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**The Impact of Online News' Context on the Effects of
Display Advertising:**

Comparing the Effects of Positive and Negative Online News

Beatriz Ferreira Pinto Afonso e Cunha

152116114

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Abstract

Title: The Impact of Online News' Context on the Effects of Display Advertising: Comparing the Effects of Positive and Negative Online News

Author: Beatriz Ferreira Pinto Afonso e Cunha

The investment on digital media is a growing trend in today's marketing environment, being display advertising a format usually adopted by marketers. Online news consumption is accompanying this growth and it is extremely hard to find online news articles without multiple elements that can influence readers' attention to other third-party content, such as display ads. While it is evident that advertisements exposed next to related articles is relevant and effective for advertisers. The real effect of the valence of the online news context - positive or negative - on consumers' attitudes and purchase intention towards the brand advertised is poorly known. An online survey was conducted in which two different versions of online news - positive and negative - about the CO₂ emission in the automobile industry were created. One group of participants was exposed to the positive news and the other group to negative news. The groups were further analysed and compared for their differences on the dependent variables. The result indicates that the valence of the news context – positive or negative - has no significant impact on the attitude towards the ad, the attitude towards the brand and purchase intention. However, the attitude towards the ad positively affects the purchase intention. This research is relevant for advertisers, so they can redefine ad placement strategies, allocating display ads on relevant webpages and thus ensuring positive attitudes towards the website content. Finally, limitations and future research are presented.

Keywords: Marketing, Display Advertising, Online News, Attitude Towards the Ads, Attitude Towards the Brand and Purchase Intention

Sumário

Título: O Impacto do Contexto das Notícias *Online* nos Efeitos do *Display Advertising*: Comparação entre Notícias *Online* Positivas e Negativas

Autor: Beatriz Ferreira Pinto Afonso e Cunha

O investimento em media digital é uma tendência crescente no contexto de marketing atual, sendo o *display advertising* um formato geralmente adotado pelos *marketers*. O consumo de notícias *online* acompanha este crescimento e é cada vez mais difícil encontrar artigos de notícias *online* sem vários elementos periféricos que podem distrair a atenção dos leitores para outros conteúdos de terceiros, como os *display ads*. Embora seja evidente que a exposição de anúncios ao lado de artigos relacionados seja relevante e eficaz para os anunciantes, pouco se sabe sobre os efeitos da valência do contexto das notícias online nas atitudes dos consumidores e na intenção de compra em relação à marca anunciada. Foi realizado um questionário *online*, na qual foram criadas duas notícias *online* - positiva e negativa - sobre a emissão de CO₂ na indústria automóvel. Um grupo foi exposto à notícia positiva e outro à notícia negativa, sendo posteriormente analisados e comparados para testar diferenças nas variáveis dependentes estudadas. O resultado indica que a valência do contexto das notícias - positiva ou negativa - não tem impacto significativo na atitude em relação ao anúncio, na atitude em relação à marca e na intenção de compra. Contudo, a atitude em relação ao anúncio afeta positivamente a intenção de compra. Esta pesquisa é relevante para anunciantes, para que possam redefinir as suas estratégias de posicionamento de anúncios em *websites* relevantes, a fim de garantir atitudes positivas em relação ao conteúdo do *website*. Finalmente, as limitações e pesquisas futuras são apresentadas.

Palavras-chave: Marketing, *Display Advertising*, Notícias *Online*, Atitude em Relação ao Anúncio, Atitude de Marca e Intenção de Compra

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List of Abbreviations

A_{Ad} – Attitude towards the Ad

A_B – Attitude towards the Brand

A_{News} – Attitude towards the News

CO₂ – Carbon Dioxide

DV – Dependent Variables

EU – European Union

FB – Facebook

IMC – Integrated Marketing Communications

PI – Purchase Intention

WOM – Word-of-Mouth

Chapter 1: Introduction

1.1. Background

The digital era has brought new ways of communicating and digital media has become more important in advertiser's marketing mix strategies. Nowadays, companies are investing higher budget on digital media than traditional communication campaigns (Beard & Yang, 2011).

Worldwide advertising spending on digital media was expected to grow 17.6% in 2019 reaching 333.25 \$ billion. This means that digital media will represent, for the first time, approximately more than half of the global advertising market. (Enberg, 2019)

Despite this, marketers should keep focus on understanding integrated marketing communications strategies in order to analyse the importance of combining offline and online channels during the customer buying process (Rajeev & Keller, 2016).

There are three main categories of digital media strategy – owned, paid and earned. Paid media are paid placements on websites for companies displaying their promotional communications. One of the paid media formats are display ads - the focus of this study.

The lack of media planning in online advertising industry has become a problem for advertisers since there is less control over the content where the advertisement is placed. In traditional media, managers are allowed to set up the placement and timing for the ads more accurately (Lohtia, Donthu, & Hershberger, 2004).

In order to reverse this situation, digital targeting platforms are becoming more complex being a challenge for marketers to be updated about the advertisement placement in external websites (Flosi, Fulgoni, & Vollman, 2013). As a result of the increasing online media consumption, brands are fighting to get better advertisement visibility (Yeu, Yoon, R. Taylor, & Lee, 2013) despite that users consider a banner ad annoying if this represents an obstacle for them to reach their objectives (Cho & Cheon, 2004).

In the last years, the consumption of news in online platforms has been increased and consequently, companies are investing more in news websites advertisements rather than traditional channels such as magazines and newspapers. So, it is critical to understand the consumers' attitudes towards display advertisements on online news platforms.

There are some articles addressing consumer reactions to advertisements on online websites (Bart, Stephen, & Sarvary, 2014; Flores, Chen, & Ross, 2014; Lewis & Reilley, 2014; Lohtia, Donthu, &

Hershberger, 2004; Moore, Stammerjohan, & Coulter, 2005; Newman, Stem, & Sprott, 2004; Wojdyski & Bang, 2016). According to Huang & Chen (2012) consumers rely on the external website content opinion to evaluate banners ads but the author does not address the valence type on the research.

Thus, this study aims to explore the effects of the online news context, on consumers' attitudes towards the ad, towards the brand and purchase intention. While evaluating the effect, positive and negative valences news context are compared.

However, there is a lack of research addressing the impact of online news context regarding the positive and negative valences. Bearing this in mind, the main subject of this dissertation is "The Impact of Online News' Context on the Effects of Display Advertising: Comparing the Effects of Positive and Negative Online News".

1.2. Research Objectives

The main objective of this research is to explore whether the context of online news has any effect on consumers' attitude towards the ad, attitude toward the brand and purchase intention regarding two different valences: Positive versus Negative.

In order to explore the research objective, an experiment was conducted. The industry chosen for conducting the experiment was the automobile industry since it is highly related to the problematic of CO₂ emissions. Car pollution strongly contributes to climate change, and the CO₂ emissions standards set by EU are forcing car firms to adapt and develop new sustainable alternatives. Within that, the CO₂ emissions in the automobile industry was chosen as the topic used for developing the online news scenarios. In addition, two scenarios with positive and negative valences of the online news about CO₂ emissions were compared. The online news were both displayed next to an identical display ad of the Ford brand in order to explore whether there are any changes between the two groups of study.

This research aims to study the impact of the valences - negative and positive - of online news context on attitude towards the ad, attitude towards the brand and consumers' purchase intention. The main goal of this dissertation is to study how consumers react to advertising campaigns when the display ads are placed next to negative or positive valence of online news context.

1.3. Relevance and Research Questions

Nowadays, one of the main concerns for advertisers is the impact of inappropriate ad placement on consumer intent because display ads may be placed alongside offensive content (Council, 2017). Some companies have suspended the advertising investment on Facebook and YouTube since their advertisements appeared next to offensive context that generates several complaints (Irish Examiner, Feb 2019). The problem of advertisements embedded in harmful and offensive content has become a concern for companies since it can prejudice brand image when associated to offensive context.

According to the report “How brands annoys fans” (Council, 2017), whether ads are placed next to offensive content, 37% of consumers state that it changes how they think of the brand, and 11% say they will boycott the brand. Thus, it is critical to study the extent to which the context around the advertisement influences consumers on their attitude and purchase intention.

Advertisers have less control on the placement context of display ads and its effectiveness on campaigns performance (Patel, Schneider, & Surana, 2013), being critical for marketers to have a better understanding about the factors that influence consumer’s attitude and purchase intention towards the ad in order to guarantee successful results.

Thus, the following research questions were formulated:

RQ1: Which is the impact of online news context on purchase intention of the brand advertised?

RQ2: Which are the factors that influence these effects?

1.4. Research Methods

To properly answer the proposed research questions, a literature review was developed in order to clarify all the concepts of the current study. Then, the primary research was assembled through an online survey with two experimental designs created. Two different valences of online news context – positive and negative - were created, and each news scenario was shown to a random group of the participants. The survey results helps on better understanding whether news context around a display ad, namely positive and negative valences, have any effect on consumers’ attitudes and purchase intention. The independent variables are negative valence and positive valence and the dependent variables are attitude towards the ad, attitude towards the brand and purchase intentions.

1.5. Dissertation Structure

This dissertation is divided into six chapters. The first chapter describes the theoretical background, research objectives, relevance and aim of the study, research questions and research hypotheses.

The second chapter of the study focuses on the literature review, a comprehensive exploration of the main topics in question: online advertising, news consumption, display advertising, attitude toward the ad, attitude towards the brand and finally, purchase intention.

In the third chapter, the methodology will be approached through the description of the measures used in the study and the identification of the appropriate research methods.

Chapter four discusses the results obtained from the data collected and assesses the validity of the research hypotheses.

In the fifth chapter, the managerial implications, limitations of the study and suggestions for future studies are presented.

Finally, the references are presented in the sixth chapter.

Chapter 2: Literature Review

2.1. Integrated Marketing Communications

Integrated marketing communications (IMC) are the strategic marketing processes adopted by companies to ensure the alignment of messaging and communication strategy of the different channels in order to be consistent and to inform, encourage and persuade consumers about the products and brands they sell (Rajeev & Keller, 2016).

The aim of IMC models is to coordinate different communication activities, while keeping a consistent message, guaranteeing effectiveness and increasing strategy efficiency (Duncan T. R., 2002; Kliatchko J. , 2005; Kliatchko J. G., 2008; Schultz D. E., 1996; Schultz, Tannenbaum, & Lauterborn, 1992). Nevertheless, previous study considered the synergies between traditional and digital media vague and uncertain (Kumar, Bezawada, Rishika, Janakiraman, & Kannan, 2016).

The improvement of IMC strategies is becoming more difficult due to the complexity of the consumers' path to purchase. Thus, there are several different approaches of IMC, differentiating from each other on the optimal communication model definition, which depends on different researchers' study fields' emphasis and partly on their academic backgrounds (Rajeev & Keller, 2016).

Companies with stronger IMC strategies expect to benefit from a more accurate target segmentation, better aligned communication message across different media channels, shrinkage of communication costs and overall effectiveness.

Some previous academics have studied several IMC models regarding different perspectives. Duncan and Moriarty (1998) developed a communication model that broadly encompasses all organizational activities rather than considering the decision-making process.

Kitchen, Brignell, Li & Jones (2004) and Braojos-Gomez, Benitez-Amado and Llorens-Montes (2015) highlighted the integration of technology as an opportunity to marketing communication strategies, however not addressing social media in the model.

The model applied by Schultz and Schultz (1998) and Duncan and Mulhern (2004) approached strategical and tactical points and emphasized the objectives model, nonetheless the key steps of the decision making process are not specified.

The following researchers have coupled characteristics of organizations to reinforce theoretical basis of IMC: Porcu, Barrio-García and Kitchen (2012) identified organizational factors (e.g. top

management support); Reid, Luxton and Mavondo (2005) highlighted market orientation factors (e.g. customer orientation) and Kerr and Patti (2015) focused on strategic management approach (e.g. reward system). These previous researches do not provide an effective integration of marketing communication activities in IMC with all characteristics addressed (Valos, Maplestone, Polonsky, & Ewing, 2017).

Given the increasing importance of optimal IMC strategies, managers are focused on better understanding the impact of combining traditional and digital media during the consumer decision process (Rajeev & Keller, 2016).

The sequence of IMC decision-making steps have been studied to reduce uncertainty of communication activities integration (Duncan T. R., 2002; Kliatchko J. , 2005; Kliatchko J. G., 2008) being a decision-making framework a useful practical guide for managers in order to align marketing communication activities (Valos, Maplestone, Polonsky, & Ewing, 2017).

The path to purchase adopted by each consumer can be different in length, hierarchy and complexity (Court, Elzinga, Mulder, & Vetvik, 2009). Furthermore, Lewis and Reilley (2014) have stated that the length and uncertainty purchase process is an obstacle on online advertising campaigns success.

The rise of social media influencers and the impact of word-of-mouth (WOM) provides to marketers less control of brand messaging (Rajeev & Keller, 2016). WOM has revealed to be fundamental for successful acquisition of new customers, having a larger and more lasting effect when compared to traditional marketing activities (Trusov, E. Bucklin, & Pauwels, 2009).

In the past, communication goals were achieved through traditional media channels, such as broadcast television ads aiming to reach a huge audience, radio and outdoor ads to keep and build brand salience, print advertising to communicate details about the brand, originate public relations (PR) to boost brand credibility, newspaper coupons, co-op ads to offer price discounts and communicate in-store communication campaigns and newsletters and catalogues to boost long-lasting relationship and loyalty (Rajeev & Keller, 2016).

The following table clarifies the major distinctions between traditional and online media.

Table 1 - Traditional versus online advertising distinctions (Abraham, 2010)

Characteristics	Traditional	Online
Cost	More expensive	Cheaper
Tracking options	Impossible	Possible
Measure performance	Very complicated	Many tools can be applied
Explore consumer behaviour	Very difficult	Simple through IP
Customization	Mass production	Ads customized in accordance with the target
Co-creation of value	Very difficult	Possible
Reach, speed and flexibility	Far-reaching, fast and not flexible	Broad, fast and flexible

Prior studies have concluded that online and offline communication activities can be part of different steps along consumer decision journey (Chang & Thorson, 2004; William, Cardarelli, & De Montigny, 2007), emphasizing some positive outcomes generated by communication channels synergies such as a greater impact on consumers recall (Chang & Thorson, 2004). However, no previous researches have found the optimal sequence of using offline and online media in an integrated way (Rajeev & Keller, 2016).

The fast growth of digital media brought some new challenges to marketers, such as integration with traditional media and a broad variety of communication channels available, being important to redefine the marketing communication strategies (Strauss & Frost, 2014).

An individual communication attempt depends on its context, the message that came before and after (Rajeev & Keller, 2016). The importance of transmitting a message in regards to hedonic or utilitarian appealing of an ad is more important than the number of times this message is advertised (Gopinath, Thomas, & Krishnamurthi, 2014).

Despite the growth of digital marketing and all its disadvantages and advantages, traditional channels proved to be more effective than online advertising in measuring the impact of campaigns on consumer purchase intentions (Danaher & Dagger, 2013).

From a branding perspective, there should be as complete an understanding as possible of consumer paths to purchase decision making for certain product categories and key segments of interest. There is no single way to make a purchase decision equal to all consumers. However, there may

be a general sense of the types of decisions made by different groups of consumers and the likely attitudes and behaviours at different stages across the process. So it is crucial to adopt a model that shows and can explain the most complex, non-linear decision journeys that characterize present-day consumers (Rajeev & Keller, 2016).

2.2. Online Advertising

In the nineteenth century the first agencies appeared to match supply and demand needs concerning advertising of locations and newspapers (Pope, 1983) and the first initiative of online advertising, in 1994, was a banner ad to display on a webpage sold by a web magazine called HotWired (Kaye & Medoff, 2001).

Online advertising is different than traditional advertising since, through digital channels, publishers and ad networks are able to track and interact with the consumer decision making process. By clicking on a banner, it is possible to know that an individual is learning more about the product characteristics on a company website in a specific period of time, while in offline channels, it is not possible to know when the customer is informing himself through a product brochure (Evans, 2009).

The broad diversity of online communication channels in the market allows marketers to customize their communication messages (Tutaj & van Reijmersdal, 2012) in order to reach customer's attention and interests (Rajeev & Keller, 2016).

In Portugal, the online advertising expenditures have reached 146 million euros in 2017 and were expected to increase up to 185 million euros in 2019 (Statista, 2018).

