

Getting More Media Bang for Your Buck: Understanding Attitudes and Beliefs toward  
Internet, Television, and Print Advertising

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## ABSTRACT

### Getting More Media Bang for Your Buck: Understanding Attitudes and Beliefs toward Internet, Television, and Print Advertising

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The purpose of the following study is to provide advertisers with a better understanding of how Internet, television, and print media influence the perceptions of an advertisement and how those perceptions can influence purchasing behavior. This study uses Q Methodology, a methodology used to measure attitudes and beliefs. Three distinct groups emerged from the data labeled the Avoiders, the Traditionalists, and the Actives. Avoiders sought to bypass advertising, Traditionalists showed a liking toward traditional forms of advertising, and Actives were neither seeking out nor abstaining from viewing advertising. All three groups showed distrust toward Internet advertising.

Keywords: Internet, magazines, television, TV, advertising, Q methodology

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## **Chapter I: Introduction**

According to Mehta (2000) attitudes toward advertising are one of the significant indicators of advertising effectiveness. Homer (2006) states that although there is much empirical evidence on attitude research, there is still a gap of understanding on how attitude influences advertising perception. This study will help advertisers better understand how advertising on the Internet, TV, and in print is perceived. The purpose of this study is to help advertisers better understand how Internet, television, and print media influence the perceptions of an advertisement and how those perceptions influence purchasing behavior.

Advertising spending fell 15.2 percent from 2008 to 2009, but rebounded in 2010 with ad spending decreasing only a slight 0.5 percent from the year before (Elliott, 2010). However, a 2010 report by PricewaterhouseCoopers forecasts that advertising spending will begin to increase in 2011, with forecasted increases through 2014. As more businesses resume advertising efforts, it is important for them to understand how to get the most media bang for their buck. A difficult recession has increased the need for understanding perceptions of advertising as businesses increase efficiency in how they spend their advertising dollar. While media spend will increase in the next five years, it will also shift in an unprecedented way. Projected global advertising spending for cinema, outdoor, Internet, and television are expected to rise, while ad spending on radio, magazines, and newspapers are expected to decrease (Steel, 2010). Converged devices, such as smart phones and iPads, will fuel growth in spending on mobile Internet access subscriptions. However, research and statistics of Internet, television, and print advertising are conflicting and sometimes confusing for advertisers to decipher.

The power of television advertising has been in much debate in recent years, due to the changing nature of television watching. U.S. homes receive an average of 118.6 channels, 25 to

30 percent of households are using devices to record programs allowing them to fast-forward through commercials, and those with Internet access have the option of watching select television programming online, usually with fewer commercials (Nielsen Media, 2008; Rubinson, 2009). However, television currently boasts a 98.9 percent penetration rate for U.S. homes (Nielsen Media, 2010). Television is able to reach more people than any other mass media; therefore it is debatable whether television advertising budgets should be cut.

According to the 2009 IPSOS Mendelsohn Affluent Survey, magazine readership among the affluent decreased 16 percent in 2009 as 12 percent of those former readers spent more time online (Neff, 2010). Magazine readership has been decreasing modestly over the past few years, however, 2010 marks the first double-digit decline. In response to declining readership, magazines are adapting. Many magazines are moving online as the Internet has showed promise of growth (Elliott, 2010).

Many studies have lent credibility to the profitability that crossing media can provide to advertisers. Cross-media campaigns involve the use of various media formats (for example, Internet, television, and print) to promote the same or similar messages. Cross-media campaigns allow consumers to be exposed to the same message in a variety of settings, decreasing the boredom and desensitization that may occur from frequent exposure (Havlena et al., 2007). As consumers are exposed to an increasing number of messages, they are getting better at tuning out nonrelevant messaging (Havlena et al., 2007). Cross-media campaigns can reduce the perception of ad clutter, which can also cause one to tune out advertising messages (Ha & Litman, 1997). In addition, cross-media campaigns target consumers at different points of the day, including times when they may be more apt to pay attention to a message. For example, while searching online at work, an individual may pay more attention to ads than while watching TV at home.

Research on cross-media, as well as TV, Internet, and print advertising is conflicting. In addition, industry experts and media buyers do not agree on what is best for advertisers. Rubinson (2009), Heath (2009), and Nordhielm (2002) found that television advertising generated awareness and influenced purchase intent. Advertising agencies and search-engine optimization firms rely on measurements such as click-through rates to determine how much they will charge for advertising, while other researchers, such as Fulgoni and Morn (2009) have found that click-through rates are inaccurate in determining a banner ad's impact (Fain & Pederson, 2006). Shij and Piron (2002) found that researchers perceive television as being most effective at building brand awareness and facilitating purchases. However, Hansen, Olsen, and Lundsteen (2006) found print was more effective than television at facilitating purchases.

In addition, advertisers face confusion about how to advertise and promote a message as they misunderstand how media outlets differ and how these differences might affect how their message is distributed and perceived. This might be particularly so with new media. Shij and Piron (2002) state that:

Many large advertisers are not ready to embrace the online medium totally as they may want to examine how online marketing can complement other media and identify agencies which can provide such an integrated campaign (p. 382).

This confusion also applies to old, existing media as new media has changed how consumers watch television and read magazines. The current study will be valuable in providing further clarification and insight into attitudes and beliefs toward Internet, television, and print advertising.



## **Chapter II: Literature Review**

### **Attitudes and Beliefs toward Advertising**

Research on attitudes and beliefs holds an important place in advertising research for both academics and advertisers. Many successful advertising campaigns are designed to invoke certain feelings and emotions to help consumers relate to the advertisement and eventually buy the advertised product. The “Priceless” MasterCard campaign is one of many examples where advertisers connected a product with the feeling or emotion it can invoke with its use. Previous research has shown how emotion can help lead to successful campaigns, with success defined as a higher market share and greater profits for which an ad campaign is directly responsible (Romaniuk, 2009; Hyeonjin, Reid, & King, 2007; Heath, 2009).

For the purposes of this study, attitudes and beliefs will be defined according to the tenets of social judgment theory (Sherif et al., 1982). Attitudes and beliefs are the opinions participants hold of advertising that fall either within their latitude of acceptance, latitude of rejection, or latitude of noncommitment. This definition is consistent with the method being used to test attitudes and beliefs as there will be some statements about which individuals feel positively, negatively, or no relevance. This definition is also consistent with previous research in social psychology. For example, Triandis (1971) posits that attitudes are recognized as categories of beliefs that can be rank ordered to understand an individual’s perception toward an object.

Fishbein (1967) described attitudes as learned dispositions. Other scholars have elaborated on Fishbein's definition by connecting attitude with behavior. These scholars include Bauer and Greyser (1968), who view a consumer's attitude toward advertising as being the same as their behavior toward advertising. If a consumer will watch TV online to avoid

typical television ads it might be assumed that the consumer holds a negative attitude toward television ads. Otherwise, that consumer would not be avoiding television.

Freeman and Moser (2009), in a study on the attitude toward media practices and choices of physicians, found that physicians needed to use a medium that allowed for greater depth of information as physicians' procedures and practices are sometimes confusing or complicated to consumers. Carefully selecting the best medium requires advertisers to consider what is being advertised, the purpose of the ad, and the type of audience to which the ad will be disseminated. Previous research by Hsu, Yang, and Su (2007) has shown that the more positively a consumer views a medium's advertising, the more likely they are to view positively the brand being advertised.

Hsu et al. (2007) found that demographics play a large part in how advertising is perceived as it influences how often and in what manner a medium is used. In their study, similar demographics congregated in their media use. For example, one cluster of individuals surveyed spent the majority of their time spent with media on television; this cluster was also overwhelmingly young, female, and unmarried, which meant they had sufficient time to spend with the medium. Hsu et al. (2007) found that consumers who had positive views toward television had more time for television; consumers that had more time for the radio had a greater liking toward the radio. Consumers that had little time for neither radio nor television had a more positive attitude toward television.

Hsu et al.'s (2007) study also exemplified how media is used in everyday life and how that can influence perception. Respondents indicated that they listened to the radio more in the morning on during their commute to and from work. However, during the evening, television dominated their media use. The amount of time spent with a medium influences how it will be

perceived as (for example) consumers may perceive television more positively than radio as they use it more often and more actively.

Choice of medium will also depend upon the amount of information conveyed.

Consumers are turned off by advertising that does not provide them with needed information or provides them with too little information to make a purchase or decision about what is being advertised (Ling, Piew, & Chai, 2010). Information in an advertisement is one type of incentive that advertisers can offer to consumers. Varshney (2003) found that recipients reacted positively to advertisements offering information because consumers viewed it as a reward for their time and attention. The amount of information included in an ad also depends upon what is being advertised, the purpose of the ad, and the type of audience to which the ad will be disseminated. Failing to match the medium to the product or service advertised, the ad's purpose, and the audience can result in ineffective advertising. For example, Hsu et al. (2007) propose that marketing managers utilize radio and television as complements to one another depending upon their goals and demographics. Not all consumers value television more than radio even though they may spend more time watching television. Hsu et al. (2007) propose that there is not a one-size-fits-all approach to advertising and that no medium is necessarily better than another—they just accomplish different purposes. Hsu et al. (2007) describe how “in the contemporary business environment, various channels can be utilized to disseminate product- or service-related information” (pg. 166).

In a study on sports advertising, virtual advertisements in sports arenas were shown to have higher credibility despite presenting less information than a television ad (Bennett, Ferreira, Siders, Tsuji, & Cianfrone, 2006). Bennett et al., (2006) believe this may be because consumers view sponsorship as a benevolent undertaking. In addition, virtual ads are a more subtle type of

advertising: Virtual advertisements do not interrupt the flow of a sporting event like television commercials do. Bennett et al. (2006) propose that consumers prefer making choices about what advertising they consume, rather than having advertising forced upon them.

Hsu et al. (2007) found consumers valued advertisements that contained important, relevant information that was entertaining, attractive, or had strong product images. Consumers also appreciated advertising that assisted with memory recall. This finding is consistent with what Ling et al. (2010) found that advertisements need to be credible, trustworthy, informative, relevant, exciting, fun, or contain some element of surprise. These studies propose that these strategies can help improve the attitude and beliefs toward advertising regardless of medium because they make the consumer feel as if they are getting something from the advertiser in exchange for their time, attention, and in some cases, money.

Perhaps advertisers influence attitudes and beliefs not by seeking to change currently held attitudes and beliefs, but by reinforcing the attitudes and beliefs already held by a consumer. Heath, Brandt, and Nairn (2006) found in their study on brand relationships that emotion showed a significant linear relationship with a shift in favorability, while cognition exhibited no relationship to a shift in favorability. This is consistent with Petty and Cacioppo's (1986) research that individuals can be persuaded peripherally by appealing to currently held beliefs and emotions. The consumer does not have to cognitively resolve conflicting information because the information provided falls within their latitude of acceptance, according to social judgment theory (Griffin, 2003).

