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"THE IMPACT OF CONTENT MARKETING ON ATTITUDES AND PURCHASE
INTENTIONS OF ONLINE SHOPPERS: THE CASE OF VIDEOS & TUTORIALS
AND USER-GENERATED CONTENT"

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ABSTRACT

"THE IMPACT OF CONTENT MARKETING ON ATTITUDES AND PURCHASE INTENTIONS OF ONLINE SHOPPERS: THE CASE OF VIDEOS & TUTORIALS AND USER GENERATED CONTENT"

By

Patricia Raquel Vasques Milhinhos

This thesis was written as part of a Double-Degree Masters program in Management, with focus in Marketing. Aligned with the nature of the degree, this study aims to be a useful tool for managers and marketers, which conduct business online.

This thesis is a study of Content Marketing in the content of online commercial product pages. Its aim is to understand how to use content marketing to drive conversion, by understanding consumer attitudes and purchase intention towards content. A in-depth study of existing theories and exploratory primary research was developed in other to attain these objectives.

The exploratory research was characterized by a survey experiment with online consumers. Participants were exposed to stimuli of content marketing tested according to their attitudes and purchase intention. The focus was to understand the impact of two different content marketing tactics—User-generated content and Videos & Tutorials—on attitudes and purchase intentions and how they interact with content complexity.

The results indicate that content marketing in commercial product pages is relevant in driving consumer attitudes and purchase intentions. Consumers are not motivated by a specific content marketing tactic, unless that content has a certain level of complexity. In that case, User-Generated Content becomes a relevant tactic in product pages, however VT is not.

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LIST OF ABBREVIATIONS

eWOM: Electronic Word-of-Mouth

TAM: Technology Acceptance Model

UGC: User Generated Content

VT: Video Tutorials

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I INTRODUCTION

1.1 Background of topic

Business-to-consumer electronic commerce (B2C e-commerce) has provided consumers and online retailers with a more effective medium to perform online transactions through commercial websites. Although consumers have realized that the benefits of online shopping; such as time saving, minimizing effort, convenience, broader selection, and wider access to information, they are still greatly unwilling to shop online.

Through Inbound marketing, marketers have been able to get potential customers into the commercial website, by focusing on the brand development and Search Engine Optimization activities. According to HubSpot, the creator of the concept, Inbound marketing focuses on creating quality content that pulls people toward the company and product, without utilizing paid marketing activities, by aligning the content published with the customer's interests, attracting inbound traffic that can then convert, close, and delight over time. While inbound marketing gets potential customers into the website, content marketing makes them stay in the website by engaging with customers at every stage of the buying process. *"Content marketing is a marketing technique of creating and distributing valuable, relevant and consistent content to attract and acquire a clearly defined audience – with the objective of driving profitable customer action"* (Content Marketing Institute).

Consumers shop essentially for two motives, to meet experiential (fun) or goal-oriented (efficiency) needs (Wolfenbarger & Gilly, 2001). The information provided by content marketing seeks to focus on consumers need for information and entertainment, instead of focusing on the brand. Thus, it is expected that the type of content format will have different effects on the attitudes and purchase intention on the online shopper, depending on the online shopping purpose. Concretely, a goal-oriented shopper should find user generated content (UGC) to be more valuable content formats, since they decrease the amount of search effort. While on the other hand, videos & tutorials (VT) might be perceived as more valuable for a consumer looking to spend time and being entertained through online shopping.

In this thesis the emphasis is on content, increasing the importance of the way an offering is presented, introduced and demonstrated on the commercial website. The uses of content

marketing include increasing brand recognition, trust, authority, credibility, loyalty and authenticity. Furthermore, it can improve search engine optimization, if providing relevant content (Lieb, 2011). The most important factors are high quality and credibility of the content, as well as the fit with target customers, brand and the media environment used (Baetzgen & Tropp, 2013).

1.2 Problem area

According to Content Marketing Institute's 2014 statistics, 90% of B2C and 93% of B2B used content marketing, and 67% and 73%, respectively, had employed people for overseeing the content marketing strategy. These numbers are expected to grow continuously. However, only one-third of content marketing users found it effective (Pulizzi, 2013). So far, there is very little knowledge on the effects of content marketing on attitudes and purchase intentions.

The existing body of literature on content marketing is focused mainly on social media and social networks but not on commercial websites. Commercial websites seek to provide useful product information to attract potential online shoppers (Totty, 2001), but do they know what information is of value to the consumer and how to present that information? Given the lack of research on the subject, it seems that there is very little knowledge on how to construct online stores to overcome the problems that have followed from the proliferation of e-commerce, resulting in many websites, offering similar information (Lin, 2007), and intangibility. As there is no tangible product, customers are left unable to distinguish between sellers of high or low quality (Negash et al., 2003).

Many researchers (Cheong & Morrison, 2008; Zeng et al., 2009) have attempted to assess the different aspects, uses and impacts of social media but mostly focused on social networking and virtual communities. There is still no information concerning what makes content marketing efficient, or how to use it on commercial websites.

1.3 Purpose of research

Throughout 2015, Google introduced the concept of micro-moments, times when people intend to learn, discover, do, watch or buy something online, and expect brands to immediately deliver content to help make decisions and shape preferences. The purpose of the research to be carried in this thesis is to learn how to leverage on “micro-moments”, by investigating how the intersection of content marketing and website commerce affects attitudes and behavioral intent.

The aim is to suggest the mix of content marketing tactics and content complexity that will offer the most positive attitude formation and highest intention to purchase.

Hence, through this research the following question should to be answered:

In a commercial website, what is the impact of content marketing, notably VT and UGC on consumer attitudes and purchase intentions and how it interacts with content complexity?

1.4 Expected knowledge contribution

How to create engaging and valuable content for consumers (Stelzner, 2013), or how it may impact attitudes and intentions remains a question (Park & Kim, 2014). Content marketing is a growing trend that most brands utilize in all digital channels, but are not aware of how to do it effectively. For the specificity of digital commerce, the aim is to test different types of content format in the context of commercial websites. In order to test this, a quantitative study will be developed, for which a model of a commercial website will be created, for testing different content formats.

It is important to understand consumer decisions regarding the use of online shopping and what drives their intentions to purchase online. To develop a better understanding of what drives a consumer’s intentions to purchase online, models drawing on theory of behavioral intent model TAM AS the base of the presented research. It is important to understand how content marketing can play a role in shaping online behavioral intent, eventually leading to higher rates of customer conversion and retention. By developing understanding of this

matter, marketers will should be able to develop an effective website for consumers and increase companies' ROI.

1.5 Structure

The thesis has 5 main chapters. Following this introductory chapter, chapter two provides a literature review introducing and exploring existing theory on online commerce, content marketing and its tactics, content complexity, attitudes and purchase intention.

In chapter three, the research questions and hypothesis, methodology, research design, and data and theory collection methods are presented and discussed. Chapter four will follow by focusing on analyzing the results of the research data and testing of hypothesis. Finally, chapter five will present and discuss the main results, including a note on managerial and theoretical implications and recommendations. This chapter will be concluded with a discussion on the limitations of the study and suggestions for future research.

II THEORETICAL BACKGROUND

2.1 Online Commerce

E-commerce enables consumers to purchase products and services online using Internet technologies and associated infrastructure (Olson & Olson, 2000). Online shopping habits differ from the traditional consumer behavior due to some notable differences, such as the distant and impersonal nature of the online environment, the ease with which data can be collected, processed and used by multiple parties, and the newness of the transaction medium (Pavlou & Chai, 2002).

Online shopping is the combination of information search and purchase (Mathieson et al., 2001). Prior to purchasing a product or service, consumers search for information and recommendations to assess and decide on its quality (Cheong & Morrison, 2008).

The use of e-commerce is related to how well the consumer feels web technology fits the task (Mathieson et al., 2001). The adoption of e-commerce will depend primarily the consumer's behavioral intentions to engage in product purchases.

2.1.1 Motivations to Shop Online

Consumers shop for two motives, to meet experiential (fun) or goal-oriented (efficiency) needs (Wolfenbarger & Gilly, 2001). Utilitarian or hedonic shopping purposes influence the consumer purchasing behavior (Chitturi et al., 2008). For an experiential consumer the higher playfulness, the more positive the mood, shopping satisfaction and likelihood of impulse purchase (Hoffman & Novak, 1996). These consumers are characterized by longer average time spent on sites, frequent visits and many pages being accessed (Wolfenbarger & Gilly, 2001). Goal-oriented consumers tend to be faced with time constraints and have goal-oriented personalities (Wolfenbarger & Gilly, 2001). The attributes they value in online shopping are convenience and accessibility, selection, availability of information and lack of sociality, which result in feelings of freedom and control (Wolfenbarger & Gilly, 2001). Focused mostly on the transaction, these customers are less likely to make an effort to switch or look for lower

price alternatives as long as they can find the choices and the information that they want (Wolfenbarger & Gilly, 2001).

Website performance depends on a “*user’s subjective evaluative judgment toward a particular website*” (Huang, 2005, p.842). Hedonic users tend to evaluate a website based on the degree of playfulness and pleasure of the online experience (Jarvenpaa & Todd, 1997), while utilitarian users make their assessments based on the “*instrumental benefits from functional attributes*” of the website (Huang, 2005, p.842).

2.1.2. Single page and multiple page design

The upcoming trend on web design is to use single pages, instead of multiple subpage to deliver content. Due to the novelty of this design trend, there is almost no information available on this subject, to understand its impact on consumers. However, some experts have argued that single page websites have higher conversion rates compared to larger, multipage websites.

Single page websites are easier to navigate: there are straightforward, allow for continuous scroll and more compatible with devices such as mobile. Mobile Commerce (m-commerce) is becoming increasingly important for conducting business nowadays (Hung et al., 2003). As mobile commerce (m-commerce) grows (Greatspeculation, 2015) the relevance of product page integrating all the necessary content may become extremely relevant for conversion. So far, the disadvantages that have been identified on single pages are the possibilities of information overload, since the scroll option allows for infinite information to be delivered.

2.2 Content Marketing

According to the Content Marketing Institute, “*Content marketing is a marketing technique of creating and distributing valuable, relevant and consistent content to attract and acquire a clearly defined audience – with the objective of driving profitable customer action*”. It seeks to answer the questions, helping the consumers in the problem at hand and decision-making process, rather than focusing on the brand or company (Templeman, 2015).

2.3 Content Marketing Tactics

Content can be present in a variety of formats including: blogs, infographics, slide decks, case studies, white papers, e-books, videos, quizzes, memes and images, etc.

According to Content Marketing Institute's North America Report 2014, B2C marketers are increasing the number of tactics used each year. The most widely used content marketing tactics by B2C companies were social media, articles on the company website, eNewsletters, blogs and videos. However, the tactics believe to be more effective are not those most widely used by B2C marketers, for example videos are believed to be more effective than social media but marketers use this tactic less. This information is detailed in Table 1.