The advertising industry aims to find out solutions for a colossal dilemma: a large number of advertisers interacting with a large number of consumers through multiple messages.

Assessing the effectiveness of advertising involves setting goals and evaluating the related metrics. There are two types of main goals: branding and performance. Branding is about consumer brand awareness and brand association with products in different states of the consumer journey. Performance refers to more concrete goals, especially conversion metrics and increasing leads, which are related to the conversion stage (Li & Leckenby, 2004; Strauss & Frost, 2014).

Over the years advertising formats have changed, reflecting the immense competition in reaching the public attention in an environment driven by the end consumer (Strauss & Frost, 2014). There

are several ways to categorize online advertising formats. According to Thomas Lorrie (2011), it is divided into ten different formats (Table 2).

Table 2 – Online advertising formats and respective examples (Thomas, 2011)

Online Advertising formats	Examples
Vertical Search	Online yellow pages, job/local and product searches
Display Advertising	Banner ads on websites (images or video)
E-mail Marketing	Newsletter
Viral Marketing	Communication message broadly spread by consumers
News Sites	Google Ad Words, AdSense, Yahoo! Publisher Network
Blog Marketing	BlogHer, SocialSpark
Behavioural Advertising	Retargeted ads
Social Media Marketing	Facebook ads
Contextual Advertising	Specific words on a website
Affiliate Marketing	Amazon Associates

According to Hongshuang Li and P.K. Kannan (2014), e-mail and display ads have a significant impact on consumer decision in the short run. However, the target of display advertising campaigns should be selective and not randomly assigned to all website visitors after a click (Helft & Vega, 2010).

The categories of media adopted by marketers to maximise digital campaign results are paid, owned and earned media (Strauss & Frost, 2014; Stern, 2017). Paid media is the most effective manner to engage with users because the ad placement is purchased for different types of channels (Stern, 2017).

Each channel influences the consumer journey in a different way, so it is fundamental to understand how to be more effective in resources allocation according to each media channel and how consumers perceive the contents of the brand (Stern, 2017).

Content marketing is a strategic approach that emphasizes the creation and delivery of relevant and consistent content through online platforms, aimed at attracting and retaining a target audience and driving customer profitable auction (Content Marketing Institute, 2014).

2.3. Online News Consumption on Social Media Platforms

The Internet is challenging traditional methods of news consumption, even though newspapers are one of the oldest format media (Chung D. , 2008).

Due to the growing consumption of online news, the consumption of traditional channels such as newspapers and magazines, has deteriorated. It is essential to understand how online advertising works on news websites.

According to a Forbes article (2018), social media platforms have become the leading source of online news consumption with over 2.4 billion Internet users, with around 64.5% of these users receiving break news from Facebook, Twitter, YouTube, Snapchat, and Instagram, in deterioration of traditional channels.

The number of online news readers has increased exponentially with the evolution and popularisation of the internet. This online marketplace offers new opportunities for traditional and non-traditional news companies as a channel for information distribution. Also, online news sources emerge as a new form of mass media. However, online news sources are still viewed with some scepticism and considered atypical. Therefore, placing online news sources on the media environment seems to be a relevant event and credibility perceptions remain critical to the success of these sources of information (Chung, Nam, & Stefanone, 2012).

Consumption of online content on external websites has been insufficiently addressed across social media studies, although social media networks are inherently used to share content, being these websites and social media platforms complementary and competitive (Mahmood & Sismeiro, 2017).

Kaplan and Haenlein (2010) have defined Social Media as “A group of internet-based applications that build on the ideological and technological foundations of Web 2.0 and that allow the creation and exchange of user generated content”.

The boost in digital media investment can be explained through the change of managers’ mindsets that start to consider social media not only as an addition to traditional marketing but as a more cost-effective alternative (Stephen & Galak, 2009).

2.4. Display Advertising

Display ad, also known as banner, is defined as “a form of graphical ads embedded into a webpage, typically including a combination of static/animated images, text and/or video designed to convey a marketing message and/or cause the user to take an action” (IAB, 2015).

Digital display advertising expenditures was expected to reach \$ 67.87 billion in 2019. Facebook and Google represent 52% of the total expenditure on display advertising, becoming a Duopoly in the US Market (eMarketer, 2018).

The ad placement and repeated ad exposure strategies and their effects on consumers have been studied in the advertising field by several authors (Bart, Stephen, & Sarvary, 2014; Huang & Huh, 2018). According to Huang and Huh (2018) repeated exposure is more effective than single exposure whereas redundant exposure (i.e. simultaneous exposure to multiple exemplars of online ads) to similar display ads has a higher impact on brand preference than single and repeated exposure.

The effectiveness of an advertising campaign varies on the product displayed (Bart, Stephen, & Sarvary, 2014). The type of advertising appeal can be hedonic or utilitarian. The objective of value expressive advertising appeal is that consumer has a self-image of the product or the brand. The aim of utilitarian appeals is to communicate the main benefits and functionalities of a product or a service (Johar & Sirgy, 1991). The motivation to buy utilitarian products comes from the rational side, while to buy hedonic products comes from the emotional side (Botti & McGill, 2010).

Konrod, Grinstein and Wathieu (2011) have studied the effectiveness of an assertive message when using different types of ad appeals, concluding that an assertive message has a greater impact when addressed with hedonic products or hedonically advertised products and non-assertive message has a higher effect on utilitarian consumption context.

2.4.1. Consumer’s attitudes towards display ads

Banners are the most annoying ad types but are more easily recognized and persuasive compared to sponsored content (Tutaj & van Reijmersdal, 2012).

Previous studies have confirmed that consumers do not react in the same manner to advertising messages due to different ad appeals, copy and involvement. (Flores, Chen, & Ross, 2014; McCoy, Everard, Galletta, & Polak, 2004; Moore, Stammerjohan, & Coulter, 2005)

One of the most important goals of advertising is to manipulate consumers' perception about brands and products advertised, being also one of the most effective ways that marketers can manage to create and build the brand image of companies (Belch & Belch, 2012).

An ad exposure is related to increase buying intentions, brand preference and brand recognition among consumers (Briggs & Hollis, 1997) being crucial to study the factors that influence consumer attitude towards the ads. The performance and success of a display advertisement are commonly measured through the click through rate (Lohtia, Donthu, & Hershberger, 2004), however, this metric does not explain the brand effects on individuals. Some of the critical factors that influence consumer attitudes towards the ads are the following: ads repetition exposure, ads exposure duration, ads location, level of consumer engagement with the topic, congruity between the ad and the website and characteristics of the advertisement itself ((Moore, Stammerjohan, & Coulter, 2005; Wojdynski & Bang, 2016; Flores, Chen, & Ross, 2014; Yaveroglu & Donthu, 2008; McCoy, Everard, Galletta, & Polak, 2004).

The number of times a consumer is exposed to an ad is one of the critical factors. In particular, multiple exposures of a banner results in positive consumers' attitudes towards the brand and towards the advertisement and increases buying intentions (Cho, Lee, & Tharp, 2001). Also, the duration of the exposure to a banner increases consumers' processing fluency which consequently increases brand preference. The location where the ads are displayed, such as websites, is also another important element that impacts consumers' attitudes. The focus of this dissertation is the online news websites. Individuals with moderate engagement with the website's topic or content focus more attention on ads, and individuals with a high or low engagement level paid less attention to banners (Putrevu & Lord, 2012). The congruity between the ad and the website also influences the attitude towards the advertisement. When the context between the ad and the website is congruent, it provokes a greater impact on recall and recognition of the brand (Moore, Stammerjohan, & Coulter, 2005). The format of the advertisements, design, message type, brand (product) involvement and the language of copy are other important factors analysed by the academy.

2.4.2. Display advertising in external websites

The rapidly growing competition of display advertising placement has resulted in less consumer attention and engagement with display ads on websites (Teixeira, 2014), being important to understand the effects of different display ads on consumers while web browsing.

Regarding ad retention, following the same logic as website retention, McCoy, Evarard, Galletta and Polak (2004) stated that ad retention would be higher when ads are incongruent with the surrounding content, in particular, in-line ads are more remarkable than pop-up ads. Also, advertising content that is significantly different from website content generates a greater effort in retaining different content leading to a greater memory of the site and the ad (McCoy, Everard, Galletta, & Polak, 2004).

Online ads are not ignored during the reading process, regardless of whether the task is engaging (reading for comprehension) or free browsing. With regards to ad placement, it has a greater impact on consumers' attention when advertisements are located to the right of the text region compared to ads placed above the text region (Simola, Kuisma, Öörni, & Uusitalo, 2011).

Previous research found evidence that it is easier to persuade users when they are being distracted during news consumption and have their attention divided (Wojdyski & Bang, 2016).

Thus, in order to increase the odds of having an advertisement viewed by the interested party, advertisers use contextual advertising, which means matching characteristics of the content with the external websites (Wojdyski & Bang, 2016).

Contextual advertising occurs when an ad system localises a webpage for content and displays a relevant ad that is consistent with that webpage. For instance, a car show ticket ad displaying on a car news website. Through tools such as Google AdSense, the information is provided by the ads redirected to relevant websites. Later, the website owners are paid by some platforms such as Microsoft adCenter that manages when the ads are displayed on their sites (Strauss & Frost, 2014). While contextual advertising is well studied by several authors (Wojdyski & Bang, 2016; Flores, Chen, & Ross, 2014; Huang & Huh, 2018), up to date, no research has highlighted the effects of valences of online news context on consumer attitude towards the ad considering positive and negative scenarios.

On one hand, the higher congruity between advertisements and website context results in a favourable effect on consumer's attitudes towards the website (Newman, Stem, & Sprott, 2004), the ad and the brand (Moore, Stammerjohan, & Coulter, 2005). On the other hand, the incongruity

between advertisements and website context has a higher impact on recall and recognition (Moore, Stammerjohan, & Coulter, 2005).

Nevertheless, very little work has been done to understand how the two following forms of communication interact - Online News context and Display Advertising.

2.5. Attitude towards the Brand, Attitude towards the Ad and Purchase Intention

Attitude towards the brand is one of the cornerstones of consumer behaviour (Keller K. , 1993), and it is also a crucial communication effect to drive brand purchase (Lintas & Rossiter, 1992). Having said that, defining the level of brand awareness and consumers' attitudes towards a brand are crucial points to achieve an effective marketing strategy (Twedt, 1967).

Researchers specify consumers' attitudes towards marketing stimuli, such as advertising and their reaction to the brand (Kirmani & Campbell, 2009). Shimp (1981) highlighted four different types of consumers attitudes formation when processing an ad: (1) if consumers process brand and non-brand information, the attitude towards the ad (A_{Ad}) and the attitude towards the brand (A_B) will be build, (2) if only brand information is processed, A_B will be build, (3) if only non-brand information is formed, only A_{Ad} will be build, (4) if none of the information is processed, no attitude will be shaped.

According to Kirmani and Campbell (2009), the attitude towards the ad is the set of feelings consumers have about an advertisement. Lutz and Mackenzie (MacKenzie S. B., 1986; Lutz, MacKenzie, & Belch, 1983; MacKenzie & Lutz, 1989) determine how affective consumers respond to the ad they have been exposed.

Developing ads that influence consumers' beliefs and evaluations by the desired brand-consuming goals, allows consumers to form favourable attitudes towards the brand, which consequently increases the likelihood of buying the advertised brand.

Regarding the attitude towards the ad, advertisers seek to create a favourable attitude towards the ad to provoke a positive feeling in the consumer after being exposed to an ad (Shimp, 1981).

Therefore, we can assume that when an audience is exposed to an ad message, it will develop an attitude towards ad (A_{Ad}) which influences attitude towards a brand (A_B) and purchase intention (PI) (Lutz, MacKenzie, & Belch, 1983).

Lutz, MacKenzie and Belch (1983) have defined the following four potential antecedents of attitude towards the ad: ad cognitions, attitude towards the advertiser, recipient's mood during exposure, and peripheral cues.

In addition, the authors have concluded that individuals who are in a good mood being the tendency to interpret a stimulus optimistically, will also respond to the stimulus positively. A person in a good mood is more likely to store positive than negative thoughts on his memory (Shimp, 1981). Ad characteristics, individual differences, and reception context represent the three determinants of the recipient's mood during exposure (MacKenzie & Lutz, 1989).

Furthermore, the reception context, being the most relevant determinant for this study, incorporates external factors to communication that influence the effectiveness of marketing communication. Keller and Campbell (2003) have identified several dimensions of reception context, such as time, location, and condition of the physical environment and level of task involvement.

Batra & Stayman (1990) have pointed out that positive mood decreases the amount of elaboration required, leading to a more heuristic processing and thus influencing the evaluation of the argument quality, which generates a more favourable evaluation of the argument. Also, both the attitude towards the advertiser and the peripheral suggestions, as well as consumer mood, are strong mediators of the attitude towards the ad (A_{Ad}).

According to Huang and Chen (2012), moods stimulated by website content impact consumers' attitudes towards the brand advertised and purchase intentions.

Besides that, consumers rely more on attitude towards the website content to evaluate display ads when they do not pay attention to the ad embedded on the website. This way, possibly if consumers have a negative attitude towards the website content, and do not pay attention to the display ad, consumers will not have a favourable attitude towards the advertisement (Huang S.-l. , 2014).

There is a lack of research studies addressing the impact of online news context, particularly valence type – negative and positive - of news context on consumers' attitudes and purchase intention.

Bearing previous concepts in mind, the following three hypotheses were formulated in order to understand whether the online news valence type (positive vs negative) has any effect on consumers' attitude towards the ad, attitude towards the brand and purchase intention:

H1: The effects on consumers' attitudes towards the ad differs between consumers that are exposed to positive valence of online news context to those exposed to negative valence of online news context.

H2: The effects on consumers' attitudes towards the brand differs between consumers that are exposed to positive valence of online news compared to those exposed to negative valence of online news context.

H3: The effects on consumers' purchase intention differs between consumers that are exposed to positive valence of online news context compared to those exposed to negative valence of online news context.

Purchase intentions are a conscious action by a consumer to make an effort to buy a product (Spears & Singh, 2004). According to Chang and Wildt (1994), purchase intentions are constituted under the assumption of an unfinished transaction, which is therefore considered an indispensable indicator of actual purchase, given that perceptions of value can be created regardless of involvement in a transaction. Typically, the price and other physical resources needed to make an effective purchase influence the consumer's buying intentions (Baker, Donthu, & Kumar, 2016). Also, purchase intentions are not only based on the expected practical benefits for a brand, but also on how the purchase will help consumers achieve certain social goals, such as self-presentation and compliance with social norms.

The Elaboration Likelihood Model (ELM) developed by Petty and Cacioppo (1986) established the concept that attitudes are fundamental because they lead to decisions and other behaviours. Motivation reinforces the influence of attitude towards the ad on purchase intent (Mackenzie & Spreng, 1992).

Therefore, the following hypothesis was predicted:

H4: Attitude towards the ad will significantly impact purchase intention.

Chapter 3: Methodology and Data Collection

In this chapter, the methodology is presented in detail through an explanation of the research approach, an identification of the methods used, and the sampling techniques performed.

3.1. Research Objectives

The main goal of this study is to understand whether or not the online news context (positive or negative valences) when placed next to display ad impacts consumers' attitude towards the ad, attitude towards the brand and purchase intention (dependent variables).

A literature review explains, in detail, the definition of key variables and their relationship in order to understand the topic of research.

Furthermore, another objective is to understand if the attitude towards the ad has any effect on consumer purchase intention.

Since no previous research has been performed on the exact subject and problem, a collection of primary data should be performed.

3.2. Research Approach

Before framing the research approach, the objective of the study should be clarified.

This study aims to address the impact of the valences of online news context on the consumer attitude towards the ad, attitude toward the brand and purchase intention. In order to answer this question, all approaches have been applied.

According to Thornhill, Saunders and Lewis (2019) a research can be classified into three different approaches: the exploratory, the descriptive and explanatory.

Firstly, this research begins with a detailed literature review to understand the main topics proposed by this academic paper. Thus, the descriptive approach was developed through the analysis of existing theories and studies proving the viability of the study and allowing the clarification of the proposed research questions not yet addressed by previous researches. Later on, the explanatory approach through an online survey was expanded in order to test the formulated hypotheses.