Previous research by Tan and Chia (2007) showed a relationship between attitudes toward advertising in general and specific advertising (i.e. TV ads) and their perceived effectiveness by consumers. Tan and Chia (2007) found that the more consumers liked

advertising in general, the more they liked advertising in specific media. In addition, the more a consumer used and preferred a certain medium, the more positive they felt toward that medium's advertising (Karson, McCloy, & Bonner, 2006). Karson et al. (2006) explained that as consumers become savvier in using a medium, they adjust their use of the medium's advertising to their benefit. Hsu et al. (2007) found in their study on perceptions of TV and radio advertising that a consumer gains greater appreciation for a medium's advertising as their time and experience with that medium increases. The more time a consumer spends with a medium, the more likely that medium is regarded by a consumer as a credible source and the more likely they are to turn to that medium for information in the future (Hsu et al., 2007).

Specific types of advertising can influence advertising in other media (Tan & Chia, 2007). Tan and Chia's (2007) study showed TV ads had a negative impact on perceived effectiveness of print advertising; perhaps because consumers have different expectations from advertising in different media. Internet users are often goal-oriented when using the medium, and therefore, can become irritated when they feel ads are intruding on their time and impeding upon what they are trying to accomplish online. (Cho & Cheon, 2004). Cho and Cheon (2004) also found that hyperbole, perceived ad clutter, and prior negative experience also predicted Internet ad avoidance.

Emotional content is responsible for building brand relationships that last over a period of time (Heath et al., 2006). Homer (2006) exhibited how consumers often think first of the ad, before thinking of the product or the brand advertising the product. This suggests that consumers are peripherally processing ads, and could be doing so with emotional cues. These emotions originate from attitudes and beliefs and can influence the way a consumer responds to advertising (Mehta, 2000; Sherif et al., 1982). Personal beliefs matter as Hoch and Deighton

(1989) describe. Consumers tend to rely on conclusions that they have drawn from their personal experiences because they often value those experiences above other sources. Consumers who have less experience with a medium are not as likely as consumers experienced with a medium to value its advertising.

### **Attitudes and Beliefs toward Internet Advertisements**

Internet advertising is predicted to grow in terms of ad spending, fueled by multi-function, converged devices (such as smart phones), which promote growth in mobile Internet access subscriptions (Elliott, 2010). The Internet as an advertising medium is attractive to advertisers because of the rapid growth it has experienced. The number of households having access to broadband will continue to increase allowing users to download pages faster (Applegate, 2006). Also, more consumers trust the Internet and are going to the Internet to make purchases as the Internet becomes a more integral part of daily life (Applegate, 2006).

Applegate (2006) found that there are many advantages to the Internet: Each year an additional 75 million people go online worldwide, the Internet is exciting to consumers as many are experiencing it for the first time, and the Internet allows advertisers to change their message as often as needed, among other advantages (Applegate, 2006). The Internet's ability for specific levels of measurement is unprecedented among other advertising media. However, recent research has shown perhaps these levels of measurement are not completely accurate (Cho, 2003; Fulgoni & Morn, 2009).

Banner advertisements comprise the bulk of online advertising (Chandon, Chtourou, & Fortin, 2003). Cho (2003) found that individuals with high product involvement were more likely to click through a banner ad than those with low product involvement. Other peripheral cues will catch the attention of consumers including animation and the size of the ad (Cho, 2003;

Chandon et al., 2003). However, these peripheral cues did not prove a significant indicator of click-through if the consumer felt a higher level of involvement with the advertised product (Cho, 2003).

Fulgoni and Morn (2009) state that click-through rates may not be an accurate measure of the impact of display advertising (display advertising includes banner and interstitial ads).

Not only was there a significant impact within the first week following exposure to an advertisement—low click rates notwithstanding—but past the first week, there was significant lift that would have been overlooked by relying on clicks or by using cookies to track consumer behavior (p. 136).

In Fulgoni and Morn's (2009) study, lift peaked in the first week of exposure and then steadily declined as the weeks progressed. Consumers were more likely to visit a competitor's website during the initial exposure to display advertising. Fulgoni and Morn (2009) suspect visiting competitor sites was done to comparison shop as site visitation rates increased the most among retail and apparel, finance, and automotive industries.

While Fulgoni and Morn (2009) did not find significant evidence that display advertising leads to purchases, they state that it is important to factor in latent affects of advertising. Consumers are not likely to purchase upon first click of a display advertisement, but exposing them to the product and providing a medium to learn more about the advertisement by clicking through, can lead to a purchase. Online buyer penetration lift rated at an average of 42.1 percent, while offline buyer penetration lift was at 10.1 percent (Fulgoni & Morn, 2009).

The Internet is unique in that it is interactive. Chandon et al. (2003) state that the interactivity of the Internet will change the way advertising is designed and implemented, as well as consumers' opinions and attitudes. Interactive advertising allows information to be processed

actively, rather than passively. Bezjian-Avery et al. (1998) performed one of the earlier studies on new media interactive advertising (the Internet) in terms of consumer message and advertisement processing. This study focused on the impact interactivity has on Internet advertising. Bezjian-Avery et al.'s (1998) study found users spent less time viewing advertisements in interactive systems. Bezjian-Avery et al. (1998) found consumers spent less time viewing and processing Internet advertisements because of the control the Internet afforded web browsers.

Based off of the aforementioned research, the researcher defines Internet advertising as a combination of unsolicited display advertisements and video or interactive ads. Unsolicited display advertisements include interstitial ads (Fulgoni & Morn, 2009) and banner ads (Cho, 2003), as these advertisements are not specifically and actively sought out by consumers. Display and interactive ads have shown in previous research to be the most predominant ads targeting consumers on the Internet today (Fulgoni & Morn, 2009; Cho, 2003). Unsolicited video advertisements were included as they are similar in nature to television advertisements and thus provide a point of comparison for survey participants. Sponsored-search ads were not included in the definition of Internet advertisements as they are often solicited for information (Fain & Pederson, 2006).

### **Attitudes and Beliefs toward Television Advertisements**

Television advertising is also predicted to grow in terms of ad spending (Elliott, 2010). Heath (2009) defends the capabilities of television advertising in stating that TV's influence might be increasing. Heath's (2009) study looked at the cognitive involvement consumers engage in while viewing television advertising versus print advertising. Consumers used less cognitive energy to process television ads than print ads; however, television appears to be an excellent



brand builder (Heath, 2009). Heath (2009) describes how individuals were very goal-oriented in viewing print advertising, as they only looked at those pages which interested them the most. In television, consumers were more likely to view in a passive manner (Heath, 2009). Through peripheral processing, consumers were exposed to messages they may not have chosen to view, but watched anyway because they were inertly exposed. This study shows how television may be a good medium for those wishing to target a demographic that has not shown previous interest in their product or service.

Although television advertising engages viewers at a low level, previous research has indicated its impact can last for long periods of time. Hu, Lodish, and Krieger (2007) found that if TV advertising proves effective in the short term, its impact will double over the next two years. However, if TV advertising does not prove effective in the first year, it will not have any long-term impact. Dertouzos and Garber (2006), in a cross-media study for the U.S. Army, found spending on television advertising increased the number of high-quality enlistments during the month in which the ad ran. Evidence of long-term influence in the same study suggested TV ads might lead potential recruits to initiate the process of enlisting in the army (Dertouzos & Garber 2006).

Perhaps part of the reason for TV advertising's pervasiveness is the frequency with which consumers view TV advertisements. Nordhielm (2002) found judgments toward TV advertising were least favorable at no exposure, moderately favorable at three exposures, most favorable at 10 exposures, and then declined after 25 exposures. This pattern repeated itself whether advertising was processed centrally or peripherally; however, when advertising was processed peripherally, consumers viewed the ad more frequently before seeing a declining effect (Nordhielm, 2002). Havlena et al. (2007) also found that TV advertising had a positive effect

until reaching a certain point of frequency viewed, at which point effectiveness of the ad leveled off.

Havlena et al. (2007) also found that purchase intent leveled off when the viewing of a television ad reached a certain frequency. Robinson (2009) states that “over the past 15 years, TV has not declined in its effectiveness at generating sales lift and appears to be more effective than either online or print at generating brand awareness and recognition” (p. 21). Robinson's (2009) study found that in a comparison of four-year time periods (1990-94, 1995-99, and 2000-02), lift increased from an index of 71 to an index of close to 140. Robinson's (2009) study exemplifies how TV advertising can generate familiarity and purchase intent for a product or service.

TV advertising is defined as any ad that contains both audio and visual elements that is viewed over a television set through satellite, cable, or digital transmission. Television advertising does not include ads viewed while watching a television program via the Internet on a computer or on a TV receiving video transmission through a computer or through an Internet connection. This is because video advertising during television programs broadcast via the Internet are different than video advertising broadcast over a satellite, cable, or digital transmission. Video advertising on the Internet is usually shorter (10, 15, or 30 second spots), with fewer commercials and fewer commercial breaks, and sometimes include the option for consumers to choose their commercial as well as when they will view it. However, video advertising via traditional broadcast methods usually include commercials that are longer, more frequent, and fixed in their positioning to a television program.

**Attitudes and Beliefs toward Magazine Advertisements**

Ad spending in print magazines is expected to decrease (Elliott, 2010). While circulation revenue is expected to significantly decline, it is expected that magazines will gain subscription revenue from editions distributed through the Internet (Elliott, 2010). Magazines were chosen to represent print media because of the relationship between magazines and the Internet. The Internet helps to fuel magazine subscription growth, but also aids in its decline (Elliott, 2010). Most other forms of print media are minor in their distribution, except for newspapers. However, the rate of decline of advertising revenue as well as number of nononline subscribers is declining so rapidly among newspapers that they were not considered a viable option for a variable. PricewaterhouseCoopers stated in their annual advertising forecast for 2010 that by 2014, newspapers will bring in \$31.9 billion in ad revenue compared to the \$36.7 billion newspapers collected in 2009. By comparison, in 2005, newspaper ad revenue was about \$60 billion (Elliott, 2010). Previous research has indicated the age group under review (18-34) does not favor reading newspapers (Armstrong & Collins, 2009).

While hard copy magazine advertising may be on the decline, it still has merit in attracting consumers to other forms of media, such as a website. Kanso and Nelson (2004) discuss how print media can help new media in that consumers are often first exposed to offline media, which will prompt them to visit a website. Print media also provides a record of the web address easily referenced, which may make it easier for consumers to remember and to spell the correct web address, rather than if an ad to visit a website had been showed via TV or radio (Kanso & Nelson, 2004).

Kanso and Nelson (2004) also found that perhaps print advertising is not being used properly by advertisers. They found that two-thirds of the advertisers studied included a URL in

their advertisement, but few ads actually actively promoted the site, and many other advertisements listed the URL in small print, not readily apparent to consumers. Kanso and Nelson (2004) propose that advertisers consider the synergistic effects of combining print and online advertising as print can be used effectively to promote information unable to fit on a print advertisement.

In a study of six major U.S. magazines, Kanso, LeBlanc, and Nelson (2005) analyzed the integration between websites and print advertisements. Their study exposed a lack of connection between print and online advertisements, which they blame on advertisers' application of traditional methods and strategies of advertising to new media. Advertisers may mistakenly be looking at advertising media outlets as separate from one another that produce different results. Kanso et al. (2005) proposes that print advertising be used as a teaser for a website, which can provide more information on the company, the product, pricing, and a variety of other topics. The aforementioned research shows how print advertising still has relevance, but its current use is being threatened by new media. The need for a better understanding of print advertising's place among other advertising outlets lends justification for its inclusion as a variable in the current study. Print advertising is defined as an ad printed in a regularly published publication sold either individually or at a subscription rate containing a variety of articles that targets a specific market (Kanso et al., 2005).

