Methods for analysing the effectiveness of the social media campaign of 'Het Vinkje'

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WAGENINGEN UR
For quality of life

Foreword

This thesis is written for completing my bachelor Business and Consumer Studies at the Wageningen University. The finishing of this thesis would not be possible without a few people I would like to thank. First of all, I would like to thank my supervisor prof. H.C.M. van Trijp for his supervision and his feedback during the whole process of writing my thesis. I would also like to thank my second supervisor prof. E. van Kleef for reading this thesis.

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Karen Seijdell
Wageningen, February 2015

Summery

The objective of this study is to identify methods for measuring the effectiveness of the social media campaign about the health logo 'Het Vinkje'. Health logos are logos on food products that indicate the healthiness of a product. 'Het Vinkje' is an example of a health logo. The aim of this logo is to help consumers choose healthier products. In 2012 the project Clymbol is started. This project focuses on the extent to which consumers understand food labels. As part of the broader Clymbol project, a subproject was focussing on a social media campaign with 'Het Vinkje'. The goal of this social media campaign is threefold: (a) increasing awareness of 'Het Vinkje', (b) increasing the knowledge about 'Het Vinkje' and (c) increasing trustworthiness of 'Het Vinkje'. These three goals determine the effectiveness of the social media campaign.

The three goals can be translated into three concepts: awareness, knowledge and trustworthiness. For measuring these concepts, different dimensions can be distinguished. Awareness consists of the dimensions exposure and attention. First consumers should be exposed to the campaign. Besides, consumers should also pay attention to the campaign. The concept knowledge consists of the dimensions interest and understanding. If consumers pay attention to the campaign, they should also find the information interesting. Besides interest, consumers should also understand the information of the campaign. The concept trustworthiness does not consist of different dimensions. The dimensions are derived from the model developed in this study. This new model is based on other communication and marketing models and gives an overview of the process from seeing a campaign to the action consumers take. In this model a distinction is made between a cognitive route and an affective route. In the cognitive route, consumers develop consciously an opinion about 'Het Vinkje'. In the affective route, consumers make use of heuristics to develop an opinion. This happens unconsciously.

The social media campaign of 'Het Vinkje' consists of different elements. First, they are active on the social networking sites Facebook and Twitter. Besides, there are bloggers and vloggers. These bloggers and vloggers place texts or videos about 'Het Vinkje' on their website. In this way, the followers of the bloggers and vloggers can read or watch the text or video. Together, these elements form the social media campaign of 'Het Vinkje'.

The dimension exposure can be measured in two ways. First of all, the number of people who are exposed to the social media campaign can be derived from statistics presented by the social networking sites. The second method of measuring exposure is by doing a survey. The best way to measure the dimension attention is a survey. For the dimension interest there are several methods. First, the number of likes or retweets can measure the interest of consumers. Second, consumers can do an exercise of pairwise comparison. The results could possibly indicate the interest of the respondent. Besides, the interest can be measured by analysing self-reported behaviour of consumers. The last way to measure the dimension interest is a survey. The dimensions understanding and trustworthiness can be measured by analysing the content of comments or by a survey. For measuring the dimension understanding there should be looked at comments with objective information as content. For trustworthiness it is about messages with a subjective content.

Social media measure methods can be useful in measuring the effectiveness of the social media campaign of 'Het Vinkje', but these methods have also some limitations. These limitations affect the validity. First of all there are problems with the internal validity. It is unclear whether the methods measure the concepts. Besides, there are problems with the external validity, because it is unclear whether the data of the social networking sites is representative for the population. A possible solution is using a survey. A survey can overcome the problems and limitations of the social media measure methods. The data provided by the social networking sites could be used as indicator. If these data indicate a change, there can be done further research with a survey. The recommendation to Schuttelaar & Partners is analysing the data of social networking sites for indicating a change. The aspects that are indicated by these data, can be further studied by doing a survey. This seems the most effective method for analysing the effectiveness of the social media of 'Het Vinkje'.

Content

1. Introduction

In the current society different trends are going on. On the one hand obesity is an increasing problem of the western society. Research of CBS Statline shows the increasing number of people who are overweight (CBS Statline, 2014). On the other hand, there is an increased interest of consumers in health and food. There is more and more demand for products with a strong healthy image (Azzurra & Paola, 2009). Nutrition labels show which products are healthy. The aim of such nutrition labels is helping consumers to choose healthier products.

It seems logical that dietary habits influence the health. However, until the middle of the 1980s the link between diets and the risk of chronic diseases was not established. Based on this link, the Kellogg Company and the National Cancer Institute started a promotional campaign together. They developed a breakfast cereal that contained less fat and more fibers. This campaign has changed food labelling and the food marketing dramatically. From that moment on, the number of labels and claims on food increased exponentially (Geiger, 1998).

'Het Vinkje' is an example of such a health logo. This logo is based on research that shows the willingness of people to eat healthier, but finding it hard to make informed choices (Dötsch-Klerk & Jansen, 2008). Nowadays if consumers walk into a supermarket, they are overwhelmed by the enormous choice in products. Even within one product category, there are many similar, comparable products. Consumers constantly have to choose between all these products. 'Het Vinkje' aims to help consumers choose the healthier products. As Dötsch-Klerk and Jansen (2008) mention in their article: 'Het Vinkje' "aims for an active role in tackling the global trend in growing rates of obesity and diet-related diseases". But the question is whether these health logos will help consumers make that healthier choice.

The project Clymbol has been set up in order to be able answer this question. This project researches whether consumers understand the claims and symbols on food packaging and whether these forms of information actually help the consumer in the decision process for a certain product (the Clymbol project will be more extensively discussed in chapter 2.1). A subproject of Clymbol is a social media campaign about 'Het Vinkje'. But how effective is such a social media campaign? This question will be central in this thesis.

The aim of this thesis is to investigate which methods can be used for analysing the effectiveness of a social media campaign. In this case, it is about the social media campaign of 'Het Vinkje'. Therefore, the research question is:

What is a suitable way to measure the effectiveness of the social media campaign of 'Het Vinkje'?

To answer this research question, three sub questions can be determined:

1. How can seeing a campaign lead to action by consumers
2. What are the concepts of the social media campaign of 'Het Vinkje' that can be measured?
3. Which methods can be used to measure the effectiveness of the social media campaign of 'Het Vinkje'?

In the literature a lot of information can be found about analysing media campaigns. However, there is less known about evaluating *social* media campaigns. In this way, this thesis can hopefully contribute to the already existing literature.

The major part of this thesis will be based on available literature. For some background information and information about analysing the social media campaign with social media, interviews have taken place with employees of the company Schuttelaar & Partners. Schuttelaar & Partners is a communication-consulting company. One of their projects is the social media for 'Het Vinkje'.