Content Tactic	B2C Content Marketing Usage	Effectiveness Ratings of Tactics Among B2C Users
Social Media	88%	63%
Articales on the Company Website	78%	58%
eNewsletters	76%	73%
Blogs	72%	55%
Videos	72%	65%

Table 1 B2C Content Marketing Usage (by Tactic).

Source: B2C Content Marketing Trends – North America: Content Marketing Institute/MarketingProfs (2014)

For the purpose of this study, the focus has been on User Generated Content (UGC), which includes social media and consumer reviews, and Video, in tutorial form. These content tactic are described in the following subsection.

2.3.1 Videos and Tutorials

Videos may be entertaining or educational, focusing on a specific topic related to the product or service. This content tactic can range from tutorials, testimonials, presentations, vlogs, case studies, etc. (Jefferson & Tanton, 2013). For the purpose of this study, the focus has been on tutorials, which teach consumers something new in a way that is easy to understand, using step-by-step instructions.

YouTube, the video-sharing website, is the second search platform after Google. Of all the content that is included in Google's general search listings, video appears the most frequently, accounting for 70% of the search results (Searchmetrics). Notably, video content is more likely of putting a website on the first page of a search engine. It is predicted that by 2017, video will account for 69% of all consumers Internet traffic (Cisco, 2014).

Internet users tend to spend, on average, 2 more minutes on websites when they contain videos. Consumers are turning to video for demonstrations and product reviews when making purchase decisions. It has been predicted that 64% of consumers are more likely to buy a product after watching a video about it (Adeliestudioscom, 2015). Actually, more than 3 out of 5 consumers will spend at least 2 minutes watching a video that educates them about a product or service they are planning to purchase (Marketingcharts.com, 2012).

Video was the second most popular type of content used across channels and had the largest increase of any content marketing action in 2012. As brands begin to use video in their online content marketing strategies, some retailers have already experienced a 35% increase in conversion when using this tactic to present their products (MarketingProfs & Content Marketing Institute, 2013).

The data above seems to describe video as the ideal content marketing tactic or trend. However, the relevance of a video is dependent on the audience that it is trying to reach and the actual quality and content of the video. It is not an appropriate medium for all targets. Plus, the content must be of quality to the audience, as if it does not engage its target public it will not be successful in conveying the desired message or achieving the expected results (Trimble, 2015).

2.3.2 User generated content

The Cambridge Dictionary describes Web 2.0 as “*all internet features and websites that allow users to create, change, and share internet content, such as information, pictures, etc.*”. Web applications that allow for user participation are known as Web 2.0. These applications are mainly concerned with empowering users to create content, share this content and to make connections with contents in a social network. One of the characteristics of Web 2.0 is user-generated content (Sankar & Bouchard, 2009).

User-generated content refers to information and material that is produced and posted by Internet users (Lanchester, 2006). User-generated content can be individually or collaboratively produced, modified, shared and consumed (Kaplan & Haenlein, 2010). It has many forms in social media, from Twitter tweets, Facebook posts, to consumer-produced reviews and advertisements, etc. (Smith et al., 2012). Consumers particularly rely on UGC for purchase decision-making (Riegner, 2007; MacKinnon, 2012).

UGC is possibly the most empowering element of an online community (Hangel & Armstrong, 1997). It is personalized and users exercise greater control over its content generation than the producers of the goods and services (Dickey & Lewis, 2011). Users trust UGC more than producer-generated content (Cheong & Morrison, 2008; MacKinnon, 2012), which is that created and shared by the brands, as they believe other users will share both negative and positive product experiences with the intention of full disclosure and perceived non-commercial interest, which makes them unbiased evaluators of a product's or service's qualities.

Consumers produce UGC when sharing their experiences and views of products and services. Electronic Word of mouth (eWOM) is created when consumers generate their own information on the Internet. eWOM is “*any positive or negative statement made by potential, actual, or former customers about a product or company, which is made available to a multitude of people and institutions via the Internet*” (Hennig-Thurau et al., 2004, p.39). It consists of emails, forums, reviews, social networks, chats and blogs (Hennig-Thurau et al., 2004). It is considered to be a persuasive form of information since it is perceived as highly credible and trustworthy (Godes & Mayzlin, 2004). Whether positive or negative, eWOM has a large influence on consumer behavior (Chevalier & Mayzlin, 2006), forming consumers' purchase intention (Zhang & Tran, 2009), and affecting purchase behavior (Reigner, 2007).

2.3.2.1 Social Media

Social media is a “*group of internet-based applications that build on the ideological and technological foundations of Web 2.0, which allows the creation and exchange for UGC*” (Kaplan & Haelnein, 2010, p.61). The content generated by social media users is generally defined as UGC or consumer-generated media (CGM) (Xiang & Gretzel, 2010). Social media includes various “*new sources of online information that are created, initiated, circulated and used by consumers intent on educating each other about products, brands, services, personalities and issues*” (Blackshaw & Nazzaro, 2004, p.2). Users of social media activities are not only consumers but also contributors and producers of such content (Arrigara & Levina, 2008). Social media has become an important source of content for all market participants. It is currently one of the most important and most reliable sources of information for consumers and enterprises (World Internet Project, 2013).

Approximately half of the modern social media users will search for UGC before making a purchase decisions. Many consumers prefer to make purchase decisions based on the comments and recommendations made by others on social media (Harris & Rae, 2009). After recommendations of friends and family, consumer reviews in social media are the second most trusted resource of brand information (Nielsen, 2012). Before making a purchase, 81% of consumers seek advice from social sites and 74% of those receiving such advice found it to be influential in deciding to purchase (Wegert, 2010).

Additionally, many users share the same information about a product or service on this medium this augments the credibility and usefulness of that information (Mir & Zaheer, 2012). Product information embedded in UGC gains credibility and usefulness when supported by multiple sources (O’Reilly & Marx, 2011). So, ratings and recommendations by others help an individual user assess the credibility of the UGC on social media (Flanagin et al., 2011).

2.3.2.2 Customer Reviews

Consumers publicize their personal evaluations of a product or service performance through consumer reviews (Chen et al, 2003). eWOM plays a significant role in influencing purchase

behavior. In fact, consumer reviews are more relevant for this task than expert reviews. People will write positive or negative reviews depending on the psychological incentive. When spreading positive WOM, one perceives gains of social approval or self-approval by demonstrating their great purchase decision or by engaging in altruistic behavior by sharing expertise. A customer who shares negative customer reviews is usually one seeking vengeance. Products that can easily evoke an emotional response will garner more posting than less inspiring products. Likewise, products of very high or low quality, or price, will have achieved more postings than average price and quality products. The higher the number of postings the more accurate the overall rating, so consumers will find those to be more reliable (Chen et al., 2003).

More than 70% of consumers will consult reviews and ratings prior to a purchase, and agree that reviews make them more comfortable that they are being the right product or service. Moreover, 63% of consumers are more likely to buy from a site if it contains product reviews.

2.4 Content Complexity

According to the Oxford Dictionary, complexity is the state of having many parts and being difficult to understand or find an answer to. It is commonly used to characterize a system containing a collection of many interacting objects or agents (Johnson, 2007). Complexity is also referred to as "*the degree of stimulations from the number and physical quality of units, the degree of dissimilarity of unit, and the level of organization in the arrangements of the units*" (Day, 1981, p.33). Classic aesthetics theory postulates that there is an inverted U-shaped relationship amongst pleasure and complexity (Berlyne, 1974): an object with an extremely low or high level of complexity will evoke less pleasure than an object with in the moderate range of complexity. In his research, Huang (2000) distinguished 2 aspects of information overload: complexity and novelty. From the results of this study it was found that complexity leads to impulse buying behavior, boosting online transactions.

Content marketing is a recent field, with many unknowns, which goes beyond content marketing tactics. The elements composing the intricacies and effectiveness of content marketing are, therefore, defined here as the complexities of content. Content complexity is then composed by the elements of content that affect the consumer's perception of content, which interact with consumer attitudes and purchase intentions. Drawing on the Technology

Acceptance Model and Keller and Staelin's study of the "Effects of Quality and Quantity on Decision Effectiveness", the concept of content complexity is hereby expressed as the perceived quality, perceived quantity, perceived usefulness and perceived ease of use of content.

2.4.1. Quality of Content

Online shopping differs from traditional shopping in numerous ways, such as the inability to physically examine product quality before purchase (Jarvenpaa & Todd, 1997). The digital customer must, therefore, rely on the quality of the information available to them online to infer on the quality of the product they are looking to purchase, prior to making the online transaction. Information quality refers to a consumer's perception of the quality of the information presented in a website. Quality consists of two dimensions: usefulness of content and completeness of information (Ko & Hur, 2005; Yang et al., 2005). Usefulness refers to the relevance, accuracy, benefit and timeliness of the information provided. A consumer's perceptions of the usefulness of an informational environment are strongly related with the quality of the information (Kellers et al., 2013). Completeness refers to whether information is perceived to be comprehensive and complete (Liu et al., 2000).

Delone and McLean's Information Systems Success Model measures website quality on three dimensions: systems quality, information quality and service quality. Systems quality refers to the technical level characteristics of the e-commerce system; information quality to the semantic level elements of e-commerce, providing the content on the desired product attributes; and, service quality is the overall support that is provided by the company to its customers on the website (Shannan & Weaver, 1949). More importantly, a system that does not meet the user's need for information is unlikely to be used (Alshibly, 2014), as information is more relevant than systems quality (Wang et al., 2009) and empirical findings suggest that information quality positively influences user satisfaction (Negash et al., 2003).

It has been found that satisfaction and attitudes towards a website increase when the user perceives quality information delivery (Filo et al., 2009). Content of sufficiently high-quality information is of particular interest to the user, as even the most beautiful and well designed website may not be satisfying to the user unless it contains information of interest (Caruana, 2002). As the quality of a website's design positively affects user purchase decisions (Liang

& Lai, 2002), consumers with positive service quality evaluations are more likely to purchase a product in a given shopping environment (Laroche et al., 2005). Also, companies increase the changes of landing within the top search results when they provide high-quality, relevant content to users. Thus, effectiveness and success of a website lies on how consumers perceive the value and quality of interactions and services (Zhang & Prybutok, 2005).

2.4.2 Quantity of Content

Information quantity refers to the number of items or attributes used in describing an alternative (e.g. brand, product) (Summers, 1974; Wilkie, 1974). Processing additional information has both costs and benefits. Information overload has favorable effects on consumer satisfaction levels and helps consumers feel less confused about selection; nevertheless, too much information contributes to reduced quality of consumer purchase decision (Jacoby et al., 1974). It becomes increasingly difficult for consumers to identify items that are truly relevant when there is an increase in information, resulting in higher search costs for the consumer (Klapp, 1986). However, the level of consumer satisfaction increases proportionately with the abundance of information, even if it is observed that there is a loss of efficiency in the decision-making process (Jacoby et al., 1974).