### **Theoretical Framework**

Petty and Cacioppo's (1986) elaboration likelihood model emphasizes the thoughts and ideas that occur to individuals as they process persuasive communication and has been instrumental in stimulating increased understanding and further research in persuasion as it pertains to sources, messages, and receivers (Booth-Butterfield & Welbourne, 2002). This theory

provides a framework for understanding how different processes variables (for example, Internet, print, or TV ads) impact attitudes (Booth-Butterfield & Melbourne, 2002). ELM looks at persuasion from a process-oriented approach rather than a variable-oriented approach typical in scientific theories (Booth-Butterfield & Welbourne, 2002). This is fitting given the nature of the current study contains both quantitative and qualitative aspects.

ELM describes how messages are processed along one of two routes: the peripheral route or the central route (Griffin, 2003). Petty and Cacioppo (1986) stress, however, that the central route and peripheral route are not mutually exclusive; rather, they are poles on a cognitive processing continuum. This continuum shows the degree of mental effort an individual exerts when evaluating a message (Griffin, 2003). In addition, a single topic can be processed both peripherally and centrally simultaneously as a persuasion variable (for example: authority) can serve as both a peripheral cue and a motivator for further elaboration (Booth-Butterfield & Melbourne, 2002).

How a message is processed depends upon the decoder and the mental effort they are willing to exert and the message itself. Individuals must be motivated, able, and have the need to exert the cognitive effort necessary for central processing. Relevancy also is a factor in determining whether one will process peripherally or centrally. For example, if an individual has high ego involvement in an issue or topic, they will be more likely to process that message centrally than peripherally. They are willing to exert the mental effort necessary to centrally process a message because they feel it is relevant.

Central route processing produces long-term beliefs and is more resistant to counter persuasion than peripheral processing. Central route processing is also more predictive of future behavior than those attitudes formed through peripheral processing (Baldwin, Perry, & Moffitt,

2003; Booth-Butterfield & Melbourne, 2002). Baldwin et al. (2003) also posit that central processing requires certain decoder characteristics—if motivation and ability are high, elaboration (or generating one's own thoughts in response to the information exposed) will occur (Booth-Butterfield & Melbourne, 2002). Motivational factors include: personal relevance, accountability, anticipated interaction regarding the issue, message reception, time pressures, and message complexity (Booth-Butterfield & Melbourne, 2002).

Building upon Petty and Cacioppo's work, Cialdini (2008) found six cues that can trigger peripheral processing. These include: reciprocation (doing one a favor, eliciting a feeling of debt, which must be repaid); consistency (how something has always been done); social proof (everyone does it); liking (you like me, therefore, like my idea); authority (because someone in a position of power said so); and scarcity (something desirable will quickly be gone). While it is much easier to process a message peripherally; and therefore, much easier to get individuals to process a message peripherally, it does not lead to long-term change in beliefs and attitudes (Baldwin et al., 2003).

Heath (2009) used ELM to frame his study on TV's emotional engagement. Heath (2009) found that TV engagement can be based more upon an emotional construct than a rational construct. He explains how many TV programs (and their advertisements) are viewed through peripherally in explaining how “feelings are much more important and influential than we think they are and... are processed much more quickly than thoughts” (p. 65). Based upon Heath's research and the nature of the study, it is viable to use ELM to guide the current study as the theory's tenets lend themselves toward explaining the results emerging from the data. Although the current study quantifies attitudes and beliefs, which are tested in conditions more like those typically used in empirical studies, the nature of the study leans more toward interpretive inquiry.

A Q sort is not able to be generalized across populations given the small sample size. In addition, the current study utilizes qualitative interviewing techniques to provide a more persistent observation than is typically utilized in quantitative studies. These observations are necessary to describe in detail why participants hold the attitudes and beliefs they do towards advertising and how those feelings and attitudes are linked to purchasing behavior (Lincoln & Guba, 1985). Therefore, the theoretical framework for this study provides more of an explanation of results than an actual test of current theory and practice.

Based upon previous research discussed as well as principles from the elaboration likelihood model, the following research questions will guide the current study:

**RQ1:** What are participants' attitudes and beliefs toward Internet, television, and print advertising?

**RQ2:** What common attitudes and beliefs emerged from participants toward Internet, television, and print advertising?

**RQ3:** How do participants' attitudes and beliefs toward Internet, television, and print advertising influence purchasing behavior?

**RQ4:** How might the tenets of the elaboration likelihood model describe how participants processed advertising messages?

### **Chapter III: Methodology**

The current study utilizes Q Methodology, a unique survey method introduced in 1935 by William Stephenson, a physicist and psychologist, to measure attitudes and beliefs (Brown, 1980). Stephenson also studied under Charles Spearman, a preeminent scholar of factor analysis, upon which Q Methodology heavily relies (Brown, 1980). Q Methodology has been used in a variety of sectors ranging from clinical medicinal studies to examining what people think about a topic. Its versatility as a method makes it applicable to a variety of fields and allows the researcher flexibility in forming areas of subjectivity, or the specific items measuring the topic under review. In a Q sort, subjects sort items (stimuli, which can be in the form of symbols, pictures, ads, or statements) according to what is most like they believe and what is least like they believe. These items represent the area of subjectivity, referred to as a concourse, which provides the material to represent the various views in the concourse (Stephenson, 1953). Stephenson (1953) states that the cognitive work of categorizing ads based on a set of criteria by participants constitutes a psychological event, an event capable of being measured systematically. One of the strengths of a Q sort is that the investigator does not impose responses on participants, as can happen in surveys and questionnaires. Q Methodology has been little used in advertising research, but is valuable to the field of advertising because it provides meaningful insight into how consumers think and feel.

A series of 48 statements were constructed to represent the area of subjectivity (see Appendix A). Statements were adapted to fit each medium under review. The wording of the statements was varied so as to keep the attention of the participant and to ensure participants were not just marking responses. Internet, television, and print media each received an equal



number of statements (16), with half written to be negative in nature and the other half designed to be positive in tone. The statements representing the concourse are listed in Appendix A.

Phase I of the study consisted of the Q sort. Participants were instructed to separate a series of 48 statements into two piles: One pile representing what statements were most like they believe and a second pile representing what statements were least like they believe. Participants were then asked to find the two statements that most represent their attitudes and beliefs and the two statements that least represent their attitudes and beliefs from the two piles. They were then asked to rank the remaining statements on a continuum, or normal distribution, according to the same criteria. Items ranked in the middle of the continuum were items for which participants have no strong feelings.

Phase II of the study consisted of a short interview administered after participants ranked statements. This qualitative information provided additional insight into how individuals perceive certain types of advertising (see Appendix B for questions). Qualitative interviewing provides the most suitable companion for a Q sort as it requires a greater expression of the interviewer's self, which will help involve participants and allow the researcher to uncover important insights into why participants chose the statements they feel most strongly against or toward (Gabrium & Holstein, 2001). Gabrium and Holstein (2001) describe how in-depth interviews allow for the discovery of deeper meaning and insight than what might be achieved alone through a survey, a content analysis, or another form of qualitative and quantitative research. Qualitative interviewing provides insight beyond the quantitative results, which is necessary for an accurate description of the quantitative responses.

Each survey lasted from 20-45 minutes. Once the rankings were documented, the collected data was entered into a Q Method computer software program that factor analyzes the

data and provides factors or patterns of perceptions for interpretation. The responses to the follow-up questions were gathered and sorted by factor and reviewed by the researcher for emerging themes. After analyzing the qualitative data for emerging themes, the researcher chose statements that best represented the factor from both phases of the research process.

### **Data Calculation**

Data was tabulated using the PQMethod software program to determine the number of factors which best represented the patterns of subjectivity. The PQMethod program calculates the data by finding the correlation matrix of all the collected Q sorts. The correlation matrix represents the level of agreement and disagreement between the individual sorts, or the degree of similarity and dissimilarity in points of view between the data sets (Exel & Graaf, 2005). The correlation matrix was then factor analyzed to identify the number of natural groupings of the data, or to find mutually exclusive groups that can be analyzed and described (Exel & Graaf, 2005). Participants who share views also share the same factor. The number of factors in the final set depends upon the variability among participants' views and opinions. Previous Q Method scholars, including Brown (1980) recommended taking along seven factors in order to preserve as much of the variance as possible.

Spearheaded by Charles Spearman, factor analysis describes variability among participants. Stephen (1985) states that factor analyses are not the only way to analyze Q sort data, but for the purposes of this study it will be used to group individuals who have similar beliefs and attitudes toward the media under review. Factor analysis helps to break down the data into parsimonious pieces capable of being reviewed by the researcher for meaningful insights. It allows for the comparison of grouped survey participants so as to more accurately portray the differing viewpoints stemming from survey participants.

After factor analysis, the factors were then rotated, either objectively according to a statistical principle, or subjectively according to the discretion of the researcher (Brown, 1980). The current study rotated factors subjectively, based on the qualitative follow up statements, in addition to the judgment of the researcher. Rotation allows participants' opinions to be examined from different angles, and according to Exel and Graff (2005) “does not affect the consistency in sentiment throughout individual Q sorts or the relationships between Q sorts, it only shifts the perspective from which they are observed” (p. 9). After rotating the factors, each group comprised of participants' viewpoints highly correlate with one another and do not correlate with other groups.

Once the factors were determined, the researcher compared the significant positive and negative Z-scores for the statements that accompanied each factor. Statements with a Z-score greater than  $\pm 1.0$  were considered to be significantly “most like I believe and “least like I believe” statements for each factor, respectively.

To determine which statements were significantly different in each grouping, the researcher used factor Q sort values. A factor Q sort value averages the rank scores that participants on a particular factor provide for a particular statement. Factor Q sort values ranged from  $\pm 1$  to  $\pm 4$  for each statement on each factor. Factor Q sort values that differed by  $\pm 3$  for each statement on each factor were considered to be significantly different.

The results which follow are comprised of the Z-scores calculated, the factor Q sort values provided by the participants in the study, and responses to follow up questions about why participants held certain opinions and how advertising influences their purchasing behavior.

## **Chapter IV: Results**

Participants included 24 females and 23 males (47 total participants) between the ages of 18 and 34. The current study used a convenience sample of 24 females and 23 males between the ages of 18 and 34 because this demographic is a highly sought after group by advertisers, partly because of their high consumption of media, according to a quantitative analysis by Greystone Communications, a marketing consulting firm. In this study, 18 to 34 year olds were found to use different types of media more often, stating, “This group seems to have an extensive capacity for media usage” (Greenspan, 2004).

The 18 to 34 year old demographic was used because of convenience, but also because of the opportunity this demographic represents to advertisers. The 18 to 34 year old demographic is a \$200 billion dollar market (Sun, 2006). Seventeen million college students make high-impact purchasing decisions and their discretionary incoming is only increasing with age (Floren, 2006). In addition to their current and potential spending power, Millennials are everywhere but nowhere in the media. They are consuming more media in more varied ways than previous generations making them more susceptible to messaging (Petrusa, 2011).