This thesis will start quite broad, but will end up more concretely. This thesis starts with providing a model for indicating the process of a consumer from seeing a message to doing something with this information (action). The role of other marketing and communication models in the developed model will be explained (chapter 3). Then, there will be a chapter about the important concepts of 'Het Vinkje' that can be measured (chapter 4). After this, three chapters will dive into different ways in which these concepts can be measured (chapter 5, 6 and 7). Finally, there will be a conclusion were the research question will be answered, including a discussion and a recommendation to Schuttelaar & Partners (chapter 8).

Before starting with the explanation of the developed model, there is a chapter with some background information. This chapter contains terms and concepts that are central in this thesis, such as the project Clymbol, the logo 'Het Vinkje' and some information about social media (chapter 2).

2. Background information

This chapter will provide some background information. First there will be some information about the project Clymbol (paragraph 2.1). Second, 'Het Vinkje' will be explained (paragraph 2.2). At the end of this chapter, there will be some information about social media (paragraph 2.3).

2.1 Clymbol project

Nowadays, a lot of food products contain a claim or symbol indicating the healthiness of a product. The aim of these health claims and symbols is giving consumers information about the product and help the consumer to choose the right product for him/her. The question is whether consumers understand the claims and symbols on the packaging and whether they actually help the consumer in the decision process. Therefore, the project Clymbol is started. This project runs from 2012 to 2016. Clymbol is a European project focused on the health claims and symbols on food products. The name Clymbol is an aggregation of the words 'claims' and 'symbols' (Clymbol, 2014a).

Based on the results of an earlier project (called FLABEL, which means Food Labelling to Advance Better Education for Life) the Clymbol project is started (Clymbol, 2014b). The aim of the Clymbol project is (a) to understand the effect of health claims and symbols on food products. And (b) the project wants to figure out what the influence of these claims and symbols is on the consumption behaviour of consumers. By looking at the influence on the consumption behaviour, individual differences in needs and country-specific differences will be taken into account (Clymbol, 2014c).

2.2 'Het Vinkje'

A subproject of the Clymbol project is focused on 'Het Vinkje'. 'Het Vinkje' (also known as the choices logo) is a logo for nutrition products in the Netherlands. It is one of the best known logos for nutrition products in the Netherlands. 'Het Vinkje' is an initiative of Unilever, Friesland foods and Campina (Health Council of the Netherlands, 2008 ; Het Vinkje, 2014a). Together they form the foundation 'ik kies bewust' (IKB) which mean: I choose consciously. The goal of 'Het Vinkje' is to make clear what 'healthier products' are at a glance. 'Healthier products' are products that contain less salt, sugar and saturated fat (Het Vinkje, 2014b). There are two kinds of logos, a green one and a blue one. The green one (called 'gezondere keuze' – healthier choice) indicates healthy basic food products (Het Vinkje, 2014b). Examples of those products are fruit, vegetables or bread. The blue logo (called 'bewuste keuze' – conscious choice) is found on products that are not necessarily for our diet (Het Vinkje, 2014b). In their daily life, people eat a lot of products that are not necessarily for their diet, but just because they like it. Examples of those products are candies, cookies or soft drinks. Within each product category there are different products that are more or less the same. But the healthiness of products within one category may differ. The blue logo indicates the healthier products within such a product category.

2.3 Social media

In 2012 every minute there were sent 100.000 tweets worldwide. More than ninety percent of marketers use social media for business. Companies spend at least six hours a week to social media. In other words, social media have occupied an important place in our daily life, both private and business (van de Ketterij, 2013). But what is social media actually? And how does social media work? Answers on these questions can be found in this paragraph about social media.

2.3.1 What is social media?

According to Kaplan & Haenlein (2010) social media can be defined 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". Within social media, there are social networking sites. Social networking sites are "web-based services that allow individuals to (1) construct a public or semi-public profile within a bounded system, (2) articulate a list of other users with whom they share a connection, and (3) view and traverse their list of connections and those made by others within the system" (Boyd & Ellison, 2007). Also Pempek and his colleagues did research to social networking sites. They describe social networking sites as "member-based internet communities that allow users to post profile information, such as a username and photograph, and to communicate with others in innovative ways such as sending public or private online messages or sharing photos online" (Pempek et al., 2009).

According to Hanna et al (2011) there is a difference between traditional media and social media. As they write in their article, traditional media is about reaching consumers. Social media is not only focused on reaching consumers, but also on attracting the attention of consumers. Another difference between traditional media and social media is the activity of consumers. In traditional media consumers are mostly passive. In social media, consumers are expected to be more active (Hanna et al., 2011). According to Hanna et al (2011), in this way social media is complementing traditional media and not replacing the traditional media.

The introduction of Friendster (2002) and MySpace (2003) was the base of the current social networking sites (Social Media Blog, 2014). Nowadays there are a lot of social networking sites. The largest ones are Facebook, Twitter and Linked-in. For the social media campaign of 'Vinkje' is made use of Facebook, Twitter, bloggers posting blogs on their websites and vloggers (mostly posting vlogs on YouTube). Bloggers are the writers of a blog. A blog or in full Web log is an "online journal where an individual, group or corporation presents a record of activities, thoughts or beliefs" (Dennis, 2014). A vlog (video blog) is more or less the same, but a vlogger (the maker of a vlog) does not write something, but upload a video on a video sharing site (e.g. YouTube).

2.3.2 Some numbers

Social media have an important place in our lives. Here, some number that indicate the size of social media. First about the social networking site Facebook. Facebook is by far the most used social medium in the world. Daily there are sent 10 milliard messages and the like button is used 6 milliard times a day (Oosterveer, 2014). Average Facebook users spend approximately 28 minutes a day on Facebook (Pempek et al., 2009) and have 93 Facebook friends (GemiddeldGezien, 2012a).

What about Twitter? Worldwide there are more than 900 million Twitter accounts. Daily there are sent 500 million tweets (Oosterveer, 2014). In the Netherlands there are about one million active Twitter users. Average Twitter users have between 100 and 125 followers (GemiddeldGezien, 2014b).

2.3.3 Spreading a message through social media

Consumers see a lot of information about products. Because of all this information a consumer does not process all that information consciously. Therefore, marketers fight for the scarce attention of consumers. Also through social media it is hard for marketers to get the attention of the users (Romero et al., 2010). There are two aspects of information important in attracting the attention of consumers. The first aspect is the popularity and the status of certain members of the social networks. The other aspect is the influence those individuals have. This influence is measured by the actual spreading of their messages. This is determined by factors like the novelty of a message and the quality and frequency of publishing messages (Romero et al., 2010). It is important that consumers give attention to a message with regard to the spreading of the message.

How does this spreading work? If a message is published on a social networking site, a friend or follower of the publisher can react on this message. In this way, the message is also visible for the followers and friends of the person who react, and so on. Initially a message is exposed to a selected group. But if a message receives a lot of reactions, the message is spread to a broader group of social media users. In this way, social media make it possible to reach hundreds or thousands other people (Mangold & Faulds, 2009).