This study includes both qualitative and quantitative research. The qualitative research was based on secondary data, including a review of previous literature and the formulation of hypotheses. The quantitative research, primary data source, was formulated through the analysis of the online survey developed.

3.3. Survey Stimuli

Two scenarios of online news about the CO₂ emission in the automobile industry were created in order to represent two different groups - positive valence news and negative valence news - and both had the same display ad about Ford brand. With these two scenarios, different analyses have been made in three dimensions: attitude towards the ad, attitude towards the brand and purchase intention.

Figure 1 – Positive Valence of News

Fabricantes de automóveis aceitam acordo de redução de emissões de CO₂

Fabricantes de automóveis aceitam o acordo de redução das emissões de CO₂ e ainda se comprometem a atingir as metas mais cedo do que o previsto pela UE.

HÁ 2 HORAS 3

Partilhe    



Figure 2 – Negative Valence of News

Fabricantes de automóveis rejeitam acordo de redução de emissões de CO₂

Os fabricantes de automóveis rejeitam as metas estabelecidas pela UE porque consideram desnecessário e inadequado o programa proposto na redução das emissões de CO₂.

HÁ 2 HORAS 3

Partilhe    



Our society is focused on getting solutions to one of the world's most pressing challenge, climate change. Part of this problem is caused by the high levels of CO₂ emissions generated by the automobile industry that is facing new challenges to invert this situation and keep focused on developing green and sustainable initiatives.

In regards to the automobile industry, there is a lot of tension to make car manufactures respect CO₂ emissions limits set by the EU. As this is a hot topic at this moment, the online news created are trying to stimulate positive or negative readers' reaction about the news topic, while testing its impact on their global opinion about the and the ad, the brand advertised Ford and consumers' intent to purchase Ford brand.

Both fictitious news have been built based on the look and feel of the online news platform called *Observador* so that participants could be familiar with the content. These would make the news more real to readers.

In order to test these survey stimuli, the two valence news (positive or negative) were shared with around thirty people to get feedback about their perception. After collecting their feedback, the final news stimuli have been included in our final questionnaire.

The two different stimuli, positive news and negative news, have been randomly assigned to our participants.

3.4. Data Collection

The quantitative approach was elaborated from an online questionnaire conducted through the online software *Qualtrics*. This survey was mainly distributed through social media platforms such as Facebook, LinkedIn and Whatsapp.

The target of the questionnaire was mainly online news consumers. Therefore, participants who answered "I don't read online news" were removed from the analysis since they did not add relevance to the study.

Also, the individuals who answered "I don't remember" for the question "Which was the brand advertised?" were also excluded from the sample because the stimuli would not influence them in this context.

Fictitious online news ads were created in order to develop two similar scenarios with only one difference, the content of the online news itself. As mentioned before, to ensure that stimuli were clear and understandable, and the questions easily readable, a pre-test was done. Thus, the

questionnaire was forwarded to a group of 30 individuals for providing feedback on the phrasing, order of questions and perception of the stimulus. After all, suggestions and feedback have been gathered, the final version of the questionnaire was updated and improved (final version in appendix).

The survey questions were divided into eight parts: Introduction, Reading Habits and General Attitudes towards news online websites, Stimuli exposure, online news opinion, Attitude towards the ad, Attitude towards the brand, Purchase Intention and Demographics.

Firstly, the questionnaire was initiated by asking participants about their reading habits and general attitudes towards news online consumption in order to understand how much time participants spend on the internet and reading online news, their preferred formats for reading newspapers and the factors that influence participants when choosing online news.

Then, the stimuli were presented to all participants. The questionnaire randomly assigned one scenario of online news to each participant, thus splitting the sample into two different blocks - Positive news and Negative news. Both stimuli have the same topic of news, climate change and CO₂ emissions and an identical display ad of Ford brand. It was ensured that the two groups were homogeneous in Qualtrics definitions.

The stimulus was developed in two different scenarios. Scenario 1 considered the positive online news stated that the automotive industry would reach the targets set by the EU and the Scenario 2 mentioned that the automobile industry would not achieve the targets and disagree with EU target proposed. In total, two distinct scenarios were developed: one display ad x two online news - positive (Figure 1) versus negative (Figure 2).

The difference between the questions asked among the two groups was the exposure to online news, as already mentioned above, some participants were exposed to the positive news and others to the negative news. The remaining characteristics of the stimuli, news topic and advertisement, are identical in both stimuli. The stimulus was designed to appeal as real as possible taking into account all the details: the font, spacing, headline and elements location to be similar to one of the most popular news website on social networks, namely *Observador*.

This is in line with the purpose of the dissertation, which was to understand if the valences of online news context has an impact on the dependent variables studied.

Therefore, participants were asked to carefully read one of the online news sources, randomly assigned, without knowing the purpose of the study. Then, some questions were asked about

participants' opinion regarding the online news and familiarity with the news topic, CO₂ emissions related to the automobile industry.

Followed by some other questions aiming to analyse the dependent variables of this study, such as attitude towards the ad, attitudes towards the brand and purchase intention.

In order to study the influence of the news valences on consumer attitudes and purchase intention, a set of scales were adapted from previous studies.

The scales for measure attitude towards the ad, 6-item scale, was adapted from the Spears & Singh study (2004) and the scale 3-item scale used for measure attitude towards the brand was adapted from Schivinski & Dabrowski (2014) (Table 3). Furthermore, purchase intentions were 3-item from the study by Schivinski & Dabrowski (2014) (Table 3). At least, the scale for measure attitude towards the news was adapted by Wojdyski & Bang (2016) and Spears & Singh study (2004). The 7-point Likert scale (from 1-completely disagree to 7 – completely agree) was adopted by each variable measured.

The following table presents the scale items of the constructs and the respective authors.

Table 3 – Scale items constructs and respective authors (elaborated by the author)

Dimensions measured	Constructs	Author (scale source)
A _{Ad} : Attitude Towards the ad	A _{ad1} – Unpleasant/Pleasant A _{ad2} – Uninteresting/Interesting A _{ad3} – Unfavorable/Favorable A _{ad4} – Unlikeable/Likeable A _{ad5} – Bad/Good A _{ad6} – Negative/Positive	Spears & Singh (2004) and Madden, Allen, and Twible (1988)
A _B : Attitude Towards the Brand	A _{B 1} – I have a pleasant idea of [brand advertised] A _{B 2} – [brand advertised] has a good reputation A _{B 3} – I associate positive characteristics with [brand advertised]	Schivinski & Dabrowski (2014)
PI: Purchase Intention	PI1 – I would buy the car of [brand advertised] rather than any other brands available PI2 – I am willing to recommend that others buy this car of [brand advertised] PI3 – I intend to purchase one car of [brand advertised] in the future	Schivinski & Dabrowski (2014)
A _{News} : Attitude towards the New	A _{News1} – Negative/Positive A _{News2} – Unfavorable/Favorable A _{News3} – Unpleasant/Pleasant A _{News4} – Uninteresting/Interesting	Adapted from Wojdyski & Bang (2016) and Spears & Singh (2004)

Finally, the last set of questions regarding demographics were about gender, age, monthly income, current occupation and nationality.

For more details about the questionnaire, please consult **Appendix 1**.

3.5. Data Analysis

Statistical analysis was completed using the software IBM® SPSS® V25.

A descriptive analysis (frequencies, mean and standard deviation) regarding various demographics (gender, age, monthly income, current occupation and nationality), and participants' various reading habits were performed. In the inferential analysis, the comparison of means between two independent samples (positive news participants / negative news participants) in relation to the dependent variables (DV) under study (attitude towards the ad, attitude towards the brand and purchase intention), which are presented as a quantitative type, the parametric T-test for independent samples was used.

The Principal Component Analysis (PCA) was performed with the 16 questions of the survey, with the purpose to reduce them to a smaller number of variables by identifying the main components, in particular, to validate attitude towards the news, attitude towards the ad, attitude towards the brand and purchase intention.

The use of parametric statistics was ensured with the validation of the normal distribution assumptions of the dependent variables per sample and when the homogeneity of variances was required.

The assumption of normality of distribution of variables by the group was verified by the Kolmogorov-Smirnov test ($N \geq 50$). In some situations, where normality of distribution were not verified, there were no serious deviations, so the Central Limit Theorem was applied. The Levene test verified the homogeneity of variances, and Welch correction was applied to the T-test when it was not verified.

Also, three simple linear regression models were conducted to verify whether attitude towards the news influences attitude towards the ad (Model 1), attitude towards the brand (Model 2) and Purchase Intention (Model 3). One more simple linear regression was conducted to verify whether attitude toward the ad influences purchase intention (Model 4).

Chapter 4: Results' Analysis

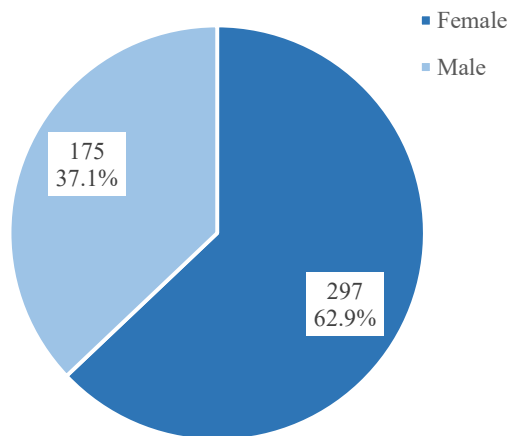
This chapter aims to provide the sample description of the questionnaire, followed by the testing of the hypothesis formulated.

4.1. Sample Characterization

4.1.1. Demographics

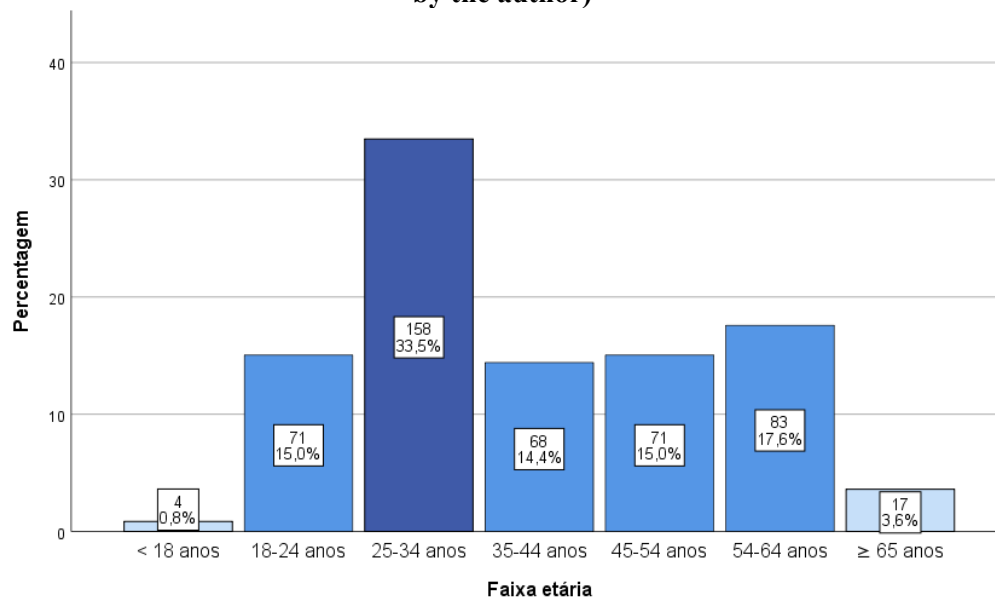
The study sample consisted of 473 participants, with a preponderance of 62.9% female participants and 37.1% male participants (Figure 3).

Figure 3 - Distribution of absolute and relative frequencies of participants by gender (elaborated by the author)



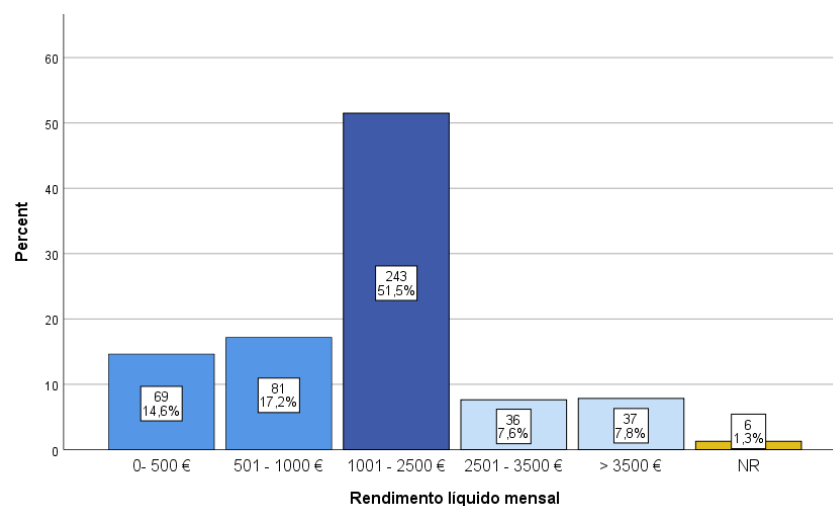
In terms of age, the sample is heterogeneous, ranging from participants under the age of 18 to participants aged 65 and over, which are the two least represented age groups in the sample, with 0.8% and 3.6% participants respectively. The age group that showed the highest participation in the study was between 25 and 34 years old, namely with 33.5% of participants. The age groups between 18-24 years old, 35-44 years old, 45-54 years old and 54-64 years old present similar levels of participation, namely between 14.1% and 17.6% of participants (Figure 4).

Figure 4 - Distribution of absolute and relative frequencies of participants by age group (elaborated by the author)



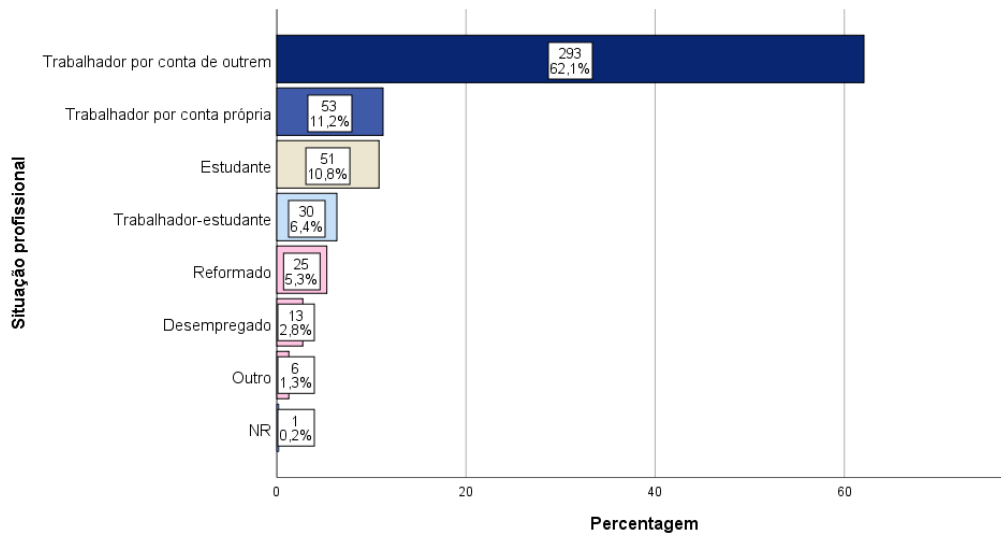
Participants monthly net earnings vary between 0-500€ and +3500€, with more than half (51.5%) in the range of 1001 to 2500. Also, 31.8% of the sample have a net income below 1000€ and 15.4% above 2500€. The remaining 1.3% have not specified their monthly net income (Figure 5).

Figure 5 - Distribution of absolute and relative frequencies of participants by monthly net income bracket (elaborated by the author)



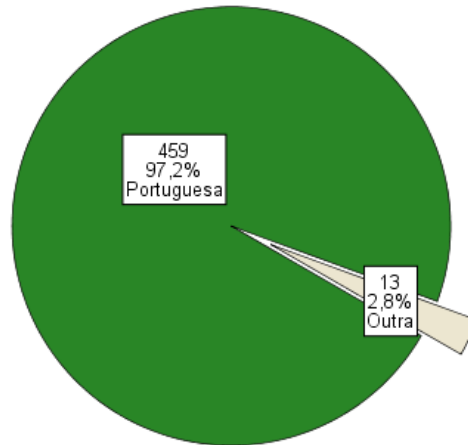
Regarding their professional situation, the majority of the participants are currently working (79.3%), of which 62.1% are employees, 11.2% are self-employees, and 6.4% are student workers. The remaining sample is composed of 10.8% student, 5.3% retirees, 2.8% unemployed and 1.3% participants in another situation (e.g. domestic). 0.2% did not identify their professional situation (Figure 6).

