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**Assessing Advertising Effectiveness in Social Network
Media for Products with Different Appeals**

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ABSTRACT

Title of the dissertation: “Assessing Advertising Effectiveness in Social Network Media for Products with Different Appeals”

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Advertising on Social Networked Media is becoming more relevant for marketers. In fact, marketers’ budget for online advertising is gaining more weight in total marketing budget for brands. Therefore, it is becoming far more important these days to understand the aspects that build up an effective advertising campaign within SNS channels.

This dissertation aims to study the effect that appeal types – hedonic or utilitarian – have on advertising effectiveness, whilst considering the impact of the platform in which the ad was being ran.

This paper presents a multiple linear regression developed based on 274 actual campaigns that have been displayed both on Facebook and Instagram with two different appeals. The core analysis was made through a multiple regression model and independent samples t-test, using SPSS.

Results have shown that ads with a utilitarian appeal perform better on social networked media than those with a hedonic appeal, meaning that consumers give more attention to ads where usefulness and benefits are featured.

Moreover, it was concluded that the variable platform did not have an impact to the overall model.

For marketing managers, this finding could mean allocating a higher amount of money for ads with this kind of appeal as they generate more clicks what demonstrates a higher interest in that specific product or service. Furthermore, it also could point out that actually it is not where the advertisement is displayed but what type of message it conveys.

Keywords: campaign effectiveness, social networks, hedonic appeal, utilitarian appeal, social media advertisement, Facebook, Instagram.

SUMÁRIO

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O orçamento gasto por *marketers* em publicidade online está a ganhar cada vez mais peso no orçamento total de publicidade nas empresas. Assim sendo, é cada vez mais importante compreender os aspetos que constituem uma campanha de publicidade eficaz dentro dos meios sociais digitais.

Esta dissertação tem como objetivo estudar o efeito que os tipos de apelos – hedónicos ou utilitários – têm na eficácia da publicidade, considerando, ao mesmo tempo, o impacto da plataforma em que são passados os anúncios.

Esta tese apresenta um modelo de regressão linear múltipla desenvolvido tendo por base 274 campanhas reais que decorrem tanto no Facebook como no Instagram com dois tipos de apelos diferentes. As análises principais foram feitas através de uma regressão linear múltipla e t-testes para amostras independentes, utilizando a ferramenta SPSS.

Os resultados demonstraram que os anúncios com um apelo utilitário apresentam um melhor desempenho em redes sociais do que os anúncios com um apelo hedónico, i.e., os consumidores prestam mais atenção a anúncios em que as características de utilidade e benefícios são destacadas.

Por último, concluiu-se que a variável plataforma não tem qualquer impacto no resultado final do modelo desenhado.

Para gestores, este resultado pode significar começar a alocar uma parte maior do orçamento das campanhas em anúncios com este tipo de apelo dado que estes geram mais *clicks* e, por isso, demonstram um maior interesse no produto. É realçado o facto de não ser a rede social em que o anúncio está, mas sim a mensagem o mesmo transmite.

Palavras-chave: otimização de campanhas, redes sociais, apelo hedónico, apelo utilitário, publicidade em redes sociais, Facebook, Instagram.

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Glossary.....	8
CHAPTER 1: INTRODUCTION	9
1.1 Background and problem statement.....	9
1.2 Aim and scope.....	10
1.3 Research methods.....	12
1.4 Relevance	12
1.5 Dissertation outline	13
CHAPTER 2: LITERATURE REVIEW AND CONCEPTUAL FRAMEWORK	14
2.1. Hedonic and Utilitarian Conceptualization.....	14
2.1.1. Consumer Perceptions.....	15
2.1.2. Hedonic vs. Utilitarian Appeal Types	15
2.2. Online Advertising.....	17
2.3. Social Media.....	17
2.3.1. Social Media Advertisement on Facebook and Instagram	19
2.4. Conclusions and Hypotheses Development	20
CHAPTER 3: METHODOLOGY	22
3.1. Research Approach	22
3.2. Research Methods	22
3.2.1. Data Collection.....	23
3.3. Data Analysis	24
3.3.1. Data Preparation.....	24
3.3.2. Overall Model Fit.....	24
3.3.3. Assumptions	25
CHAPTER 4: RESULTS AND DISCUSSION	29
4.1. Descriptive Statistics.....	29
4.2. Multiple Linear Regression Overlook.....	29
4.3. Independent-samples T-test and Interactions	32
4.4. Mediating Effects - CTR and Appeal and Platform.....	34
4.5. Summary of the Results and Discussion.....	34

CHAPTER 5: CONCLUSIONS AND LIMITATIONS	36
5.1 Conclusions	36
5.2 Limitations and Future Research.....	37
REFERENCES.....	39
APPENDICES.....	39
Appendix 1 – Multiple Linear Regression Assumptions Testing	42
Appendix 2 – Multiple Linear Regression Results	43
Appendix 3 – Graphic Interaction of ‘Platform’ and ‘Appeal’	44
Appendix 4 – Mediation Analysis Pre-Testing.....	45

List of tables

Table 1 – Campaigns by appeal type and SNS	23
Table 2 - SPSS Possible Analysis according to variables	24
Table 3 - Model Summary	24
Table 4 – F Test.....	25
Table 5 – Types of variables in the regression.....	25
Table 6 – Multicollinearity Diagnostics I.....	26
Table 7 – Multicollinearity Diagnostics II	27
Table 8 – Levene’s Test of Equality of Error Variances Between-Subjects Factors (Appeal and Platform)	28
Table 9 – Test of Homogeneity of Variances for Appeal	28
Table 10 – Test of Homogeneity of Variances for Platform.....	28
Table 11 - Descriptive statistics of Result Rate (CTR), Results (Clicks), Reach, Cost per Results (EUR) (CPC), Amount Spent (EUR), CPM (EUR) and Frequency. (n=274).....	29
Table 12 - Test of Between-Subjects Effects	31
Table 13 – MLR Coefficients.....	32
Table 14– Group Statistics for ‘Platform’	32
Table 15 – Independent Samples for ‘Platform’	32
Table 16– Group Statistics for ‘Appeal’	33
Table 17 – Independent Samples for ‘Appeal’	33
Table 18 – T-test Group Statistics for ‘Appeal’ with split files	33

List of equations

Equation 1 – Multiple linear regression	23
Equation 2 – Multiple linear regression II.....	31

Glossary

Click through rate (CTR) – is the ratio of individuals that have seen an online ad, email or a general website and clicked on the call-to-action, on the link click.

Conversion rate – (CR) is the defined by the number of individuals that after having accessed a company's website complete an action that is, direct or indirectly, a source of revenue to the company. Those actions are, more commonly, a sale or subscription.

Hedonic consumption – “(...) designates those facets of consumer behavior that relate to the multisensory, fantasy and emotive aspects of one's experience with products” (Hirschman & Holbrook, 1982).

Utilitarian consumption – in opposed to hedonic consumption, utilitarian consumption refers to a more basic form of consumption, driven solely by need. Utilitarian goods exist to serve a need and their decision-making process relies on the product's functional characteristics (Khan, Dhar & Wertenbroch, 2005).

Frequency – tracks how many times an ad has been displayed to a single user. It is the number of times the ad has been displayed (Impressions) by the number of unique users the campaign has reached (Reach).

SNS – Social Networking Sites are sites where groups of people or organizations are connected through some kind of relationship (familiar, friendship, working, etc). E.g., Facebook, Instagram, Twitter.