In their article about viral marketing, Bronner et al (2014) explain the process of spreading a message through social media more extensively. Viral marketing is a specific form of marketing communication in which messages are spread through use of online or electronic word-of-mouth (eWOM). By viral marketing campaigns consumers spread messages through sharing the messages on social networking sites. Those messages can be spread very fast in a limited time. The reason of this rapid spreading is the absence of geographic boundaries. For organisations and companies this is a good manner to create publicity for your product or service. By viral marketing individuals are stimulated to receive information and share this information within their social networks. The idea behind this is based on the influence of friends. Messages of friends have more influence than traditional advertisements. Together with the very fast spreading, viral marketing campaigns can be a powerful marketing communication tool (Bronner et al., 2014).

Figure 1 shows the spreading of information during a viral marketing campaign in a simplified way. The process starts with generation 0. This person receives a message and starts sharing this. Generation 1 is the reach of the person in generation 0. Then, the people in generation 1 can decide to share this message with their friends, and so on (Bronner et al., 2014). In this way, more and more generations will arise. How much generations arise is dependent on the campaign. Just a part of all the viral marketing campaigns reach a lot of people (Bronner et al., 2014).

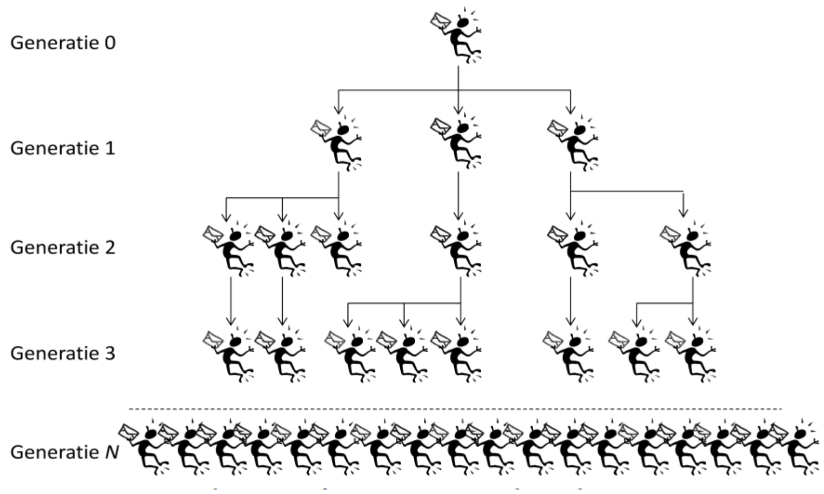

Figure 1: The spreading of information by a viral marketing campaign (Bronner et al., 2014)

This figure can also be translated to the social media campaign about 'Het Vinkje'. In that campaign generation 0 is the Facebook page or Twitter account of 'Het Vinkje' or one of the bloggers or vloggers. They start sending a message to their followers. These followers are generation 1. In this way the message is spread through social media. How many generations are reached, is dependent on the willingness of followers in generations to share this message with their followers.

3. Theoretical framework and the new model

For analysing the effectiveness of a campaign it can be useful to use a model. This chapter looks at models that can be used for the social media campaign of ‘Het Vinkje’. First, the existing marketing and communication models that can be found in the literature will be discussed (paragraph 3.1). Next, there is developed a model for analysing the social media campaign of ‘Het Vinkje’ (paragraph 3.2).

3.1 Theoretical framework

There are many different marketing and communication models that can be used for analysing the effectiveness of a social media campaign. Eight theories and models are found in the literature. For each of these models and theories is looked if they are suitable for analysing a social media campaign.

3.1.1 AIDA model

The AIDA model is a communication model developed by Strong (Strong, 1925 in Kotler & Keller, 2012). This model distinguishes four steps from awareness to certain behaviour. These four steps are: attention, interest, desire and action (Lin & Huang, 2005).

In the literature, some critical points and limitations of this model can be found. First of all, the AIDA model uses only four steps to describe the whole process. The AIDA model was the first model that tries to explain the process from attention to action. Ehrenberg (1974 in Heath & Feldwick, 2007) has shown that buying behaviour of consumers is more complex than some models show (Heath & Feldwick, 2007, p.35). Ehrenberg explains that the AIDA model is one of the models that divide consumers in buyers and non-buyers of a brand. With these models marketers try to convince people who belong to the group non-buyers. The main mistake here is that marketers do not pay attention to repeated buying behaviour. They only try to convince people to buy a product of a brand. Although the goal of most advertising campaigns is to build up a long-term relationship with your customers, this model is only focused on short-term sales. With his statement that buying behaviour is more complex, Ehrenberg means that models should be focused on the long-term.

Another limitation of the AIDA model is that there is no distinction made between an unconscious and a conscious way of thinking. Later research has shown that a distinction can be made between two ways of thinking: unconscious (affective) and conscious (cognitive) (more about this in paragraph 3.1.8).

3.1.2 Innovation-adoption model

In his innovation-adoption model, Rogers (Kotler & Keller, 2012) identifies five stages:

- Awareness: the consumer should be aware of the innovation
- Interest: the consumer should have interest in the innovation
- Evaluation: the consumer consider to try the innovation or not
- Trial: the consumer tries the innovation
- Adoption: the consumer adopts the innovation and will use it

Also this model has an important limitation. This limitation relates to the absence of the affective way of thinking. The steps of the innovation-adoption model belong only to the cognitive way of thinking. Research has shown that the affective part also have an influence in the behaviour of people (more about this in paragraph 3.1.4) (Petty & Cacioppo 1986 in Aarts et al., 2014 ; Perloff, 2010).

Because adoption takes a long time, Rogers decided to divide the adoption process in different stages. This model is called the innovation-adoption lifecycle. Figure 2 shows these different stages of the lifecycle. First there are the innovators. This stage consists of consumers who adopt new innovations very fast. Secondly there are early adopters. Early adopters are consumers who are opinion leaders and early adopt a new innovation. The third phase concerns the early majority. This is the first big part of consumers who adopt a new innovation. Fourth, there is the late majority. This phase concerns consumers who are more sceptical and by whom the risks take an important part in the decision making. The last stage is about the laggards. Laggards are consumers who resist themselves to new innovations (Kotler & Keller, 2012).

This model is based on innovations. However, those different stages can also be applied on objects or behaviour other than innovations. The core of this theory is that not all consumers will adopt innovations as quickly as others do. This applies also by campaigns. If consumers hear for the first time about information of a specific product, there will be a part of the consumers that immediately will consider the information. But there will probably also a part that initially is not interested in the information. Maybe after a while they do consider the information during the product choice process. In this way the different stages of the adoption process can also be applied on the product choice process of consumers.