Figure 6 - Distribution of absolute and relative frequencies of participants by the professional situation (elaborated by the author)



In terms of nationalities, almost all participants are Portuguese (97.2%) and 2.8% of other nationalities (Brazilian, Cape Verdean and Spanish) (Figure 7).

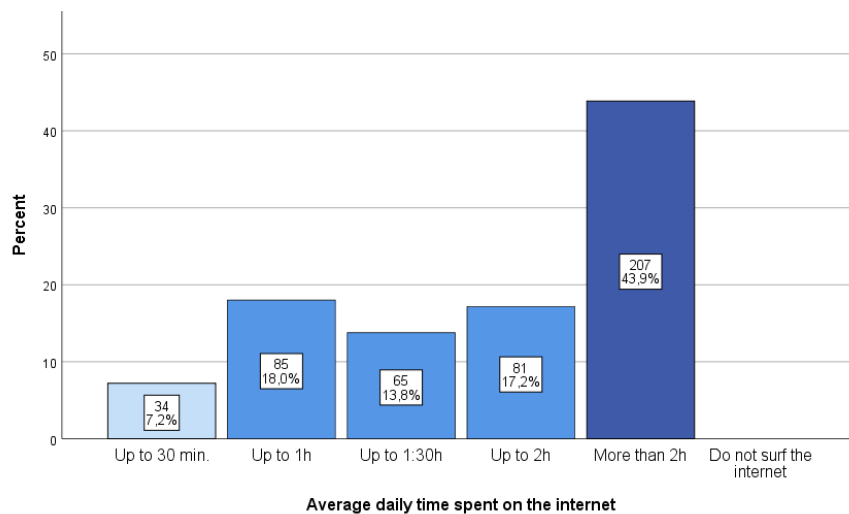
Figure 7 - Distribution of absolute and relative frequencies of participants by nationality (elaborated by the author)



4.1.2. Online News Consumption Habits

With regards to the average daily time spent on internet, most of the participants (43.9%) spend more than 2 hours per day on internet. The remaining 56.1% spend 2 hours or less. None of the participants do not spend any time on the internet (Figure 8).

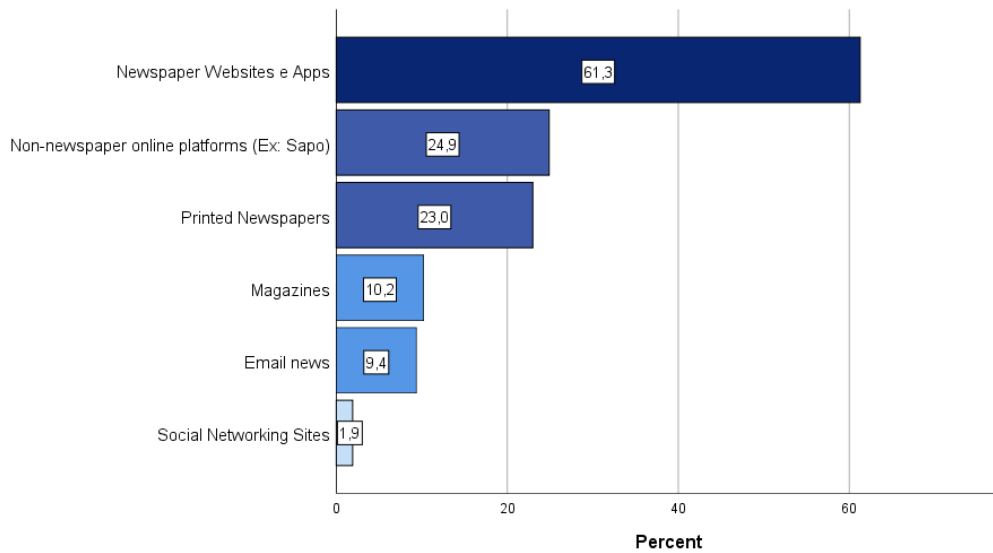
**Figure 8 - Average daily time spent on internet
Distribution of absolute and relative frequencies (elaborated by the author)**



The preferred format for reading news is by newspapers websites and apps (61.3%). Non-newspaper online platforms (e.g. Sapo) and printed newspaper are referred by 24.9% and 23%,

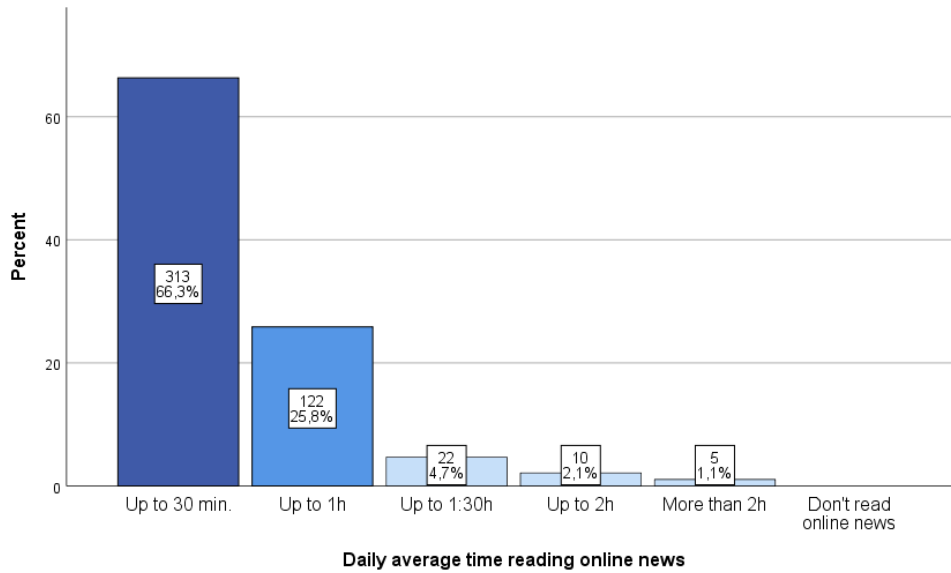
respectively. 10.2% prefer Magazine, 9.4% Emails news and 1.9% Social Networking Sites to read news (Figure 9).

Figure 9 - Preferred format type to read news
Distribution of relative frequencies (elaborated by the author)



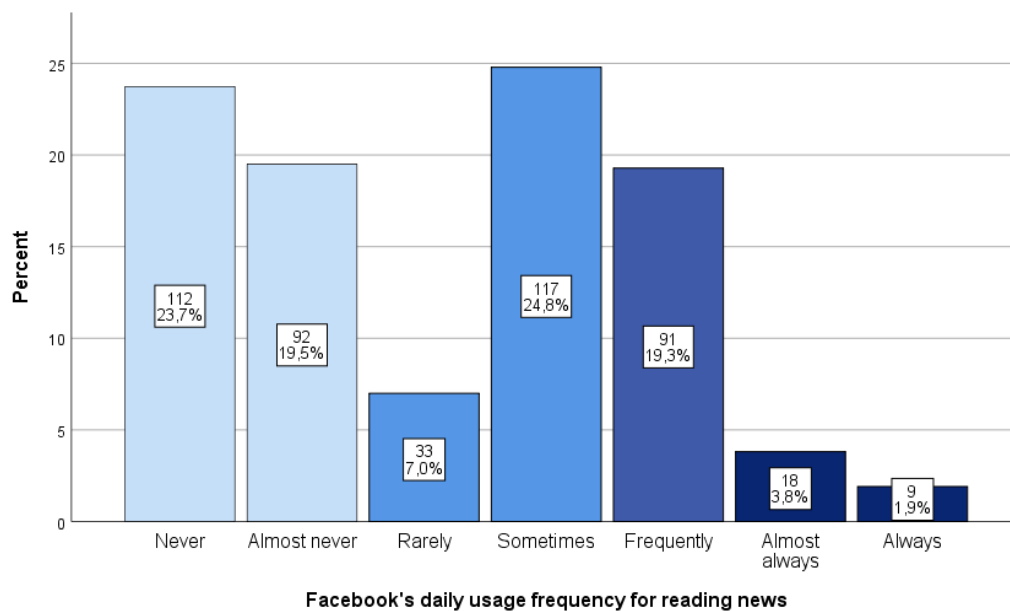
Regarding the daily time spent reading online news, most participants spend up to 30 minutes (66.3%), 25.8% spend up to one hour, and the remaining 7.9% spend more than 1 hour per day reading online news. As validation of the "read online news" criteria for study integration, no participant in the study sample does not read online news (Figure 10).

Figure 10 - Daily average time reading online news
Distribution of absolute and relative frequencies (elaborated by the author)



Concerning Facebook (FB) daily usage for reading news, participants are heterogeneous. FB is not a preferred channel to read the news, as 43.2% of participants respond Never or Almost never use FB to read the news, and 31.8% use it Rarely or Sometimes. Frequent daily users of FB news are represented by 19.3% and 5.7% use FB Almost always or Always to read the news (Figure 11).

Figure 11 - Facebook's daily usage frequency for reading news
Distribution of absolute and relative frequencies (elaborated by the author)



The factor that participants most identify as primary influencing their choice in news selection is trust in the website, which is identified as the first most important criteria by 56.6% of participants and as second most important by 23.1%.

News quality was the factor most identified as the second most important (51.7%), and also as the most important factor for 22.5% participants.

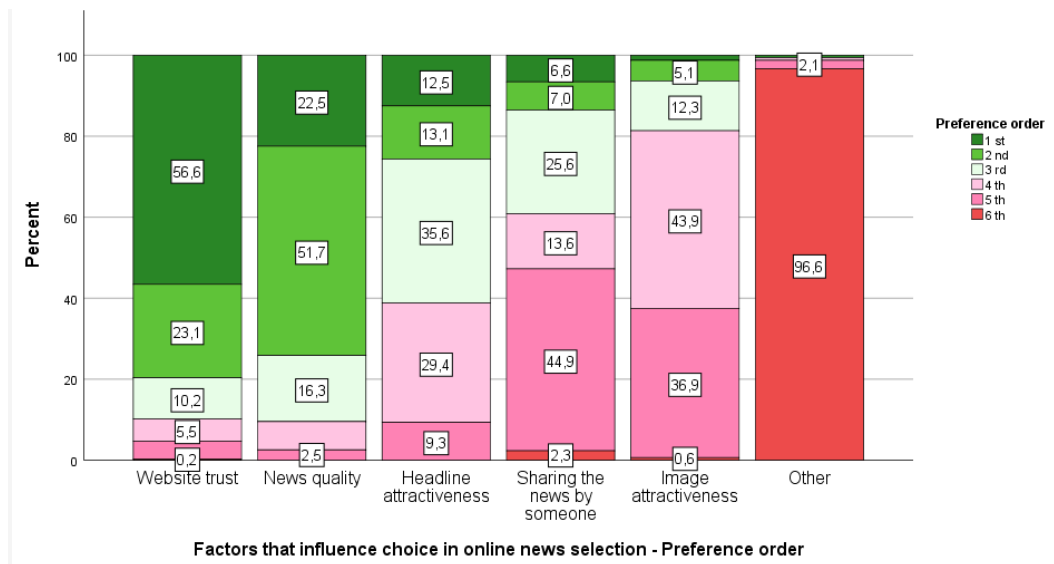
Headline attractiveness was identified as the third most important factor by 35.6% of participants, and 13.1% identified it as the second most important factor and 12.5% as the first.

Shared news by someone was the factor identified as the fifth most important by 44.9% of the participants, 6.6% identified it as the most important, 7% as the second, 25.6 as the third and 13.6% as the fourth.

Regarding image attractiveness, 43.9% identified as the fourth most important and 36.9% as the fifth.

Others were marked as the sixth most important factor for 96.6% of the participants. The interest of the theme, subject and the journalist have been identified as others (Figure 12).

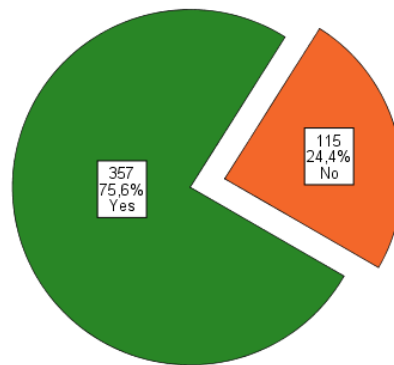
**Figure 12 - Factors that influence Choice in online news selection in order of preferences
Distribution of relative frequencies (elaborated by the author)**



4.1.3. Car brand recognition in the advertisement

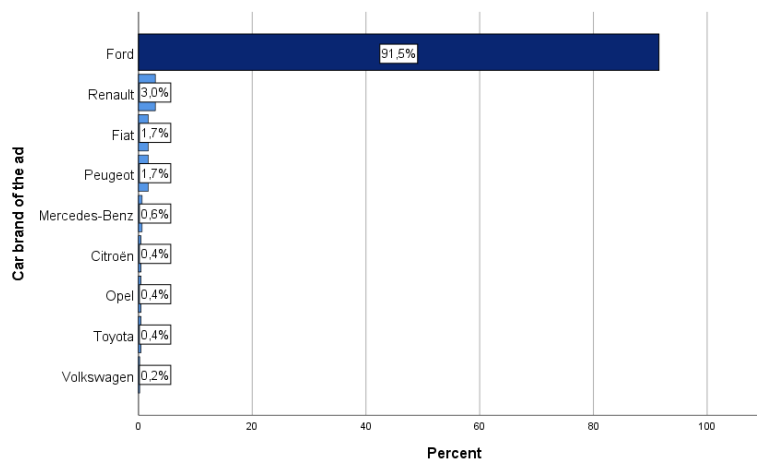
The question regarding participants remembering to see an advertisement next to the news, 75.6% of participants said yes, and 24.4% said no (Figure 13).

Figure 13 - Remember an ad/banner in the read news
Distribution of absolute and relative frequencies (elaborated by the author)



Regarding the car brand on the ad, 91.5% of the participants identify as a Ford (Figure 14).

Figure 14 - Car brand of the ad
Distribution of relative frequencies (elaborated by the author)



4.1.4. Participants own car

Most of the participants have their own car (80.7%) (Figure 15).

Figure 15 - Participants with own car
Distribution of absolute and relative frequencies (elaborated by the author)

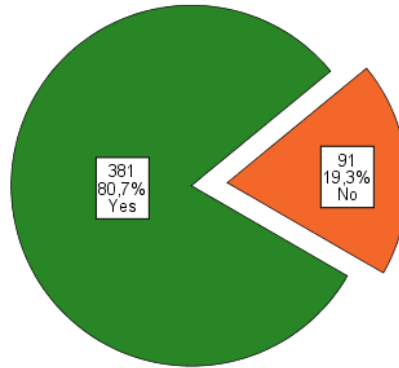
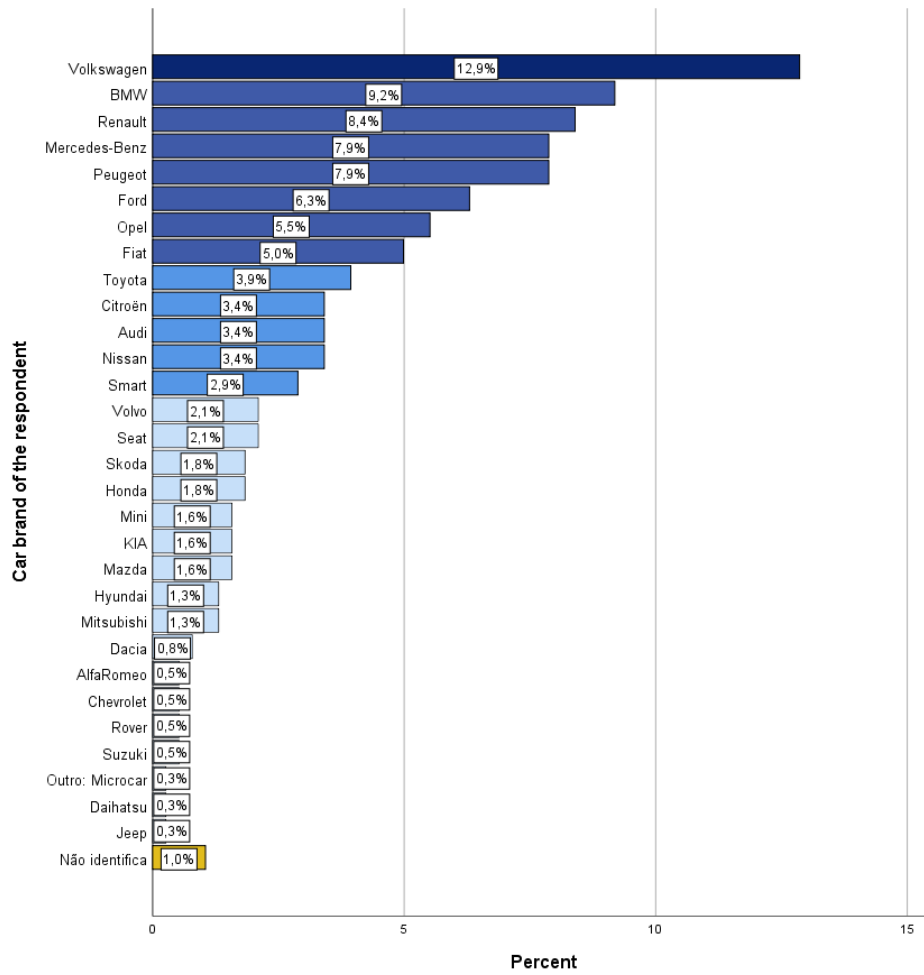


Figure 16 – Car brand of the participants (elaborated by the author)



4.2. Survey Validation

Survey validation is the process to certify that the survey was performed accordingly to the best practices and analyses needs. In this process, it is crucial to validate that all data collected would help us to achieve the main goal of this research.