The results of the Q sort generated three distinct factors of people with regards to their perceptions of advertising. Rank statement totals for each factor are included in Appendix C. Each factor contained individuals similar in belief and opinion. While there are many differences, some commonalities existed between the factors and will be discussed later in the results section.

### **Factor One**

Twenty-one individuals were represented by nine significantly positive statements and 12 significantly negative statements (see Table 1). These individuals were labeled the “Avoiders”

because they devise strategies to reduce contact with advertising. Avoiders indicated that they skip through ads while viewing on their DVR or TiVo, or they leave the room or turn to another task during television commercials. Avoiders are not reading magazines and if they did, they indicated they would not remember the ads they had seen. They believe Internet advertising is nonpersuasive clutter that gets in their way while online. Avoiders will tune out advertising regardless of medium and will use media for different functions to avoid advertising on other media.

Table 1

*Normalized Factor Scores for Factor One*

Statement #	Statement	Z Score
27	I often skip through ads when viewing on my DVR or TiVo	1.514X
26	I often leave the room, or turn to another task during TV ads	1.508
21	TV ads that use tactics such as humor are good at getting my attention	1.362
14	Internet ads get in my way when I'm online	1.354
30	I often mute the TV during commercial breaks	1.335X
31	I will watch TV programs online to avoid the commercial breaks with typical TV viewing	1.309X
28	I find TV ads to be annoying and/or intrusive	1.297X
46	I usually quickly flip past magazine ads	1.056X
10	I consider Internet ads on the Internet to be clutter the web could do without	1.009
33	Ads in magazines grab my attention	-1.007X
2	Internet ads inform me of information I believe to be useful or helpful	-1.083
19	TV ads are interesting to me because they provide me with information I need to make a decision about purchasing a product or service	-1.112
25	I would buy a product or service I see portrayed in my favorite TV program	-1.217X
8	Internet ads help me save time	-1.275
36	By reading magazine ads, I find information that is useful to me	-1.298X
34	I remember ads I see in magazines	-1.337X
1	I find Internet ads to be persuasive	-1.337
5	I trust the information I read in Internet ads to be the truth	-1.494
40	I buy products/services I see advertised in magazine ads	-1.626X
7	I click through banner ads to learn more	-1.780
35	I read magazine ads	-1.947X

"X" indicates significant difference from other two factors based on factor Q sort values. A full

list of distinguishing statements is included in Appendix E.

Perhaps Avoiders are skipping through ads on their DVR, watching online or leaving the room and muting the television when commercials air because they find television ads annoying and/or intrusive. This attitude is indicated in their choice of the statement: “I find TV ads to be annoying and/or intrusive” and in their follow-up responses. One 25-year-old male said, “When I watch TV, I don't want to watch it for ads. When I want to watch my game, I want to watch my game.” Another Avoider, a 26-year-old female said she “always mutes the commercials because the commercial breaks are always louder (in volume) than the show you're watching. Usually I chat with my friends during commercial breaks. I mostly watch TV online.” A 23-year-old male said, “I hate TV ads, I think they're intrusive and disgusting. But, I always remember ads that get my attention using humor.”

Humor is one way advertising can break through to an Avoider. Avoiders indicated that, “TV ads that use humor are good at getting my attention” (Z-score of 1.362). This was represented in many of the follow-up comments. One 26-year-old male said, “I like funny ads and I think they're more effective at getting my attention.” A 21-year-old female indicated the only ads she remembers are the funny ones.

Avoiders are skeptical of Internet ads. They find them intrusive and useless and believe they are untrustworthy clutter. A 30-year-old female said, “I distrust Internet ads because there's just so much out there, so many scams. If it's not a reputable name already I wouldn't consider it. There are a lot of poorly designed ads on the Internet, they just add to the visual noise of the Internet.” A 19-year-old female said, “I really hate Internet ads, I don't believe a word of ads on the Internet. TV ads you have to pay for so I trust those more.”

Avoiders are also annoyed by advertising in print form, which is less forced than that on the Internet and television as it is easier for consumers to control what they see. Avoiders

indicated that they quickly flip past magazine ads, which they don't remember or even read, and that magazine ads fail to provide them with information they find useful. Most Avoiders said they do not read magazines because they don't believe they are worth the time and money required, however, there are many other reasons why they won't pick up the latest issue. The following statements lend further insight into these reasons:

- “I've learned about alterations (in magazine ad photography) and how often it's done in every single ad. I find it offensive. I actually stopped buying magazines for that reason.” —26-year-old female
- “Magazines are 50 percent or more advertising and I hate that. I want a fishing magazine that's about fishing and not ads about fishing.” —26-year-old male
- “I don't read magazines. If I do, I just flip to the stuff I want to read.” —19-year-old female

**Purchasing behavior.** The challenge of advertising to Avoiders is that they are the least likely out of the three factors to make a purchase based off an advertisement—not only because they are not seeing the ads, but also because they have a negative perception of an ad and its usefulness. Avoiders believe television fails to provide them with information to help them make a purchase. Avoiders also said product placement would not persuade them to purchase. These beliefs are further clarified in the following statements:

- “I don't really use advertising as a tool to figure out if I want to purchase something. I usually base it on need and price.” —30-year-old female
- “I don't think magazine ads influence me because the magazines I read already represent my behavior anyway. I'm already buying the products that are shown in the ads.” —20-year-old female



- “I’m not an Internet shopper because I don’t trust it. I just want to see what I’m getting. I’d rather be able to touch it than [just see] the picture. I don’t trust the online portrayal of the product I want to buy.” —24-year-old female

Avoiders are not completely lost to advertisers. To appeal to these individuals, advertising needs to have emotional appeal as advertising seems to turn off an Avoider. As one 20-year-old female put it, “The ads that are humorous work the best on me, or ads that are emotional.” Emotional appeals help Avoiders perceive advertising as less solicitous by helping them focus on the message rather than the fact that they are being advertised to.

### **Factor Two**

The second factor, labeled the Traditionalists, was comprised of 21 individuals represented by nine significantly positive statements and nine significantly negative statements (see Table 2). Traditionalists prefer ads on TV and in print over Internet ads but are skeptical toward new media advertising. They believe Internet ads get in their way and that Internet advertising takes up their time. Likewise, Traditionalists do not think Internet ads are an effective, persuasive way to share a message and they do not click through Internet ads to learn more about what is being advertised.

Table 2

*Normalized Factor Scores for Factor Two*

Statement #	Statement	Z Score
21	TV ads that use tactics such as humor are good at getting my attention	2.054X
14	Internet ads get in my way while I'm online	1.777X
12	I prefer ads on TV and in print over Internet ads	1.745X
23	I remember ads I've seen multiple times on TV	1.585
37	I like magazine ads that use photos, graphics, or color to get my attention	1.465X
39	The photos in magazine ads grab my interest toward what's being advertised	1.392X
26	I often leave the room, or turn to another task during TV ads	1.181
24	I recognize products advertised on TV in stores	1.076
35	I read magazine ads	1.035X
43	Magazine ads are distracting me when I am reading a magazine	-1.140X
6	I believe Internet ads are an effective way to share a message	-1.345X
1	I find Internet ads to be persuasive	-1.375
3	Internet ads are effective at getting my attention	-1.396X
2	Internet ads inform me of information I believe to be useful or helpful	-1.423
5	I trust the information I read in Internet ads to be the truth	-1.472
42	I don't read magazines in print form, therefore, I don't see the advertisements	-1.572X
8	Internet ads help me save time	-1.664
7	I click through banner ads to learn more about what's being advertised	-1.702

"X" indicates significant difference from other two factors based on factor Q sort values. A full

list of distinguishing statements is included in Appendix F.

Traditionalists are receptive toward television advertising. Traditionalists agree that TV ads that use humor are good at getting their attention. They remember ads they have seen multiple times on TV and they recognize products advertised via TV. Traditionalists did indicate that they will leave the room or turn to another task during TV commercials; however, they are generally favorable toward the medium. “I can be sold on products a lot easier (on TV). I know I’m going to see commercials when I sit down to watch TV,” said a 22-year-old male.

Traditionalists like to know what to expect from advertising. They are not averse to advertising being included in their favorite media so long as it has a specific place and time. “Ads in TV and print are better because you’re focused on that one ad, whereas on the Internet there are so many things to focus on one web page,” indicated one respondent, a 22-year-old male. “They have dedicated space and designated times for ads on TV and in print.”

Traditionalists also are receptive toward magazine advertising. They read magazine ads and like ads that use photos, graphics, and color as those cues grab their attention. While magazine ads may grab their attention, Traditionalists indicated they do not feel magazine ads are distracting to whatever goal they may have while reading a magazine, whether that reading is done for diversion purposes or directed information seeking. Sometimes incentives are included in magazine ads such as coupons or samples. These incentives, in addition to the fact that Traditionalists find magazine ads interesting, lead to a more favorable view of magazine advertising. The following statements represent the perceptions Traditionalists have toward magazine advertising:

- “Coupons in a magazine will hook my attention because I love coupons. They definitely give me an incentive to buy what’s advertised.” —34-year-old female

- “(Magazine ads) are definitely more interesting than Internet ads because print ads are higher quality, but not as intrusive.” —30-year-old female
- “Magazine ads do increase my interest because I’m a savvy shopper and I like the coupons. I do read magazines in print form and I subscribe to them.” —24-year-old female
- “I do enjoy reading magazines and part of that is I love looking at the ads. Magazine ads are some of the more interesting ads.” —31-year-old male
- “Magazine ads aren’t really distracting, but if it caught my attention I would look at it and think about it. I read magazines in print form a lot so it would probably have the most effect in persuading me to buy a product.” —28-year-old female

Traditionalists are not as receptive to Internet advertising as they are to television and print advertising. “If it’s on the Internet, it loses credibility, because anyone can sell something on the Internet,” said a 19-year-old female. Perhaps the low cost of advertising that drives some organizations to advertise online could be turning potential customers away. The aforementioned 19 year old indicated that she trusted television and magazines more because advertisers had to pay a significant amount of money in order to advertise on that medium. A 22-year-old female echoed this same sentiment toward magazine advertising: “Magazine ads are more effective for me just because I prefer to have something you can hold in your hand. If someone paid to have it printed it’s more worth paying attention to.”

“I think the Internet isn’t very reliable so often I view the ads on there as more of a gimmick. I don’t think advertising on the Internet is the best option because it seems to be a scam. I think magazines and TV are a better way to get a message out,” a 20-year-old female responded. Another reason Traditionalists distrust Internet advertising is because they perceive it

as a scam. They fear viruses or solicitation of unwanted products or services if they utilize Internet advertising. This is reflected in the following remark from a 27-year-old female: “I don't believe Internet ads are true, they're usually just trying to get you signed up to buy stuff without giving me info.”