Information overload arises when there is an incremental decrease in decision effectiveness due to additional information quantity (Kellers et al., 2013). The effectiveness of a consumer's decision first increases and then decreases, as the amount of information increases. A consumer's confidence in their purchase choice is dependent on the average quality and quantity level of the previous information provided. Kellers and Staelin (2013) claim that quality must accompany quantity, as increases in quantity, holding quality fixed, result in decreases in confidence.

When exposed with a certain level of information, consumers appreciate companies that try to facilitate information processing through the use of interactive tools (i.e. use of alternative content marketing tactics). As the amount of information displayed on a webpage increases, customization helps and improves users' attitudes. Customization consists in limiting the exposure to too much information, offering a quantity and quality of information that meets the individual needs and preferences of consumers (Peppers & Rogers, 1993; Wind & Rangaswamy, 2001). For companies, this makes it possible for them to improve the quality of

information required by customers and hence present products that correspond to the consumer's specific needs (Peppers et al., 1999; Freund, 2003). For consumers, customization allows them to process only the data that is relevant to their personal needs without feeling overexposed to data. Customizing content becomes increasingly stimulating in an interactive environment where the quantity of information might be overwhelming (Wood & Solomon, 2010). Websites with personalized information are able to reduce the cost of information searches to potential customers considerably (Ray, 2003) and customers are able to make more enlightened decisions (Huang, 2000).

2.4.3 Perceived Usefulness and Perceived Ease of Use

In order to understand the importance of content marketing on digital commerce, one must first analyze what motivates a consumer to use a website, in this case an online store. Good website usability will sustain a customer's motivation to continue navigating in the website, enhancing customer experience and thus customer satisfaction (Alshibly, 2014).

A widely used theory for evaluating how users come to accept and use a technology is the Technology Acceptance Model (TAM). The TAM explores analyzing a user's attitude and intention towards an information system. It draws on theories of beliefs, attitudes, intention and behavior to describe acceptance of technology, which is determined by perceived usefulness and perceived ease of use of the technology (Mathieson et al., 2001). Perceived usefulness is the *"degree to which a person believes that using a particular system would enhance his or her job performance"*, and perceived ease of use is the *"degree to which a person believes that using a particular system would be free of effort"* (Davis, 1989). Perceived usefulness is significant in attitude formation (Venkatesh & Davis, 2000) and impacts intent to use and actual usage of online commerce (Mathieson et al., 2001). While, how easy to use and how effective a website is in helping consumers accomplish their task, will determine a consumer's evaluation of a website (Zeitham et al., 2002). The perception of these variables is also affected by information quality (Lin & Lu, 2000), enjoyment and risk (Lee et al., 2001).

For the scope of this study, perceived usefulness and perceived ease of use of content is therefore defined as the following. Perceived usefulness refers to the level of convenience, usefulness, relevance and benefit in using the content. Perceived ease of use is here defined as

the degree to which the content tactics on the product page make the shopping experience easier (Davis, 1989).

2.5 Attitudes

Attitudes are a “*summary construct that represents an individual’s overall feelings toward or evaluation of an object*” (Belch & Belch, 2003, p.117). Attitudes are composed of three dimensions: cognitive, affective and behavioral intent. Attitude has been proposed to influence behavioral intentions (Davis, 1989), which are followed by actual behavior (Scheffold et al., 2001).

In marketing, analyzing attitudes is relevant for they are useful in predicting consumer behavior (Spears & Singh, 2004). In theory, attitudes comprise a consumer’s evaluation, feelings and behavioral tendencies towards a product, brand or company.

Combined with actual behavior, these two dimensions constitute the concept of Loyalty. In the online context, e-loyalty is the building of a loyal visitor base to an e-commerce website.

In the Internet context, attitude is an overall evaluation of the transaction activities with a web retailer. A favorable attitude is expected to reduce barriers to the adoption of e-commerce and facilitate online transaction intentions and actual transaction (Pavlou et al., 2002).

The perceived value of the content affects the consumer attitude toward it (Daugherty et al., 2008). The content marketing tactic chosen becomes relevant since the message source that consumers perceive as most credible will have a strong positive impact on their attitude towards the message (Friedman & Friedman, 1979).

2.6 Purchase Intentions

Intention to purchase is the likelihood that a potential customer will purchase from an e-commerce website for the first time, and intention of continued purchase is the likelihood that the online shopper will return to the website and purchase again in the future (Davis, 1998). It can also be defined as a consumer’s aim to engage in an electronic exchange relationship with a web retailer, such as sharing information, maintaining a relationship and conducting

transactions (Zwass, 1998). Purchase intention is a step in the decision making process where a shopper studies the reasons to buy a particular product (Shah et al., 2012). At this key point consumers access and evaluate the specific product, to determine whether to purchase and in what conditions.

A consumer's "*buying decisions are influenced by perceptions, motivations, learning, attitudes and beliefs*" (Lamb et al., p.91). Consumers are affected by internal and external motivations during the buying process. Creating valuable products and having the desired brand image are the basic requirements of a customer's behavior intentions (Herrmann et al., 2006). Purchase intentions may vary under the influence of perceived quality and value (Gogoi, 2013). Product quality is a key factor for purchase intention, as a product of better quality makes consumers more inclined to purchasing it (Chi et al., 2008). Many customers, who search websites with intention to purchase, subsequently abandon their purchase due to low quality of the websites (Forrester Research, 1999; Boston Consulting Group 2000). Since a company's e-commerce website is representative of the company's online presence, low website quality will reflect poorly on the company, undermining customer intention to make purchases or return to the website (Nielsen, 2000).

Another external motivation that online shoppers have rated as an important factor in e-commerce, is website design (Reibstein, 2000). Studies have proven the relationship between online shopping activity and website features to be significant. Website design features are important and influential aspects that develop a consumer's satisfaction and dissatisfaction (Zhang & Dran, 2002), and may be considered as a motivational factor, producing positive or negative feelings towards a website (Zhang et al., 1999). Since the higher the website quality, the higher the consumer's intent to shop online, a website of quality design can drive the customer to a successful transaction and attract them to visit the website again (Li & Zhang, 2002).

Consumer's satisfaction with an e-commerce platform determines their likelihood to engage in an online transaction. Satisfaction will differ with the level of online experience of a consumer, since individual consumers evaluate costs and benefits of e-purchases differently (Schaupp & Bélanger, 2005). Therefore, a digital store is considered successful when its users are satisfied with it (Zhang & Dran, 2002). As, intention to return and purchase is affected by past purchase experience (Fishbein & Ajzen, 1975); for repeat transactions online, customers must be satisfied with the shopping experience (Schaupp & Bélanger, 2005).

III RESEARCH PLAN

3.1 Research Questions and Hypothesis Generation

Based on the theoretical research and analysis presented in the Literature Review section, questions regarding content marketing began to arise. In order to answer these uncertainties, hypotheses were generated to test the variables of content marketing when considering commercial websites and clarify these doubts. The research questions and hypothesis are presented below, in Table 2.

Research Questions	Hypothesis
Research Question 1: What content format produces more positive effects on consumer attitudes, intentions and behavior when added to the product page?	Hypothesis 1a: Consumers have more positive attitudes and higher purchase intention when UGC is displayed on the product page
	Hypothesis 1b: Consumers have more positive attitudes and higher purchase intention when Videos and Tutorials are displayed on the product page
Research Question 2: What is the ideal combination of content marketing tools?	Hypothesis 2: Positive attitudes and purchase intention increase when a combination of content is included in the product page (i.e. both UGC and Videos and Tutorials)
Research Question 3: How does the complexity of the content displayed influence the success of commercial webpages?	Hypothesis 3a: More complex content produces positive attitudes and increases online purchase intention

	<p>Hypothesis 3b:</p> <p>More complex content increases the effectiveness of online stores, by decreasing the need for physical store and increasing product knowledge</p>
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Table 2 Research Questions and Hypotheses

3.2 Methodology

Since the research questions are focused on identifying which combination of independent variables produce positive effects on attitudes and purchase intentions, a quantitative study will be conducted. By the means of a survey experiment, 4 different conditions testing the effects produced by different hypothesized sets of independent variables, were be designed and presented to the respondents in the form of a mock commercial website's product page.

In order to measure attitudes and intentions, it is important to consider behavioral intention theories, such as the Technology Acceptance Model (TAM). Additionally, the questionnaire will be designed in line with previous research surveys that have proven efficient in gathering similar results to those hypothesized in this study.

3.3 Research Design

Taking into consideration the nature of the research questions and previous research methods, a quantitative method was chosen for gathering data that could be generalized and comparable. Quantitative methods allow predictions and generalization, exploration of casual relationships - required in this study, - more structure and objectivity. While a qualitative study is more appropriate for understanding underlying reasons, opinions, and motivations, it is less objective. Thus, for the purpose of this study, quantitative data research methods are more appropriate. The qualitative method chosen is online survey, for its higher reach and efficiency.

The quantitative method chosen is a survey experiment. In this method subjects are randomly assigned to treatment or stimuli in a varied, randomized assignment, whereby one or more elements of the survey varies across subjects. In survey experiments respondents evaluate hypothetical situations or objects. The relevant outcomes are the judgments, decisions and evaluations of the presented scenario, which vary across scene and across respondents. These are measured through a series of questions about the respective situation, such that outcomes are measured and attributed to the respective treatment or stimuli.

The benefit of doing a survey experiment is that it gathers the benefits already known of both types of research methods, and eliminates some of the time consuming processes of each, such as 'pre-testing' in experimental research, while allowing for the similar results to be achieved. The disadvantages of online surveys include the risk of misunderstanding of questions, biased answers or that questions are not answered with seriousness. In order to avoid some of these issues, respondents were assured complete anonymity (Wolter & Laeir, 2014) prior to answering the survey. Furthermore, the questionnaire was presented in English with clear and simple language, to assume understanding (Wolter & Laeir, 2014).

To test the defined hypothesis, respondents were be exposed to one of four types of stimuli in order to study what effects each factor combination has on the two dependent variables: attitudes towards the content and purchase intention. The stimuli were present in the form of a commercial website's product page. In order to avoid biases and other motivations affecting the quality of the results, the brand and product presented in the stimuli will be invented, for the purpose of the research. The respondents took a passive role in the stimuli presented: they did not produce video content or create user-generated content. This content was simply included in the product page that was presented in the stimuli, and consumer would either watch the video tutorial or read the UGC, or both.

The survey is intended to measure attitudes and purchase intention towards content marketing tactic, page format and content complexity; the outcomes of content complexity; and, identify the type of shopper and its demographics. After being exposed to the stimuli, all respondents answered an identical survey to increase comparability (Andersen, 1998, p.152). The questionnaires were combined with the stimuli to ensure results were highly standardized.