CHAPTER 1: INTRODUCTION

1.1 Background and problem statement

Each social network media is different by itself and used for different kinds of purposes. In Instagram's official page on Facebook, it is stated that the platform's mission is to "Capture and share the world's moments", while Facebook's mission is to "(...) give people the power to build community and bring the world closer together."¹ Moreover, this multi-purpose appearance may be reflected in the fact more and more social platforms are being created (even if some fail), each proposing a highly customized new purpose. According to Lin & Lu (2011), Social Networking Sites (SNS) are currently the world's fastest developing personal networking tool. This means that more individuals are increasingly seeking to create customized content to share with those they have some connection. This is important as the type of content created in each SNS has implications on the means that companies have to reach and dialogue those individuals. Given various channels can be used, companies should be aware that some products and services advertised may perform better or worse (regarding targeting effectiveness) according to the channel and appeal they have on the consumer and this may vary with the SNS in which the advertising campaign is displayed.

Online advertising, one aspect of digital marketing, allows for fast and highly customized communication from companies, and can be delivered in many formats. This velocity and approachable strategy reduces consumer effort in the search for products and its benefits. And all of this can still be achieved with a lower marketing budget when comparing to traditional advertising channels. Given its impact on consumer behaviour, online advertising needs to be thoroughly understood and correctly used by companies, to generate more benefits. Knowing how to leverage and develop a good online communication can help reduce costs – as a more accurate targeting allows each cent to have higher conversion – and so, at the same time, increase profit and return on investment.

One of the main concerns in digital marketing is how to enhance a communication strategy. For this matter, understanding how consumers' decisions can be influenced is fundamental.

¹ Source: FAQs. (n.d.). Retrieved from <https://investor.fb.com/resources/default.aspx>

On advertising appeals, Johar & Sirgy (1991) affirms that the two most frequent approaches to influence consumer behaviour are designated as symbolic or utilitarian.

The motives a brand gives to their customers to acquire the product or service should have an impact on the *if* and *why* the consumer buys the product. These motives are commonly reflected in the content and design of the companies' communications – the **brand message**. According to Batra & Ahtola (1991) it has been put forward for consideration that the consumer sensibility will have both different hedonic and utilitarian components, and that a product classification diverges in regard to the extent that the consumer's overall attitudes are originated from these two components. For this reason, the message delivered when advertising a product or service is key to attract customers.

Moreover, the ability to comprehend hedonic and utilitarian dimensions towards consumer attitudes, empower marketers to examine the effectiveness of advertising campaigns that emphasize more experimental (hedonic) or more functional positioning strategies. (Park, Jaworski & MacInnis, 1986).

Therefore, it is important to study the extent to which the appeal - the core brand message or key value proposition transmitted by the brand advertising - of the product influences the consumer in its purchase decision. As affirmed by Khan, Dhar & Wertenbroch (2005), despite individuals' rationality, consumers are emotional and tend to evaluate alternatives considering the trade-offs present in a product's attribute characteristics, and so, the appeal can have a major contribute in the consideration of the consumer regarding the purchase of that product.

1.2 Aim and scope

This research examines how brands may lever up their potential in advertising campaigns by using the social platform that can make them achieve higher conversion rates combined with a study of the appeal – hedonic or utilitarian – that better captures the consumers' interest.

This dissertation aims to study online advertisement effectiveness - how consumers react to online campaigns - for different types of appeals – utilitarian or hedonic – across SNS. More specifically, the objective is to understand whether advertisement performance, for a certain type of product appeal, excels in a specific SNS. Effectiveness varies along with

a campaign's goals, which can be: conversions (purchases, subscriptions, likes), impressions (objective is to have more visualisations of the ad), clicks (generate traffic to the website), and so on. Regarding this matter, in this research campaign effectiveness will be analysed considering CTR – traffic to the website (see chapter 3.2).

The study will encompass ad optimization considering different types of ad appeals, whilst assessing the impact of the SNS in which the ad is being displayed.

The two SNS studied are Facebook and Instagram, as they are top 1 and 3, respectively, social platforms with more active users worldwide². The world's second SNS with more active users is YouTube, though comparing YouTube with the ones mentioned above, would not be wise because it deviates from the traditional SNS by lacking some of the attributes that characterize them (Wattenhofer, Wattenhofer & Zhu, 2012). These attributes are explained in section 2.3 Social Media.

The analysis is to be made considering if the appeal used in the advertised product is more of utilitarian or hedonic type. These two characteristics allow for a better generalization of results while facilitating data collection.

Thus, this dissertation strives to evaluate the impact of the product or service appeal types in the overall performance of a campaign, across SNS. In order to achieve this thesis's aims, the following research questions (RQ) were proposed:

RQ1: Considering Social Networks, does the kind of appeal, hedonic or utilitarian, used in paid ads has any effect on a campaign's goal, improving online campaign's performance?

As a consumer is sensitive not only to the product characteristics but also to the channel where those characteristics are presented, then if alternating the appeal is believed to influence a campaign performance will the same performance influenced by the channel?

RQ2: If the appeal type used on an ad affects campaigns' effectiveness, is the effect constant regardless the social network considered?

² Qzone has more active users than Instagram, though for matters of reach it will not be considered

1.3 Research methods

A descriptive research approach was undertaken by conducting a statistical analysis of secondary data from Facebook and Instagram ad campaigns varying the kind of ad appeal.

Secondary data refers to data derived previously from campaigns running on Facebook and Instagram, provided by VAN. Afterwards, the main findings were appropriately used to build a set of recommendations.

A total of 274 campaigns were considered in the analysis, dating from September 2015 to September 2017.

The data was analysed using SPSS, in which the following statistical tests were done: multiple linear regression, ANOVA, independent samples t-test and chi-square tests. The dependent variable being analysed were the campaign's objectives. Finally, mediating effects were investigated through linear regressions to address the main question of this dissertation.

1.4 Relevance

While studying the Web 2.0, social media and “creative consumers” and its implications for marketing strategies, Berthon, Pitt, Planger & Shapiro (2012) conclude that, among many other findings, relative sympathy in a particular social media differs across countries, thus across consumers as well. The same means that a standardized or homogenic approach on social media by firms would not accommodate consumers differences all in the same manner.

Some researchers have already looked over the effect the product may have in the campaign effectiveness. Namely, in 2014, Bart, Stephen and Sarvary, studied “(...) *what product related conditions (...)*” were best suited to mobile advertising. Though, this dissertation aims to go even further by admitting that, even the appeal - message sent to the audience - and not the product used might change that same effectiveness. To complete the study, the aim is also to find out whether that impact is potentially affected by the type of different SNS the campaign was run. From an academic point of view, this dissertation comprehends an approach including two variables – type of appeal and SNS - affecting online campaign effectiveness.

In marketing terms, these achievements may be relevant for companies to increase their visibility and therefore lever up future sales. The fact that this research is not concerned with product itself, but with the message sent throughout the communication strategy, makes it useful for almost every marketing manager.

Also, from a managerial perspective it would be important to access this subject as active social media users are about 37% of the world's population and the number is increasing. More specifically, 66% of the population in North America and 54% of the population in West Europe are active social media users (Kemp, 2017). This should have major implications, in my point of view, for companies who want to be closer to their customers. Let it be by more efficiently channel resources and efforts to a type of certain campaign.