The distrust Traditionalists feel toward Internet advertising may reside in the negative emotion Internet ads invoke in them. Traditionalists believe Internet ads get in their way while they are online. Perhaps Traditionalists find Internet advertising impedes them from accomplishing their purpose of being on the web. Negative emotion ranges from annoyance to hatred as indicated in the following statements:

- “I think Internet ads are just distracting and annoying, especially the animated ones that expand (across the screen). That makes me distrust information that (the ad) is telling me.” —24-year-old female
- “I hate ads online. If I go to a website and they have ads I completely disregard the ads, sometimes I even miss the content I'm actually looking at on the website.” —31-year-old male

“Internet ads aren't interactive enough. On TV, they're more likely to be interactive. They give me the info I need to decide if I will trust (the ad) and if I'm going to buy the product. I feel like I can learn more about the product through TV than any other media,” said a 27-year-old female. Traditionalists may be tuning out Internet advertising because they perceive the ads as being irrelevant. Traditionalists do not find Internet ads contain helpful or useful info, they are not effective at gaining their attention, and they do not believe they are an effective way to share a message. This irrelevance may come from consumers becoming so used to the medium and its ads: “I've grown immune to Internet ads...I'm on the Internet a lot. Maybe it's the way they're

presented? I think it's probably because of the way they're presented,” responded a 22-year-old male.

**Purchasing behavior.** Many Traditionalists indicated in their interviews that they would buy products based off of TV and magazine advertising, but are reluctant to buy products from Internet ads because of the lack of trust with which they view Internet ads. “I wouldn't be persuaded to buy something through an Internet ad because you see so many ads. It's so cluttered and lacks credibility, so it's hard for me to trust that info,” responded a 27-year-old female. Traditionalists chose the statement, “I recognize products advertised on TV in stores” (Z-score of 1.076). This shows that Traditionalists are connecting what they see in advertising with products available for purchase. The influence of magazines and television on purchasing behavior is reflected in the following statements:

- “I read magazines in print a lot so it would probably have the most effect in persuading me to buy a product.” —28-year-old female
- “TV ads that are humorous are more persuasive because I'll remember them and talk about them and I'll respect them. I think the humorous ads are of high quality,” —23-year-old male
- “(With TV) I know I can be sold for products a lot easier, they're not as annoying (as Internet ads.) I know I'm going to see commercials when I sit down to watch TV.” —22-year-old male
- “Magazine ads do increase my interest because I'm a savvy shopper and I like the coupons. I do read magazines in print form and I subscribe to them.” —24-year-old female

- “TV more than Internet would be more persuasive to buy probably because I distrust the Internet a little bit.” —33-year-old female

Despite the lack of trust Traditionalists have for the Internet, it is not impossible for Internet advertisers to target Traditionalists via the medium. Like the Avoiders, Traditionalists appreciate humorous ads, and relish being able to watch television with fewer commercials online. This sentiment is exemplified in the following from a 24-year-old female, “Typically, I’ll watch the majority of TV online, they still have commercial breaks but they’re a lot shorter. Hulu is smart because they show the same commercials over and over. I’m more likely to pay attention to a commercial and watch it again if it makes me laugh.” Like the latter part of the aforementioned statement suggests, Traditionalists are more likely to remember a commercial if it is humorous because they will seek more viewings via video sharing websites. “I always watch TV online because I don’t like commercials. I feel like it’s a huge waste of time to watch something with ads. I like funny commercials. If I’m going to watch it I want it to be funny. If I’m going to waste my time watching TV I want it to be funny,” responded a 20-year-old female.

Traditionalists become impatient with many Internet advertisers’ intrusive practices. These practices could include, but are not limited to, pop ups that will not fade away until after a specified time period and banner ads with animation that are distracting while a Traditionalist is reading content. Traditionalists like to use media to their advantage, as is exemplified in the finding that most Traditionalists will watch TV online to avoid commercial breaks. The following response from a 27-year-old male is representative of their need for choice: “If I want to buy something I’m going to research it myself, not get info from a banner ad. I don’t want it (a banner ad) to pop up and tell me what to buy.”

**Factor Three**

The six individuals comprising the third factor were represented by 10 significantly positive statements and five significantly negative statements (see Table 3). This group was labeled the Actives because they will consume advertising, remember advertising, and act according to advertising they have consumed. Five out of the 10 significantly positive statements Actives chose dealt with attention or remembering. Internet ads with animation or video are good at grabbing the attention of an Active, as are television ads. They will remember ads that use repetition and they will recognize products that they have seen advertised. Actives are optimistic toward advertising. They view it as a tool to help them understand more about a product and an effective way to share a message. Actives are less distrustful of Internet advertising than their Traditionalist and Avoider counterparts and take in all three types of advertising.



Table 3

*Normalized Factor Scores for Factor Three*

Statement #	Statement	Z Score
4	Internet ads with animation or video do a better job of getting my attention than Internet ads without animation or video	1.740X
18	I remember TV ads that use tactics like repetition within the ad	1.670X
38	The best magazine ads are for products and/or services that I'm interested in	1.598X
23	I remember ads I've seen multiple times on TV	1.464
20	TV ads teach me about products, services, or companies I did not know existed	1.318X
6	I believe Internet ads are an effective way to share a message	1.305X
24	I recognize products advertised on TV in stores	1.237
17	TV ads are effective at getting my attention	1.229X
21	TV ads that use tactics such as humor are good at getting my attention	1.216
14	Internet ads get in my way while I'm online	1.065
35	I read magazine ads	-1.041X
5	I trust the information I read in Internet ads to be the truth	-1.583
13	I have never seen an Internet ad that peaked my interest	-1.805X
31	I will watch TV programs online to avoid the commercial breaks with typical TV viewing	-2.222X
7	I click through banner ads to learn more about what's being advertised	-2.724X

"X" indicates significant difference from other two factors based on factor Q sort values. A full

list of distinguishing statements is included in Appendix G.

What is interesting about the Active factor is that their qualitative responses vary more than the other factors. The Traditionalists and the Avoiders all carried strong underlying themes to what they think and feel toward advertising, but the Actives were less cohesive in their attitudes and beliefs. The main theme to Actives' responses is that they all make active choices to use advertising according to their needs and wants. The following represents the qualitative responses of the Active factor:

- “TV ads are good to get your attention but they don't help me really understand the product. The Internet can give you instant easy access to more information.” —21-year-old male
- “I don't buy things based on price; I buy things based on interest. If I'm already interested in something, I'm going to be interested in the ad.” —28-year-old male
- “Ads that are humorous I will buy their product because I will watch (the ad) over and over at will.” —24-year-old male
- “Advertising might peak my interest to a different brand, but no media would convince me not to buy something, except for if a Progressive (car insurance) commercial ran (on the medium).” —21-year-old male

Actives are the most receptive out of the three factors to Internet ads. While they still cited that they feel Internet ads lack credibility, are intrusive, and that they do not click through banner ads (similar to the Avoiders and Traditionalists) they also indicated that Internet ads can peak their interest, are an effective way to share a message, and will get their attention if they include animation or a video. A 19-year-old male indicated he will sometimes click Internet ads, but he still is wary of their motive: “Something that pops out at me, I think is a fraud. You already have the mindset of 'I don't trust this' with Internet advertising.”

**Purchasing behavior.** Actives are interested in advertising that highlights products they are interested in and might already own. They indicated magazines can help serve this purpose but alluded to a need for more information in their follow-up interviews. Said one 28-year-old male: “Magazine ads might peak my interest in purchasing a product. Magazine ads expose me to products but they never provide me with enough info to purchase. I do my own product review searches, which is hard to do through advertising regardless of medium. I bought my laptop because of user reviews on the Dell website.”

### **Consensus Statements**

What common attitudes and beliefs emerged from participants toward Internet, television, and print advertising? Five statements were found to be “consensus statements” or statements that do not distinguish between any pair of factors. All three factors demonstrated a negative attitude toward Internet advertising. Participants indicated they do not find Internet ads persuasive, nor do they trust what they read in Internet advertisements to be the truth, and they could do without the clutter of the medium's advertising. Product placement on TV was indicated to be somewhat memorable, while coupons in magazines were considered of little value.

Table 4

*Consensus Statements - Do Not Distinguish Between ANY Pair of Factors*

Statement #	Statement	Factor One		Factor Two		Factor Three	
		Z Score	Rank Score	Z Score	Rank Score	Z Score	Rank Score
1X	I find Internet ads to be persuasive	-3	-1.34	-3	-1.37	-3	-0.99
10	I consider Internet ads to be clutter the web could do without	2	1.01	2	0.69	2	0.95
5X	I trust info I read in Internet ads to be the truth	-3	-1.49	-3	-1.47	-3	-1.58
22	I remember products portrayed during actual television programming (not ads)	-1	-0.32	0	0.02	-2	-0.54
45X	Using tactics like coupons does not increase my interest in a magazine ad	-1	-0.49	-2	-0.69	-1	-0.27

All statements are nonsignificant at  $P > .01$ , those flagged with an X are nonsignificant at  $P > .05$ .

One participant, a 25-year-old male Traditionalist explained how his belief that the Internet is cluttered with ads influenced his attitude: “You can't escape Internet ads, I'm already online. If I want to stay online I have to maneuver around the ads so I can't avoid looking at them.” He further explained how he purposively cuts through the clutter: “Because (Internet ads) are so loud and distracting, I've learned to negotiate around the ads.”

The factors held mixed beliefs toward product placement. “If I saw something in a TV show I would be more persuaded to purchase because I feel like they have to be careful about what they include. If someone is using something (in a TV show), I'm more apt to think that products works,” responded a 19-year-old female Avoider. Product placement proved to have value for some because it invokes confidence, perhaps because of the standards required of a television program to include a product or the standards of the person they see using the product is something or someone that they relate to and can trust. This idea is echoed in the following statement from a 20-year-old female Traditionalist: “Endorsements would be more persuasive, if you see people you admire or look up to it would persuade me to buy the product.”

While participants value the endorsement of a chosen celebrity or spokesperson, they do not value coupons offering a direct monetary incentive. Perhaps coupons are not in alignment with their lifestyle as is indicated in the following from a 25-year-old male Avoider: “If you're so cheap that you'll use a coupon, then you shouldn't be buying it. Coupons are a waste of money.” Another reason for the low value placed upon money-saving coupons is because many participants simply do not read magazines; therefore, they are not benefiting from the coupons. In the follow-up interview, 12 participants indicated that they do not read magazines, eight were Avoiders and the remaining four were Traditionalists, no Actives indicated that they completely abstain from reading magazines.

## **Chapter V: Discussion**

Advertising is vital for any business or organization to survive. In today's media, the options for promoting a product or service are more varied than ever before. The current study advocates that Internet advertising may not be as appealing as many advertisers currently believe and that magazines are still a viable option for advertisers. The following discussion will expand upon the answers to the research questions guiding this study by offering an explanation on what the results of this study mean for advertisers. A theoretical-based discussion of the topic will conclude this section.

### **The Avoiders**

It is difficult for advertisers to target Avoiders as they have developed tactics and habits to avoid advertising. Avoiders seem to switch their attention away from a message if it is perceived to be an advertisement. They believe advertising poses no use to them, except to waste their time. Avoiders will use a medium to avoid the advertising in another medium. For example, Avoiders will bypass television commercials by watching TV online. Avoiders have learned to filter through advertising to get to the content they are looking for. This is evident in the following from a 31-year-old male: "I hate ads online. If I go to a website and they have ads I completely disregard the ads, sometimes I even miss the content I'm actually looking at on the website."