For survey validation purpose, it is important to consider the full spectrum of our sample (473 participants). The participants answered to all the questions and exposed to the four constructs were analysed (attitude towards the ad, attitude toward the brand, purchase intention and attitude towards the news) - Table 4.

Table 4 – Constructs of our analyses (elaborated by the author)

1st: Attitude towards the ad	2nd: Attitude towards the brand	3rd: Purchase intention	4th: Attitude towards the news
A _{Ad} =	A _B =	PI=	A _{News} =
Q13.1+	Q14.1+	Q15.1+	Q8.1 +
Q13.2+	Q14.2+	Q15.2+	Q8.2+
Q13.3+	Q14.3	Q15.3	Q8.3+
Q13.4+			Q8.4
Q13.5+			
Q13.6			

In order to pursue with the statistical analyses, reliability and validity studies were necessary. Both studies would represent the confidence level and the generalisation that the data can achieve.

4.2.1. Reliability

In order to evaluate the consistency of our data – reliability studies, Cronbach’s Alpha was calculated for each construct (Table 5). Cronbach’s Alpha achieved show high reliability between the data.

Table 5 – Cronbach’s Alpha (elaborated by the author)

Dimension	Number of items	α
Attitude towards the ad	6 items	0.959
Attitude towards the brand	3 items	0.919
Purchase intention	3 items	0.887
Attitude towards the news	4 items	0.882

4.2.2. Validity

A Principal Component Analysis (PCA) was performed in order to validate the four constructs - attitude towards the ad (A_{Ad}), attitude towards the news (A_{News}), attitude towards the brand (A_B) and purchase intention (PI).

The data showed significant sampling adequacy for performing a PCA (KMO= 0.882; Bartlett's Teste of Sphericity: $X^2_{(120)} = 7005,710$, $p < 0.001$), allowing for 4 factor extraction (Eigenvalue Criterion > 1) which explain a total of 81,966% of the variance of the initial variables. Retaining the items with loadings (factor weights) greater than 0.5, four constructs were identified, as shown in Table 6, where:

The construct A_{Ad} composed by six-item incorporates the questions Q13.1, Q13.2, Q13.3, Q13.4, Q13.5 and Q13.6 validate the "Attitude towards the Ad" dimension. This construct explains 31,162% of variance, and it has a very good internal consistency (Cronbach's Alpha = 0.959).

The construct A_{News} integrates questions Q8.1, Q8.2, Q8.3 and Q8.4 validating the composition of the attitude towards the news dimension. This component explains 19.080% of variance, and has a good internal consistency (Cronbach's Alpha = 0.882).

Regarding the construct A_B with 3 items that integrate questions Q14.1, Q14.2 and Q14.3 validating the composition of the dimension "Attitude towards the Brand". This dimension explains 16,385% of variance, and it has a very good internal consistency (Cronbach's Alpha = 0.919).

The fourth construct is the PI composed by 3 items and questions Q15.1, Q15.2 and Q15.3 validating the purchase intention dimension. This component explains 15,339% of the variance, and has a good internal consistency (Cronbach's Alpha = 0.887).

Table 6 - Rotated Component Matrix – Loadings

	Component			
	1	2	3	4
Q13_4 Didn't like * Like	,934	,121	,062	,066
Q13_5 Bad * Good	,927	,119	,093	,065
Q13_6 Negative * Positive	,916	,142	,085	,028
Q13_3 Unfavorable * Favorable	,897	,157	,118	,047
Q13_1 Unpleasant * Pleasant	,887	,173	,121	,053
Q13_2 Uninteresting * Interesting	,806	,123	,034	,194
Q8_2 Unfavorable * Favorable	,105	,938	-,005	,047
Q8_1 Negative * Positive	,143	,920	-,001	,022
Q8_3 Unpleasant * Pleasant	,144	,915	,040	,042
Q8_4 Uninteresting * Interesting	,206	,588	,071	,107
Q14_2 The brand has a good reputation	,100	,038	,902	,236
Q14_1 Have a pleasant idea about the brand	,142	,048	,880	,219
Q14_3 Associate positive characteristics with the brand	,105	,016	,868	,314
Q15_3 Intend to buy a car of the brand in the future	,089	,117	,182	,881
Q15_1 I'd buy a car of the brand instead of another brand	,054	,025	,275	,864
Q15_2 I am willing to recommend to buy a car of the brand	,165	,082	,339	,813
% of Explained Variance	31,162	19,080	16,385	15,339
Einglevalue	4,986	3,053	2,622	2,454
Cronbach's Alpha	0,959	0,882	0,919	0,887

For more details about KMO values, Barlett's Test and reliability statistics, please consult Appendix 2.

Consequently, the global variables (constructs) were constructed by calculating arithmetic mean of the items with higher loadings in each dimension (E.g. Purchase Intention = Average answers to questions Q15.1, Q15.2 and Q15.3). The respective global indicators are presented in the table below (Table 7).

Table 7- Descriptive Statistics – Global indicators

	N	Minimum	Maximum	Mean	Std. Deviation
Global consumers attitude towards the ad	472	1,00	7,00	4,0290	1,46650
Global consumers attitude towards the brand	472	1,00	7,00	4,5162	1,19574
Global consumers purchase intention	472	1,00	7,00	2,8736	1,40157
Valid N (listwise)	472				

4.3. Normality Tests

The use of parametric statistics was ensured with the validation of the normal distribution assumptions of the dependent variables per sample and when the homogeneity of variances was required.

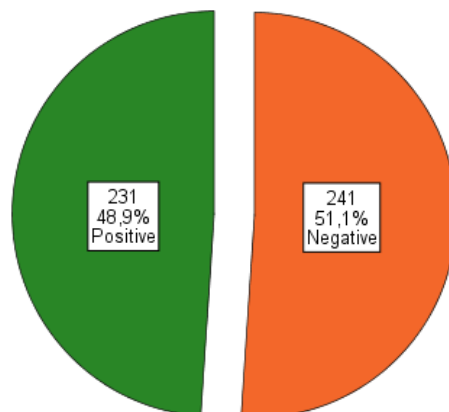
The assumption of normality of distribution of variables by the group was verified by the Kolmogorov-Smirnov test ($N \geq 50$). In situations where normality of distribution was not observed, however no serious deviations from normality were observed - asymmetry $< |3|$ and kurtosis $< |7|$ -, the Central Limit Theorem was evoked by large samples ($N > 30$), assuming that the variables present approximately normal distributions (Maroco, 2007). The homogeneity of variances was verified by the Levene test, and Welch correction was applied to the T-test when it was not verified (Appendix 3).

A two-sided p-value of 0.05 was considered statistically significant.

4.4. Sample Validation

The sample is fairly distributed in terms of the type of online news presented to the participant, with 48.9% reading the positive version of the news and 51.1% the negative version. (Figure 17)

Figure 17 - Type of News - Distribution of absolute and relative frequencies (elaborated by the author)



4.4.1. Attitudes towards the news

In order to obtain a global indicator of news classification, the Global classification index was calculated, which results from the average of participants' responses to the four classified items depending on the positive valence vs negative valence news read by participants (

Appendix 4). Table 8 displays the corresponding descriptive and t-test of mean comparisons. This global classification indicator has good internal consistency (Cronbach Alpha = 0.882).

By analysing Table 8, it appears that there are significant differences in the global classification between participants who read different versions of the news – positive / negative. Participants who read the positive ad (M = 4.66, SD = 1.88) ranked it overall more positively than those who read the negative ad (M = 3.50, SD = 1.32) ((t (411) = - 7.734, p <0.001).

Table 8 – Descriptive of classification of news items by type of news and independent sample T-test (elaborated by the author)

Items	Type of news	N	Mean	Std. Deviation	t	df	p
Global classification	Negative	241	3,50	1,32	-7,734 ^a	411	,000
	Positive	231	4,66	1,88			

^a Welch 37 correction for equal variances not assumed

4.4.2. Problematic theme of CO₂ emissions in the automobile industry

A global indicator of the opinion on the topic of CO₂ emissions in the automotive industry was performed, which consists of the average of participants' answers to the three items evaluated according to the type of valence of online news read - positive versus negative (

Appendix 4). Table 9 illustrates the corresponding descriptive and t-test of mean comparisons of global opinion. This global classification indicator has a good internal consistency (Cronbach Alpha = 0.826).

According to Table 9, it appears that, on the global opinion, participants who read positive news have a higher mean than those who read the negative news. However, the results presented in Table 9 show that the differences observed are not statistically significant (p > 0.05). It can be stated that

in the sample, participants who read the negative news and those who read the positive news did not differ in terms of global opinion about the problematic of CO₂ emissions in the automobile industry.

Table 9 - Descriptive of Opinion over the problematic theme of the CO₂ emissions in the automotive industry by type of news and independent sample T-test (elaborated by the author)

Indicators	Type of news	N	Mean	Std. Deviation	T	df	p
Global opinion	Negative	241	5,1549	1,56020	-,722	470	,471
	Positive	231	5,2583	1,55142			

a Welch correction for equal variances not assumed

4.5. Analysis of the Research Hypotheses

The sample was split into 2 different groups: Group 1 – participants exposed to positive valence of news context and Group 2 – participants exposed to negative valence of news context. The sample was randomly assigned in two groups, which result in 48.9% of participants (N=231) exposed to the positive version of the news and 51.1% of participants (N=241%) exposed to the negative version of the news (Figure 17).

Moreover, for a better comprehension of the hypotheses tested, a structure was developed in the following Table 10.

Table 10 - Proposed Hypothesis Structure

<p>#1. Difference in Groups: Attitude Towards the Ad Attitude Towards the Brand Purchase Intention</p>	<p>H1: The effects on consumers' attitudes towards the ad differs between consumers that are exposed to positive valence of online news context to those exposed to negative valence of online news context.</p>
	<p>H2: The effects on consumers' attitudes towards the brand differs between consumers that are exposed to positive valence of online news compared to those exposed to negative valence of online news context.</p>
	<p>H3: The effects on consumers' PI differs between consumers that are exposed to positive valence of online news context compared to those exposed to negative valence of online news context.</p>
<p>#2. Purchase Intention</p>	<p>H4: Attitude towards the ad will significantly impact purchase intention.</p>

Hypothesis 1

H1: *The effects on consumers' attitudes towards the ad differs between consumers that are exposed to positive valence of online news context to those exposed to negative valence of online news context.*

The average attitudes of participants in 6 items, depending on the valence of online news context - positive versus negative. Table 11 shows the corresponding descriptive and t-test of mean comparisons. The global indicator that measure participants' attitudes towards the ads was calculated though the average of participants' responses to the 6 items evaluated (

Appendix 4).

According to Table 11 it is observed that participants who read the positive news generally express a better attitude towards the ad than those who read the negative news in terms of the global attitude mean. However, the results presented in Table 11 allow us to conclude that there is no significant difference in attitude at the level of the overall attitude towards the ad ($p > 0.05$). So, H1 is not accepted.

Table 11 - Descriptive of Consumer's attitudes towards the ad by type and independent sample T-test (elaborated by the author)

	Type of news	N	Mean	Std. Deviation	t	df	p
Global attitude towards the ad	Negative	241	3,70	1,33	-,937 ^a	447	,349
	Positive	231	4,09	1,60			

a Welch correction for equal variances not assumed

Furthermore, a linear regression was conducted in order to verify whether attitude towards the news influences attitude towards the ad (Model 1). The model was valid (ANOVA F, $p < 0,05$) – Appendix 5.

The adjusted model 1 is $A_{Ad} = 2.897 + 0.278 \times A_{News}$, which is highly significant ($F(1,470) = 55.682$, $p < 0.001$), where attitude towards the news explains 10.6% of attitude towards the ad variation ($Adj. R^2 = 0.106$). The coefficient of the model is highly significant and in the sense that the higher the attitude towards the news the higher the attitude towards the ad ($B=0.278$; $\beta=0.325$, $t=7.462$; $p < 0.01$) (Table 12). Out of the three adjusted models, the construct that has the strongest relationship with the attitude towards the news is the attitude towards the ad ($\beta=0.325$).

Independence assumptions (Durbin-Watson ≈ 2), homoscedasticity and normality of residual and zero-mean residuals were validated (Appendix 5).

Table 12 - Coefficients for all tested models

Model	VD		VI (Preditor)		B0 B1	SE	β	t	Adjusted R ²	F (1,470)
1	Attitude the Ad	towards	Attitude the news	towards	2,897*** 0,278***	0,165 0,037	0,325	17,595 7,462	0,106***	55,682
2	Attitude the Brand	towards	Attitude the news	towards	4,227*** 0,071*	0,141 0,032	0,102	29,932 2,220	0,008*	4,929
3	Purchase Intention		Attitude the news	towards	2,319*** 0,136***	0,164 0,037	0,167	14,135 3,666	0,026***	13,438
4	Purchase Intention		Attitude the Ad	towards	3,337*** 0,241***	0,150 0,047	0,230	22,225 5,131	0,054***	26,324

* Significant at 0,05 level ** Significant at 0,01 level ***Significant at 0,001 level

Hypothesis 2

H2: *The effects on consumers' attitudes towards the brand differs between consumers that are exposed to positive valence of online news compared to those exposed to negative valence of online news context.*

In order to obtain a global indicator of participants' attitudes towards the brand, the Global attitude towards the brand index was performed, which consists of the average of participants' responses to the three items in which they positioned themselves. Table 13 illustrates the corresponding descriptive and t-test of mean comparisons. This global attitude indicator has a very good internal consistency (Cronbach Alpha = 0.919).

From the Table 13, it is observed that there is no statistical difference ($p > 0.05$), between participants who read the negative valence news than those who read the positive valence news in terms of the global attitude towards the brand. So, H2 is not accepted.

Table 13 - Descriptive of Consumer's attitudes towards the brand by type of ad and independent sample T-test (elaborated by the author)

	Type news	of N	Mean	Std. Deviation	t	df	p
Global attitude towards the brand	Negative	241	4,52	1,24	,045	470	,964
	Positive	231	4,51	1,15			

Additionally, a linear regression was conducted in order to verify whether attitude towards the news influences attitude towards the brand (Model 2). The model was valid (ANOVA F, $p < 0,05$) – Appendix 5.

The adjusted model 2 is $A_B = 4.224 + 0.071 \times A_{News}$, showing to be significant ($F(1,470) = 4.929$, $p = 0.027$), where attitude towards the news explains 0.8% of the attitude towards the brand variation ($Adj. R^2 = 0.008$). The coefficient of the model is significant and the higher the attitude towards the news, the higher the attitude towards the brand ($B=0.071$; $\beta=0.102$, $t=2.220$; $p=0.027$) (Table 12). Out of the 3 adjusted models, the weakest construct with the attitude towards the news is the attitude towards the Brand ($\beta=0.102$).