To take advantage of the stimulus in the short-term memory, the first questions were of measurement of attitudes and purchase intention. The first two questions tests how much did the respondent like the website and how useful it looked. The following questions were

designed based on the TAM and aimed at evaluating the perceived usefulness, perceived ease of use and intent to use the commercial website. Respondents were then presented with a set of 3 questions concerning their feelings towards content quality and quantity and motivations towards content and information when shopping online.

The next set of questions tried to identifying the type of shopper, and were designed drawing on questionnaires previously conducted (Wolfinger & Gilly, 2001). The measurements mostly used to identify shopper type were average time spent on site, frequency of visits and number of pages being accessed (Wolfinger & Gilly, 2001). Since in this study a fake website is being showed, it is impossible to identify customer type based on these metrics. To overcome this problem, the identification was based on theories regarding goal-oriented and experiential motivations of offline shopping (Hoffman & Novak, 1996). Participants were asked to answer to questions concerning the descriptors of their shopping experience and desires of ecommerce. The question was designed in Semantic Differential Scale, where each polar end describes a trait of either utilitarian or hedonistic shopping.

Lastly, respondents were asked to answer three demographic questions: age, gender and nationality. In total, the questionnaire was composed of 13 questions.

The survey used for this study is available in Appendix 1.

3.4 Stimuli Design

As previously stated, the stimuli that were utilized in the survey were inserted into a fake product page, of a mock commercial website. Two types of content marketing tactics were being tested: UGC or VT. This content was also produce specifically for this study; all the UGC and the VT were invented and created for the purpose of this study.

The tactics were tested separately and in combination, in order to clarify the impact of combined content. The focus was to tests the effects of content marketing on consumer attitudes and purchase intentions. In order to understand the impact of different content tactics, four types of stimuli were designed:

1. Control: including only basic product information, such as an image of the product, price and commercial details

2. UGC: added UGC in the form of Facebook posts, Twitter posts and Consumer Reviews, to stimulus (1)
3. VT: added Video in the form Tutorial to stimulus (1). The video presented several different customers experiencing the machine and producing and tasting several of the possible recipes available.
4. Combination: added both stimuli (2) and (3) to stimulus (1).

The stimuli designs are presented in Appendix 2.

3.5 Data collection methods

Given that there is lack of research in this area to answer the questions posed in this thesis, it is crucial that primary data is researched. Primary data will be collected through an online survey, that will be passed online via social media, as this is the best medium to reach as many respondents as possible in the shortest amount of time. Given that social media is now widely used by most age ranges, it was considered the most appropriate way of gathering responses from different types of demographics, psychographics and geographic area. Subjects were randomly assigned to different experiments and each person respondent to one survey of 13 questions. The average respondent took three minutes to complete the whole survey.

The survey will be produced using Qualtrics, this online survey software that enables for type of survey format to be produced effectively. It performs full randomization between respondents, which is crucial to the experiments validity. Additionally, the software allows exporting of the dataset that is compatible with several data analysis software, including SPSS. That being said, the software chosen to analyze the data is SPSS as it is one of the most complete and widely used statistical software in marketing research.

A representative sample is essential for validity and generalization of the results. To get relevant data, only the completed surveys were considered and any incomplete questionnaire was discarded. The survey obtained 439 responses, but only 202 were considered complete and considered for this study. The sample of 202 respondents consisted of 58,4% women and 41,6% men, with an average age between 25 and 30, 88,1% of Portuguese nationality, and 71,3% defined as goal-oriented and 28,7% as experiential online shoppers. In table 3 are

detailed the numbers of valid responses per stimulus, as well as the demographics and shopping orientation of the respondents assigned to each content combination.

	Control	UGC	VT	Combination
Number of respondents	50	65	39	46
Gender (Male/ Female, %)	36/ 64	41,5/ 58,5	35,9/ 64,1	52,2/ 47,8
Age Gap (Mean)	25-30	25-30	25-30	25-30
Online Shopping Motivation (Goal-Oriented/ Experiential, %)	64/ 36	63,6/ 36,4	82,5/ 17,5	80,4/ 19,6

Table 3 Number of respondents, Demographics and Shopping Orientation per Stimuli

IV DATA ANALYSIS AND TESTING HYPOTHESIS

The data gathered analyses consumer attitudes, purchase intentions and motivation to shop in online stores, under the influence of content marketing. Content marketing is here divided into three subcategories: commercial website design (i.e. single or multiple page), content tactics (UGC, VT or both) and content complexity (perceived quality, quantity, usefulness and ease of use of content). As several questions in the survey tested each of these variables, they were combined in order to facilitate the analysis of the data. The description of how these questions were organized into content categories is described in the subsections below, when analyzing the hypothesis.

After the data was collected and extracted from the survey software, it was input into SPSS. The data was then cleaned: deleting invalid responses, which included incomplete questionnaires, or editing data when there was a clear case of misinterpretation or lack of attention. For missing entries, the fields were left blank.

This study focuses on testing the effects of several stimuli on the same set of dependent variables. The analysis of these results involves mainly comparing mean values and analyzing variances. In order to test the hypotheses and identify interactions between the dependent and independent variables, the following tests have been used: one-way ANOVA and independent t-tests. In order to minimize possibility of error and guarantee a high confidence level of 95% in the obtained results, an alpha level of ,05 for statistical tests was used.

To ensure that the statistical methods to be used were appropriate for this dataset, some assumptions were verified. The data was checked for outliers in SPSS, but no extreme values were found. Also, the data was checked for normality by applying the Shapiro-Wilk test, however the data did not prove to be normally distributed. Since both ANOVA and t-tests are quite robust to violations of normality, meaning that they are capable of producing valid results under those circumstances, it was decided that these statistical methods would still be acceptable for the analysis of data.

4.2 Hypothesis Testing

In this section the collected data is analyzed and the hypothesis previously established are tested. The findings are detailed in the tables included in the subsections for better understanding of the conclusions that are based upon them.

4.2.1 Effects of content format displayed on the product page on consumer attitudes and purchase intentions

Respondents were randomly assigned to four groups of stimuli to understand how the page design, in what concerns the content displayed in it, affect attitudes and purchase intentions of online shoppers. In order to understand if UGC or VT content tactics produce more positive attitudes and higher purchase intention, as suggested by hypothesis 1a and 1b, respectively, independent t-tests, between the groups presented with the control stimulus and both UGC and VT stimuli, were run.

When shown the UGC, consumers did not have significantly different attitudes or purchase intentions ($p = ,960$), in comparison to the control stimulus. The results showing these statistics are presented in table 4.1. Thus, hypothesis 1a is rejected.

Test Variables		p-value	Mean	St. Deviation
Attitudes	Liked	,355	3,71	,76
	Valued	,512	3,82	,68
	Don't need physical store	,725	3,41	1,07
	Know the product better	,516	3,94	,70
Purchase Intention		,960	3,71	,76

Table 4.1 Statistical analysis for Hypothesis 1a

In table 5.2 are presented the outcomes of the t-tests for VT content. As it can be concluded, VT content does not prove to be more significant towards consumer attitudes and purchase intentions ($p = ,355$) when displayed on the product page. Therefore, hypothesis 1b is rejected.

Test Variables		p-value	Mean	St. Deviation
Attitudes	Liked	,406	3,43	,96
	Valued	,429	3,63	,74
	Don't need physical store	,884	3,45	,88
	Know the product better	,314	3,68	,66
Purchase Intention		,355	3,55	,85

Table 4.2 Statistical analysis for Hypothesis 1b

In addition, the means of UGC are considerable higher than those of VT, and standard deviations are lower. This means that even though UGC is was rated above VT, on average, and that respondent were more confused as to how they felt about VT.

4.2.2 Effects of displaying combined content format on the product page on attitudes and intentions

It was suggested by hypothesis 3, that a product page would be more effective when displaying combined content, including both UGC and VT. To tests this hypothesis, independent t-tests, between the groups presented with the control stimulus and the combination stimulus, were run. The results of the t-tests are presented in Table 5.1. As illustrated, respondents shown the combination stimulus do not produce significantly different means for attitudes or purchase intentions ($p = ,259$), compared to the control group. Therefore, it cannot be postulated that consumers have more positive attitudes or increased

purchase intentions when combined content is displayed on the content page, rejecting hypothesis 2.

Test Variables		p-value	Mean	St. Deviation
Attitudes	Liked	,573	3,50	,62
	Valued	,861	3,76	,57
	Don't need physical store	,498	3,33	1,17
	Know the product better	,466	3,98	,95
Purchase Intention		,259	3,50	1,01

Table 5.1 Statistical analysis for Hypothesis 2

Comparing to when VT and UGC are displayed individually, the combination stimulus obtained similar means results to those of the VT content, but higher standard deviations. These results suggest that including both content marketing tactics on the product page is not very every online shopper, such that there will be a group of consumers who will respond better to it than another.

Additionally, to test if having all content on one page (i.e. product page) impacted consumer attitudes and purchase intentions, ANOVA tests were conducted. The results of the tests are shown in Table 5.2. Based on these results, it can be understood that having all the content on one page did not affect how much respondents liked the page ($p = ,270$). However, it significantly impacted the value attributed to the product page ($p = ,025$), decreased the need for the physical store ($p = ,003$) and improved perceptions familiarity with the product ($p = ,000$). Also, it was proven that consumers have higher purchase intention when the content is displayed on the product page consumers ($p = ,000$).

The relationship between complete content displayed on the product page has proven significant for purchase intentions, however, not relevant in totality for consumer attitudes. Which means that even though the combination stimuli did not prove more effective, consumers appreciate that all content is on the same page, facilitating their decision-making.

		p-value
Attitudes	Liked	,270
	Valued	,025
	Don't need physical store	,003
	Know the product better	,000
Purchase Intention		,000

Table 5.2 Statistical analysis for Hypothesis 2

4.2.3 Effects of content complexity on consumer behavior

4.2.3.1 Effects of complexity of content on attitudes and purchase intentions

Complexity of content is connected to four variables: usefulness, ease of use, quality and quantity of content. It is important to understand how these variables affect attitudes and purchase intentions in order to design a content that is effective.

Usefulness of content is captured by four variables regarding how content is convenient, useful, relevant and makes it easier to shop. To test overall usefulness of content, each variable composing the concept must be individually tested on its effects on attitudes. The relationship between usefulness of content and attitudes was tested through ANOVA statistical testing. The results are shown in Table 6.1.1. Every component of usefulness proved to have significant effects on both attitude levels ($p < ,05$). This means that overall usefulness has a significant effect on attitudes for both levels, and that hypothesis 3a is partially accepted.