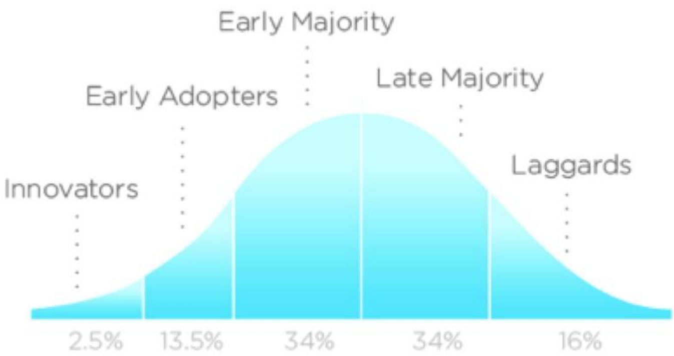

Figure 2: The innovation-adoption lifecycle (The social media monthly, 2013)

3.1.3 DAGMAR model

DAGMAR stands for 'Defining Advertising Goals Measuring Advertising Results'. This model shows the level of understanding a consumer should have for the campaign and how you can measure the impact of the campaign (Belch & Belch, 1995 in Karlsson, 2007). The DAGMAR model identifies nine effects, which can be realized through communication (De Pelsmacker et al., 2008):

1. Category need: the consumer should need a product from this category to fulfil their need
2. Brand awareness: the consumer should know the brand
3. Brand knowledge: the consumer should know the characteristics of the brand
4. Brand attitude: the consumer have a positive attitude towards the brand
5. Brand purchase intention: the consumer has the intention to buy the product
6. Purchase facilitation: there is the possibility to buy the product (e.g. the product is available in the store)
7. Purchase: actually buying the product
8. Satisfaction: the consumer should be satisfied with the product
9. Brand loyalty: there is a relation between consumer and brand

Those nine goals are goals a brand or company can have. Which goal(s) a company has/have, depends on the stage a brand or company is in. There are five stages a company can be in. These stages are the five stages of adoption of innovation (see figure 2) (Kotler & Keller, 2012). Dependent on the stage a company is in, the goal(s) of the brand or company can be determined. For example, when you are in the innovation stage, your goal can be brand awareness. While if you are in the late majority or laggards stage, your goals can be satisfaction and brand loyalty.

Originally this model is focused on brands. But this model can also be applied to logos or symbols. In their article, de Chernatony & Dall'Omo Riley (2010) did research to the definition of a brand. After a content analysis of literature, they identified twelve categorisations of the definition of a brand. One of them is 'brand as a logo'. Here, the definition of a brand, proposed by the American Marketing Association (1960), is: "a name, term, sign, symbol or design, or a combination of them, intended to identify the goods or services of one seller or group sellers and to differentiate them from those competitors" (de Chernatony & Dall'Omo Riley, 2010, p.419). Therefore, this model can also be applied on campaigns related to logos or symbols.

A limitation of this model is that consumers do not always pass all the different steps and pass these steps in a linear way (Karlsson, 2007). For example by using the affective way of thinking, consumers will not pass all the different steps. This will be explained more in the next paragraph (3.1.4)

This model is not suitable for analysing a social media campaign, because of the last part of the DAGMAR model. This part is about purchasing products, the satisfaction of consumers about this product and the loyalty of consumers. These steps are not relevant for analysing a social media campaign, because this is not related to the goals of a social media campaign of 'Het Vinkje'.

3.1.4 Elaboration Likelihood model

The Elaboration Likelihood model (ELM) describes how an attitude can change (Petty & Cacioppo 1986 in Aarts et al., 2014 ; Perloff, 2010). In this model there are two routes. First, the central route will be discussed. In the central route a change of attitude comes through thinking and processing of information. Second, there is the peripheral route. In this route consumers change their attitude through (unconscious) heuristics (Aarts et al., 2014). In this model the distinction between the central route and peripheral route is made because of the motivation and ability of people. Sometimes people are not motivated or do not have the ability to think about certain subjects. For example in a supermarket, a consumer does not want to think consciously about every product choice he or she makes. In such situations, consumers are looking for cues that suggest a best option. These cues can be related to emotions, credibility of source, the packaging or number of arguments a consumer can find (Aarts et al., 2014).

A disadvantage of this model is that it is too limited. The Elaboration Likelihood model describes just a part of the whole process. The ELM starts with the interest of consumers but does not pay attention to the awareness of consumers for example. It does also not pay attention to where thoughts can lead. In this way, this model is too limited for describing the whole product choice process of consumers.

3.1.5 Hierarchy of effects model

The hierarchy of effects model is another marketing communication model (Lavidge & Steiner, 1961 in Kotler & Keller, 2012). It describes the steps from viewing an advertisement to actual purchase (Yun Yoo et al., 2010). This model consists of the steps: awareness, knowledge, liking, preference, conviction and purchase. It also describes three different aspects: the cognitive (awareness and knowledge), the affective (liking, preference and conviction) and the behavioural aspect (purchase).

In comparison with the DAGMAR model, this model shows that consumers can take several steps at the same time. This overcomes the problem with the DAGMAR model. However, this model has also some limitations. According to this model, there is first the cognitive part, then the affective part and at last the behavioural part. Lavigde & Steiner write that, although a consumer can take different steps at the same time, the steps have to be taken in a linear way (Karlsson, 2007). But also here applies, consumers do not always have to pass the different steps in a linear way.

3.1.6 Theoretical framework of Grunert & Wills

The theoretical framework of Grunert & Wills is developed in the article of Grunert and Wills (2007). They wanted a simple model, based on the concepts consumer decision making and attitude formation & change. Their model consists of the steps: search, exposure, perception, liking or understanding and the last step use. The consumer decision making concept is about how consumers choose a product within a product category. This concept looks also at the effect of having information about alternative products. The attitude formation & change concept is about how consumers deal with the information they are exposed to.

A limitation of this model is the assumption that if consumers like a product, this directly will lead to the step use. However this is not always the case. Liking a product does not necessary lead to use. This will be further explained in the next paragraph (3.1.7).

3.1.7 Theory of planned behaviour

The theory of planned behaviour explains the causes of behaviour and behavioural changes (Ajzen, 1991 in Aarts et al., 2014 ; Perloff, 2010). The model consists of different steps. In this model there is the *attitude of people* in combination with the *subjective norm of the person* and the *perceived behavioural control* will lead to intention. This intention might lead to certain behaviour (action). Besides, this model has three flows: the motivation flow, the ability flow and the opportunity flow.

An important aspect of this model is the concept of intention. The theory of planned behaviour shows that liking or understanding not directly leads to action (or a certain behaviour). Liking or understanding can lead to intention and intention can lead to action.

However, also this model has some limitations. One limitation is that this model does not pay attention to the first part of the whole product choice process. It is only focused on the last part of the whole process. Steps like attention for example, are not part of this model. Another limitation is that this model does not include the affective aspect.

3.1.8 System 1 and 2 thinking

Kahneman distinguish two types of thinking: system 1 and system 2. System 1 is quick, intuitive thinking. This system works automatically and does not require much effort. System 2 is more slowly. By this system people think more consciously (Aarts et al., 2014).