Some advertisers (especially Internet advertisers) have resorted to forcing ads upon consumers—this results in a boomerang effect from Avoiders. Advertisers should avoid interstitials, ads that won't click away, or louder TV commercials when targeting an Avoider. Avoiders are offended by intrusive ads, which can lead to a bad perception of the product being advertised in the forced message. Avoiders will go to lengths of buying or downloading products

that allow them to opt out of advertising messages. One Avoider stated that, “I always mute commercials on everything because I don't want to hear it. I have a block on my browser so I don't see ads on anything, any website.” However, this 30-year-old respondent indicated that he “(Likes) funny ads, commercials that are funny I'll still watch them even if they don't relate.” Humor was indicated often by respondents during follow-up interviews as a way in which advertising got their attention.

### **The Traditionalists**

Traditionalists believe the relationship between advertisers and consumers is imbalanced. Traditionalists like to feel that they are getting something out of advertising, such as a positive emotional response or information they find useful. If an ad cannot offer a Traditionalist what they want or expect from advertising, then they would rather not consume advertising. This is evident in how many Traditionalists watch TV programs online for the express purpose of avoiding ads on television. Another strategy Traditionalists use is to record television shows on a DVR and then begin watching 15 minutes after the program has started to allow for enough time to lapse so that they are able to fast forward through commercials throughout the program. “I don't like ads and it's faster to watch my show with DVR,” responded a 30-year-old male. “I will skip through the commercials because I have a DVR. Why would you watch the ads if you don't have to?” said another participant, a 22-year-old female.

Magazines are not obsolete for Traditionalists. This is probably because magazines offer Traditionalists something back in return for their time and attention. Traditionalists feel like magazine ads have something to offer them in the form of interesting advertisements as is evident in their choice of the statements “I like magazine ads that use photos, graphics, or color to get my attention” and “The photos in magazine ads grab my interest toward what's being

advertised.” What is important for magazine advertisers to realize is that if the ad is found to be interesting, then the Traditionalist will spend more time looking at and analyzing the ad, which could lead to better product recall leading to more purchases. However, advertisers must be willing to exert the effort required to make interesting ads. Traditionalists are appealed to by advertising that poses value to them. Advertising that is perceived as being of low quality will be tuned out by Traditionalists.

Traditionalists perceive Internet advertising as being of poor quality. Traditionalists feel Internet advertising lacks credibility, is cluttered, irrelevant, and intrusive. Internet advertising must be designed and positioned well in order to target a high-minded Traditionalist who expects the best from advertisers in exchange for their time, attention, and money. Internet advertisers should be wary of where on the web a banner ad is placed so as to include them only on relevant websites where viewers might be looking for the kind of information included in the ad. Higher-end websites where viewers know advertisers must pay for advertising might hold more weight in attracting a Traditionalist as they feel paid advertising is typically of higher quality.

Tactics like animation or moving images annoy Traditionalists as they are distracting to what they are trying to view. “I wouldn't get info about something I would want to buy through an animation ad, I would go elsewhere (to get information),” responded a 30-year-old female. Traditionalists cannot be targeted using tactics such as animation or the offer of free gifts. Traditionalists can be viewed as the elitists of advertising as they have high standards as to what they will pay attention to; humor, emotional appeal, and creative ads were listed as some of the characteristics they value in advertising.



### **The Actives**

Actives are neither annoyed nor intrigued by advertising, they view it as just there for the taking. They use it to their best benefit. Actives do not view advertisers with the skepticism characteristic of Avoiders; rather advertising is a tool to help teach them about products and services they did not know existed. They are interested in learning through advertising as long as it does not encroach upon what they are doing.

Actives like to make choices when it comes to advertising. They like it to be available to them without being intrusive. They are attracted by peripheral cues such as tactics like flash, animation, humor, and repetition. Actives indicated that this will lead them to remember the ad, increasing the likelihood of purchasing what is advertised. It might be inferred that these peripheral cues over time will lead to central processing. For example, if an Active perceives an ad as humorous, they will likely watch it again leading them to have higher product recall, which could lead to long-term purchasing behavior.

Actives are the easiest factor to target, but also the quickest to change their mind of the three factors. Actives are receptive and vulnerable to advertising messages making it probable that they will stop purchasing a product or service based upon an ad for a similar product or service. The Active factor comprises a significantly smaller number of people than the Avoider and Traditionalist factors, which were comprised of a fairly equal number of people. As a partly qualitative study with a small sample, the sample cannot be inferred to a general population; however, it might be inferred that the number of people that comprise each factor represent what is indicative in the market. If this is the case, advertisers will have a challenging time targeting Active types specifically as they are few and far between.

**Consensus Statements**

All three factors are distrustful of Internet advertising. This could be because the medium is still relatively new and advertising via the medium is still changing and adjusting to new technology. Participants indicated they do not trust Internet advertising nor find it persuasive and wish the Internet was without the clutter it creates. What does this mean for advertisers? It means they must be careful about how they implement Internet advertising campaigns. Ads should be relevant and targeted to specific demographics via specific websites such as relevant blogs or news sites. Many respondents indicated that they view an organization's website as an advertising tool and use it to learn more about what that organization can provide them. Therefore, it is pivotal for companies to create effective, concise websites that allow consumers to easily find information. In addition, it is pivotal to obtain high search engine optimization so that consumers can easily find an advertiser's website.

**Purchasing Behavior: Application to Advertisers**

This study gleaned important insights into how specific media could be influencing purchasing behavior. An ad has no use or value if it does not complete its intended purpose, which is usually to provide awareness of a product or service in such a way so that consumers will purchase what is advertised. Three themes emerged from the data that are important for advertisers to understand are to create ads that have purpose and pertinent information, create relevant ads for a targeted audience, and use Internet advertising carefully.

Most respondents when answering the follow-up question: "How might advertising persuade you to purchase a product or service?" or "How might advertising dissuade you from purchasing a product or service?" responded that no medium in particular would convince them not to purchase. Many respondents indicated that Internet, TV, and print ads will peak their

interest in a product or service, but they will usually do their own search on what was shown in the advertisement in order to learn information that would lead them to purchase. This highlights the importance of using the Internet to advertise via a company's website. Some respondents indicated they like learning about things they see in ads that way because they are able to get the information that they want and not just information that is being fed to them by advertisers.

Respondents who did further searching, as well as other participants felt that advertisements do not provide enough information to lead to a purchase. The ultimate purpose of an ad should be to help the consumer understand more about that product or service, which can be done in a humorous way, or through emotional appeals. However, often advertising is relegated to gimmicks or humor that confuses the consumer or fails to get the message across. If the purpose of the ad is strictly to peak someone's interest through humor or other cues, advertisers should back up that ad with information on where to get more information about what is being advertised, such as a website.

As noted in many previous studies on advertising, relevancy is a key element to attract consumers. This includes relevancy with the content of the ad, as well as where it will appear to consumers. If your customer base is turning to the Internet to watch television, that might be a better place to advertise than traditional set-box TV. Some consumers prefer certain media over others; therefore, it will be easier to get through to them because they enjoy the medium and how it presents information to them. For example, Traditionalists enjoy reading magazines and like to look at the ads within the pages. It would be easier to target Traditionalists through magazines as opposed to attracting Avoiders who never reads magazines and believes them to be outdated and of little value.

The Internet seems to be relevant to most with a penetration rate in the U.S. of 77.3 percent (Miniwatts Marketing Group, 2010). However, Internet advertising was perceived negatively by all three factors. Internet advertising has its perks as being able to target a wide audience or a specific audience relatively cheaply, and can be easily changed and adjusted. Therefore, what might be the best option for utilizing advertising online is to use it in addition to other forms of advertising.

### **Theoretical Explanation**

As a more qualitative study, theory is used to help explain the data and the subsequent finding as to how they can be applied in practical contexts. As discussed in the literature review, the elaboration likelihood model provides a sound basis for explaining attitudes and beliefs toward advertising and why individuals might hold those attitudes and beliefs. The elaboration likelihood model assists in explaining three points in relation to the current study: how messages are being processed and how message processing can lead to persuasion, or for the purposes of this study, purchasing behavior.

The elaboration likelihood model stipulates that messages are processed along a continuum with central processing on one end and peripheral processing on the other (Baldwin et al., 2003). Processing is not limited to one route; rather messages can be processed both peripherally and centrally. Emerging from the data are indicators that all three factors are processing advertising messages both peripherally and centrally. For example, Avoiders are peripherally processing through appeals to emotion and are centrally processing as they will often make rational, thought out decisions about advertising and its influence. Humor creates liking toward the ad as well as social proof as individuals share humorous ads with others. The only stimulation Avoiders indicated they are receiving from advertisers is humor, which they

appreciate and will watch even if the commercial does not personally relate or offer them needed or useful information. Targeting through liking and social proof cues can help overcome negative beliefs toward ads.

Avoiders are also peripherally processing when they completely disregard most advertising as not worthy of their attention. Avoiders could be using the peripheral cue of consistency, where they disregard advertising because that is how they typically approach marketing messages. Completely abstaining from as much advertising as possible is how they have always related to ads and they have no motivation for personal gain or stimulation from advertisers to change their current behavior. Source credibility could help explain why Avoiders circumvent away from Internet advertising. They do not view it as a credible medium; therefore, they are not motivated to pay attention to advertising on it.

Perhaps what also drives Avoiders down the route of avoiding ads is a lack of perceived need to process information contained in advertising, or a perception that advertising does not contain the information they need to make a decision. Avoiders feel that if they want to find out about a product or service that they are capable of finding needed information on their own, they do not need advertising to tell them what to do. Avoiders seem to hold a powerful, centrally-held negative attitude toward advertising difficult to alter. They also seem more pragmatic about advertising by trying to make rational decisions about how advertising impacts their purchasing behavior—an indication of central processing. Avoiders are viable for advertisers to target as once an Avoider starts using a product or service they will be less likely to switch based on an ad they saw. In addition, Avoiders seek after information about products and services they buy meaning they are more likely to centrally process that information, which could lead them to be consistent, long-term customers.

Traditionalists are taking peripheral routes of processing leading to centrally-held beliefs about advertising that are difficult to shape. They like traditional media like TV and print, perhaps because of consistency. That is the advertising they have become accustomed to and will therefore accept because it fits within their paradigm of the place advertising holds in media and in their life. Just like Avoiders, Traditionalists have problems with the Internet's credibility; therefore, they are less likely to centrally process ads from the Internet because they more often than not use the peripheral standard of credibility to determine whether or not an Internet ad is worth their time and attention. Given that a peripheral cue is motivating this belief, Internet advertisers have some hope for overcoming this negative perception. By advertising in other media Traditionalists find credible, in addition to the Internet, Internet advertisers may be able to overcome a negative belief through other peripheral cues leading to positive attitudes. Based on the supposition that Traditionalists use consistency cues to make decisions it might be lucrative for advertisers to attract their business because they will be loyal customers. Traditionalists seem less likely to move away from something they like and try something new.