Usefulness of Content	Attitudes	
	Liked (p-value)	Valued (p-value)
Convenient	,000	,001
Useful	,000	,004
Relevant	,000	,000
Makes it easier to shop	,000	,001

Table 6.1.1 Statistical analysis for Hypothesis 3a

To test the effects of overall content usefulness on consumer behavior, ANOVA tests were conducted in order to assess the significance of this relationship. In Table 6.1.2 are present the outcomes of the tests, describing how usefulness of content may motivate consumers when shop online. The results show that if the higher perceived the usefulness of content, the more information consumers want. Additionally, when this occurs consumers are more motivated by having all the content on one page and, logically, not having to search for content in other pages.

Usefulness of Content	Motivating Factor	p-value
Convenient	More information is given	,000
	All content is on one page	,000
	Don't need to search for information on different pages	,000
Useful	More information is given	,000
	All content is on one page	,004
	Don't need to search for information on different pages	,000
Relevant	More information is given	,000
	All content is on one page	,005

	Don't need to search for information on different pages	,001
	More information is given	,000
Makes it easier to shop	All content is on one page	,001
	Don't need to search for information on different pages	,006

Table 6.1.2 Statistical analysis for Hypothesis 3b

ANOVA tests were conducted to examine the relationship between perceived usefulness and the type of content tactic. The results of this test are given in Table 6.1.3. It was found that basic product information and UGC are perceived as useful content, increasing the willingness to shop online. It was also found that VT are not considered content of overall usefulness, such that it does not increase intentions to buy online ($p > ,05$). This means that overall usefulness has a significant effect on purchase intentions for basic product information and UGC, permitting hypothesis 3a to be partially accepted.

Willingness to shop by Content Tactic	Usefulness of Content	p-value
Basic Product Information	Convenient	,000
	Useful	,000
	Relevant	,000
	Makes it easier to shop	,000
VT	Convenient	,072
	Useful	,772
	Relevant	,580
	Makes it easier to shop	,124
UGC	Convenient	,012

Useful	,002
Relevant	,003
Makes it easier to shop	,000

Table 6.1.3 Statistical analysis for Hypothesis 3a

To test the effect of ease of use content of each type of content on consumer attitudes, ANOVA statistical tests were ran for both attitude variables. Presented in Table 6.2.1 are the results of the statistical tests. The analysis showed that consumers' attitudes were significantly affected by when content was easy to use, in the case of basic product information and UGC. However, ease to use VT content did not produce any significant effect on consumer attitudes ($p > ,05$).

Ease of Use of Content	Attitudes	
	Liked (p-value)	Valued (p-value)
Basic Product Information	,000	,000
VT	,086	,139
UGC	,000	,000

Table 6.2.1 Statistical analysis for Hypothesis 3a

To test the relationship between ease of use of content, by type of content tactic, and consumer motivations, One-way ANOVA tests were produced for each type of content tactic. As table 6.2.2 shows, the results of the statistical test clearly indicate that there is a significant relationship between how the content is perceived to be easy to use and a consumer's motivation towards a webpage. Consumers are more motivated when given more information, having all the content on one page and not having to surf other pages, if the content displayed on the webpage is easy to use.

Ease of Use of Content	Motivating Factor	p-value
Basic Product Information	More information is given	,000
	All content is on one page	,000
	Don't need to search for information on different pages	,000
VT	More information is given	,040
	All content is on one page	,000
	Don't need to search for information on different pages	,000
UGC	More information is given	,003
	All content is on one page	,004
	Don't need to search for information on different pages	,001

Table 6.2.2 Statistical analysis for Hypothesis 3b

An ANOVA test was conducted to examine the relationship between perceived ease of use of content and willingness to shop, for each content tactic, when alone or in the presence of another type of content. The outcomes of the tests, presented in Table 6.2.3, show that there is a significant impact on purchase intentions of online customers for basic product information and UGC, displayed alone ($p = ,000$) or in combination ($p = ,001$), when this content is perceived as easy to use. Additionally, the results show that VT, even when perceived as easy to use, is not significant in changing purchase intentions when presented with other content tactics. This type of content tactic did prove significant towards increasing purchase intentions when presented alone ($p = ,000$). This shows the significance of video as content marketing tactic, but in a context different than the product page, such as YouTube or social media, where it has proven to be effective. These results show that ease of use of content is only relevant in the product page, influencing purchase intentions, for certain types of content tactics.

Ease of Use of Content	Willingness to shop online by	
	Content Tactic	p-value
Basic Product Information	Basic product information	,000
	VT	,343
	UGC	,001
VT	Basic product information	,104
	VT	,000
	UGC	,088
UGC	Basic product information	,019
	VT	,218
	UGC	,000

Table 6.2.3 Statistical analysis for Hypothesis 3a

Quality is an attribute that, in this study, is captured by four variables: how accurate, readable and understandable, including all the information needed and easy to find, the content is perceived to be. Together, the four variables compose the overall level of quality of the content presented. To test the impact of content quality on attitudes, between the different groups of respondents, a One-way ANOVA test was ran using the statistical software. These statistics are presented in table 6.3.1. The results show that all variables of quality are significant in the development of consumer attitudes. Therefore, the five variables explain that overall quality of content is significant to determine consumer attitudes ($p = ,000$).

Quality of Content	Attitudes	
	Liked (p-value)	Valued (p-value)
Accurate	,000	,000
Readable and Understandable	,000	,000
All the information needed	,000	,000

Easy to find	,000	,000
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Table 6.3.1 Statistical analysis for Hypothesis 3a

One-way ANOVA tests were conducted with the purpose of understanding the how content quality impacts consumers' motivations for shopping online. The results are shown in table 6.3.2. As expected, when content is of quality, consumers are more motivated to shop online when given more quality of information, and on one page, such that they do not need to search for quality information elsewhere. Additionally, the effects of content quality on the value attributed to a webpage were once again confirmed by these tests: consumers do not feel overwhelmed when more information given to them and that it is all included on the same page, when it is of quality. This point is now partially explained by consumers' preference for decreased effort, in that they are more motivated to shop a website of quality content because it decreases the need to search for more information on other webpages.

Quality of Content	Motivating Factor	p-value
Accurate	More information is given	,000
	All content is on one page	,000
	Don't need to search for information on different pages	,000
Readable and Understandable	More information is given	,013
	All content is on one page	,026
	Don't need to search for information on different pages	,000
All the information needed	More information is given	,009
	All content is on one page	,014
	Don't need to search for information on different pages	,031
Easy to find	More information is given	,005

All content is on one page	,001
Don't need to search for information on different pages	,000

Table 6.3.2 Statistical analysis for Hypothesis 3b

The effect of type and quality of different content tactics on willingness to shop online was tested through One-way ANOVA statistical tests. The outcome of these tests is presented in Table 6.3.3. The tests show that there is a significant relationship between quality of content and willingness to shop online, for every type of content tactic. Hypothesis 3a can be partially accepted, as it is valid in what concerns the impact of quality on consumer attitudes and purchase intentions.

Quality of Content	Willingness to shop online by Content Tactic	p-value
Accurate	Basic product information	,000
	VT	,006
	UGC	,001
Readable and Understandable	Basic product information	,000
	VT	,009
	UGC	,003
All the information needed	Basic product information	,002
	VT	,006
	UGC	,001
Easy to find	Basic product information	,000
	VT	,024
	UGC	,000

Table 6.3.3 Statistical analysis for Hypothesis 3a

Another factor defining complexity is the amount of information, or content, displayed on a webpage. In this study, the quantity of content was measured through two questions: how overwhelmed respondents felt towards the content displayed, and how they felt about having more information. To test the impact of content quantity on attitudes, One-way ANOVA tests were conducted. These statistics are presented in Table 6.4.1. A consumer's attitudes towards that page are not affected by how overwhelmed a consumer may feel about the quantity of content ($p > ,183$ and $p > ,184$). However, the results proved the significant relationship between consumer attitudes and being given more information ($p > ,019$ and $p > ,002$). Consumers like and value a page more when they are given more information. The results are logical: if a consumer likes and values more information, they will not have a negative attitude when a page it displays a more content (i.e. is overwhelming). There is a significant relationship between attitudes and the quantity of content displayed.

Quantity of Content	Attitudes	
	Liked (p-value)	Valued (p-value)
Not overwhelming	,183	,184
More information is given	,019	,002

Table 6.4.1 Statistical analysis for Hypothesis 3a

To understand how the type and quantity of content tactic affects willingness to shop, simultaneously, one-way ANOVA tests were conducted. The results of the tests, given in Table 6.4.2, show that feeling overwhelmed by content is not significant in altering willingness to shop online, regardless of the type of content displayed in excess. Additionally, consumers' intentions to purchase online increase significantly when displayed with more information in the format of basic product information ($p = ,000$) or UGC. ($p = ,000$) These results show that quantity of content affect both attitudes and purchase intentions, but not linearly for all cases. However, proof that it does affect consumer behavior still allows for hypothesis 3a to be partially accepted.

Quantity of Content	Willingness to shop online by Content Tactic	p-value
Not overwhelming	Basic product information	,663
	VT	,956
	UGC	,984
More information is given	Basic product information	,000
	VT	,115
	UGC	,000

Table 6.4.2 Statistical analysis for Hypothesis 3a

The relationship between content complexity and consumer attitudes and purchase intentions was proven significant for content usefulness and quality, but not always applicable for the cases of ease of use and quantity of content. Although the results showed that more complex content affects attitudes and purchase intention, as suggested in hypothesis 3a, the findings were not linear for all cases. Therefore, hypothesis 3a can only be partially accepted.

4.2.3.2 Effects of complexity of content on the effectiveness of virtual stores

One reason why content plays an important role in commercial pages is because it can provide relevant information to online shoppers. This study tries to understand how content impacts consumers cognitively, increasing product knowledge, substituting the need for physical stores and increasing considerations to purchase directly from the product page. In other words, testing how content affects the effectiveness of commercial webpages.

The impact of usefulness of content on consumers' feelings toward the product page was tested using ANOVA statistical analysis, which outcomes are presented in Table 7.1. The overall results clearly show that usefulness of content is significant to producing positive feelings towards the page. There is an exception for relevance of content, which is not meaningful in decreasing the need for physical store. However, in total, usefulness of content is an important factor in determining the effectiveness of a commercial webpage ($p = ,084$).

Usefulness of Content	Feeling towards the page	p-value
Convenient	Don't need physical store	,002
	Know the product better	,000
	Consider buying from this page	,000
Useful	Don't need physical store	,018
	Know the product better	,000
	Consider buying from this page	,001
Relevant	Don't need physical store	,084
	Know the product better	,006
	Consider buying from this page	,013
Makes it easier to shop	Don't need physical store	,005
	Know the product better	,000
	Consider buying from this page	,001

Table 7.1 Statistical analysis for Hypothesis 3b

To verify that ease of use of content is relevant in the formation of feelings towards the product page, and therefore its effectiveness, ANOVA tests were conducted. The outcomes of these tests, presented in Table 7.2 prove that there is a significant relationship between ease of use of content and the feelings shoppers have when shopping a commercial webpage. When content is easy to use it produces positive feelings on the consumer towards the online store, which increases the effectiveness of the webpage in leading to conversion.