This model does not explain the whole process. It focuses only on the difference between the two kinds of thinking.

Above, the different models are discussed, including their limitations. Table 1 gives an overview of the limitations of each model.

Table 1: Limitations of each model

Model	Limitations
AIDA model	- Process more complex than four steps - Focus only on the short term (no relationship with customers) - No distinction between cognitive and affective thinking
Innovation-adoption model	- No focus to the affective part
DAGMAR model	- Steps have to be taken in a linear way
Elaboration Likelihood model	- Too limited in describing the whole process
Hierarchy of effects model	- Steps have to be taken in a linear way
Theoretical framework of Grunert & Wills	- Liking does not always directly lead to action
Theory of planned behaviour	- No attention to the first part of the product choice process - No attention the affective way of thinking
System 1 and 2 thinking	- Not focused on the whole product choice process

3.2 The new model

Taking all the good elements and limitations of each model into account, a new model is developed. This model is suitable for analysing the social media campaign of 'Het Vinkje'. This paragraph will explain the new model and the different aspects of the new model.

3.2.1 Description model

Based on the models discussed in paragraph 3.1, a new model is developed for analysing the social media campaign of 'Het Vinkje'. In this thesis the model is called the new model. The new model in figure 3 (at the next page) shows the different steps of the process from seeing a campaign to the action of a consumer. This process runs from exposure to action. Exposure relates to being exposed to the social media campaign of 'Het Vinkje'. Action is about considering the information of the social media campaign during the choice for a product. In this model a distinction is made between the two ways of thinking: cognitive and affective.

The cognitive part

In the cognitive process, consumers process the message of the campaign consciously. They will consciously think about the information of the social media campaign. The cognitive part consists of three flows: motivation, ability and opportunity. These three flows are derived from the theory of planned behaviour (paragraph 3.1.7). The motivation flow is about the motivation of consumers. Consumers should be motivated to process the information of the social media campaign. Besides, the consumer should be motivated to process the information during the product choice process. The motivation flow consists of the steps interest and credibility. The ability flow is about the ability of consumers to process the information of the social media campaign and the ability to consider this information during the product choice process. This flow consists of the steps interest, understanding and credibility. The opportunity flow is about the opportunity of consumers to consider the information during the product choice process. This flow consists of the steps availability and accessibility.

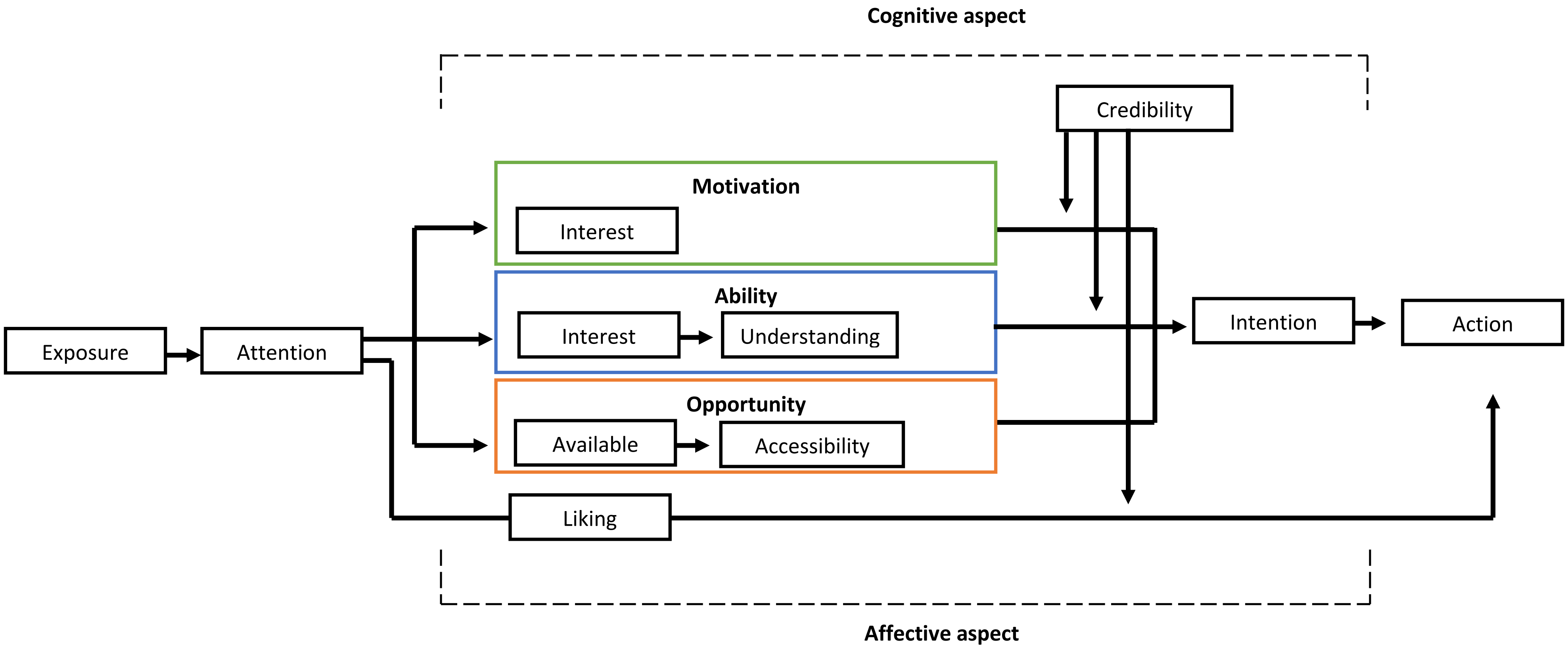

Figure 3: new model

The affective part

In the affective process, the steps will be taken more or less automatically. The consumer does not think consciously about the message of the campaign. The consumer forms an attitude without consciously thinking about the information. The affective process is more about the emotional part of the model. This part consists of the steps liking and credibility.

3.2.2 Different aspects of the model

The new model consists of several steps. This paragraph will explain the different steps.

Exposure

First of all, consumers have to be exposed to the information of 'Het Vinkje'. This exposure takes place through the social media campaign. This is the first step of both routes.

Attention

If consumers are exposed to the social media campaign, the campaign should attract the attention of consumers. Nowadays consumers are exposed to a lot of information. Because of all this information, they do not process all information consciously. As Malhotra (1984) writes in his article about information overload: consumers can be overloaded by the enormous amount of information. Also more recent research of Lee & Lee (2004) stated that consumers are presented with too much information. Therefore consumers become overloaded. This overload leads to less effective decisions (Lee & Lee, 2004). Because of this overload, it is important for marketers to attract the attention of consumers. As Bernbach said "you can't sell to a man who isn't listening" (Bernbach n.d. in Heath & Feldwick, 2007, p.36). This quote shows the importance of getting the attention of consumers. First you have to get the attention of consumers, then you can spread your information.