1.5 Dissertation outline

In the following chapter, it will be reviewed the existing literature about hedonic and utilitarian appeals and concerning SNSs. The purpose of this review is to serve as the conceptual framework that supports concepts presented, helping the reader through all the definitions needed for a better comprehension of the research. Based on this review, hypotheses will be formulated.

In chapter 3 it will be presented the research design and methods used, the part in which the research question turns into a research project. Data source and data preparation are themes that may also be found in chapter 3.

Along chapter 4 data analysis results are reported, research hypotheses are addressed, and main findings are summarized. Finally, in chapter 5, implications of the previous findings will be discussed, alongside with research questions, conclusions, and research limitations.

CHAPTER 2: LITERATURE REVIEW AND CONCEPTUAL FRAMEWORK

2.1. Hedonic and Utilitarian Conceptualization

Some researchers have shown that consumer attitudes towards products diverge based on two distinct approaches: hedonic and utilitarian (Batra and Ahtola, 1991; Johar and Sirgy, 1991; Voss, Spangenberg and Grohmann, 2003). Moreover, consumer behaviour researchers have studied what hedonic consumption is and what it is not (Alba & Williams, 2013) and have also already reflected on the concept of hedonicity considering many perspectives. As such, this sub chapter aims to provide a brief conceptualization of these matters and also a more practical view of how such dichotomy relates to consumer decision making process.

As stated in the first chapter of this dissertation, it should be possible to distinguish two dimensions in which the consumer considers - what motivates - a product consumption or usage: hedonic dimension and utilitarian dimension. The hedonic scope emerges from “*sensations*” derived from the experience of using products and the utilitarian scope derives from the “*functions*” performed by products, as Voss, Spangenberg & Grohmann (2003) clearly explained.

Babin, Darden & Griffin (1994) argue that a shopping experience’s value can be of two types: of utilitarian value or hedonic value. In this case, utilitarian value results from a deliberated process with a thought through previously set objective. For example, choosing a software for a personal computer probably is, maybe with the exception of tech savvy’s, an uninteresting task only necessary to set up a computer.

Hedonic value, on the other hand, “(...) is more subjective and personal than its utilitarian counterpart and results more from fun and playfulness than from task completion” (Holbrook & Hirschman 1982). In this respect, shopping is viewed as a more spontaneous activity and does not imply a task completion, it may not have an objective. Such theory accounts for the fact that a hedonic motive for a purchase is more difficult to explain than a utilitarian one.

2.1.1. Consumer Perceptions

Hirschman and Holbrook (1982) have argued that there are four areas of study in marketing in which the hedonic concept could be applied: mental constructs, product classes, product usage and individual usage. In this last field, the researchers started to investigate individual differences in demographic and social background. More specifically, Hirschman (1982a) found that these individual characteristics “(...) cause products to vary greatly in the emotions and fantasies they inspire in a consumer.”

From this research, it is possible to derive the conclusion that, as almost constant individual preference that influence socialization (Bilsky & Schwartz, 1994), consumers' values play a role in the relationship an individual establishes with a product.

In fact, Botti & McGill (2001) distinguished that hedonic and utilitarian consumption types are triggered by dissimilar features. Overall, they comprehended that reasons to purchase hedonic goods are emotionally motivated, while those for utilitarian are cognitively motivated.

2.1.2. Hedonic vs. Utilitarian Appeal Types

As Bart, Stephen & Sarvary (2014) found in their research, campaign effectiveness differs according to the advertised product. This dissertation though, aims to go to even greater lengths by not considering solely the product advertised but to analyse the impact of the appeal on itself.

An appeal can be defined by the tone of the message the advertiser desires to convey. In this sense, it is one of the features that is considered when developing an advertising campaign, alongside with target, pricing, channels, etc.

Snyder and DeBono (1985) divided, from the concepts of “soft-sell” and “hard-sell”, advertising creativities and copy in two:

- (i) Ads that appeal to images and features that one may gain by using the product. In this image-based approach, specialists believe that a product package and related image is equally important as the product itself. As such, these advertisements tend to be visually noticeable and the copy is more related to the images associated with the product's ownership;

- (ii) On the contrary, the hard-sell approach demands for a focus on intrinsic benefits, quality, and functional value of the product itself.

To resume, a value expressive advertising appeal, has the objective to create a self-image of the user of the advertised product (or brand). While a utilitarian appeal involves informing consumers of the key benefits that are perceived to be functional (Johar & Sirgy, 1991) Therefore, from a marketing angle, the manager is able to choose the appropriate appeal (value-expressive versus utilitarian) according to the company's specific objective.

Kronrod, Grinstein & Wathieu (2012) have studied in fact, a specific kind of appeal, in the sense that they questioned whether using an assertive message in communications would reduce consumer compliance, as implied by previous research. The researchers convey that assertive messages are more persuasive when related to hedonic consumption contexts and that, on the contrary, their hypothesis was that in a utilitarian consumption context, non-assertive terminology should bear higher effectiveness. Ultimately, they confirmed their expectations finding, amongst other facts, that assertiveness has a higher positive impact in the terms of effectiveness when communicating hedonic or hedonically advertised products by addressing the relationship between mood, communication expectations and request receptiveness.

The relationship between phrasing and its impact on persuading consumers regarding hedonic or utilitarian products can bring again the hypothesis that consumers do not react equally to advertising messages and its appeal may influence communications' ability.

For matters of classification, Batra & Ahtola (1991) have created dimensions, scales, in which the hedonic and utilitarian dimensions could be measured: hedonism could be measured with elements of pleasant / unpleasant or agreeable / disagreeable, while utilitarianism could be measured in terms of useful/useless or valuable/worthless, among others.

Alike Kronrod and his colleagues tried to understand the relationship between copies and the degree of effectiveness it had regarding hedonic or utilitarian products, in this study it is proposed to understand the relationship between how the hedonic appeals affect the effectiveness though in SNS's.

More formally, it is suggested:

H1a: There is no effect between appeal type and ad effectiveness

H1b: There is an effect between appeal type and ad effectiveness

2.2. Online Advertising

Online advertising differs from traditional advertising in the sense that, in the internet, it is possible to accompany and interact with the consumer's decision-making process. Through a click on a banner ad, for example, the consumers are capable of learning more about the product characteristics, availability, price and check on reviews. The same does not happen with offline advertising given its brochure-like format.

The assessment of advertising effectiveness involves both setting objectives and evaluate the metrics at stake (Li & Leckenby, 2004). Online advertising objectives on the web vary, similarly to offline advertising campaigns, according to the objective set. Broadly speaking, there are two main types of advertising objectives: branding and performance. Branding refers to raising brand awareness, which means to increase the number of consumers that recognize the brand advertised and associate it with products it sells. It relates with presence in media channels and engaging with consumers at different stages of their online consumer journey. On the other hand, performance has a more concrete goal and relates to the conversion stage – driving up subscriptions, sales, etc - in the consumer journey (Delta Projects, 2015).

2.3. Social Media

The evolution from Web 1.0 – the first stage of the world wide web in which only unilateral communication was possible in the form of ‘hyperlinks or static websites’, therefore, that did not allow for interactivity – to Web 2.0 has created the room for the appearance of social networks, through the enablement of user content creation and sharing. The simplified process of sharing by SNS – more specifically, in Twitter and Facebook - was then the big change in the Web 2.0, extending the focus to the users (What is the difference between social media and Web 2.0? 2011). Put it simple, Web 2.0 may be seen as the specialized framework that allows for consumer-generated content (Berthon, Pitt, Plangger & Shapiro, 2012). According to these authors firms are no longer

the epicentre of Web 2.0 as they were replaced by “creative consumers” who generate the value-content in social media.

