decision.					
I am willing to decide to buy based on the information provided in this advertisement.					
I am willing to recommend the product that appears on this advertisement to my family or friends.					
If I were looking for a product like this, the probability to buy the advertised product is high.					
If I were thinking about buying the type of product being offered, the likelihood of buying it would be high.					
If I had to buy this type of product, my willingness to buy the product in the ad would be high.					

8. In advertisement #1:

	Strongly disagree			Completely agree	
	(1)	(2)	(3)	(4)	(5)
This brand stands for its promises.					
In general, statements about this product are believable.					
Over time, experiences with the brand have made me think the brand meets its promises, without exceeding my expectations but without falling below them.					
I can trust in the brand's name of this advertising,					

9. Please observe advertisement #2 carefully, which is shown below. (For a description of the nonsocial advertisement, see Appendix D).

10. How much do you trust the # 2 advertising?

Not Much (1)	(2)	(3)	(4)	Very Much (5)

11. In your opinion, the advertising of advertisement #2 is:

	Strongly disagree			Completely agree	
	(1)	(2)	(3)	(4)	(5)
Unique					
Imaginative					
Unusual					
Smart					
Shocking					

12. Based on advertisement #2, please answer each item listed below:

	Strongly disagree			Completely agree	
	(1)	(2)	(3)	(4)	(5)
This advertising should be clearer about which product it is trying to sell.					
This advertising has a meaning beyond in order to sell the product.					
In my opinion, this advertising is satisfactory.					
This advertising seems useful to me.					
This ad confirms my opinion about the product.					
This advertising makes me want to buy the product.					
I think this ad uses a simple and powerful idea.					
The main idea of this advertising should be easier to remember.					
This ad makes me think about many things at once.					
I want to see this advertising more than once, because it is very rich in meaning.					

13. On the basis of the following sentences, what do you think about advertisement # 2?

	Strongly disagree			Completely agree	
	(1)	(2)	(3)	(4)	(5)
This advertising is beautiful.					
Watching this advertising gives me a pleasant feeling.					
This advertising is artistic.					
This advertising has style.					
This advertising has good taste.					
This advertising makes me dream.					

14. In general, the advertising contained in announcement #2 is (ADTRUST Scale):

	Strongly disagree			Completely agree	
	(1)	(2)	(3)	(4)	(5)
Honest (it uses authentic and consistent information on the product offering).					
True (in my opinion, the advertising does not mislead me).					
Credible (I have no reason to doubt about this advertising).					
Trustworthy.					
Accurate (in my opinion, the advertising is free of errors in content).					
Factual (facts concerning or relating to them seem to be accurate).					
Complete (this advertising contains the necessary information about the product).					
Clear.					
Valuable.					
Has good intentions.					
Useful.					
Helps people to make better purchasing decisions.					
Pleasant (I like this advertisement because of its nice features).					
Enjoyable (in my opinion, looking at this advertising is a pleasure).					
I am willing to consider the information provided by this ad to make a final purchase decision.					
I am willing to decide to buy based on the information provided in this advertisement.					
I am willing to recommend the product that appears on this advertisement to my family or friends.					
If I were looking for a product like this, the probability to buy the advertised product is high.					
If I were thinking about buying the type of product being offered, the likelihood of buying it would be high.					
If I had to buy this type of product, my willingness to buy the product in the ad would be high.					

15. In advertisement #2:

	Strongly disagree			Completely agree	
	(1)	(2)	(3)	(4)	(5)
This brand stands for its promises.					
In general, statements about this product are believable.					
Over time, experiences with the brand have made me think the brand meets its promises, without exceeding my expectations, but without falling below them.					
I can trust in the brand's name of this advertising.					

16. Please check the age range to which it belongs:

- 20-30 years
- 31-40 years
- More than 40 years old

17. Please indicate your nationality:

- Mexican (1)
- Foreign (please, specify your nationality) _____

18. Gender

- Male (1)
- Female (2)

Thank you for participating in this survey!

Appendix H
Actual Study Electronic Survey (Follower Brand Social Treatment)

Sample: Follower (Brand 2) Social Treatment

We appreciate your willingness to participate in this survey, which includes some questions about the dynamics of advertising.