Ease of Use of Content	Feeling towards the page	p-value
Basic Product Information	Don't need physical store	,006
	Know the product better	,000
	Consider buying from this page	,000

VT	Don't need physical store	,047
	Know the product better	,008
	Consider buying from this page	,001
UGC	Don't need physical store	,000
	Know the product better	,000
	Consider buying from this page	,000

Table 7.2 Statistical analysis for Hypothesis 3b

Another variable of complexity of content is its level of quality. The importance of content quality for the effectiveness of a commercial page was examined through ANOVA tests. The results of the tests are displayed on Table 7.3. Each variable of quality verified as significant in decreasing the need for the physical product store, increasing the knowledge of the product in sale and improving considerations of making the transaction directly from the product page. Since every variable of quality of content is significant, it can be said that quality of content is important in determining the effectiveness of product pages.

Quality of Content	Feeling towards the page	p-value
Accurate	Don't need physical store	,000
	Know the product better	,000
	Consider buying from this page	,000
Readable and Understandable	Don't need physical store	,000
	Know the product better	,000
	Consider buying from this page	,000
All the information needed	Don't need physical store	,000
	Know the product better	,000
	Consider buying from this page	,000

Easy to find	Don't need physical store	,000
	Know the product better	,000
	Consider buying from this page	,000

Table 7.3 Statistical analysis for Hypothesis 3b

Lastly, ANOVA tests were conducted to test the relationship between quantity of content and effectiveness of product pages. The results show (Table 7.4) that consumers are not affected by too much content: feeling overwhelmed or not is not significant. Actually, consumers prefer it when they are given more information, as it increases their feelings of understanding of the product, decreasing the need for the physical store and making them consider the purchase to be made from the product page.

Quantity of Content	Feeling towards the page	p-value
Not overwhelming	Don't need physical store	,100
	Know the product better	,401
	Consider buying from this page	,292
More information is given	Don't need physical store	,013
	Know the product better	,000
	Consider buying from this page	,000

Table 7.4 Statistical analysis for Hypothesis 3b

The test results indicate that there is significance for the relationship of usefulness of content, ease of use of content, quality and quantity of content and effectiveness of the product page. Thus, hypothesis 3b is accepted.

V MAIN RESULTS, IMPLICATIONS AND FUTURE RESEARCH

The following section presents an overview of the findings as well as a discussion of the results in from a theoretical perspective. Following this initial discussion, findings are all considered from a managerial perspective, including recommendations that could be applicable by managers in practice. Finally, the chapter is complete with a discussion of the study's limitations and suggestions for future research.

5.1 Main Results

In this work are studied some of the independent variables that constitute content marketing: content tactics (UGC and VT) and content complexity (usefulness, ease of use, quality and quantity). These variables were studying to identify their impact on consumer behavior, more precisely consumer attitudes, motivations and intentions. A summary of results of study concerning the potential relationship among content marketing and consumer behavior are summarized in Table 8.

5.1.1 The Relevance of Content Marketing Tactics on Product Pages

Currently, digital marketing discussions are largely focused on the use of UGC and video as marketing tools (Cheong & Morrison, 2008; Zeng et al., 2009). However, their use has been extensively limited to the social networks in which they are traditionally distributed: forums, social media websites and video-sharing websites, to name a few. Successful brands are now beginning to include this form of informative and interactive content on their commercial pages, but it is still unknown to what extent this content is relevant for conversion, as a consequence of consumer attitudes and purchase intentions. Based on this new trend, hypothesis 1a and 1b were developed with the aim of testing the affect of displaying this content on product pages.

Data analysis indicated that the type of content tactic that is displayed on the website, alone, is not relevant to changing consumer attitudes or purchase intentions. In this case, UGC and VT

did not prove to make a difference when presented in the product page. Nevertheless, UGC is still a better tool when compared to VT content.

The results obtained were not expected, as it is known that UGC and Video are relevant marketing tools that are part of a modern consumer's purchasing process. However, the findings of hypothesis 3a and 3b were important for understanding why these were the obtained results.

5.1.2 The impact of increased number of Content Marketing Tactics on Product Pages

The most recent research has begun to address content marketing as an integrated tool, as opposed to the way in which it has been utilized so far. The question so far has been of whether to leave content in several website tabs and even separate websites, such as blogs or UGC sharing websites, or to include it all on a single page. L2's Intelligence Report: Content & Commerce indicates that integrating content marketing is the more effective. Based on the concept of including all content on the product page, it was interesting to test the impact of including various types of content tactics on the single page, in this case both UGC and VT. As it was previously mentioned, the sole fact of having UGC or VT displayed on the product page did not prove to influence consumers, but is also true in the case where they are displayed in combination? The statistical results suggested that a commercial page that is complete with more types of content tactics is not more effective. Even though consumers prefer to have all the content on a single page, having different types of content tactic in display does not make a difference in their attitudes or purchase intentions.

5.1.3 The Importance of Content Marketing Complexity for E-Commerce

Having found that the content tactics displayed are not relevant for consumers, it was important to look more deeply into the actual content characteristics, in order to understand how what determines its significance in online shopping.

Researchers have attempted to identify the factors determining a successful website. Through an extensive study of these reports, it was identified that the level of success of a website lies its ability to produce positive attitudes and intentions towards its use or achieving user

satisfaction. The TAM model has defined user attitudes and intentions towards a website to be determined by perceived usefulness and perceived ease use of the technology, and user satisfaction has been explained to stem from perceived quality information delivery and the amount of information displayed. In sum, it was assumed that the effectiveness of a website is a result of perceived usefulness, ease of use, quality and quantity of the content a page delivers its users. These four variables are here described as the level of complexity of a website's content. Based on these theories, hypothesis 3a and 3b were developed with the aim of testing the significance of the complexity of content in determining a website's effectiveness: decreasing the need for physical store and increasing perceptions of product knowledge. The findings show that the complexity of content is indeed a driver of a website's effectiveness.

The data supports the hypothesis that higher content complexity is significant in determining the degree of product knowledge. As customers' intention to purchase is significantly positively affected by product knowledge (Lin et al., 2011), a customer's knowledge of product will not only defines the buying decision but also will have indirect impact on intention to buy (Lin & Chen 2006). Essentially, the higher the complexity of content the higher the perceived product knowledge and, so, the higher willingness to buy.

A satisfied customer, without time constraints and information deficits, tends to be more loyal (Scheffold et al., 2001). This might explain why no interaction between displaying certain content tactics and consumer attitudes and purchased intention was found, because the importance of content lies in its complexity and relevance towards the purchase decision.

Additionally, it was found that to an extent the content tactic was in fact relevant. As it was previously established, just displaying a certain type of content is irrelevant. However, it happens that once the consumer finds that the content offered on the page has the complexity required for purchase, the type of content tactic becomes important. As previously emphasized, consumers tend to perceive online comments and product reviews both credible and useful aid in the purchasing decision (Cheong et al., 2008). In line with this, content that has complexity and displayed in the form of UGC, on the product page, is effective in determining consumer attitudes and purchase intentions, but video tutorial content is not.

<p>Hypothesis 1a:</p> <p>Consumers have more positive attitudes and higher purchase intention when UGC is displayed on the product page</p> <p style="text-align: center;">REJECTED</p>
<p>Hypothesis 1b:</p> <p>Consumers have more positive attitudes and higher purchase intention when Videos and Tutorials are displayed on the product page</p> <p style="text-align: center;">REJECTED</p>
<p>Hypothesis 3:</p> <p>Positive attitudes and purchase intention increase when a combination of content is included in the product page (i.e. both UGC and Videos and Tutorials)</p> <p style="text-align: center;">REJECTED</p>
<p>Hypothesis 3a:</p> <p>More complex content produces positive attitudes and increases online purchase intention</p> <p style="text-align: center;">PARTIALLY ACCEPTED¹</p>
<p>Hypothesis 3b:</p> <p>More complex content increases the effectiveness of online stores, by decreasing the need for physical store and increasing product knowledge</p> <p style="text-align: center;">ACCEPTED</p>

Table 8 Summary of the results of the tested hypotheses

5.2 Theoretical Implications

This study contributes to the growing body of research on content marketing, by focusing on its application in commercial websites. Specifically, it studied how a commercial website's

effectiveness might be dependent upon the way it is designed, the content it includes and the complexity of this content. It was established that the effectiveness of content marketing when integrated in commercial pages differs from when it is used in its traditional form.

Furthermore, it was found that:

- Displaying one or more different formats of content tactics, alone, is not relevant in improving a website's success;
- Consumers prefer to have all the content they need on the product page;
- The complexity of content acts as a moderating factor of the content marketing tactics displayed (i.e. UGC and VT).

These findings challenged initial assumptions regarding the impact of content marketing on commercial pages. Content marketing is extremely relevant in the purchase process nowadays, especially UGC and video content, thus it was expected that just the display of these types of content on the product page would be relevant for changing consumers' perceptions of a website. Then, it was expected that it would be the actual complexity of the content that would define how effective this content would actually be towards attitudes and purchase intentions. Theoretically, the findings of this study suggest that what online shoppers find relevant in commercial websites is not the type of content displayed but its complexity. Implying that what a consumer values is the information that is included in the content displayed and how it can help in the purchase decision (i.e. how useful, ease to use, of quality and the quantity of that information), not the way in which the information is displayed (i.e. content tactic).

5.3 Managerial implications

Today, businesses use the Internet to conduct their commercial activities globally (Durbhakula & Kim, 2011). Ever since brands began utilizing digital tools as marketing strategies, the struggle has been in understanding how to actually use these tools to their advantage. It is widely known that digital marketing is important for establishing satisfying, long-lasting and loyal relationships with consumers (Scheffold et al., 2001), but how does digital commerce actually work? Taking full advantage digital marketing tools has been impeded by the challenges it still presents. Brands are aware of the opportunities it delivers,

but in reality they do not know how to actually use them to achieve the best results. The strategies have always been on a trial and error basis: for example, every brand has a social media page in at least one social network, but why and how to use it?

Businesses are allocating their resources to identify ways to make their social media activities more profitable (Kaplan & Haenlein, 2010). However, as the focus remains on social media activities, commercial activities remain unprofitable. This study has provided valuable insights for how to actually design commercial webpages, in order to achieve actual online sales. Specifically, marketers can now understand how to use content marketing to achieve better results on their electronic commerce activities and boost company sales.

The findings of hypothesis 3a and 3b are extremely valuable, as they explain the true significance of content marketing. Marketers must focus on delivering content with complexity. Content must first be useful, easy to use, delivered with quality and quantity. Afterwards, the focus should be on selecting the right type of content medium to present the information.