Independence assumptions (Durbin-Watson ≈ 2), homoscedasticity and normality of residual and zero-mean residuals were validated (Appendix 5).

Hypothesis 3

H3: *The effects on consumers' PI differs between consumers that are exposed to positive valence of online news context compared to those exposed to negative valence of online news context.*

In order to obtain an overall PI indicator of participants, the Global PI index was calculated, which consists of the average of participants' responses to the three items

Appendix 4). Table 14 shows the corresponding descriptive and t-test of mean comparisons. This global indicator of PI has a good internal consistency (Cronbach Alpha = 0.887).

From Table 14, it is observed that participants who read the positive news generally reveal a higher overall PI ($M=2,91$), compared to participants who read the negative news ($M=2,83$). However, these differences are not statistically significant ($p > 0.05$), and it can be stated that in the sample of participants who read the positive and negative news do not differ in their overall intent to purchase. Thus, H3 is not accepted.

Table 14 - Descriptive of Consumer's PI towards the ad by type and independent sample T-test (elaborated by the author)

	Type of news	N	Mean	Std. Deviation	T	df	p
Global purchase intention	Negative	241	2,83	1,31	-,624 ^a	456	,533
	Positive	231	2,91	1,50			

^a Welch correction for equal variances not assumed

Also, a linear regression was conducted in order to verify whether attitude towards the news influences purchase intention (Model 3). The model was valid (ANOVA F, $p < 0,05$) – Appendix 5. The adjusted model 3 is $PI = 2.319 + 0.136 \times A_{News}$, which is highly significant ($F(1,470) = 55.682$, $p < 0.001$), where attitude towards the news explains 2.6% of the PI variation ($Adj. R^2 = 0.026$). The coefficient of the model is highly significant and the higher the attitude towards the news the higher the PI ($B=0.136$; $\beta=0.167$, $t=3.666$; $p < 0.01$) (see Table 12).

Independence assumptions (Durbin-Watson ≈ 2), homoscedasticity and normality of residual and zero-mean residuals were validated (Appendix 5).

Hypothesis 4

H4: *Attitude towards the ad will significantly impact purchase intention.*

Table 15 shows the relationship between overall attitudes towards the ad and overall PI. From the analysis, it can be seen that there is a significant positive relationship between global attitude items towards the ad and the different PI ($P < 0.05$).

Table 15 - Correlation between Attitudes towards the ad and PI and global

Pearson correlations (N=472) (elaborated by the author)

		Global consumers PI
Global attitude towards the ad	Pearson	,230^{***}
	p	,000

The overall PI is influenced by attitudes, presenting significant positive correlations of low intensity with Global attitude towards the ad ($R = 0.199$, $p < 0.01$). Thus, the more participants tend to have an overall positive attitude towards the ad most tend to have a positive overall purchase intention. So, H4 is accepted.

A fourth simple linear regression model was also adjusted to verify whether attitude towards the ad influences purchase intention (Model 4). The adjusted model is $PI = 3.337 + 0.241 \times A_{Ad}$, which is highly significant ($F(1,470) = 26.324$, $p < 0.001$), where attitude towards the ad explains 5.4% of the variation in PI ($Adj. R^2 = 0.054$). The coefficient of the model is highly significant and the higher the attitude towards the ad, the higher the PI ($B=0.241$; $\beta=0.230$, $t=5.131$; $p < 0.01$).

Independence assumptions (Durbin-Watson ≈ 2), homoscedasticity and normality of residual and zero-mean residuals were validated (Appendix 5).

Chapter 5: Main Conclusions, Limitations and Future Research

5.1. Conclusions

The investment in digital media campaigns is increasing (Beard & Yang, 2011), being display advertising one of the formats chosen by marketers. This online form of advertising emerges some challenges regarding random ad placement on websites (Lohtia, Donthu, & Hershberger, 2004).

The number of individuals using online platforms for reading news has grown exponentially being social media one of the most used sources for this purpose (2018) and thus, becoming a relevant place to display advertising.

Display ads are not avoided while consumers are reading the news and so leading to a greater impact on consumers' attention (Simola, Kuisma, Öörni, & Uusitalo, 2011). The exposure to a display ad also impacts the attitude towards the ad (A_{Ad}), attitude towards the brand (A_B) and purchase intent (PI) of the consumers (Lutz, MacKenzie, & Belch, 1983).

The moods stimulated by the content of the websites where display ads are embedded, influence consumer's attitudes towards brand and purchase intentions (Huang & Chen, 2012).

This dissertation aims to answer and clarify the following research questions:

RQ1: Which is the impact of online news context on purchase intention of the brand advertised?

RQ2: Which are the factors that influence these effects?

In order to answer these research questions, four different hypotheses were proposed:

H1: The effects on consumers' attitudes towards the ad differs between consumers that are exposed to positive valence of online news context to those exposed to negative valence of online news context.

The first research question has the purpose of testing the impact of the online news context on consumers' attitudes towards the ad regarding the valence type: individuals exposed to positive news compared to those exposed to negative news. The antecedents of attitude towards the ad have been studied by Brown & Stayman (1992), who proved that whether ads are embedded into other content impacts ad attitude relationship. Huang (2014) demonstrated that the attitude toward the ad is influenced by the attitude towards the website content. The studies mentioned are in line with the results of the linear regression, showing that the higher attitude towards the news, the higher the attitude towards the ad.

However, the analysis of groups comparisons - participants exposed to the positive valence of news and participants exposed to negative valence of news – showing that there is no statistically significant difference within the groups on the attitude towards the ad. So, it was concluded that the first hypothesis was not accepted. Moreover, these results are accurate since participants well understood and correctly perceived the valence type of the news – participants exposed to the positive news consider it, in overall, more positively compared to participants exposed to the negative news. Also, all participants recognized the brand advertised, Ford.

H2: The effects on consumers' attitudes towards the brand differs between consumers that are exposed to positive valence of online news compared to those exposed to negative valence of online news context.

The second research question is related to the influence of the valence news on consumers' attitudes towards the brand. The analysis revealed that there was no statistically significant difference between the groups, meaning that the valence of the news (negative and positive) had no impact on attitude towards the brand, so this hypothesis was not accepted.

Nonetheless, the linear regression showed that the higher attitude towards the news, the higher the attitude towards the brand. These results are in accordance with the literature review as the basis for the hypotheses proposed. This positive relationship between the variables emphasis the reliability of the results since the model has performed as expected. This result is supported by Huang (2014) that have demonstrated that the attitude toward the website positively affects the attitude toward the brand. Also, the author concluded that the context of the website and the congruity with display ads are positively related to the attitude toward the brand. However, Huang (2014) has not addressed the valence of the website content on the research but suggested as a future investigation.

H3: The effects on consumers' PI differs between consumers that are exposed to positive valence of online news context compared to those exposed to negative valence of online news context.

The third hypothesis refers to the impact of valence news on purchase intention. The results showed that there was no statistically significant difference between the two groups of participants exposed to the positive versus negative scenarios. So it can be concluded that the valence of the news context have no impact on the purchase intention. In this case, the hypothesis was not accepted.

Nevertheless, from the linear regression, it can be proved that the higher attitude towards the news, the higher the purchase intention. This result is in line with previous studies, ensuring reliability of this study.

H4: Attitude towards the ad will significantly impact purchase intention.

Finally, the fourth RQ is related to the impact of attitudes towards the ad on purchase intention. The findings showed that there is a positive correlation between attitude towards the ad and purchase intention. So, the hypothesis was accepted.

The linear regression performed also proves this hypothesis, concluding that the higher the attitude towards the ad the higher the purchase intention.

This is in line with previous study stated that attitude towards ad influences purchase intention (Lutz, MacKenzie, & Belch, 1983).

5.2. Academic Implications

Previous researchers have found that congruity between websites and display ads leads to better attitudes, and some authors also have proven existing relationship amongst websites and attitude towards the ad, attitude toward the brand and purchase intention. However, few academic studies have validated the impact of valence of online news context – Positive and Negative.

This dissertation contributes to companies by identifying useful research that can help companies argue and calls attention to third-party advertisers and media agencies regarding the display ads placement. This study highlights the importance of the online news context on display advertising effects and revalidates the positive influence of the attitude towards the news on attitude towards the ad, attitude towards the brand and purchase intention, however, the results shows that the valence of the context – positive or negative – have no impact on attitude towards the ad, attitude towards the brand and purchase intention.

One recommendation to advertisers would be developing ad placement techniques that allow customers to give their feedback and opinion about the article or content in order to get insights about their news article opinion. The objective is to match relevant content, articles and news with congruent display ads, so it can induce positive consumers' attitudes towards the news.

5.3. Limitations and Future Research

This study has some limitations despite the significant and comprehensive results.

The sample used for this analysis is not representative of the population (N=473) being divided into two groups for testing hypotheses (Bryman & Bell, 2007). In this dissertation, the objective was not to study one brand or product in particular. However, the display ad was designed using a specific car brand, Ford.

The aim of this study is to analyse the influence of online news context, namely valence type, on consumer attitude towards the ad, attitude towards the brand and purchase intention, on external websites news in general. However, the scenarios designed were similar to one specific online news platform, *Observador*.

The study may reveal method bias since all responses were collected from the same participants and over the same time period, thus a relationship between variables that can be overestimated. This study adopted some recommendations from Podsakoff et al. (2003), as well as protecting the anonymity of survey participants, however, statistical remedies were not used. Thus, in a future study, it is important to ensure all the author procedures.

Another limitation was when survey participants answered, “I don't remember seeing the banner / ad”, participants are required to review the ad for a second time and continue the survey. In this sense, it is difficult to have the real perception of advertisement embedded into the news when it was shown for the second time and for all the participants.

The stimuli were manipulated, and neither the news nor the ad banner were real. This limitation may also impact the credibility that the news stimuli have on consumer perception.

In future research, it is important to understand the effects of context on display ads better, and it is interesting to analyse the impact of different news formats such as video, photograph on consumer attitude.

Reinforcing this study with an additional eye-tracking movement system may be relevant to study unconscious attitudes further.

This study focused on news about CO₂ emissions and the automobile industry. In the future, it would be interesting to compare display ads between different industries, products and news contexts. Furthermore, it would be useful to study the comparison of the news context when is incongruent with the display ad.

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Appendix

Appendix 1– Survey

Q1 Caro participante,

Este questionário é realizado no âmbito da minha tese de mestrado em Management with Specialization in Strategic Marketing pela Católica Lisbon School of Economics and Management e tem como objetivo o estudo do comportamento do consumidor de notícias online.

Este questionário é em português e não demorará mais do que 7 minutos. Nas perguntas que se seguem não há respostas certas ou erradas e toda a informação recolhida é anónima e confidencial. Peço-lhe que responda de forma voluntária e sincera, a sua colaboração é essencial para finalizar a minha tese de mestrado.

Muito obrigada pela sua participação!

Beatriz Afonso e Cunha

Q2 Em média, por dia, quanto tempo passa na internet?

Até 30 min / Até 1 hora / Até 1h30min / Até 2 horas / Mais de 2 horas

Q3 Qual o tipo de formato que prefere para ler notícias?

Jornais impressos / Websites e Apps de Jornais / Notícias no e-mail / Revistas / Plataformas online que não pertencem a jornais (Ex: Sapo) / Outro

Q4 Em média, por dia, quanto tempo passa a ler notícias *online*?

Não leio/ Até 30 minutos / Até 1 hora / Até 1 hora e 30 minutos / Até 2 horas / Mais de 2 horas

Q5 Quando seleciona um notícia *online*, quais são os fatores que influenciam a sua escolha? (selecione os três fatores mais importantes (arrastando-os para a coluna do lado) e ordene-os, do fator mais importante na sua decisão, para o menos importante)

Confiança no *website* / Qualidade das notícias / Atratividade do *headline* / Atratividade da imagem / Partilha da notícia por alguém / Outro

Q6 Peço-lhe que leia com atenção a próxima notícia e assim que terminar clique para avançar:

Fabricantes de automóveis aceitam acordo de redução de emissões de CO2

Fabricantes de automóveis aceitam o acordo de redução das emissões de CO2 e ainda se comprometem a atingir as metas mais cedo do que o previsto pela UE.

HÁ 2 HORAS 3

Partilhe    



Ou

Q7 Peça-lhe que leia com atenção a próxima notícia e assim que terminar clique para avançar:

Fabricantes de automóveis rejeitam acordo de redução de emissões de CO2

Os fabricantes de automóveis rejeitam as metas estabelecidas pela UE porque consideram desnecessário e inadequado o programa proposto na redução das emissões de CO2.

HÁ 2 HORAS 3

Partilhe    



Q8 De uma forma geral, como é que classifica a notícia que leu (escala de 1 a 7):

Negativa Positiva

Desfavorável Favorável

Desagradável Agradável

Desinteressante Interessante

Q9 No que diz respeito à problemática das emissões de CO2 da Indústria Automóvel, qual a sua opinião segundo os seguintes indicadores (escala de 1 a 7):

Nada familiar Muito familiar

Não reconheço Reconheço bem

Nunca ouvi falar Já ouvi falar muito

Q10 Na notícia que leu recorda-se de algum anúncio/ banner a acompanhar o artigo?

Sim / Não

Q11 Peça que veja novamente o anúncio:



Q12 De que marca era o anúncio?

Renault / Peugeot / Mercedes-Benz / Fiat / BMW / Opel / Ford / Citroën / Volkswagen / Toyota / Não me lembro

Q13 De uma forma geral, qual a sua opinião relativamente ao anúncio do carro? (escala de 1 a 7)

Desagradável ○○○○○○○○ Agradável

Desinteressante ○○○○○○○○ Interessante

Desfavorável ○○○○○○○○ Favorável

Não Gosto ○○○○○○○○ Gosto

Má ○○○○○○○○ Boa

Negativa ○○○○○○○○ Positiva

Q14 Peça que avalie de uma forma geral, em que medida concorda com as seguintes afirmações:

	1 (Discordo Completamente)	2	3	3	5	6	7 (Concordo Completamente)
Eu tenho uma ideia agradável da marca X (marca seleccionada na questão 6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A X (marca seleccionada na questão 6) tem uma boa reputação	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eu associo características positivas à marca X (marca seleccionada na questão 6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q15 Peça que avalie de uma forma geral, em que medida concorda com as seguintes afirmações:

	1 (Discordo Completamente)	2	3	3	5	6	7 (Concordo Completamente)
Eu compraria um carro da X (marca selecionada na questão 6) em vez de outra marca de carros	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eu estou disposto a recomendar a outras pessoas a comprar o carro da X (marca selecionada na questão 6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eu tenciono comprar um carro da X (marca selecionada na questão 6) no futuro	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q16 Tem carro próprio?

Sim/ Não

Q17 Qual a marca do seu carro?

Renault / Peugeot / Mercedes-Benz / Fiat / BMW / Opel / Ford / Citroën / Volkswagen / Toyota / Outra

Q18 Indique qual o seu género:

Masculino / Feminino

Q19 Indique a sua faixa etária:

Menos de 18 anos / De 18 a 24 anos / De 25 a 34 anos / De 35 a 44 anos / De 45 a 54 anos / De 55 a 64 anos / 65 anos ou superior

Q20 Indique qual o seu rendimento líquido mensal:

0-500 € / 501 - 1000 € / 1001 - 2500 € / 2501 - 3500 € / > 3500 €

Q21 Indique a sua situação profissional:

Estudante / Trabalhador-estudante / Trabalhador por conta de outrem / Trabalhador por conta própria / Desempregado / Reformado / Outro _____

Q22 Indique a sua nacionalidade:

Portuguesa / Outra _____

Obrigada pela sua participação!