The attention consumers' pay to the information of 'Het Vinkje' can be conscious or unconscious. In the cognitive route consumers will think consciously about the information. In the affective route the attention to the information activates heuristics in the brains of consumers. Therefore, this step is present in both routes.

Attention is not equal to exposure. Exposure is about viewing the information. By attention there is some mental commitment to the consumer (Zheng, Chyi & Kaufhold, 2012). Therefore, the steps exposure and attention are mentioned separately.

Interest

The step interest belongs to the cognitive part. After the attention of consumers is attracted, consumers should be interested in the information of the campaign. Therefore, it is important that consumers have the motivation (motivation flow) and the ability (ability flow) to process the new information.

Credibility

Credibility is a moderator in this model. This moderator has influence on the steps from interest to intention (motivation flow), from understanding to intention (ability flow), and from liking to intention (affective route). Credibility can have an influence on the extent of intention. If consumers find information credible, it is more likely that they have the intention to change their behaviour. Therefore, credibility is mentioned as moderator in this model.

Understanding
If a consumer is interested in the information, he/she can think about the information. By thinking about the information it is important that the consumer understand the information. So, after the ability to process the information, consumers should also have the ability to understand the information (Aarts et al., 2014).

Available
The step availability refers to the availability of information. This step is part of the cognitive opportunity flow. For having the opportunity to consider the information, there should be information available.

Accessibility
This step is also part of the opportunity flow. In the opportunity flow, first the information should be available. Besides, the information of the social media campaign should also be accessible to consumers. If consumers have no access to the information, they have not the opportunity to consider the information during the product choice process.

Liking
Liking is part of the affective route. Through heuristics a consumer develops unconsciously an attitude about an object or behaviour. In this case, consumers develop an attitude about the information of 'Het Vinkje'. This attitude can be either positive or negative. If a positive attitude is developed, in the end this could lead to a positive intention of consumers to consider the information during the product choice process. Such a positive attitude can arise through positive worth of mouth for example.

Intention
Intention can be described as an individual's conscious choice to purchase a certain product (Spears & Singh, 2012, p.56) or to show certain behaviour (Aarts et al., 2014). Because of the *conscious* aspect of intention, intention is part of the cognitive route. In this case, intention means the intention to consider the information of the campaign during the product choice process. Intention might lead to the last step: action.

Action
The last step in the process is action. Action is about the behaviour of consumers. In this case, the behaviour of consumers relate to considering the information during the choice process. This consideration can be consciously or unconsciously. Therefore this step applies to both routes.

3.2.3 The new model in relation to the other models
The new model has taken the good elements of the models in the literature into account. The useful elements can be retrieved in the new model. Some examples:
- The important steps attention, interest, desire and action (AIDA model)
- A difference between the cognitive and affective part (Elaboration Likelihood Model & System 1 and 2 thinking)
- Adding the step intention before action (Theory of planned behaviour & DAGMAR model)
- The three different flows in the cognitive part (Theory of planned behaviour)

Besides, this new model tries to overcome the limitations of the other models (see also table 1). First of all, the new model shows the whole process. This process runs from seeing a campaign (exposure) to certain behaviour of consumers (action). This overcomes the limitations of models that were focused on just a part of this process.

The second limitation has to deal with the absence of an affective route. There were several models that missed this part in their model. In the new model the affective route is included. Why was it necessary to include this route in the new model? Nowadays, more and more products contain a label. These labels give us information about the product. According to Hodgkins et al. (2012) there are three kinds of labelling. The first one is the GDA (guidelines of daily amount). This label shows the information of (the amount of) all the ingredients. The second kind of label is the TL (traffic light) label. This label shows also the information of all ingredients of the product, but per portion or per 100 gram. In this way, for consumers it is easier to compare products. The third label is HL (health logos). These logos do not give information about the ingredients of the product, but these logos indicate the healthiness of a product. Research of Hodgkins and his colleagues (2012) shows that health logos lead to a "higher subjective evaluation of product healthfulness", compared to TL, GDA or no label (Hodgkins et al., 2012). Although these health logos do not give consumers a lot of information, consumers associate products with such a label as healthy. By those logos, consumers do not think consciously about the ingredients of a product. Here, a logo works as heuristic. Consumers see a logo and make the association with healthy. Based on this association, consumers can make their decision for a product. So, this way of decision making is based on unconscious thoughts. Therefore the affective route is part of the new model.

By adding the affective route parallel to the cognitive route the next limitations can be overcome. A few models assume that consumers go linear to the three different stages: cognitive, affective and behavioural. Linear way means first going through the cognitive part (where consumers make rational decisions), then going through the affective part (where emotions play a role) and at the end going through the behavioural part (what the consumers actually do). In line with the elaboration likelihood model (see paragraph 3.2.4), there is a view that consumers can process information in two different ways; either through the cognitive part or the affective part. Therefore, in the new model the cognitive part and the affective part are parallel to each other.

One last limitation was the assumption that liking leads directly to action. Corresponding to the theory of planned behaviour, liking does not always lead to action. By adding the step intention in this process, this limitation will be overcome.

By overcoming these limitations, it makes this model suitable for analysing the social media campaign of 'Het Vinkje'.

3.2.4 Simplified model

The discussed model of page 16 gives an overview of the whole process. Because of the goals of the social media campaign of 'Het Vinkje', in this thesis will be focused on a part of the whole model. The aim of the social media campaign is to increase the awareness and knowledge of consumers about 'Het Vinkje' and increasing the trustworthiness. For these goals, the ability flow of the cognitive aspect and the affective aspect are important. Figure 4 shows the simplified model used in this thesis.

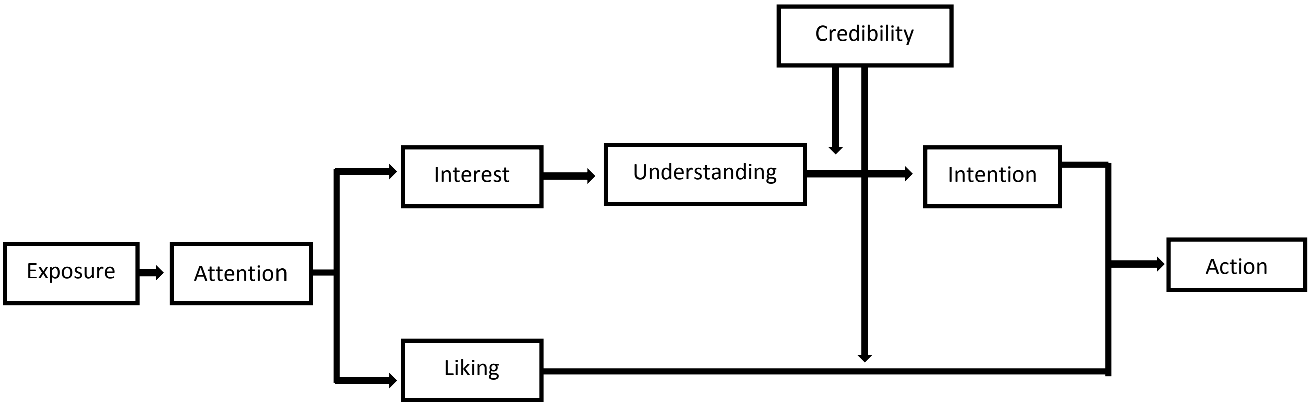

Figure 4: Simplified model

4. Social media campaign: goals, concepts and dimensions

This chapter will provide some more insight in the social media campaign of 'Het Vinkje'. The first paragraph will explain something about the research design that should be used (paragraph 4.1). The second paragraph is about the social media campaign and the different aspects of this campaign (paragraph 4.2). Then, the goals of the social media campaign will be explained (paragraph 4.3). Paragraph 4.4 explains the different concepts of the campaign. These concepts can have different dimensions. These dimensions will be explained in paragraph 4.5.