From the study's findings, it is suggested that UGC is used as an alternative medium to display information on the product page, instead of only text and product information. Furthermore, the relevance of video has not been neglected. Videos should continue to be promoted in video-sharing websites and social networks, where they have proven to be an efficient marketing tool, but not in product pages, as they do not produce the same effects.

5.4 Conclusions

In a survey conducted by Content Marketing Institute in 2014 on North America, it was found that 90% of B2C marketers were using content marketing and 60% plan to increase the budget allocate to content marketing in the following year. Despite the reported growth in content marketing, production of engaging content was second biggest challenge for the B2C marketers in 2014 (Pulizzi, 2013). While fifty-one percent of marketers using content marketing want their content to drive conversion (L2, 2014), with only 34% of B2C marketers consider themselves effective at using it. The findings of this study have specified some of the important attributes of content marketing that marketers should take into account when producing content for commercial product pages, in order to drive conversion.

Different consumers are motivated by different stimulus, which define their perceptions, attitudes and behavioral intentions. Therefore, it is important for web developers to begin by trying to understand and evaluate how and why a visitor uses their website, in order to create a website that fits the shopping process and task. Four-fifths to two-thirds of online consumers are engaged in narrow, goal-oriented shopping, rather than looking for fun in their online buying experience (Wolfenbarger & Gilly, 2001). Due to the needs for information and entertainment, it is crucial that the purchase motivations of the target audience are identified, before defining the content format and complexity that is relevant for its users.

B2C marketers are using an average of 12 tactics, and 77% of the most effective B2C marketers are creating more content than they did in 2014. Our findings have shown that in commercial product pages, the most efficient tactics are not the same as in other contexts. For instance, video, here in tutorial format, is very efficient and widely used by B2C's, but not in the context of product pages. While UGC, including social media and reviews information, maintains its relevance, but only this content has complexity. Including certain types of content tactics is irrelevant unless the consumers find value in this content.

Good content marketing keep consumers interested on the product page by influencing consumers' attitudes and purchase intentions. The more time consumers spend surfing a commercial website, the more they will tend to make purchases (Huang, 2000). Towards achieving this goal, the major discovery of this study concerns content complexity. It was found that content marketing tactics are not the determinants of a commercial page's success; it is the complexity of content that adds to a commercial page and makes it successful. Influencing consumers through content depends on delivery quality and quantity of content with high usefulness and easy to use. However, quantity and quality must be treated with caution, as it has been postulated that one is inversely correlated to the other (Kellers et al., 2013).

5.5 Limitations of research

The paper's empirical limitation in terms of measuring actual e-commerce behavior lies in that, even though it is theoretically implied that attitudes lead to intentions and intentions lead to actions (Davis, 1989), it is beyond the scope of this study to measure actual transaction behavior, a limitation common in exploratory studies (e.g. Bernadette, 1996; Mathieson et al.,

2001). Numerous studies have revealed a positive interrelation between purchase intention and purchase behavior (Morwitz & Schmittlein, 1992; Morwitz et al., 2007). However, as an individual's intention to commit to a certain behavior is the only correct predictor of his behavior (Fishbein & Ajzen, 1975), this work can only serve as a model for expected behavior, using purchase intention as a tool to predict buying behavior (Ghosh, 1990).

Given the scarce academic research on content marketing applied to commercial webpages, the theory that this study draws upon is mainly of adjacent fields of research, such as content marketing in traditional marketing channels: social media and video content from its original source. However, the theory from other fields of research is not as sensitive to the unique nature of the content in which these concepts are being studied. To overcome this, literature of a wide variety of theories and sources was used in this analysis.

The respondents took a passive role in the stimuli presented: they did not produce video content or create user-generated content. This content was simply included in the product page that was presented in the stimuli, and consumer would either watch the video tutorial or read the UGC, or both. Also, the stimuli were designed to be as simple as possible to ensure immediate comprehensiveness. Thus, it cannot be said that the study conducted completely replicates a "real life" scenario.

For a generalized result, the product chosen was a design multi-options coffee and tea machine (hedonic) of medium price (utilitarian), in order to capture the attention of both types of online shoppers equally. The image of the product belongs to a prototype design that was never produced for the market, by a Norwegian designer, which was expected to be unknown to the majority of people. The brand characteristics were invented not to have any similarity with any existing brand, this way ensuring that the product was of complete fictional character, eliminating any preconceptions towards brands. Also, the choice of the product itself might influence consumer attitudes, as not everyone likes coffee or tea, or might already have a machine that accomplishes that task.

The relationship between attitude and transaction intention is affected by culture and societal norms. For instance, attitudes have a greater impact on intention for collectivistic countries (e.g. China, Latin America) than for individualistic countries (e.g. USA, Germany) (Pavlou & Chai, 2002). Furthermore, individualists are more objective than affective (Hofstede, 2001), thus there might be a tendency for consumers of individualistic countries to be more goal-oriented. In other words, the country of origin might affect attitudes, intentions and

behaviors of consumers. In this study, 88,1% of the respondents were Portuguese, therefore the data cannot be generalized to a world-level outcome.

5.6 Suggestions for future research

New research on content marketing is only slowly emerging. However, the unique nature of content marketing in e-commerce websites calls for further research, as the existing body of research for this area is very limited. The same occurs for content marketing complexity, both for traditional content marketing as well as for content marketing applied to online stores.

In consideration with the limited time and resources available for this study, the focus has been limited to only two content marketing tactics, which were very lightly detailed. It would be interesting to test more content marketing tactics in the context of digital stores.

A short video tutorial of a product that is possibly of no interest to consumers is likely to have different results on consumers than a product of interest. Also, more quantity and detailed UGC might produce a different affect on consumers. On that note, the results obtained would be more valid if real consumers could be tested in interactions with real websites: using the actual content and engaging with a real brand. The results of hypotheses 2 and 3 might even be challenged under these circumstances, as they are measuring attitudes and purchase intentions. Do the results of these hypotheses maintain their validity for all types of products? Or when there is increased interaction with content, as there is a higher level of consumer engagement?

Considering the limitation of this study in terms of the geographic demographics of the respondents, and knowing that culture has an impact on consumer attitudes and intentions, it is recommended for future research on the study at hand to be tested on consumers of different cultures or countries. This additional data would be extremely relevant for managerial purposes, to ensure international business applicability.

As the focus moves towards consumers rather than transactions, marketers must learn how to use content marketing in commercial websites to improve the shopping experience and augment the loyal customer base. Further research on content complexity and the design of commercial webpages, in the terms of content marketing, becomes urgent.

As companies continue to use content marketing in their strategies, allocating an increased proportion of their budgets to content marketing, the business' bottom line becomes a concern. The lack of research in this field has required companies to outsource their content marketing efforts (Pulizzi 2013), as they lack the knowledge to develop it internally. Still, as ecommerce is still lagging behind traditional commerce, it becomes increasingly important to understand how to change the existing online stores to achieve conversion and website efficiency.

APPENDICES

Appendix 1 Questionnaire

Answer the following questions thinking about the product page you just saw.

1. On a scale of 1 to 5, how much did you like this website?

- 1 2 3 4 5

2. How valuable does this website look to you?

- Not very valuable Not valuable Neutral

3. “Having different types of content formats (product information, videos & tutorials, social media and reviews) on the product page is...”

	1	2	3	4	5	6	7	8	9	10
Convenient	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Useful	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Relevant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Easier to shop	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

4. “Having the following content on the product page makes my shopping experience...”

	Confusing	Somewhat Confusing	The Same	Somewhat Easier	Easier
Basic Information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
UGC	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
VT	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

5. Does this content make you more willing to shop online? (*Negative numbers mean you are less willing to buy the product online.*)

-5	-4	-3	-2	-1	0	1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

6. "Having more content displayed makes me feel like..."

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
I don't need to go to the physical store to shop for it	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I know the product better	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I consider purchasing a product from this website	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

7. "I think that the content on the product page was..."

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
Accurate	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Displayed in a readable and understandable way	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
All the information I need	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Easy to find	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overwhelming (i.e. too much)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

8. When shopping online...

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
“I am more motivated when more information is given to me.”	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
“I am less motivate when I have to search for information on different pages.”	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
“I prefer to have all the content on the product page.”	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Now, tell us a little bit about your online shopping habits.

9. Please describe your usual shopping experience...

Shop for accomplishment	<input type="radio"/>	<input type="radio"/>	Shop for enjoyment
Go to specific sites	<input type="radio"/>	<input type="radio"/>	Surf different sites
Look for specific products	<input type="radio"/>	<input type="radio"/>	Looking for new things
Save time	<input type="radio"/>	<input type="radio"/>	Killing Time
Have a purpose in mind	<input type="radio"/>	<input type="radio"/>	Look for ideas
Make repeat purchases	<input type="radio"/>	<input type="radio"/>	Check my favorite site regular
Find the best price	<input type="radio"/>	<input type="radio"/>	Look at what's on sale

10. “When I shop online I want...”

- Get-in-and-out quickly Welcoming sites that draw me in
- Do-it-myself Interact with other consumers
- Not to waste time Show me lots of choices
- Immediate response to my questions Browse sites related to my interests
- Ease of use Unique online experience

Lastly, tell us a little bit about yourself.


11. Gender: Male Female

12. Age: <20 20-25 26-30 31-40 >40

13. Nationality: _____

Appendix 2 Stimuli Design


Appendix 2.1 Control Stimulus


BREW®

THE BRAND
MACHINES
COFFEE
TEA
ACCESSORIES
SUPPORT
SIGN IN
🛒
🔍

MAY WE HELP YOU?

CHAT WITH US NOW



THE BARISTA

Coffee and tea maker, with a milk compartment.

★★★★★ (4.5 out of 5) [READ REVIEWS](#)

BENEFITS
EFFICIENCY OF A BARISTA, SIMPLICITY OF A HOME COFFEE MAKER.

PRODUCT DETAILS

200€

1 ▼

ADD TO CART

FREE SHIPPING WORLDWIDE

f
🐦
ADD TO WISH LIST

PRODUCT DETAILS

Weight 4.5 kg | Height 25.8cm
 Removable water tank 0.7 L | Removable milk container 0.5 L
 Coffee container 55g | Tea Herbs container 30g

THE BARISTA HAS A BUILT-IN CHAMBER THAT CAN BE PULLED OUT TO STORE MILK AND WATER, A COMPARTMENT FOR STORING COFFEE BEANS AND ANOTHER FOR TEA HERBS, AND WELL-DIRECTED JETS THAT MINIMIZE SPILLING WHEN POURING OF LIQUID INTO THE CUPS.

THE DIGITAL SCREEN AT THE FRONT IS USED TO SPECIFY THE TYPE OF PRODUCT WANTED BY SELECTING THE INGREDIENTS YOU WISH TO HAVE ON YOUR DRINK. FROM TEA WITH MILK TO YOUR FAVORITE LATTE OR CAPPUCCINO, THE OPTIONS OF THE BARISTA ARE ENDLESS AND NEW RECIPES CAN BE ADDED TO THE TECHNOLOGY USING THE DIGITAL SCREEN.