SNS may be defined as an application that allows individuals to construct an online profile within a limited network and create a list of other individuals with whom they have a connection with, enabling users to create links and enhance their social circles (Ellison, 2007). Social networks are organized around users, unlike the web that evolved around content (Mislove, Marcon, Gummadi, Druschel, & Bhattacharjee, 2007).

SNS or SNM (Social Networked Media) are social platforms that are characterized by the capability of: user homophily (along with assortativity) and reciprocity (Wattenhofer, Wattenhofer & Zhu, 2012). Homophily refers to the tendency that individuals show to interact with those more similar to them. On the other hand, reciprocity - which captures the way how different interactions take place (Cheng, Romero, Meeder & Kleinberg, 2011) - relates to the phenomena of a two-way interaction, not only by the connection that is formed if one enters a network of another, but also by the easiness of keeping in touch with anyone on your friend’s circle.

Social network sites (SNSs) lets individuals introduce themselves, pronounce clearly their social networks, and settle or cultivate connections with others. (Ellison, Steinfield & Lampe, 2007). And, according to Correa, Hinsley & De Zuniga (2010), consumption of digital media has little relation with traditional informational media use, meaning that users are not looking for information when assessing SNS’s.

The content on social media varies from text (the first form of content), pictures, videos, and networks (Berthon, Pitt, Plangger & Shapiro, 2012) but their essence is much more than the content format as they have the capability of uplifting relationships.

For businesses, according to Davis, Piven and Breazeale (2014), social media has had a foremost influence, revolutionizing consumer behaviour and conventional brand practice. By increasing the degree of proximity the consumer has with a brand, social media asks for new practices, towards engagement platforms. Consumers now have contact with the brand far beyond the store and instant convenience is a social norm.

Regarding online and offline, Naylor, Lamberton & West suggest that consumer interaction with brand is identical on and offline, with regard to what it motivates

consumers to join a brand community. Nonetheless, social media allows, for example, for potential consumers to know exactly the type of consumers who have already engaged, in some way, with the brand. The same is not completely possible to comprehend in an offline environment.

2.3.1. Social Media Advertisement on Facebook and Instagram

According to a study developed by Global Web Index (2017), individuals spend about one third of their online time navigating on SNS. Moreover, 94% of the population worldwide in 2016, aged from 16 to 64 years old, which participated in the inquiry, affirms having an account on at least one social platform. This means that almost every internet user may be reached through social media.

Facebook had 1.871 billion active users, as of January 2017, of which 87% are accessing to the SNS via mobile devices. About 44% of the users are women and about 30% are aged from 18 to 24 years old and about 59% are aged between 18-34 (Kemp, 2017).

Instagram, on the other hand, has 800 M active users in September 2017, a 200 M absolute increase since December 2016 (Statista, 2017).

Regarding advertisement, Facebook³ and Instagram⁴ Ads Manager allow for the following advert formats: photo, video and carousel (several images or videos in a single advert), collection ads (advertises the product and related offerings all at once, not available in Instagram) and slideshow (slideshow of still images or short videos)

Social network ad spending, is estimated to reach in \$35.98 billion globally in 2017. More specifically, \$6.85 billion alone will be spent in Western Europe, making up for an 17.7% expected increase in this region, comparing to 2016. Additionally, digital ad expenditure in social networks make up for 16.8% of total digital ad expenditure (eMarketer, 2015).

Hootsuite's perspective is that "(...) Facebook will remain the top network that marketers use to drive conversions from social.", partially because Facebook is still innovating, creating new tools and options for content sharing, such as Facebook Marketplace and

³ Source: Ad Formats. (n.d.). Retrieved from <https://www.facebook.com/business/learn/facebook-create-ad-basics>

⁴ Source: Advertising on Instagram | Instagram Business. (n.d.). Retrieved from <https://business.instagram.com/advertising/#types>

Facebook Live. Regarding Instagram, in their Digital in 2017: Global Overview report, the point of view is that, while not being as successful as Facebook in increasing purchases, it engages customers within a community and it is successful in raising brand awareness.

With effect, Facebook and Instagram differ in this sense, in the way consumers react to the brand advertising. Based on this assumption, the following hypothesis is settled:

H2a: There is no relationship between platform used and ad effectiveness

H2b: There is a relationship between platform used and ad effectiveness

According to a study from Marketest (2017), 96% of SNS's Portuguese users have an account on Facebook and 50% have on in Instagram. Thus, it should be more likely that ads perform better on Facebook as more users can be reached.

2.4. Conclusions and Hypotheses Development

Three hypotheses are driven from the review of the literature presented in the aforementioned sections of this chapter.

H1a: There is no relationship between appeal type and ad effectiveness

H1b: There is a relationship between appeal type and ad effectiveness

H2a: There is no relationship between platform used and ad effectiveness

H2b: There is a relationship between platform used and ad effectiveness

A third hypothesis is developed to further investigate the relationship between these two variables:

H3a: The effect of appeal (hedonic vs. utilitarian) on ad effectiveness is not mediated by the SNS.

H3b: The effect of appeal (hedonic vs. utilitarian) on ad effectiveness is mediated by the SNS.

Moreover, the expectancy is that ads with a hedonic appeal type will perform better in Instagram as it is a SNS more visual and sensorial and, as such, it may potentiate the effectiveness of hedonic adverts. On the opposite, though the expected result is that ads with a utilitarian appeal would get more clicks on Facebook since it is a platform, nowadays, in which users search for information (about products, restaurants, news, discounts, professional services, etc) and so the motivations are practically utilitarian – chasing benefits, usefulness alike the scales used to described the utilitarian dimension by Batra & Ahtola in 1991.

CHAPTER 3: METHODOLOGY

The following chapter describes the research approach and methodology with which data was collected to answer the research questions. Finally, secondary data analysis is encompassed to test the research hypotheses stated in Chapter 2.

3.1. Research Approach

The research approach followed is of deduction type (vs. induction) as hypotheses are built on theory and a research is designed to test a hypothesis (Saunders, Lewis & Thornhill, 2009). The main objective of the research is to conclude on whether performance of an ad varies according to the appeal used and, if so, then in which is that performance higher between Facebook and Instagram.

In order to draw conclusions, three research purposes can be considered: an exploratory research begins when the researcher wishes to clarify him or herself about the nature or cause of a phenomenon; descriptive research is used to describe the characteristics of an event or population; finally, explanatory studies seek to create associations between variables (Saunders, Lewis & Thornhill, 2009). In this thesis, research hypotheses were addressed through a descriptive research employing secondary quantitative data.

3.2. Research Methods

Campaign effectiveness was analysed considering CTR – traffic to the website - as it is a metric that provides results already cleaned from economic variables, for example, size of investment made by the company advertising, size of the audience targeted, quality of landing page, and proximity with the product being advertised. Additionally, click through rate metrics are easy to observe, and indicate a behavioural response also pointing out to an immediate interest in the advertised brands. The same does not apply to impressions, which are not an indicator of user involvement (Reynolds, Woods & Baker, 2006).