4.1 Experimental design

For measuring the effectiveness of the social media campaign, there should be made use of an experimental design. An experimental design consists of a pre-test, the experiment and a post-test (Boeije et al., 2009). In this case, the experiment is the social media campaign of 'Het Vinkje'. So, there should be a measure moment before starting the campaign (pre-test). Then there is the social media campaign (experiment). After the social media campaign is stopped, there should be another measure moment (post-test). The post-test should measure the same aspects as the pre-test. In this way possible changes can be noticed. This change could indicate the effect of the social media campaign.

There are several researches that use the experimental design. An example is the research of Potter and her colleagues (2008). They did research to the violence against women. In this research they evaluate a media campaign among other things. For this evaluation they use a pre-test and a post-test. In this research they make a difference between an experimental group and a control group. According to Potter et al (2008) this is an effective strategy to evaluate media campaigns (Potter et al. 2008).

However, there is also some criticism on this experimental design. In this way of doing the experimental design, the change is attributed to the experiment: the social media campaign. However, it is possible that the change is caused by other influence (Baarda & de Goede, 2006). For example the knowledge of consumers can be changed by the passing of time or because consumers are influenced by the pre-test. Therefore, the experimental design should be done in different set-ups. The four different set-ups are shown in table 2.

Table 2: Different set-ups for experimental design

Pre-test	Experiment	Post-test
X		X
X	X	
	X	X
X	X	X

In this way the different results can be compared. By doing the experimental design in this way, it is clear whether the change of knowledge of consumers is caused by the experiment.

4.2 The social media campaign about 'Het Vinkje'

The social media campaign consists of four different aspects. These aspects are: (a) the Facebook page of 'Het Vinkje'; (b) their Twitter account; (c) blogs about 'Het Vinkje' on websites of bloggers and (d) videos of vloggers on YouTube.

a. Facebook

Facebook is one of the social networking sites used for the campaign. Facebook is a social platform where users can post status updates (a text message), photos or videos. The content of these status updates can be anything a person likes to share with his or her Facebook friends. Facebook friends are people you permitted to react on your posts (a comment), to 'like' your message or to share your message with his or her friends. Besides following friends, Facebook users can also follow Facebook pages of companies of organisations they are interested in. Facebook pages for a company or organisation are different from a person's profile. The main difference is that everyone can follow a page of company or organisation. Becoming 'friends' with someone else, requires permission of both persons.

Together the messages of persons and companies you follow are shown on your timeline. This timeline is an overview of the new messages created. However, not all the new messages of all persons and companies you follow are shown on your timeline. This is due to the EdgeRank Facebook use. Facebook makes a selection of messages that are shown on your timeline. In this way, Facebook tries to create a timeline with relevant messages for you. This is selection is called the EdgeRank. The selection is made by a formula, the EdgeRank formula. This formula consists of three components. The first component is the affinity. Affinity is about the relationship between the user and the sender of the message. For example, if you like or react often on messages of a person, there is a higher chance that messages of this person are shown on your timeline. The second component is weight. Each message has a specific weight. This weight is based on an estimation how popular a message is. For example, a video has a higher weight than a text message. Facebook assumes that videos are more popular than a text message. The third component is time decay. Facebook wants to publish new messages. So, the newer the message, the more chance it has to be shown on your timeline (Bucher, 2012). These three components together determine the message shown on your timeline.

b. Twitter

The second social networking site used in this social media campaign is Twitter. Twitter can be defined as a social platform where people can publish text messages with a maximum of 140 characters (called a tweet). In these text messages people can use hastags (#) and the 'at' sign (@). With hastags people refer to the subject of the message they post. The subject of these messages is placed behind the hastags and is written as one word (e.g. #HetVinkje). The 'at' sign is meant for involving other Twitter users in the text message. This is done by writing a name of someone's Twitter account behind the 'at' sign.

Also by Twitter you can follow account of persons or companies you are interested in. Twitter shows all the tweets of the account you follow. If you find a tweet interesting, you can retweet the message. Retweeten means that you publish the message on your account. In this way, the message is also available for people who follow your account (Anger & Kittl, 2011).

c. Websites of bloggers

The social media campaign of 'Vinkje' uses also bloggers. In their article Antunovic and Hardin (2013) define bloggers as people who share their "(…) life experiences and perspectives, documenting and passing on knowledge (…)". In this case, there are bloggers who write about their opinion and experience of 'Het Vinkje'. Mostly, bloggers have their own website, where they place their blogs.

Usually bloggers write about a specific topic, for example about sport, fashion or healthiness. 'Het Vinkje' has contracted a company, which analyse bloggers and vloggers. With a few of these bloggers and vloggers, 'Het Vinkje' has formed a cooperation. These bloggers and vloggers make blogs and vlogs related to health and/or food. People who are interested in the blogs or vlogs of this person, follow this person. In this way, 'Het Vinkje' tries to reach consumers who are interested.

The bloggers who write about 'Het Vinkje' are free in writing what they want. However, before publishing a blog, the content of the blog is checked on trueness by 'Het Vinkje'. Bloggers are allowed to write critical or negative, but is should be true. In return for writing those blogs, the bloggers are paid by 'Het Vinkje'.

d. YouTube

The last aspect of the social media campaign is YouTube. YouTube is a website where users can share videos. The idea of this website was that people like to watch home videos of other people (Hosch, 2014). Therefore the makers created a website where people can upload and watch videos. By uploading a video, the uploader can tag keywords (Cheng et al., 2007). Due to these keywords, videos easily can be found on the website. Besides, users can also rate videos or react on videos (Cheng et al., 2007).

The campaign also uses vlogs. Vlogs are video blogs (Frobenius, 2014). The people who make these vlogs are called vloggers. By making a vlog, the vloggers talk into a camera. Afterwards, they upload the video to an online video platform, e.g. YouTube. (Frobenius, 2014) On these websites followers of the vlogger can watch the video. The vloggers are selected in the same way as the bloggers. Together, all the bloggers and vloggers reach about one to two million people.