Appendix 2 – Principal Component Analysis (PCA) and Variables' Internal Consistency (Cronbach alphas)

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.			,882
Bartlett's Test of Sphericity	Approx. Chi-Square	7005,710	
	df	120	
	Sig.	,000	

Communalities

	Initial	Extraction
Q9_1 Negative * Positive	1,000	,867
Q9_2 Unfavorable * Favorable	1,000	,892
Q9_3 Unpleasant * Pleasant	1,000	,862
Q9_4 Uninteresting * Interesting	1,000	,405
Q15_1 Unpleasant * Pleasant	1,000	,833
Q15_2 Uninteresting * Interesting	1,000	,703
Q15_3 Unfavorable * Favorable	1,000	,846
Q15_4 Didn't like * Like	1,000	,896
Q15_5 Bad * Good	1,000	,886
Q15_6 Negative * Positive	1,000	,868
Q25_1 Have a pleasant idea about the brand	1,000	,845
Q25_2 The brand has a good reputation	1,000	,881
Q25_3 Associate positive characteristics with the brand	1,000	,863
Q42_1 I'd buy a car of the brand instead of another brand	1,000	,826
Q42_2 I am willing to recommend to buy a car of the brand	1,000	,810
Q42_3 Intend to buy a car of the brand in the future	1,000	,831

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	6,302	39,389	39,389	6,302	39,389	39,389	4,986	31,162	31,162
2	3,246	20,289	59,678	3,246	20,289	59,678	3,053	19,080	50,242
3	2,434	15,214	74,892	2,434	15,214	74,892	2,622	16,385	66,627
4	1,132	7,074	81,966	1,132	7,074	81,966	2,454	15,339	81,966
5	,686	4,286	86,252						
6	,381	2,380	88,632						
7	,273	1,707	90,339						
8	,264	1,651	91,990						
9	,245	1,531	93,521						
10	,207	1,294	94,815						
11	,191	1,193	96,008						
12	,170	1,061	97,069						
13	,160	,999	98,068						
14	,121	,757	98,824						
15	,114	,714	99,539						
16	,074	,461	100,000						

Extraction Method: Principal Component Analysis.

Rotated Component Matrix^a

	Component			
	1	2	3	4
Q15_4 Didn't like * Like	,934	,121	,062	,066
Q15_5 Bad * Good	,927	,119	,093	,065
Q15_6 Negative * Positive	,916	,142	,085	,028
Q15_3 Unfavorable * Favorable	,897	,157	,118	,047
Q15_1 Unpleasant * Pleasant	,887	,173	,121	,053
Q15_2 Uninteresting * Interesting	,806	,123	,034	,194
Q9_2 Unfavorable * Favorable	,105	,938	-,005	,047
Q9_1 Negative * Positive	,143	,920	-,001	,022
Q9_3 Unpleasant * Pleasant	,144	,915	,040	,042
Q9_4 Uninteresting * Interesting	,206	,588	,071	,107
Q25_2 The brand has a good reputation	,100	,038	,902	,236
Q25_1 Have a pleasant idea about the brand	,142	,048	,880	,219
Q25_3 Associate positive characteristics with the brand	,105	,016	,868	,314
Q42_3 Intend to buy a car of the brand in the future	,089	,117	,182	,881
Q42_1 I'd buy a car of the brand instead of another brand	,054	,025	,275	,864
Q42_2 I am willing to recommend to buy a car of the brand	,165	,082	,339	,813

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 5 iterations.

Reliability Statistics Q8

Cronbach's Alpha	N of Items
,882	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Q9_1 Negative * Positive	12,29	24,872	,834	,812
Q9_2 Unfavorable * Favorable	12,27	25,562	,858	,803
Q9_3 Unpleasant * Pleasant	12,36	26,941	,841	,813
Q9_4 Uninteresting * Interesting	11,91	32,720	,478	,942

Reliability Statistics Q13

Cronbach's Alpha	N of Items
,959	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Q15_1 Unpleasant * Pleasant	20,00	54,081	,869	,952
Q15_2 Uninteresting * Interesting	20,35	55,186	,765	,964
Q15_3 Unfavorable * Favorable	20,16	54,151	,883	,950
Q15_4 Didn't like * Like	20,21	53,985	,918	,946
Q15_5 Bad * Good	20,11	54,096	,908	,947
Q15_6 Negative * Positive	20,05	53,726	,892	,949

Reliability Statistics Q14

Cronbach's Alpha	N of Items
,919	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Q25_1 Have a pleasant idea about the brand	9,07	5,838	,816	,901
Q25_2 The brand has a good reputation	8,91	6,102	,854	,870
Q25_3 Associate positive characteristics with the brand	9,12	5,909	,841	,880

Reliability Statistics Q15

Cronbach's Alpha	N of Items
,887	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Q42_1 I'd buy a car of the brand instead of another brand	5,53	8,263	,784	,837
Q42_2 I am willing to recommend to buy a car of the brand	5,62	8,284	,780	,840
Q42_3 Intend to buy a car of the brand in the future	6,10	8,353	,776	,844

Appendix 3– Normality Tests

Problematic theme of the CO₂ emissions in the automotive industry

Tests of Normality	Type of ad	Kolmogorov-Smirnov ^a				
		Statistic	df	Sig.	Skewness	Kurtosis
Not familiar * Very familiar	Negative	,149	241	,000	-,377	-,678
	Positive	,192	231	,000	-,571	-,349
Do not recognize * Recognize	Negative	,184	241	,000	-,841	-,318
	Positive	,215	231	,000	-1,046	,210
Never heard * Allready heard	Negative	,286	241	,000	-1,310	,443
	Positive	,288	231	,000	-1,655	1,608
Global opinion	Negative	,143	241	,000	-,767	-,348
	Positive	,148	231	,000	-1,091	,519

a. Lilliefors Significance Correction

		Levene's Test for Equality of Variances	
		F	Sig.
Not familiar * Very familiar	Equal variances assumed	1,798	,181
Do not recognize * Recognize	Equal variances assumed	,111	,740
Never heard * Allready heard	Equal variances assumed	2,664	,103
Global opinion	Equal variances assumed	,625	,430

Attitude towards the Ad

Tests of Normality	Type of ad	Kolmogorov-Smirnov ^a				
		Statistic	df	Sig.	Skewness	Kurtosis
Unpleasant * Pleasant	Negative	,227	241	,000	-,394	-,019
	Positive	,190	231	,000	-,366	-,483
Uninteresting * Interesting	Negative	,178	241	,000	-,053	-,436
	Positive	,151	231	,000	-,037	-,837
Unfavorable * Favorable	Negative	,209	241	,000	-,244	-,081
	Positive	,162	231	,000	-,223	-,641
Didn't like * Like	Negative	,239	241	,000	-,315	,093
	Positive	,175	231	,000	-,096	-,492
Bad * Good	Negative	,234	241	,000	-,357	,193
	Positive	,196	231	,000	-,229	-,444
Negative * Positive	Negative	,230	241	,000	-,401	-,002
	Positive	,205	231	,000	-,262	-,420
Global attitude	Negative	,095	241	,000	-,183	,132
	Positive	,083	231	,001	-,185	-,388

a. Lilliefors Significance Correction

		Levene's Test for Equality of Variances	
		F	Sig.
Unpleasant * Pleasant	Equal variances not assumed	4,192	,041
Uninteresting * Interesting	Equal variances assumed	3,747	,054
Unfavorable * Favorable	Equal variances not assumed	8,923	,003
Didn't like * Like	Equal variances not assumed	4,935	,027
Bad * Good	Equal variances not assumed	6,513	,011
Negative * Positive	Equal variances assumed	3,210	,074
Global attitude	Equal variances not assumed	7,801	,005

Attitude towards the Brand

Tests of Normality	Kolmogorov-Smirnov ^a					
	Type of ad	Statistic	df	Sig.	Skewness	Kurtosis
Have a pleasant idea about the brand	Negative	,185	241	,000	-,115	,256
	Positive	,164	231	,000	-,178	,144
The brand has a good reputation	Negative	,176	241	,000	-,306	,434
	Positive	,189	231	,000	,000	,032
Associate positive characteristics with the brand	Negative	,166	241	,000	-,210	,130
	Positive	,175	231	,000	-,085	,198
Global attitude towards the brand	Negative	,113	241	,000	-,213	,395
	Positive	,105	231	,000	-,023	,120

a. Lilliefors Significance Correction

		Levene's Test for Equality of Variances	
		F	Sig.
Have a pleasant idea about the brand	Equal variances assumed	,183	,669
The brand has a good reputation	Equal variances assumed	,902	,343
Associate positive characteristics with the brand	Equal variances assumed	1,691	,194
Global consumers attitude towards the brand	Equal variances assumed	,566	,452

Purchase Intention

Tests of Normality	Kolmogorov-Smirnov ^a					
	Type of ad	Statistic	df	Sig.	Skewness	Kurtosis
I'd buy a car of the brand instead of another brand	Negative	,143	241	,000	,398	-,260
	Positive	,129	231	,000	,478	-,291
I am willing to recommend to buy a car of the brand	Negative	,142	241	,000	,439	-,283
	Positive	,149	231	,000	,609	-,230
Intend to buy a car of the brand in the future	Negative	,199	241	,000	,930	,479
	Positive	,213	231	,000	,836	-,169
Global consumers purchase intention towards the ad	Negative	,099	241	,000	,671	,473
	Positive	,119	231	,000	,753	,074

a. Lilliefors Significance Correction

		Levene's Test for Equality of Variances	
		F	Sig.
I'd buy a car of the brand instead of another brand	Equal variances assumed	,440	,507
I am willing to recommend to buy a car of the brand	Equal variances assumed	2,081	,150
Intend to buy a car of the brand in the future	Equal variances not assumed	6,237	,013
Global consumers purchase intention towards the ad	Equal variances not assumed	4,345	,038

Attitude towards the ad will significantly impact purchase intentions

Tests of Normality	Kolmogorov-Smirnov ^a				
	Statistic	df	Sig.	Skewness	Kurtosis
Unpleasant * Pleasant	,208	472	,000	-,368	-,280
Uninteresting * Interesting	,163	472	,000	-,024	-,645
Unfavorable * Favorable	,183	472	,000	-,182	-,393
Didn't like * Like	,207	472	,000	-,177	-,224
Bad * Good	,215	472	,000	-,276	-,160
Negative * Positive	,218	472	,000	-,313	-,228
Global consumers attitude towards the ad	,087	472	,000	-,162	-,141
I'd buy a car of the brand instead of another brand	,135	472	,000	,441	-,276
I am willing to recommend to buy a car of the brand	,145	472	,000	,545	-,210
Intend to buy a car of the brand in the future	,206	472	,000	,888	,130
Global consumers purchase intention towards the ad	,098	472	,000	,732	,286

a. Lilliefors Significance Correction

Attitude towards the News

Tests of Normality	Type of ad presented	Kolmogorov-Smirnov ^a				
		Statistic	df	Sig.	Skewness	Kurtosis
Negative * Positive	Negative	,133	241	,000	,473	-,676
	Positive	,209	231	,000	-,678	-,887
Unfavorable * Favorable	Negative	,138	241	,000	,409	-,673
	Positive	,197	231	,000	-,703	-,723
Unpleasant * Pleasant	Negative	,129	241	,000	,324	-,535
	Positive	,189	231	,000	-,553	-,796
Uninteresting * Interesting	Negative	,128	241	,000	-,260	-,990
	Positive	,165	231	,000	-,452	-,923
Global classification	Negative	,104	241	,000	,560	,467
	Positive	,160	231	,000	-,678	-,684

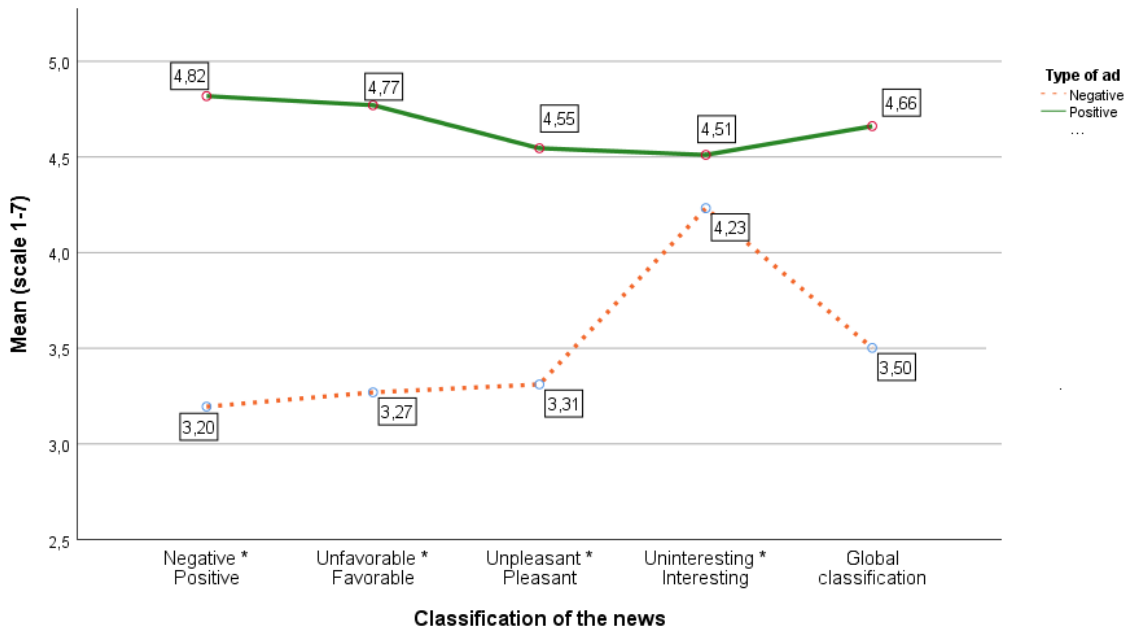
a. Lilliefors Significance Correction

Levene's Test

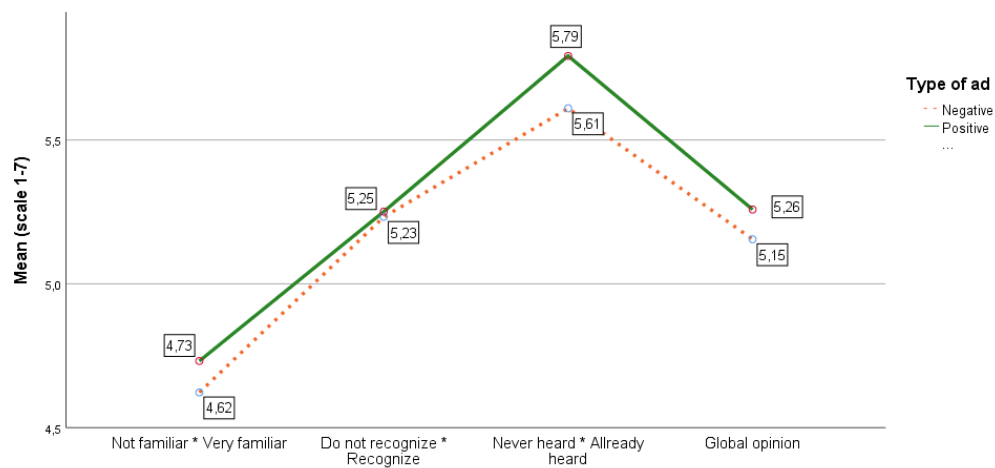
Dependent variable		Levene's Test for Equality of Variances	
		F	Sig.
Negative * Positive	Equal variances not assumed	10,307	,001
Unfavorable * Favorable	Equal variances not assumed	6,394	,012
Unpleasant * Pleasant	Equal variances not assumed	10,093	,002
Uninteresting * Interesting	Equal variances assumed	,427	,514
Global classification	Equal variances not assumed	39,076	,000

Appendix 4 – Mean of constructs

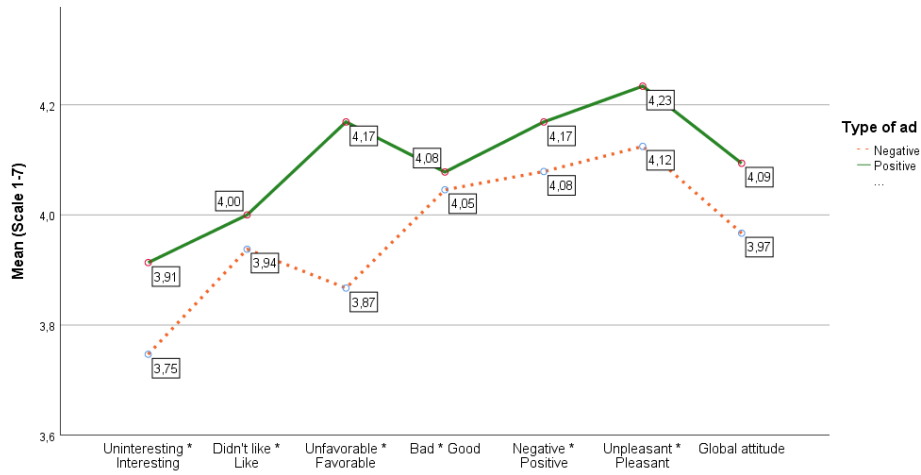
Classification of Ad by items and by type of ad – Means (elaborated by the author)