Peripheral cues like humor will definitely catch the attention of an Active; however Actives also want to process advertising centrally to decide if the product or service being promoted could serve them in some way. Actives indicated a need for cognition from advertising, meaning they have the motivation, ability, and need to centrally process information contained in ads. Without central cues, Actives will rely on peripheral cues to make decisions making it difficult to produce long-term customers out of them.

Actives also rely on peripheral cues to initially process an ad. If an ad does not contain an emotional appeal (such as humor) they may be reluctant to pay attention to the ad beyond a few seconds. However, advertising is not cumbersome to an Active like it is to Avoiders and they do

not rely so much on consistency cues to process ads like Traditionalists do. Actives will look at and use advertising according to their own will and pleasure. Actives view advertising as just a part of their media experience and therefore try to use it to their greatest benefit.

The challenge for advertisers today (particularly Internet advertisers) is to be able to first break through to consumers, and then persuade them to pay attention to the message the ad is conveying. Accountability and personal relevance are two central route processes that participants indicated are effective methods of persuasion. Some respondents, irrespective of factor, feel a duty to consume ads because they know it makes the cost of consuming media they enjoy much lower. Others felt accountability toward advertising because they are employed in an industry that is funded by advertising. Knowing that their livelihood is based upon advertising made them more receptive to it. Personal relevance was highly important across all three factors. If the ad is promoting a product or service that the participant has no interest or need for, they are not likely to pay attention to it, regardless of medium. This does not mean that the participant will not pay attention to an ad for a product or service they already have; rather this makes them just as interested in the ad, which could lead to top of mind awareness of what is being advertised leading to further repeat purchases.

## **Chapter VI: Conclusion**

### **Limitations and Future Research**

Limitations of the survey include researcher bias. All of the data was collected and analyzed by one individual, which could lead to biases typically controlled by such methods as peer debriefings and audit checks. Some respondents had difficulty understanding the prompt, leading the researcher to give further instruction not given to all participants. This could influence results, but the likelihood of it is small given that all participants completed the survey in the same manner.

The current study focused on 18-34 year olds as they are a lucrative market for advertisers. A limitation of the study was the limited age range of the respondents—a broader age range would have provided a stronger case against the possibility of the results being due to extraneous demographic factors. In addition a random sample would provide greater ability to generalize attitudes and beliefs of participants, rather than the convenience sample used in the current study. Characteristics such as age could influence attitudes and beliefs toward advertising and how media are consumed. It would be interesting to target a broader age group to see if there are differences between studying a broader sample and a targeted sample.

It would be interesting to target a wider age range, such as 18-49 year olds, a prime target audience for advertisers. Q sorts are relatively easy and inexpensive to perform, which lends itself to studying many different types of individuals and a variety of topics in a variety of ways. The current study used statements as their concourse, but materials such as photos and video clips could also be used and would provide interesting insights into how actual ads are perceived.

Further research should delve beyond statements about the medium to test actual advertisements from the medium. This study lends insight into general attitudes and beliefs about



a medium; understanding how individual ads within that medium are perceived would be highly useful and practical for advertisers. To build even further upon the current study, different product categories advertised within a medium could be tested. For example, advertisements for cleaning products on TV could be tested for attitudes and beliefs or, advertisements for cleaning products from TV, print, and the Internet, to see how they are perceived. Q Methodology is a good method for a variety of studies as it is very flexible and provides meaningful insight vital for making informed decisions about advertising.

Research into cross-media campaigns has been limited. Many advertisers utilize this strategy of disseminating the same message through different media and have found it to be a viable way to distribute their message. Cross-media campaigns help to alleviate consumer fatigue from seeing the same message distributed the same way over and over again. Research into consumers' attitudes and beliefs toward cross-media campaigns would be highly valuable for advertisers seeking to understand how cross-media campaigns are perceived.

### **Summary**

In an increasingly cluttered market of advertising, advertisers must work harder than ever before to gain the attention and business of consumers. In addition, rapidly changing and emerging technologies continually alter the way consumers are targeted as well as the way messages are disseminated. Much research in the advertising industry (both in the academic and private sectors) is conflicting. Many are denouncing the old media of television and print while singing the praises of new media. However, other studies have found new media may not be living up to the hype and that traditional media still holds merit in key audiences. With all of this contrasting evidence, advertisers may be confused as to which particular directions they should

take. Never before in the history of advertising has research been so vital so that advertisers know what they have to do to accomplish their specific aims.

Research into attitudes and beliefs capable of being accomplished through Q Methodology is important to understanding what individuals really think about advertising. Understanding these perceptions is necessary to creating effective advertising campaigns and can help advertisers choose appropriate media for their message. The current study exhibited how advertisers should refrain from giving up on traditional media like print and television in favor of new media advertising. New media advertising has its benefits; however, it is still evident that Internet advertising has not yet overcome its reputation as being a cluttered, intrusive web of ads that lack credibility. While many indicated they do not read magazines, many indicated they still enjoy picking up a magazine. Magazines are still a credible medium for advertisers who are looking for an engaged audience. Television is being threatened by DVR and the Internet as consumers go online to watch their favorite television programs, but that also does not mean the medium is not a good option for advertisers. This study suggests that television advertisers can grab consumers' attention using various tactics such as humor and emotional appeals in their ads, ads which can then be redistributed through new media to further reinforce a message.

The current study exhibited many different attitudes and beliefs toward Internet, television, and print ads—attitudes which indicate both negative and positive responses to each type of medium. Perhaps this lends further justification for the use of cross-media campaigns as advertisers seek to make up for the weaknesses of each medium by playing off the strengths of another medium. Understanding opinions and attitudes toward Internet, television, and print advertising is a step in the right direction toward being able to target desired consumers and tailor messages effectively to elicit the desired response.

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**Appendix A: Q Sort Statements**

## Internet advertising questions

1. I find Internet ads to be persuasive.
2. Internet ads inform me of information I believe to be useful or helpful
3. Internet ads are effective at getting my attention
4. Internet ads with animation or video do a better job of getting my attention than Internet ads without animation or video
5. I trust the information I read in Internet ads to be the truth
6. I believe Internet ads are an effective way to share a message
7. I click through banner ads to learn more about what's being advertised
8. Internet ads help me save time
9. I never pay attention to Internet ads
10. I consider ads on the Internet to be clutter the web could do without
11. I consider a web site with ads to be less reputable than a web site without ads
12. I prefer ads on TV and in print over Internet ads
13. I have never seen an Internet ad that peaked my interest
14. Internet ads get in my way while I'm online
15. Internet advertising would not motivate me to make a purchase
16. I distrust Internet advertising

## Television

17. TV ads are effective at getting my attention
18. I remember TV ads that use tactics like repetition within the ad
19. TV ads are interesting to me because they provide me with information I need to make a decision about purchasing a product or service
20. TV ads teach me about products, services, or companies I did not know existed
21. TV ads that use tactics such as humor are good at getting my attention
22. I remember products portrayed during actual television programming (not ads)
23. I remember ads I've seen multiple times on TV
24. I recognize products advertised on TV in stores
25. I would buy a product or service I see portrayed in my favorite TV program
26. I often leave the room, or turn to another task during TV ads
27. I often skip through ads when I am viewing a program on my DVR or TiVo
28. I find TV ads to be annoying and/or intrusive
29. I ignore the advertising I see on TV
30. I often mute the TV during commercial breaks
31. I will watch TV programs online to avoid the commercial breaks with typical TV viewing
32. I feel that the ads I see on TV don't relate to me

## Magazine advertising questions

33. Ads in magazines grab my attention
34. I remember ads I see in magazines
35. I read magazine ads
36. By reading magazine ads, I find information that is useful to me
37. I like magazine ads that use photos, graphics, or color to get my attention
38. The best magazine ads are for products and/or services that I'm interested in

39. The photos in magazine ads grab my interest toward what's being advertised
40. I buy products/services I see advertised in magazine ads
41. I believe magazines have too many ads
42. I don't read magazines in print form, therefore, I don't see the advertisements
43. Magazine ads are distracting to me when I am reading a magazine
44. I find magazine ads lack credibility because of digital alterations, such as photoshopping and airbrushing
45. Using tactics like coupons does not increase my interest in a magazine ad
46. I usually flip quickly past magazine ads
47. Magazine ads do not provide enough information about a product/service
48. Magazine ads do not influence my purchasing behavior

**Appendix B: Follow-up Interview Questions**

1. Why did you select the two statements you did as being most like you believe?
2. How might advertising persuade you to purchase a product or service?
3. Why did you select the two statements you did as being least like you believe?
4. How might advertising dissuade you from purchasing a product or service?

**Appendix C: Rank Statement Totals**

<b>Statement #</b>	<b>Statement</b>	<b>Factor One</b>	<b>Factor Two</b>	<b>Factor Three</b>
1	I find Internet ads to be persuasive	-1.34	1.37	-0.99
2	Internet ads inform me of information I believe to be useful or helpful	0.42	0.05	-0.30
3	Internet ads are effective at getting my attention	-1.08	-1.42	0.60
4	Internet ads with animation or video do a better job of getting my attention than Internet ads without animation or video	1.01	0.69	0.95
5	I trust the information I read in Internet ads to be the truth	-0.80	-1.40	0.66
6	I believe Internet ads are an effective way to share a message	0.17	-0.57	-0.03
7	I click through banner ads to learn more about what's being advertised	0.02	-0.37	1.74
8	Internet ads help me save time	0.70	1.74	-0.18
9	I never pay attention to Internet ads	-1.49	-1.47	-1.58
10	I consider ads on the Internet to be clutter the web could do without	-0.59	-0.50	-1.80
11	I consider a web site with ads to be less reputable than a web site without ads	-0.67	-1.35	1.31
12	I prefer ads on TV and in print over Internet ads	1.35	1.78	1.07
13	I have never seen an Internet ad that peaked my interest	-1.78	-1.70	-2.72
14	Internet ads get in my way while I'm online	0.83	0.16	-0.66
15	Internet advertising would not motivate me to make a purchase	-1.28	-1.66	-0.44
16	I distrust Internet advertising	0.95	0.41	-0.06
17	TV ads are effective at getting my attention	-0.29	0.18	1.23
18	I remember TV ads that use tactics like repetition within the ad	1.51	1.18	-0.12
19	TV ads are interesting to me because they provide me with information I need to make a decision about purchasing a product or service	-0.02	0.08	1.67
20	TV ads teach me about products, services, or companies I did not know existed	1.51	0.51	0.34
21	TV ads that use tactics such as humor are good at getting my attention	-1.11	0.14	-0.71
22	I remember products portrayed during actual television programming (not ads)	1.30	0.15	0.17
23	I remember ads I've seen multiple times on TV	-0.04	0.50	1.32
24	I recognize products advertised on TV in stores	0.46	-0.48	-0.21
25	I would buy a product or service I see portrayed in my favorite TV program	1.36	2.05	1.22
26	I often leave the room, or turn to another task during TV ads	-0.32	0.02	-0.54
27	I often skip through ads when I am viewing a program on my DVR or TiVo	0.71	1.58	1.46