Appendix 2.2 UGC Stimulus

The screenshot shows the product page for 'THE BARISTA' on the Brew website. The navigation bar includes 'THE BRAND', 'MACHINES', 'COFFEE', 'TEA', 'ACCESSORIES', 'SUPPORT', 'SIGN IN', and search icons. The product image shows a black coffee machine with a white cup and saucer. A chat bubble on the left asks 'MAY WE HELP YOU?' and 'CHAT WITH US NOW'. The product description includes a 4.5-star rating (4.5 out of 5), benefits like efficiency and simplicity, a price of 200€, and an 'ADD TO CART' button. Social media icons for Facebook and Twitter are also present.

PRODUCT DETAILS

Weight 4.5 kg | Height 25.8cm
Removable water tank 0.7 L | Removable milk container 0.5 L
Coffee container 55g | Tea Herbs container 30g

THE BARISTA HAS A BUILT-IN CHAMBER THAT CAN BE PULLED OUT TO STORE MILK AND WATER, A COMPARTMENT FOR STORING COFFEE BEANS AND ANOTHER FOR TEA HERBS, AND WELL-DIRECTED JETS THAT MINIMIZE SPILLING WHEN POURING OF LIQUID INTO THE CUPS.

THE DIGITAL SCREEN AT THE FRONT IS USED TO SPECIFY THE TYPE OF PRODUCT WANTED BY SELECTING THE INGREDIENTS YOU WISH TO HAVE ON YOUR DRINK. FROM TEA WITH MILK TO YOUR FAVORITE LATTE OR CAPPUCCINO, THE OPTIONS OF THE BARISTA ARE ENDLESS AND NEW RECIPES CAN BE ADDED TO THE TECHNOLOGY USING THE DIGITAL SCREEN.

ACTIVITY ON SOCIAL MEDIA

This section displays social media posts. On the left, a Facebook post by Anne Smith (@anne.smith) says 'Ordering this now!' with a 'POST' button. Below it, a post by Daniel Rutkowski (@daniel.rutkowski) says 'I got th is for my office, it's perfect!' with a 'POST' button. On the right, a tweet by Mike Phillips (@mikephillips) says 'Morning coffee ju st got better #bestcoffee' with a 'TWEET' button. Below it, a tweet by Francesca Palermo (@mariafrancesca) says 'Just did the perfect cappuccino with my @thebarista!' with a 'TWEET' button.

REVIEWS



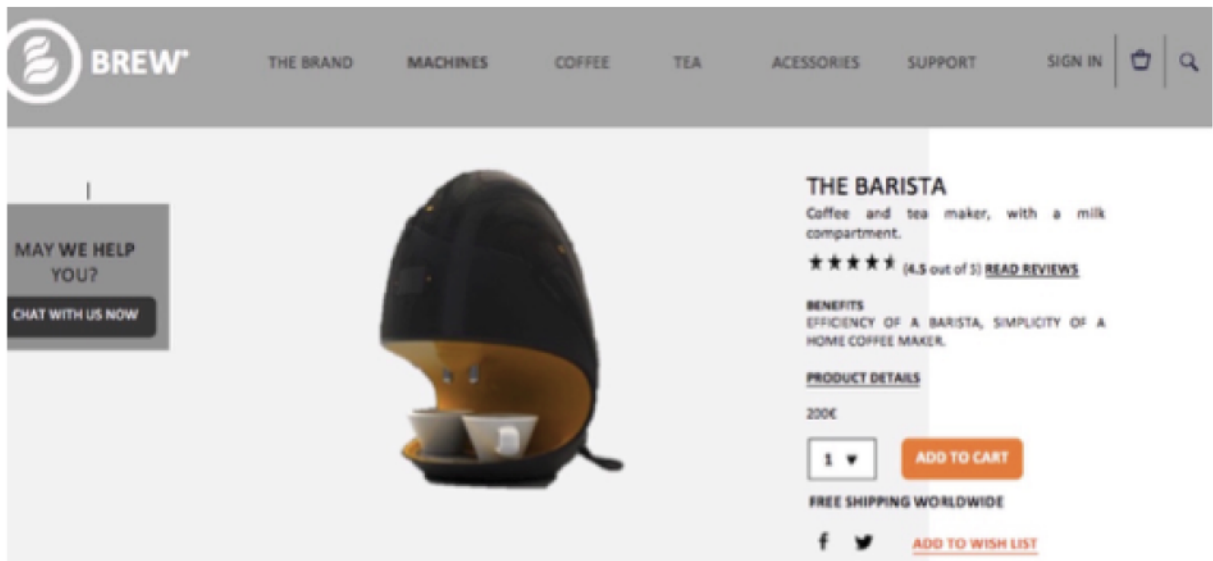
4.7 out of 5

90% OF REVIEWERS RECOMMEND THIS PRODUCT

[WRITE A REVIEW](#)

<p>Tomas Harris LONDON, UK ★★★★★ 1 NOVEMBER 2015</p>	<p>LONDON LIFE I usually get earlier than anyone to the office, so I always have to buy coffee on the go. Since I bought The Barista for the office I actually enjoy my early cappuccino, while I read my e-mails. And I can even believe I can do it by myself, just with a click of a button!</p>	<p>HELPFUL (20) NOT HELPFUL (3)</p>
<p>Antônia Souza RIO DE JANEIRO, BRAZIL ★★★★★ 10 OCTOBER 2015</p>	<p>MAGIC MAKER Ahh this machine is amazing! Reminds me of handmade coffee you get at those small coffee shops in Europe! Plus, it's so cool to try out all the different combinations of ingredients because it always comes out great!</p>	<p>HELPFUL (10) NOT HELPFUL (2)</p>

Appendix 2.3 VT Stimulus




The screenshot shows the top navigation bar of the Brew website with links for THE BRAND, MACHINES, COFFEE, TEA, ACCESSORIES, SUPPORT, and SIGN IN. A search icon is also present. Below the navigation is a hero section featuring a product image of 'The Barista' coffee and tea maker. To the left of the image is a chat prompt: 'MAY WE HELP YOU?' with a 'CHAT WITH US NOW' button. To the right of the image is the product description and purchase options.

THE BARISTA
Coffee and tea maker, with a milk compartment.

★★★★★ (4.5 out of 5) [READ REVIEWS](#)

BENEFITS
EFFICIENCY OF A BARISTA, SIMPLICITY OF A HOME COFFEE MAKER.

PRODUCT DETAILS
200€

1  [ADD TO CART](#)

FREE SHIPPING WORLDWIDE

[f](#) [t](#) [ADD TO WISH LIST](#)

PRODUCT DETAILS

Weight 4.5 kg | Height 25.8cm
Removable water tank 0.7 L | Removable milk container 0.5 L
Coffee container 55g | Tea Herbs container 30g

THE BARISTA HAS A BUILT-IN CHAMBER THAT CAN BE PULLED OUT TO STORE MILK AND WATER, A COMPARTMENT FOR STORING COFFEE BEANS AND ANOTHER FOR TEA HERBS, AND WELL-DIRECTED JETS THAT MINIMIZE SPILLING WHEN POURING OF LIQUID INTO THE CUPS.

THE DIGITAL SCREEN AT THE FRONT IS USED TO SPECIFY THE TYPE OF PRODUCT WANTED BY SELECTING THE INGREDIENTS YOU WISH TO HAVE ON YOUR DRINK. FROM TEA WITH MILK TO YOUR FAVORITE LATTE OR CAPPUCCINO, THE OPTIONS OF THE BARISTA ARE ENDLESS AND NEW RECIPES CAN BE ADDED TO THE TECHNOLOGY USING THE DIGITAL SCREEN.

6 WAYS TO DRINK YOUR COFFEE




Not your average cup of coffee.
COFFEE CAN MAKE YOU FEEL HAPPIER. BE CREATIVE WITH IT, LETS US SHOW YOU HOW*.

Appendix 2.4 Combination Stimulus

BREW
THE BRAND
MACHINES
COFFEE
TEA
ACCESSORIES
SUPPORT
SIGN IN
🛒 🔍

MAY WE HELP YOU?

CHAT WITH US NOW



THE BARISTA

Coffee and tea maker, with a milk compartment.

★★★★★ (4.5 out of 5) [READ REVIEWS](#)

BENEFITS
EFFICIENCY OF A BARISTA, SIMPLICITY OF A HOME COFFEE MAKER.

PRODUCT DETAILS

200€

1 ▼
ADD TO CART

FREE SHIPPING WORLDWIDE

f
🐦
ADD TO WISH LIST

PRODUCT DETAILS

Weight 4.5 kg | Height 25.8cm
 Removable water tank 0.7L | Removable milk container 0.5L
 Coffee container 55g | Tea Herbs container 30g

THE BARISTA HAS A BUILT-IN CHAMBER THAT CAN BE PULLED OUT TO STORE MILK AND WATER, A COMPARTMENT FOR STORING COFFEE BEANS AND ANOTHER FOR TEA HERBS, AND WELL-DIRECTED JETS THAT MINIMIZE SPILLING WHEN POURING OF LIQUID INTO THE CUPS.

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ACTIVITY ON SOCIAL MEDIA

Anno Smith LONDON, UK

Ordering this now!

👍 Like 🗨 Comment ➦ Share

Daniel Rutkowski

I got this for my office, it's perfect!

👍 Like 🗨 Comment ➦ Share

Mik a Phillips @mikaphillips

Morning coffee just got better! #baristafix

👍 Like 🗨 Comment ➦ Share

Francesca Palermo @francesca

Just did the perfect cappuccino with my @thebarista!

👍 Like 🗨 Comment ➦ Share

REVIEWS



4.7 out of 5

90% OF REVIEWERS RECOMMEND THIS PRODUCT

[WRITE A REVIEW](#)

<p>Tomas Harris <small>LONDON, UK</small></p> <p>★★★★★</p> <p>1 NOVEMBER 2015</p>	<p>LONDON LIFE</p> <p>I usually get earlier than anyone to the office, so I always have to buy coffee on the go. Since I bought The Barista for the office I actually enjoy my early cappuccino, while I read my e-mails. And I can even believe I can do it by myself, just with a click of a button!</p>	<p>HELPFUL (24)</p> <p>NOT HELPFUL (0)</p>
<p>Antônia Souza <small>RIO DE JANEIRO, BRAZIL</small></p> <p>★★★★★</p> <p>10 OCTOBER 2015</p>	<p>MAGIC MAKER</p> <p>Ahh this machine is amazing! Reminds me of handmade coffee you get at those small coffee shops in Europe! Plus, it's so cool to try out all the different combinations of ingredients because it always comes out great!</p>	<p>HELPFUL (20)</p> <p>NOT HELPFUL (2)</p>

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