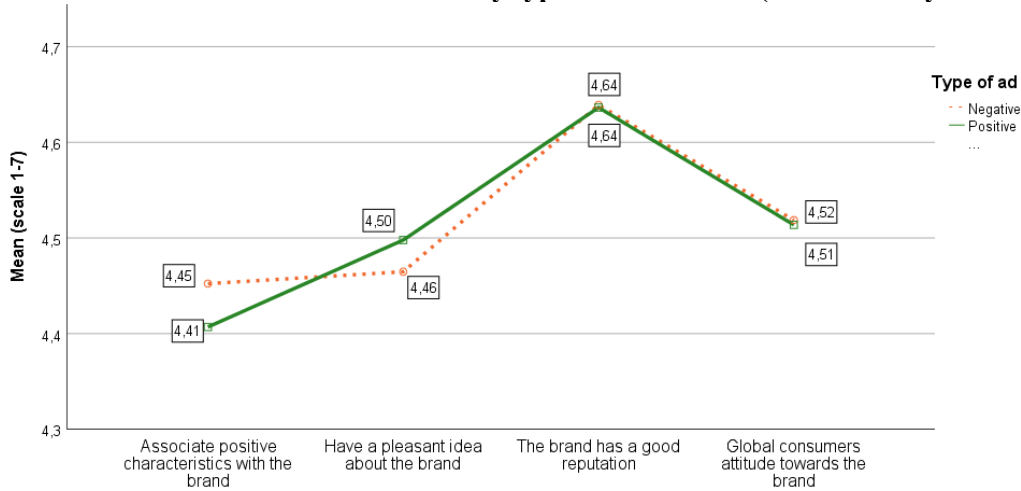
Opinion over the problematic theme of the CO2 emissions in the automotive industry by type of ad – Means (elaborated by the author)



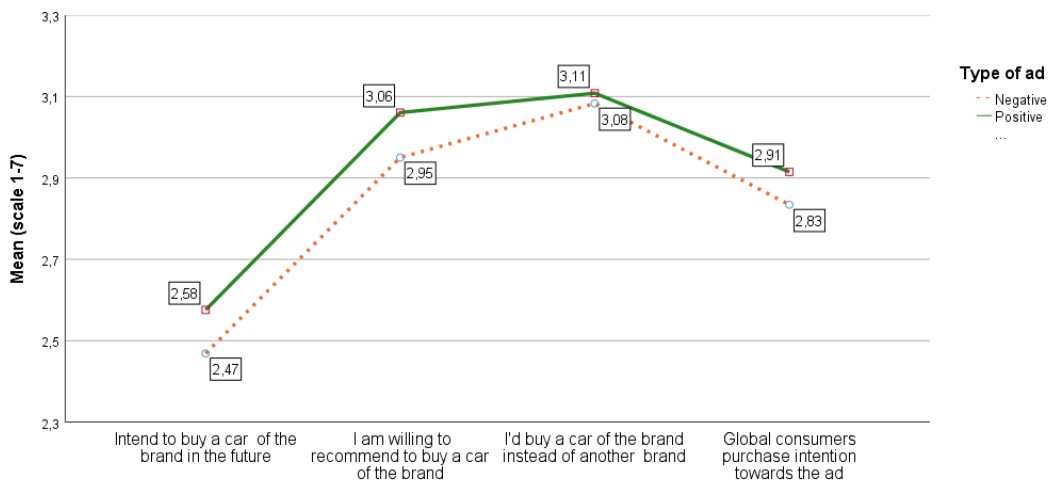
Consumer's attitudes towards the ad by type – Means (elaborated by the author)



Consumer's attitudes towards the brand by type of ad – Means (elaborated by the author)



Consumer's PI towards the ad by type of ad – Means (elaborated by the author)



Appendix 5 - Linear Regression Models

Model 1

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,325 ^a	,106	,104	1,38813	2,000

a. Predictors: (Constant), Q9_CLassificacao_Total Global consumers attitude towards the news

b. Dependent Variable: Q15_Global_ATT Global consumers attitude towards the ad

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	107,294	1	107,294	55,682	,000 ^b
	Residual	905,643	470	1,927		
	Total	1012,938	471			

a. Dependent Variable: Q15_Global_ATT Global consumers attitude towards the ad

b. Predictors: (Constant), Q9_CLassificacao_Total Global consumers attitude towards the news

Coefficients^a

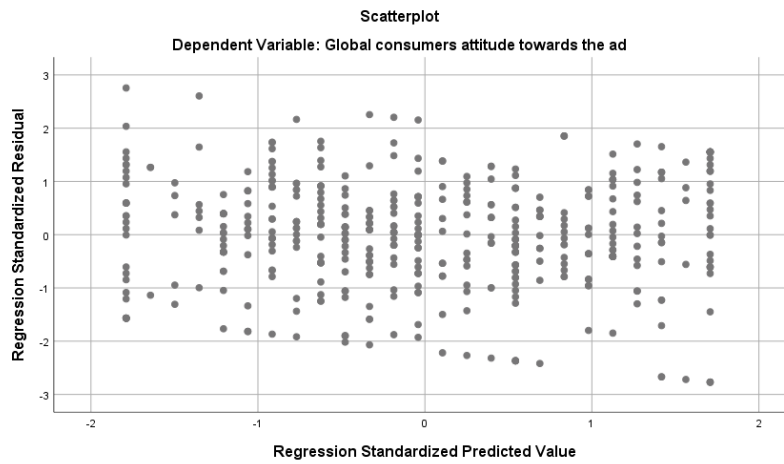
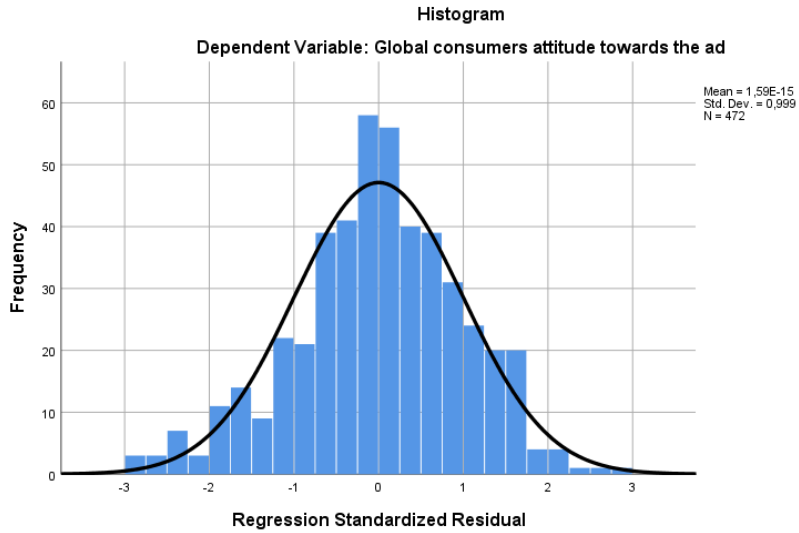
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95,0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	2,897	,165		17,595	,000	2,573	3,220
	Q9_CLassificacao_Total Global consumers attitude towards the news	,278	,037	,325	7,462	,000	,205	,351

a. Dependent Variable: Q15_Global_ATT Global consumers attitude towards the ad

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	3,1750	4,8443	4,0290	,47729	472
Residual	-3,84433	3,82503	,00000	1,38665	472
Std. Predicted Value	-1,789	1,708	,000	1,000	472
Std. Residual	-2,769	2,756	,000	,999	472

a. Dependent Variable: Q15_Global_ATT Global consumers attitude towards the ad



Model 2

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,102 ^a	,010	,008	1,19078	1,987

a. Predictors: (Constant), Q9_CLassificacao_Total Global consumers attitude towards the news

b. Dependent Variable: Q25_Global_AT_BRAND Global consumers attitude towards the brand

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6,990	1	6,990	4,929	,027 ^b
	Residual	666,442	470	1,418		
	Total	673,431	471			

a. Dependent Variable: Q25_Global_AT_BRAND Global consumers attitude towards the brand

b. Predictors: (Constant), Q9_Classificacao_Total Global consumers attitude towards the news

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95,0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	4,227	,141		29,932	,000	3,950	4,505
	Q9_Classificacao_Total Global consumers attitude towards the news	,071	,032	,102	2,220	,027	,008	,134

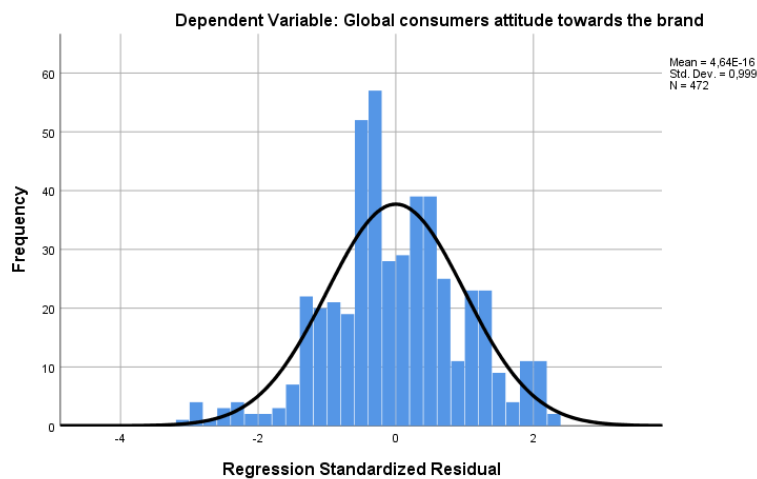
a. Dependent Variable: Q25_Global_AT_BRAND Global consumers attitude towards the brand

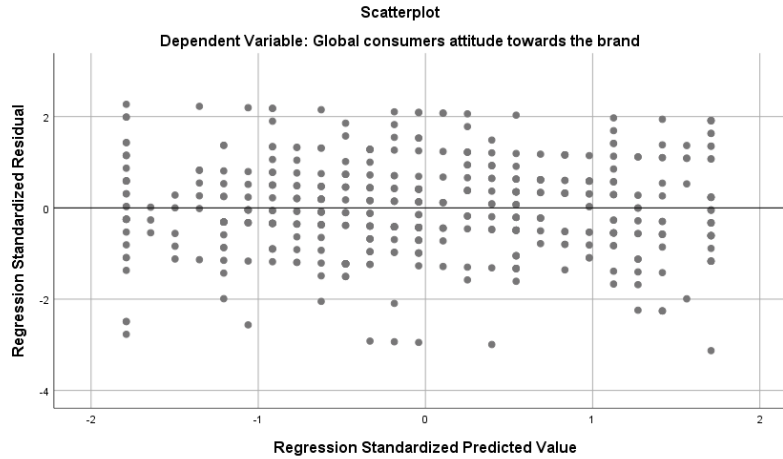
Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	4,2983	4,7244	4,5162	,12182	472
Residual	-3,72435	2,70172	,00000	1,18952	472
Std. Predicted Value	-1,789	1,708	,000	1,000	472
Std. Residual	-3,128	2,269	,000	,999	472

a. Dependent Variable: Q25_Global_AT_BRAND Global consumers attitude towards the brand

Histogram





Model 3

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,167 ^a	,028	,026	1,38342	2,067

a. Predictors: (Constant), Q9_Classificacao_Total Global consumers attitude towards the news

b. Dependent Variable: Q42_Global_PI Global consumers purchase intention towards the ad

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	25,719	1	25,719	13,438	,000 ^b
	Residual	899,516	470	1,914		
	Total	925,235	471			

a. Dependent Variable: Q42_Global_PI Global consumers purchase intention towards the ad

b. Predictors: (Constant), Q9_Classificacao_Total Global consumers attitude towards the news

Coefficients^a

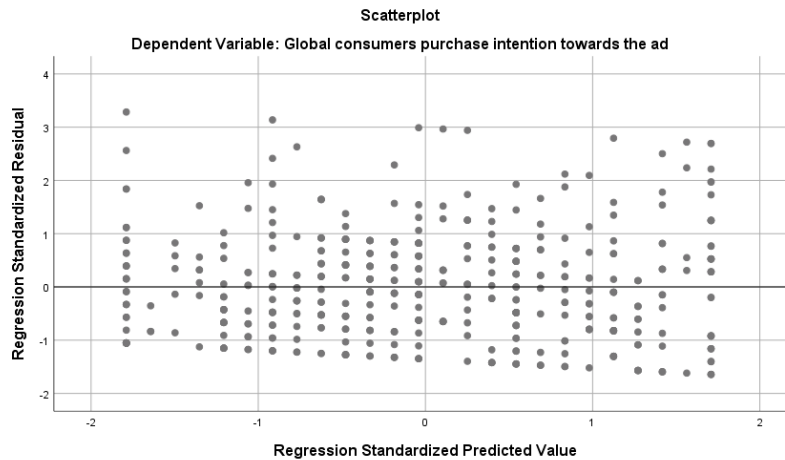
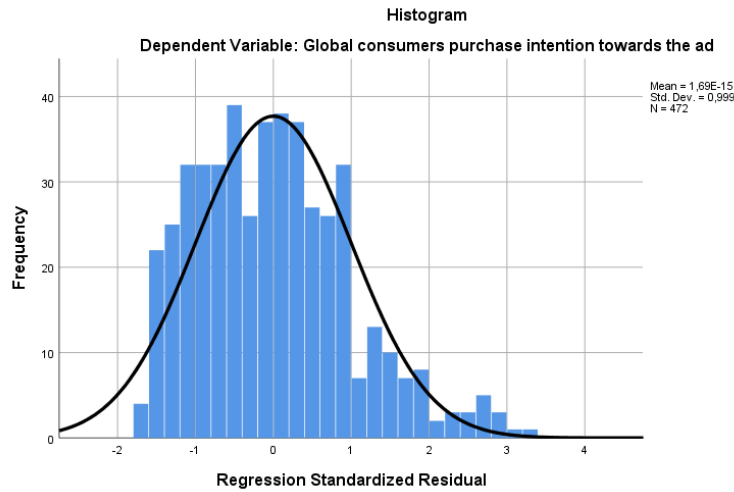
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95,0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	2,319	,164		14,135	,000	1,997	2,642
	Q9_Classificacao_Total Global consumers attitude towards the news	,136	,037	,167	3,666	,000	,063	,209

a. Dependent Variable: Q42_Global_PI Global consumers purchase intention towards the ad

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2,4555	3,2728	2,8736	,23368	472
Residual	-2,27280	4,54452	,00000	1,38196	472
Std. Predicted Value	-1,789	1,708	,000	1,000	472
Std. Residual	-1,643	3,285	,000	,999	472

a. Dependent Variable: Q42_Global_PI Global consumers purchase intention towards the ad



Model 4

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,230 ^a	,053	,051	1,42859	1,914

a. Predictors: (Constant), Q42_Global_PI Global consumers purchase intention towards the ad

b. Dependent Variable: Q15_Global_ATT Global consumers attitude towards the ad

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	53,723	1	53,723	26,324	,000 ^b
	Residual	959,214	470	2,041		
	Total	1012,938	471			

a. Dependent Variable: Q15_Global_ATT Global consumers attitude towards the ad

b. Predictors: (Constant), Q42_Global_PI Global consumers purchase intention towards the ad

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95,0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	3,337	,150		22,225	,000	3,042	3,632
	Q42_Global_PI Global consumers purchase intention towards the ad	,241	,047	,230	5,131	,000	,149	,333

a. Dependent Variable: Q15_Global_ATT Global consumers attitude towards the ad

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	3,5775	5,0233	4,0290	,33773	472
Residual	-4,02328	3,42252	,00000	1,42708	472
Std. Predicted Value	-1,337	2,944	,000	1,000	472
Std. Residual	-2,816	2,396	,000	,999	472

a. Dependent Variable: Q15_Global_ATT Global consumers attitude towards the ad