28	I find TV ads to be annoying and/or intrusive	1.34	0.48	-0.61
29	I ignore the advertising I see on TV	-0.41	1.08	1.24
30	I often mute the TV during commercial breaks	1.31	0.69	-2.22
31	I will watch TV programs online to avoid the commercial breaks with typical TV viewing	-1.22	0.00	0.19
32	I feel that the ads I see on TV don't relate to me	0.09	-0.62	-0.35
33	Ads in magazines grab my attention	-1.01	0.95	-0.28
34	I remember ads I see in magazines	0.72	-0.75	0.42
35	I read magazine ads	-1.34	0.47	-0.37
36	By reading magazine ads, I find information that is useful to me	0.68	-1.57	-0.20
37	I like magazine ads that use photos, graphics, or color to get my attention	0.00	1.39	0.28
38	The best magazine ads are for products and/or services that I'm interested in	0.92	-0.23	-0.80
39	The photos in magazine ads grab my interest toward what's being advertised	-1.95	1.03	-1.04
40	I buy products/services I see advertised in magazine ads	-0.49	-0.69	-0.27
41	I believe magazines have too many ads	-1.30	-0.08	-0.16
42	I don't read magazines in print form, therefore, I don't see the advertisements	1.06	-0.73	-0.65
43	Magazine ads are distracting to me when I am reading a magazine	-1.63	-0.20	-0.75
44	I find magazine ads lack credibility because of digital alterations, such as photoshopping and airbrushing	0.46	-1.14	0.45
45	Using tactics like coupons does not increase my interest in a magazine ad	0.36	1.47	-0.11
46	I usually flip quickly past magazine ads	0.23	-0.55	-0.48
47	Magazine ads do not provide enough information about a product/service	-0.09	0.63	1.60
48	Magazine ads do not influence my purchasing behavior	0.74	-0.55	0.74

**Appendix D: Descending Array of Differences between Factors**

Number	Statement	Factor 1	Factor 2	Factor 3
1	I find Internet ads to be persuasive	-3	-3	-3
2	Internet ads inform me of information I believe to be useful or helpful	1	0	-1
3	Internet ads are effective at getting my attention	-2	-3	1
4	Internet ads with animation or video do a better job of getting my attention than Internet ads without animation or video	2	2	2
5	I trust the information I read in Internet ads to be the truth	-2	-3	2
6	I believe Internet ads are an effective way to share a message	0	-1	0
7	I click through banner ads to learn more about what's being advertised	0	-1	4
8	Internet ads help me save time	1	3	0
9	I never pay attention to Internet ads	-3	-3	-3
10	I consider ads on the Internet to be clutter the web could do without	-1	-1	-3
11	I consider a web site with ads to be less reputable than a web site without ads	-1	-2	3
12	I prefer ads on TV and in print over Internet ads	3	4	2
13	I have never seen an Internet ad that peaked my interest	-4	-4	-4
14	Internet ads get in my way while I'm online	2	1	-2
15	Internet advertising would not motivate me to make a purchase	-2	-4	-1
16	I distrust Internet advertising	2	1	0
17	TV ads are effective at getting my attention	-1	1	2
18	I remember TV ads that use tactics like repetition within the ad	4	3	0
19	TV ads are interesting to me because they provide me with information I need to make a decision about purchasing a product or service	0	0	4
20	TV ads teach me about products, services, or companies I did not know existed	4	1	1
21	TV ads that use tactics such as humor are good at getting my attention	-2	0	-2
22	I remember products portrayed during actual television programming (not ads)	3	0	1
23	I remember ads I've seen multiple times on TV	0	1	3
24	I recognize products advertised on TV in stores	1	-1	0
25	I would buy a product or service I see portrayed in my favorite TV program	3	4	2
26	I often leave the room, or turn to another task during TV ads	-1	0	-2
27	I often skip through ads when I am viewing a program on my DVR or TiVo	1	3	3
28	I find TV ads to be annoying and/or intrusive	3	1	-2
29	I ignore the advertising I see on TV	-1	2	3
30	I often mute the TV during commercial breaks	3	2	-4

31	I will watch TV programs online to avoid the commercial breaks with typical TV viewing	-2	0	1
32	I feel that the ads I see on TV don't relate to me	0	-2	-1
33	Ads in magazines grab my attention	-2	2	-1
34	I remember ads I see in magazines	1	-2	1
35	I read magazine ads	-3	1	-1
36	By reading magazine ads, I find information that is useful to me	1	-3	0
37	I like magazine ads that use photos, graphics, or color to get my attention	0	3	1
38	The best magazine ads are for products and/or services that I'm interested in	2	-1	-3
39	The photos in magazine ads grab my interest toward what's being advertised	-4	2	-3
40	I buy products/services I see advertised in magazine ads	-1	-2	-1
41	I believe magazines have too many ads	-3	0	0
42	I don't read magazines in print form, therefore, I don't see the advertisements	2	-2	-2
43	Magazine ads are distracting to me when I am reading a magazine	-3	0	0
44	I find magazine ads lack credibility because of digital alterations, such as photoshopping and airbrushing	1	-2	1
45	Using tactics like coupons does not increase my interest in a magazine ad	0	3	0
46	I usually flip quickly past magazine ads	0	-1	-1
47	Magazine ads do not provide enough information about a product/service	-1	2	3
48	Magazine ads do not influence my purchasing behavior	2	-1	2



**Appendix E: Distinguishing Statements for Factor One**

<b>Statement #</b>	<b>Statements</b>	<b>Rank Score</b>
27	I often skip through ads when viewing on my DVR or TiVo	1.51X
26	I often leave the room, or turn to another task during TV ads	1.51
30	I often mute the TV during commercial breaks	1.34
31	I will watch TV programs online to avoid the commercial breaks with typical TV viewing	1.31X
28	I find TV ads to be annoying and/or intrusive	1.30X
46	I usually quickly flip past magazine ads	1.06X
16	I distrust Internet advertising	0.95X
44	I find magazine ads lack credibility because of digital alterations, such as photoshopping and airbrushing	0.92X
15	Internet advertising would not motivate me to make a purchase	0.83X
23	I remember ads I've seen multiple times on TV	0.71X
12	I prefer ads on TV and in print over Internet ads	0.70X
42	I don't read magazines in print form, therefore, I don't see the advertisements	0.68X
29	I ignore the advertising I see on TV	0.46X
9	I never pay attention to Internet ads	0.42
47	Magazine ads do not provide enough information about a product/service	0.23X
4	Internet ads with animation or video do a better job of getting my attention than Internet ads without animation or video	0.02
20	TV ads teach me about products, services, or companies I did not know existed	-0.04X
38	The best magazine ads are for products and/or services that I'm interested in	-0.09X
17	TV ads are effective at getting my attention	-0.29X
24	I recognize products advertised on TV in stores	-0.41X
6	I believe Internet ads are an effective way to share a message	-0.67X
3	Internet ads are effective at getting my attention	-0.80X
33	Ads in magazines grab my attention	-1.01X
2	Internet ads inform me of information I believe to be useful or helpful	-1.08
25	I would buy a product or service I see portrayed in my favorite TV program	-1.22X
8	Internet ads helps me save time	-1.28
36	By reading magazine ads, I find information that is useful to me	-1.30X
34	I remember ads I see in magazines	-1.34X
40	I buy products/services I see advertised in magazine ads	-1.63X
35	I read magazine ads	-1.95X

(P < .05 ; Asterisk (\*) Indicates Significance at P < .01)

**Appendix F: Distinguishing Statements for Factor Two**

<b>Statement #</b>	<b>Statements</b>	<b>Rank Score</b>
21	TV ads that use tactics such as humor are good at getting my attention	2.05X
14	Internet ads get in my way while I'm online	1.78X
12	I prefer ads on TV and in print over Internet ads	1.74X
37	I like magazine ads that use photos, graphics, or color to get my attention	1.47X
39	The photos in magazine ads grab my interest toward what's being advertised	1.39X
26	I often leave the room, or turn to another task during TV ads	1.18
35	I read magazine ads	1.03X
33	Ads in magazines grab my attention	0.95X
31	I will watch TV programs online to avoid the commercial breaks with typical TV viewing	0.69X
38	The best magazine ads are for products and/or services I am interested in	0.63X
20	TV ads teach me about products, services, or companies I did not know existed	0.50X
30	I often mute the TV during commercial breaks	0.48X
34	I remember ads I see in magazines	0.47X
17	TV ads are effective at getting my attention	0.18X
15	Internet advertising would not motivate me to make a purchase	0.16X
19	TV ads are interesting to me because they provide me with information I need to make a decision about purchasing a product or service	0.14X
22	I remember products portrayed during actual television programming (not ads)	0.02
40	I buy products/services I see advertised in magazine ads	-0.20
44	I find magazine ads lack credibility because of digital alterations, such as photoshopping and airbrushing	-0.23
4	Internet ads with animation or video do a better job of getting my attention than	-0.37
48	Magazine ads do not influence my purchasing behavior	-0.55X
11	I consider a web site with ads to be less reputable than a web site without ads	-0.57
41	I believe magazines have too many ads	-0.75X
43	Magazine ads are distracting to me when I am reading a magazine	-1.14X
6	I believe Internet ads are an effective way to share a message	-1.35X
3	Internet ads are effective at getting my attention	-1.40X
2	Internet ads inform me of information I believe to be useful or helpful	-1.42
42	I don't read magazines in print form, therefore, I don't see the advertisements	-1.57X
8	Internet ads help me save time	-1.66

(P < .05 ; Asterisk (\*) Indicates Significance at P < .01)

**Appendix G: Distinguishing Statements for Factor Three**

<b>Statement #</b>	<b>Statements</b>	<b>Rank Score</b>
4	Internet ads with animation or video do a better job of getting my attention than Internet ads without animation or video	1.74X
18	I remember TV ads that use tactics like repetition within the ad	1.67X
38	The best magazine ads are for products and/or services that I'm interested in	1.60X
20	TV ads teach me about products, services, or companies I did not know existed	1.32X
6	I believe Internet ads are an effective way to share a message	1.31X
17	TV ads are effective at getting my attention	1.23X
3	Internet ads are effective at getting my attention	0.66X
2	Internet ads inform me of information I believe to be useful or helpful	0.60X
26	I often leave the room, or turn to another task during TV ads	-0.12X
12	I prefer ads on TV and in print over Internet ads	-0.18X
42	I don't read magazines in print form, therefore, I don't see the advertisements	-0.20X
33	Ads in magazines grab my attention	-0.28X
34	I remember the ads I see in magazines	-0.37X
8	Internet ads help me save time	-0.44X
30	I often mute the TV during commercial breaks	-0.61X
15	Internet advertising would not motivate me to make a purchase	-0.66X
40	I buy products/services I see advertised in magazine ads	-0.75
44	I find magazine ads lack credibility because of digital alterations, such as photoshopping and airbrushing	-0.80
35	I read magazine ads	-1.04X
13	I have never seen an Internet ad that peaked my interest	-1.80X
31	I will watch TV programs online to avoid the commercial breaks with typical TV viewing	-2.22X
7	I click through banner ads to learn more about what's being advertised	-2.72X

(P < .05 ; Asterisk (\*) Indicates Significance at P < .01)