3.2.1. Data Collection

Data from online campaigns conducted by VAN was obtained and results and other variables were systematized in an excel file. In total, 274 campaigns were collected: campaign 1 – utilitarian appeal – was live from May to June of 2016; and campaign 2 – hedonic appeal – was live in the month of February of 2016. Two brands (Brand 1 and Brand 2) were promoted in these campaigns, one brand promoting its product (Product 1) using a hedonic appeal and the other (Product 2) a utilitarian appeal. Campaigns were ran both on Facebook and on Instagram, in the same format: newsfeed ad. Table 1 below depicts the number of campaigns by appeal type and SNSs. It is important to refer that data from campaigns include not only performance (measured in CTR) but also: clicks; impressions - number of times an ad is displayed; frequency; audience reached; cost per click (CPC); investment, amount spend, in each campaign; and cost per 1.000 impressions (CPM). All campaigns had click generation as the final objective.

Table 1 – Campaigns by appeal type and SNS

N° of Campaigns	Appeal Type	Platform
19	Hedonic	Facebook
19	Hedonic	Instagram
118	Utilitarian	Facebook
118	Utilitarian	Instagram

More simply, it is possible to resume the variables into a multiple linear regression equation:

Equation 1 – Multiple linear regression

$$CTR = \beta_0 + \beta_1 Platform + \beta_2 Appeal + \beta_3 Impressions + \beta_4 Clicks + \beta_5 Reach + \beta_6 Amountspent + \beta_7 Frequency + \beta_8 CPM + \beta_9 CPC + \varepsilon$$

3.3. Data Analysis

3.3.1. Data Preparation

Data collected was introduced in a new SPSS dataset. In order to begin analysing the data, two variables were recoded into dummy variables: appeal type – encompassing hedonic (=1) and utilitarian as group base; and platform (SNSs) – with Facebook being recoded in to 1 and Instagram into 0.

3.3.2. Overall Model Fit

Data was analysed using: Multiple Linear Regression, ANOVA and T tests, adapted for the variables being analysed (according to table 2).

Table 2 - SPSS Possible Analysis according to variables

		Dependent Variable	
		Non-metric	Metric
Independent Variable	Non-metric	Cross Tabs, Chi-square	T-Test, ANOVA
	Metric	Logistic Regression	Pearson correlation, Regression

From the table 3 below, it is possible to observe that the overall model fit is quite good, from the R2 value, equal to 0.929 which means that 92.9% of the campaigns' performance – measured in CTR - can be explained by the model. Through the F Test significance (0.000) - table 4 – the null hypothesis that all coefficients of the independent variables are zero, therefore, the model has explanatory power.

Table 3 - Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	0,964	0,929	0,926	0,13457654	1,842

Predictors: (Constant), Impressions, Platform, Appeal, Results, Reach, Cost per Results, CPM (Cost per 1.000 Impressions) (EUR), Amount Spent (EUR), Frequency

Dependent Variable: Result Rate

Table 4 – F Test

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	62,487	9	6,943	383,36	0,000
	Residual	4,781	264	0,018		
	Total	67,268	273			

Predictors: (Constant), Impressions, Platform, Appeal, Results, Reach, Cost per Results, CPM (Cost per 1.000 Impressions) (EUR), Amount Spent (EUR), Frequency

Dependent Variable: Result Rate

3.3.3. Assumptions

Moreover, for each statistical test, several assumptions needed to be fulfilled.

(i) Assumptions for the **Multiple Linear Regression**⁵:

Assumption #1: Dependent variable should be measured on a continuous scale;

✓ *Condition is met (see Table 5)*

Assumption #2: There should be two or more independent variables, which can be either continuous or categorical

✓ *Condition is met (see Table 5)*

Table 5 – Types of variables in the regression

Categorical Variables	Platform, Appeal
Numerical Continuous Variables	Result Rate, Cost per Results, Amount Spent (EUR), CPM (Cost per 1,000 Impressions) (EUR)
Numerical Discrete Variables	Results, Reach, Frequency, Impressions

Assumption #3: Independence of observations (i.e., independence of residuals).

$0 < d < 2 \rightarrow$ evidence of positive autocorrelation of errors

$d \cong 2 \rightarrow$ evidence of no autocorrelation of errors

$d > 2 \rightarrow$ evidence of negative autocorrelation of errors

According to the Durbin-Watson statistic value, it is possible to conclude, as it is a value close to 2, that there is no evidence of autocorrelation.

⁵ Source: Multiple Regression Analysis using SPSS Statistics. (n.d.). Retrieved from <https://statistics.laerd.com/spss-tutorials/multiple-regression-using-spss-statistics.php>

✓ *Condition is met (see Table 3)*

Assumption #4: There needs to be a linear relationship between the dependent variable and each of the independent variables, and the dependent variable and the independent variables collectively. This assumption is not met and, however in this case, conclusions will be generalized as this assumption is often violated by research when there are too many variables in the model (10) and the sample size is not too big (=274).

Assumption #5: Data needs to show homoscedasticity, which is where the variances along the line of best fit remain similar when moving along the line. Even though the points in the scatterplots are not totally concentrated, this graph shows a low degree of heteroscedasticity (see Figure 1.1 on Appendix 1)

Assumption #6: Data must not show multicollinearity, which occurs when you have two or more independent variables that are highly correlated with each other. This leads to problems with understanding which independent variable contributes to the variance explained in the dependent variable.

When testing for presence of multicollinearity, VIF statistics should be less than 10 (even if some economists argue that it should be less than 5). This data set shows:

Table 6 – Multicollinearity Diagnostics I

	Collinearity Statistics	
	Tolerance	VIF
Results	0,160	6,231
Cost per Results	0,166	6,015
Amount Spent (EUR)	0,119	8,397
CPM (EUR)	0,104	9,641
Platform	1,000	1,000
Appeal	0,388	2,580
Reach	0,036	27,858
Frequency	0,026	39,045
Impressions	0,026	39,168

Through a process of trial and error, the independent variable ‘Impressions’ was removed as it is already included in the model through the variables ‘Frequency’ and ‘Result Rate’. When removing the variable and checking again for multicollinearity the results are the following:

Table 7 – Multicollinearity Diagnostics II

	Collinearity Statistics	
	Tolerance	VIF
Results	0,162	6,169
Reach	0,096	10,436
Cost per Results	0,167	5,994
Amount Spent (EUR)	0,120	8,324
CPM (EUR)	0,108	9,296
Frequency	0,137	7,310
Platform	1,000	1,000
Appeal	0,406	2,462

✓ Condition is met (see Table 7)

Assumption #7: There should be no significant outliers, as they reduce the predictive accuracy of your results as well as the statistical significance. In fact, the data set showed some outliers though they have not been removed as they are considered natural inside the model. The outliers in the dependent variable ‘Result Rate’ are 16 in total and they should result from unusual interest from the target consumer, thus, there is no evidence that it is a random result as it could be if a questionnaire was being responded and the participant was not collaborating honestly in the survey.

Assumption #8: Residuals (errors) are approximately normally distributed.

In order to check this assumption, a histogram and a normal Q-Q plot of the residuals were used. Given that the histogram presents a relatively normal skew and the data points are close to the diagonal line in the normal Q-Q plot graph, the null hypothesis that this variable differs from a normal distribution is not rejected.

✓ Condition is met (see Figures 1.2 and 1.3 in Appendix 1)

(ii) Assumptions for the ANOVA (One-way and N-way):

Assumption #1: The dependent variable should be metric

✓ Condition is met (see Table 5)

Assumption #2: The independent variable should be non-metric

✓ Condition is met (see Table 5)

Assumption #3: Independence of observations

The campaign was either ran on Facebook or Instagram and either with a hedonic or utilitarian appeal, which means there is no overlap of observations and no relationship between the observations in each group or between the groups themselves.