1. In general, what is advertising for you?

- A technique with an ultimate goal: To sell.
- A process with the mission of informing consumers.
- A marketing tool.
- A strategy that mixes art and imagination.
- Make public an idea, product or service.
- Other (please specify choice) _____

2. How much do you trust in advertising?

Definitely Not		Indifferent			Definitely Trust	
(1)	(2)	(3)	(4)	(5)	(6)	(7)

3. During the last week, have you bought bottled-water?

- Yes
- No

4. How often do you usually buy bottled water?

- Every day
- Once a week
- Once every 15 days
- Once a month
- Less than once a month

5. In general, my opinion toward Brand 1 is:

Unfavorable			Very Favorable			
(1)	(2)	(3)	(4)	(5)	(6)	(7)

6. In general, my opinion toward Brand 2 is:

Unfavorable			Very Favorable			
(1)	(2)	(3)	(4)	(5)	(6)	(7)

7. If you were buying a bottle of water today, would you be willing to buy Brand 2?

Definitely No			Definitely Yes			
(1)	(2)	(3)	(4)	(5)	(6)	(7)

8. If you were buying a bottled water today, would you be willing to buy the Brand 1?

Definitely No			Definitely Yes			
(1)	(2)	(3)	(4)	(5)	(6)	(7)

9. You have just arrived at your favorite store to buy a small bottle of water. In the refrigerator of the store, you find yourself with a bottle of Brand 2 and a bottle of Brand 1. Both have exactly the same price. If you had to choose at this time only one of the two bottles of water, which brand would you buy?

- Brand 2
- Brand 1
- I am indifferent

10. Please review the following advertising carefully: (*Description of advertisement: See Table 4.2. follower (Brand 2, Social treatment).*)

11. How much do you trust this advertising?

I trust very little			I am very confident			
(1)	(2)	(3)	(4)	(5)	(6)	(7)

12. In your opinion, this advertising is creative.

Strongly Agree			Strongly Disagree			
(1)	(2)	(3)	(4)	(5)	(6)	(7)

13. Based on this advertising, evaluate how much do you agree or disagree with the following statements (ADTRUST Scale)

	Completely disagree				Completely agree		
	(1)	(2)	(3)	(4)	(5)	(6)	(7)
In my opinion, this advertising uses authentic arguments and consistent information on the product offering.							
In my opinion, the advertising does not mislead me.							
In general, I have no reason to doubt about the arguments of this advertising.							
This ad makes me think of the product positively.							
In my opinion, the advertising is free from content errors.							
This advertising is factual.							
This advertising contains the necessary information about the product offered.							
This advertising is clear enough.							
I think this advertising is valuable.							
This advertising seems useful to me.							
I like this advertising due to its nice qualities.							
In my opinion, looking at this advertising is a pleasure.							
This advertising seems consistent as it keeps its promise.							
The intention of this advertising is good.							
This advertising helps people to make the best buying decisions.							
This advertising is trustworthy.							
I trust in the information provided by this advertising when I make buying decisions of this particular product.							
I am willing to purchase based on the information provided by this advertising.							
I am willing to consider the information of this advertising when I make a final purchase decision.							
I am prepared to recommend the product that appears in this advertising to my family or friends.							

14. If you were buying a bottled water today, would you be willing to buy Brand 2?

Definitely No				Definitely Yes		
(1)	(2)	(3)	(4)	(5)	(6)	(7)

15. If you were buying a bottled water today, would you be willing to buy Brand 1?

Definitely No				Definitely Yes		
(1)	(2)	(3)	(4)	(5)	(6)	(7)

16. You have just arrived at your favorite store to buy a small bottle of water. In the refrigerator of the store, you find yourself with a bottle of water of Brand 2 and a bottle of water of Brand 1. Both have exactly the same price. If you had to choose at this time only about buying one of the two bottles of water, which brand would you buy?

- Brand 2
- Brand 1
- I am indifferent

17. In general, my opinion toward brand 1 is:

Unfavorable				Very Favorable		
(1)	(2)	(3)	(4)	(5)	(6)	(7)

18. In general, my opinion towards brand 2 is:

Unfavorable				Very Favorable		
(1)	(2)	(3)	(4)	(5)	(6)	(7)

19. If you were buying a bottled water today, would you be willing to buy Brand 2?

Definitely No				Definitely Yes		
(1)	(2)	(3)	(4)	(5)	(6)	(7)

20. If you were buying a bottled water today, would you be willing to buy Brand 1?

Definitely No			Definitely Yes			
(1)	(2)	(3)	(4)	(5)	(6)	(7)

Demographics

21. Please check the age range to which you belong.

- 25-39 years
- 40-59 years
- 60 years and older

22. Please indicate your nationality:

- Mexican
- Foreign (please specify what nationality) _____

23. Please, mention the city where you currently reside. If you live in another city other than Mexico City and Monterrey, NL, please mention that city in which you have lived for longer time.

- Mexico City
- Monterrey, N.L. (metropolitan area)
- Other (mention the city) _____

Thank you for your participation!

Appendix I
ADTRUST one way ANOVA table with all treatments included

Analysis of Variance for ADTRUST (four treatments included)

Performance measure	Source of variation	Sum of squares	Mean square	F-ratio	<i>p</i> value
Brand 2 NS Brand 2 Social Brand 1 NS Brand 1 Social	Between groups	17.760	5.920	3.458**	0.017

Notes: NS = Nonsocial

*** $p < 0.01$; ** $p < 0.05$; * $p < 0.10$