✓ *Condition is met*

Assumption #4: There should be no significant outliers

✓ *Condition is met (see i) Assumptions for the Multiple Linear Regression)*

Assumption #5: The dependent variable should be approximately normally distributed

✓ *Condition is met (see i) Assumptions for the Multiple Linear Regression)*

Assumption #6: There needs to be homogeneity of variances

✓ *Condition is met (Tables 8 to 10)*

Table 8 – Levene’s Test of Equality of Error Variances Between-Subjects Factors (Appeal and Platform)

F	df1	df2	Sig.
1,108	3	270	0,346

Table 9 – Test of Homogeneity of Variances for Appeal

Levene Statistic	df1	df2	Sig.
3,347	1	272	0,068

Table 10 – Test of Homogeneity of Variances for Platform

Levene Statistic	df1	df2	Sig.
0,000	1	272	1,000

CHAPTER 4: RESULTS AND DISCUSSION

4.1. Descriptive Statistics

Before anything else, it is meaningful to have a global outlook of how the independent and dependent variables behave in the sample (apart from Appeal and Platform).

Table 11 - Descriptive statistics of Result Rate (CTR), Results (Clicks), Reach, Cost per Results (EUR) (CPC), Amount Spent (EUR), CPM (EUR) and Frequency. (n=274)

	Result Rate	Results	Reach	Cost per Results (EUR)	Amount Spent (EUR)	CPM (EUR)	Frequency
Max Value	3,39	298	15 268	0,21	17,61	1,99	4,72
Min Value	0,23	17	941	0,04	1,62	0,30	1,01
Std Deviation	0,46	48,04	2 752,84	0,02	2,62	0,26	0,58
Mean	1,42	146,34	8 132,84	0,07	9,94	0,96	1,44

4.2. Multiple Linear Regression Overview

To start analysing the data, a multiple linear regression was done in order to assess the overall performance of the variables that constitute the model, in this regard, a multiple linear regression is more complete than an ANOVA as it not only informs if there are any significant variables in the model it reveals which variables are those. MLR assumptions were checked and mitigated in chapter 3. The regression was run using ‘Enter’ method, which means that all variables were considered in the model. The new (without the variable ‘Impressions’) R^2 is lower in 0,1% - but still very good - and equal to 0.928 which means that the variables in the model explain 92.8% of the result in the dependent variable – Result Rate (see Table 2.1 in Appendix 2). The next table (2.2) shows the ANOVA model summary in which it indicates if the overall model has a significance or not in which, in this case, it has from the interpretation of the F-test with a p-value of 0.000. The MLR enables the identification (among other facts) of which variables have explanatory power in the model and those who do not. The null hypothesis in this regression is then, for all variables on itself, that they have no effect or relationship in the dependent variable.

Regarding each variables’ explanatory contribution to the dependent variable the following conclusions and interpretations are made (from t statistics, with a 5% level of statistical significance) for each variable – see Table 13 below:

- (i) Results: has statistical significance and the standardized beta (=0.287) indicates that an increase of one click in a campaign will increase the CTR in 28,7%;
- (ii) Reach: statistically significant, an increase of 1 unique user the campaign reaches will increase in 21.8% the campaign's result;
- (iii) Cost per Results: being relevant for the model, an increase of 1€ in CPC will reduce CTR in 66.5%;
- (iv) Amount Spent (EUR): an increase of 1€ in the overall campaign expenditure reduces the result rate in 46.5%, with a 5% level of statistical significance;
- (v) CPM (EUR): an increase of 1€ in the CPM increases the CTR in 101.1%;
- (vi) Frequency: has statistical significance and the standardized beta indicates that if the ad is displayed one more time to a single user, then CTR increases in 46.3%.
- (vii) **Appeal: the beta indicates that if the appeal is equal to 1, which means a hedonic appeal, then the CTR is lower in 6.6% than it would be if the appeal was utilitarian.**

To sum up, the variables Results, Reach, Cost per Results, Amount Spent (EUR), CPM (EUR), Frequency and Appeal all have an effect on the predicted variable Result Rate.

Therefore, the data corroborates the following hypothesis:

H1a: There is no effect between appeal type and ad effectiveness

→ Reject the null hypothesis

With a significance level of 5% it is possible to reject the null hypothesis that indicates that there is no relationship between appeal type and ad effectiveness (measured in result rate). As such, it is deduced that there is a relationship between appeal type and ad effectiveness

The following variable though has not showed any relationship in the model though,

- (viii) **Platform: the variable ‘Platform’ showed that it had no significance in explaining the predicted variable in the model (sig = 1.000) presenting a standardized beta of 0.000.**

H1a: There is no effect between platform used and ad effectiveness

➔ Do not reject the null hypothesis

Nonetheless, an interaction (when the relationship between an IV and a DV is different according to a second IV) variable was computed with the variables ‘Appeal’ and ‘Platform’ and analyzed through a General Linear Model and observed in a Tests of Between-Subjects Effects. The objective was to understand if the variable ‘Platform’ could have a different impact on the CTR if it was a moderator of ‘Appeal’. This test though has not showed any statistical significance (see Table 12 below).

Table 12 - Test of Between-Subjects Effects

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	4,843	3	1,614	6,982	0,000	0,072
Intercept	216,107	1	216,107	934,701	0,000	0,116
Platform	0,000	1	0,000	0	1,000	0,000
Appeal	4,843	1	4,843	20,947	0	0,072
Platform*Appeal	0,000	1	0,000	0	1,000	0,000
Error	62,425	270	0,231			
Total	622,702	274				
Corrected Total	67,268	273				

After running the MLR, the regression is as follows:

Equation 2 – Multiple linear regression II

$$CTR = 0.167 + 0Platform - 0.066Appeal + 0.287Clicks + 0.218Reach - 0.465Amountspent + 0.463Frequency + 1.011CPM - 0.665CPC + \varepsilon$$

Table 13 – MLR Coefficients

	Unstandardized Coefficients Beta	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
(Constant)	0,167	0,150		1,117	0,265
Results	0,003	0,000	0,287	7,025	0,000
Reach	3,926E-05	0,000	0,218	4,091	0,000
Cost per Results	-13,757	0,835	-0,665	-16,474	0,000
Amount Spent (EUR)	-0,088	0,009	-0,465	-9,787	0,000
CPM (EUR)	1,900	0,094	1,011	20,118	0,000
Frequency	0,397	0,038	0,463	10,382	0,000
Platform	0,000	0,016	0,000	0,000	1,000
Appeal	-0,094	0,037	-0,066	-2,549	0,011

4.3. Independent-samples T-test and Interactions

In order to better comprehend the relationship between CTR (the dependent variable) and Appeal and Platform, an Independent-sample T test has been ran. The results (Tables 14 to 17) indicates that: for platform, the means are exactly the same, and that is why the beta obtained in the MLR is equal to 0; and CTR’s mean is higher when the group is equal to 0, meaning that higher result rates are achieved when a utilitarian appeal is used in an advertisement.

Table 14– Group Statistics for ‘Platform’

T-Test - Group Statistics					
	Platform	N	Mean	Std. Deviation	Std. Error Mean
Result Rate	1	137	1,42377393	0,49730	0,04249
	0	137	1,42377393	0,49730	0,04249

Table 15 – Independent Samples for ‘Platform’

T-Test - Independent Samples Test								
		Levene's Test for Equality of Variances					t-test for Equality of Means	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference
Result Rate	Equal variances assumed	0,000	1,000	0,000	272	1,000	0,000	0,0601
	Equal variances not assumed			0,000	272	1,000	0,000	0,0601

Table 16– Group Statistics for ‘Appeal’

T-Test - Group Statistics					
	Appeal	N	Mean	Std. Deviation	Std. Error Mean
Result Rate	0	236	1,4771265	0,46975	0,03058
	1	38	1,0924565	0,53449	0,08671

Table 17 – Independent Samples for ‘Appeal’

T-Test - Independent Samples Test								
		Levene's Test for Equality of Variances					t-test for Equality of Means	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference
Result Rate	Equal variances assumed	3,347	0,068	4,594	272	0,000	0,385	0,0837
	Equal variances not assumed			4,184	47	0,000	0,385	0,0919

Furthermore, the file was slit first according to the ‘Appeal’ and secondly according to ‘Platform’ to determine whether the mean, for a specific platform (for example), in the variable appeal changed. The results – presented in Table 18 – indicate that there is no difference even if the independent sample t test is run separately, no matter if it is for appeal or for the platform.

Table 18 – T-test Group Statistics for ‘Appeal’ with split files

Appeal		Platform	N	Mean	Std. Deviation	Std. Error Mean
0	Result Rate	0	118	1,47712165	0,470747838	0,04334
		1	118	1,47712165	0,470747838	0,04334
1	Result Rate	0	19	1,09245647	0,541858269	0,12437
		1	19	1,09245647	0,541858269	0,12437

These results are simple to read and understand graphically. As it is possible to see in figures 3.1 and 3.2 of Appendix 3, the effect of independent variable ‘Appeal’ on the dependent variable ‘Result Rate’ is anyhow different or changes according to levels of the second independent variable, ‘Platform’.

4.4. Mediating Effects - CTR and Appeal and Platform

Mediation analysis eases an improved understanding of the association between the independent and dependent variables once the variables give the impression to not have a sure connection.

The Research Hypothesis 3 assumes the use of the of mediating effects in SPSS. PROCESS by Andrew F. Hayes was not applied because the macro does not allow dichotomous variables as mediators, which would be the variable 'Platform' (with only two categories). As such, in order to study mediating effect, and according Baron & Kenny (1986), with multiple regression, the first step to form a mediation relationship is to guarantee that there is a relationship between (see Appendix 4, Tables 4.1 and 4.2):

- (i) the IV (Appeal) and DV
Confirmed, through ANOVA
- (ii) and secondly that there is a relationship between the IV and the mediator variable ('Platform')
Not confirmed, through chi-square test.

As such, the H3 is not rejected.

H3a: The effect of appeal (hedonic vs. utilitarian) on ad effectiveness is not mediated by the SNS.

➔ Do not reject the null hypothesis

4.5. Summary of the Results and Discussion

The statistical tests estimated in the previous section of this chapter are used now answer the research hypothesis derived in chapter 2.

H1 | There is no effect between appeal type and ad effectiveness.

The Multiple Linear Regression's results, by indicating a variable's significance, suggests in fact that the appeal type has an impact on ad effectiveness, measured in CTR. Moreover, the Independent Samples T-test permits to conclude that CTR's mean is higher when the appeal type is utilitarian. As such, H1 is rejected.

H2 | There is no relationship between platform used and ad effectiveness.

Through the same Multiple Linear Regression used to answer H1, it is suggested that the variable 'Platform' has no significance when it comes to explain the dependent variable 'Result Rate', which means that platform type does not have an impact on ad effectiveness. Also, the Independent Samples T-test shows that the CTR's mean is exactly the same regardless of the platform where the ad is being displayed. As such, H2 is not rejected.

H3 | The effect of appeal (hedonic vs. utilitarian) on ad effectiveness is not mediated by the SNS.

For a mediating effect to exist, then there should be a relationship between the mediator variable ('Platform') and the independent variable ('Appeal'). Through a Chi-square test, this relationship was not verified, meaning that the effect of the appeal type in ad effectiveness is not mediated by SNS. As such, H3 is not rejected.

CHAPTER 5: CONCLUSIONS AND LIMITATIONS

The fifth and last chapter presents the answers to the research questions presented in Chapter 1, main conclusions, and findings. Finally, the limitations of the study are debated along with recommendations for future research.

5.1 Conclusions

This dissertation equates different appeal types, hedonic or utilitarian, and their influence on the campaign effectiveness measured at this point by click-through rate. Moreover, it analyses the impact of the Social Networked Media being used to display the same ad, Facebook or Instagram to have a profounder understanding on these two platforms.

The first research question presented was “*Considering Social Networks, does the kind of appeal, hedonic or utilitarian, used in paid ads has any effect on a campaign’s goal, improving online campaign’s performance?*”. This question was addressed in the first research hypothesis and from the statistical tests one is allowed to conclude that in fact, with adverts running on Facebook and Instagram an ad with a utilitarian appeal will perform better than an ad with a hedonic appeal.

As so, consumers should be searching for information and practical / relevant advertising, the reason why “(…) a (…) strategy that highlights the functional features of the product (…)”, the description of the term utilitarian advertising appeal according to Johar & Sirgy (1991).

Ad managers should consider this finding particularly when handling the campaign’s budget, allocating a higher amount of money for ads with this kind of appeal as they generate more clicks what demonstrates a higher interest in that specific product or service.

The second research question in this dissertation - “*If the appeal type used on an ad affects campaigns’ effectiveness, is the effect constant regardless the social network considered?*” - aimed to understand if the appeal type was a variable that influenced ad effectiveness then could it be that that effect would be different on the Social Networked Site. This question encompassed two hypotheses: first, does the platform considered when displaying an ad has a direct effect on the campaign effectiveness and secondly, is

the effect of appeal (hedonic vs. utilitarian) on ad effectiveness is mediated by the SNS. The statistical results presented in the previous chapter allowed to conclude not only the platform at stake does not affect CTR it either does not affect the effect of appeal type in ad effectiveness.

These two facts suggest that the platform is not a relevant variable in explaining ad effectiveness and neither it is at influencing the type of appeal used in an advertisement campaign. Even with a different significance value, it is also indicated that the effectiveness would be exactly the same regardless if the ad was displayed on Facebook or Instagram.

For marketers this indicates that actually it is not where the advertisement is displayed but what type of message it conveys.

In summary, these results contribute to the prevailing literature by adding the platform where an ad is being displayed as an explaining variable of online campaign performance and by investigating in-depth the relationship of the appeal type influence to the performance social media ads.

5.2 Limitations and Future Research

Notwithstanding the results that were achieved in this research, the conclusions of this dissertation presented in the previous section should be examined taking into account the existing limitations of the present study.

In the first place, the campaigns were all targeted to Portuguese consumers and, for that reason, the conclusions should be interpreted for this country. For more robust results and significant conclusions, future research should compare different countries and judge whether these findings are consistent with other contexts, in order to assess the strength of these findings.

Secondly, and very importantly, all hedonic and utilitarian appeal ads were the same, meaning that results are valid these types of products. Results would be much more powerful if there was a bigger variety of products being advertised since the results were not limited to a certain product for each appeal.

Thirdly, observations for ads with a hedonic appeal are much smaller than for a utilitarian appeal type, as such the results of the regression analysis would be more robust if the group sizes were more even. Although the R squared achieved was relatively high.

Lastly, and following the reasoning presented in section 2.1.1 that consumer perceptions, values and circumstances play a role in defining the relationship an individual establishes with a product, it would be stimulating to first have a poll on the ads considered in which first respondents would themselves define if the advert was of hedonic or utilitarian appeal and from there run the statistical analysis.

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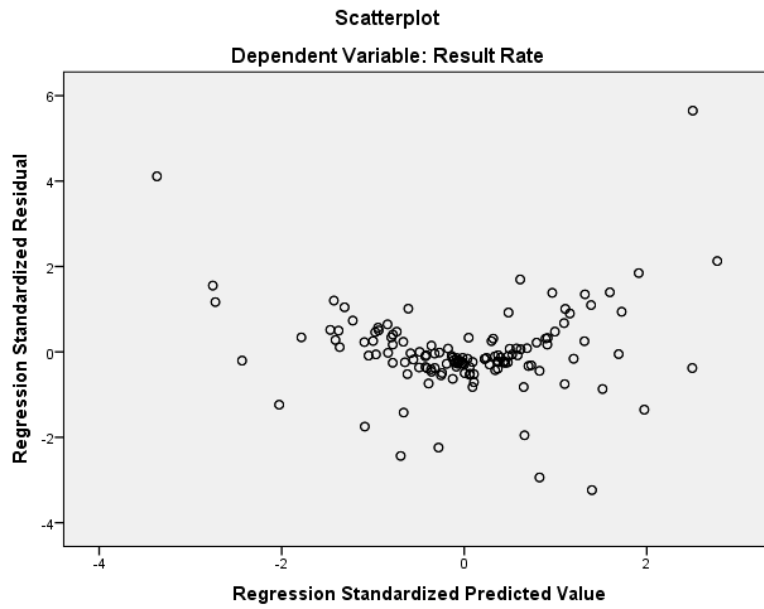
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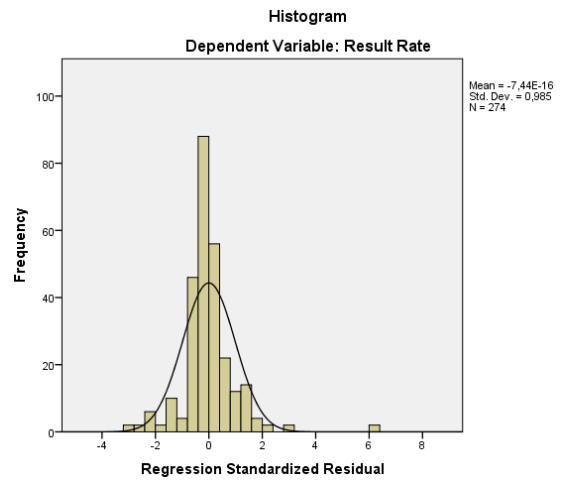
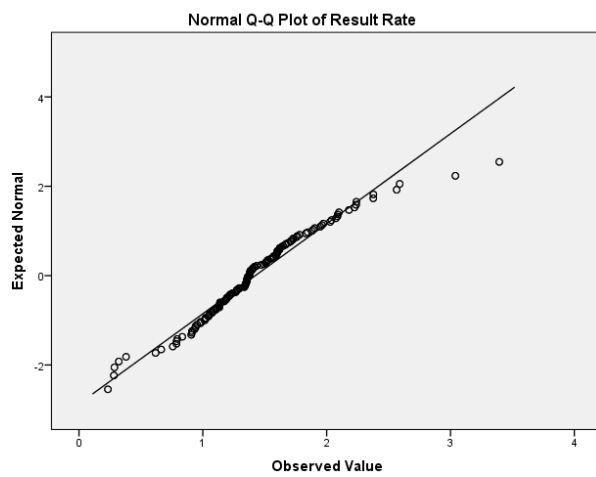
APPENDICES

Appendix 1 – Multiple Linear Regression Assumptions Testing

Figure 1.1 – SPSS Scatterplot for homoscedasticity test



Figures 1.2 and 1.3 – SPSS Histogram Normal Q-Q Plot for Result Rate (CTR)



Appendix 2 – Multiple Linear Regression Results

Table 2.1 – Model Summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,936	0,928	0,926	0,13514864

Predictors: (Constant), Platform, Appeal, Results, Reach, Cost per Results, CPM (Cost per 1.000 Impressions) (EUR), Amount Spent (EUR), Frequency

Dependent Variable: Result Rate

Table 2.2 – F-test

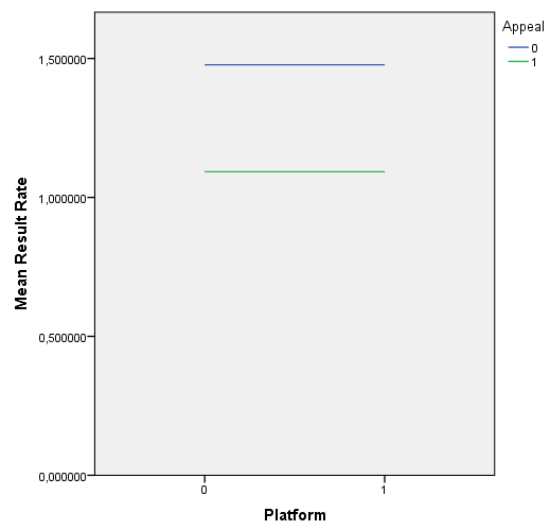
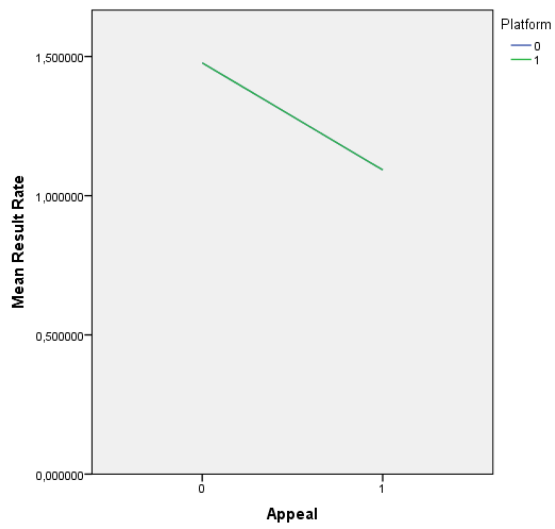
ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	62,428	8	7,803	427,234	0,000
	Residual	4,840	265	0,018		
	Total	67,268	273			

Predictors: (Constant), Platform, Appeal, Results, Reach, Cost per Results, CPM (Cost per 1.000 Impressions) (EUR), Amount Spent (EUR), Frequency

Dependent Variable: Result Rate

Appendix 3 – Graphic Interaction of ‘Platform’ and ‘Appeal’

Figures 3.1 and 3.2 – Multiple Line Graphic Testing the interaction of ‘Platform’ and ‘Appeal’ respectively



Appendix 4 – Mediation Analysis Pre-Testing

Figure 4.1– One-way ANOVA Result Rate by Appeal

ANOVA					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	0,932	1	0,932	6,003	0,015
Within Groups	40,065	258	0,155		
Total	40,998	259			

Figure 4.2– Platform * Appeal Chi-Square Tests

Chi-Square Tests					
	Value	df	Asymptotic Significance (2- sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	0,000	1	1,000		
Continuity Correction	0,000	1	1,000		
Likelihood Ratio	0,000	1	1,000		
Fisher's Exact Test				1,000	0,569
Linear-by-Linear Association	0,000	1	1,000		
N of Valid Cases	274				