4.3 Goals

The first goal of the social media campaign is raising the awareness of consumers about 'Het Vinkje'. Awareness relates to the steps exposure and attention in the new model. First, there should be exposure. After consumers are exposed to the campaign, they also should pay attention to it. Together those two steps form awareness.

The second goal is about increasing the knowledge of consumers about 'Het Vinkje'. If consumers have paid attention to the campaign, they should be interested in the information of the campaign. Then consumers should also understand the information of the campaign. Through the campaign, 'Het Vinkje' wants to create more understanding of consumers in 'Het Vinkje'. This understanding is composed of understanding different aspects:

- Understanding the difference between the green and blue logo
- Understanding which products may have the logo 'Het Vinkje'
- Understanding the scientific aspect of 'Het Vinkje'
- Understanding the independence aspect of 'Het Vinkje'

Together, interest and understanding form knowledge. The steps interest and understanding can also be retrieved in the new model.

The last goal of the social media campaign is about trustworthiness. This has to deal with the trust of consumers in 'Het Vinkje'. Trustworthiness relates to the step credibility in the new model. Credibility of a message is an important aspect in sending information. Information that is not perceived as credible, will not be learned, nor have any impact (Wathen & Burkell, 2002). Therefore, it is important to send information, which is judged as credible. The credibility on a message is determined on three aspects: the characteristics of the source of the information, the characteristics of the message and the characteristics of the receiver. These three aspects determine the credibility of a message. Characteristics of the source are the trustworthiness and expertise of the sender for example (Wathen & Burkell, 2002). So, if the messages of the social media campaign are judged as credible, consumers have trust in 'Het Vinkje'.

In the literature, a distinction can be made between two kinds of advertisements. First, there is thematic advertising. Thematic advertising wants to create goodwill for a brand or product (De Pelsmacker et al., 2008). With thematic advertisements, marketers want to increase awareness for a brand or product, or they want to stimulate a more positive image. Second, there are action-oriented advertisements. These advertisements aim to encourage consumers to buy the product of the campaign (De Pelsmacker et al., 2008). This encouragement can take place through deals, which seduce consumers.

The social media campaign about 'Het Vinkje' belongs to thematic advertisement. Based on the goals of the campaign, there can be concluded that stimulating sales is not the primary goal. The goal is to increase awareness and knowledge. This belongs to thematic advertising.

4.4 Concepts

For measuring the effectiveness of the social media campaign, concepts are needed. Based on the goals of the social media campaign, three concepts are developed. The first concepts related to the first goal. Therefore the first concept is called awareness. After raising the awareness of consumers, the knowledge of consumers should be increased. This is the second goal of the campaign. The second concept is based on this goal and is called knowledge. The last goal has to deal with the trustworthiness of 'Het Vinkje'. 'Het Vinkje' wants an increased trustworthiness in 'Het Vinkje'. Therefore, the third concept is called trustworthiness.

4.5 Dimensions

Some concepts can be divided into several dimensions. The first concept is awareness. This concept consists of the steps exposure and attention. Therefore, the dimensions by the concept awareness are exposure and attention. Exposure relates merely to passing by. In this phase consumers have not seen the message consciously. The second dimension is attention. By paying attention to the campaign, the consumer has seen the message. These two dimensions belong to awareness. Before consumers can be aware of something, they should be exposed to it. But being exposed to something, make consumers not automatically aware of it. Therefore it is also important that consumers pay attention to it. Together those dimensions form the concept awareness.

The second concept is knowledge. For measuring the knowledge of consumers, there are also developed two dimensions. These dimensions are interest and understanding. The dimension interest has to deal with the interest of consumers in the information about 'Het Vinkje'. The second dimension of knowledge is understanding. For increasing the knowledge of consumers, it is important consumers understand the information. Therefore, understanding has to deal with the extent to which consumers understand where 'Het Vinkje' stands for.

The last concept is trustworthiness. This concept is not divided into different dimensions.

5. Awareness

In chapter 4 the different concepts and dimensions are defined. In the coming chapters will be explained how these concepts and dimensions can be measured. In this chapter the first concept awareness will be discussed. This corresponds to the first part of the new model. The chapter is divided into the different dimensions that belong to awareness. In paragraph 5.1 the dimension exposure will be discussed. In the second paragraph will be explained how the dimension attention can be measured.

5.1 Exposure

The first dimension that will be explained is exposure. This dimension is about people who have been exposed to a message of the social media campaign of 'Het Vinkje'. Exposure can be measured in different ways. One method is to measure exposure by social media. A first way to become exposed to the social media campaign is to follow 'Het Vinkje' on Facebook. Through the EdgeRank Facebook use, a part of the Facebook users following a page will be exposed to the campaign (Sterne, 2010[1]). The number of followers on Facebook can be traced by the statistics Facebook can present. Administrators of a Facebook page have the possibility to request the statistics for a page or for a particular message on that page. In these statistics can be found a lot of information, for example about the number of fans the page has. Through the EdgeRank about sixteen percent of the fans will see the message placed on Facebook (van Puijenbroek, 2015). In this way an estimation can be made about the number of people who have been exposed to the message on Facebook. Another statistic of Facebook that can be used is the 'number of people who have seen any content associated with your page'. This number is about unique users; the number of different people who are exposed to the campaign. This statistic could also be used for making an estimation of exposure. A similar method can be used for Twitter. By Twitter can be looked at the number of followers of the account of 'Het Vinkje' (Sterne, 2010). Twitter does not make use of an EdgeRank, so Twitter expose all the followers to a tweet placed by 'Het Vinkje'.

There are two critical points by measuring exposure in this way. The first point is that there can be an overlap by sum up the followers on Facebook and Twitter who are exposed. There can be people who follow 'Het Vinkje' both on Facebook and Twitter. By sending similar information on the Facebook and Twitter account, some people will be exposed twice to the information. Another critical point is that by counting the number of people who are exposed to the campaign in this way, only the first generation is measured. It is likely that the message is spreading to more generations, but this is not calculated by this measure method (for 'Het Vinkje' this is not a real problem, because they focus mainly on the consumers in generation 1).

For the videos of vloggers on YouTube a similar kind of method can be used. YouTube can also publish statistics about the number of times a video is viewed. This number can be an indication for the number of people who are exposed to the video. A critical point here is that the number is about total views and not about unique views.

Another way to measure exposure is with a survey. In a survey several questions can be asked to determine if a consumer is exposed to the campaign. For being exposed to the campaign, it is important that consumers have at least one of the following things: a Facebook account, a Twitter account, follow a blogger or follow a vlogger. If this is not the case, they might be not exposed to the social media campaign. If respondents do have an account on a social networking site and/or follow a blogger or vlogger, it is important to know to what extent they make use of this account. The more consumers visit

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[1] In the literature there is also found a list of David Berkowitz. This list shows the things that can be measured by social media (Sterne, 2010). This list exists of 100 ways to measure social media. Some points of this list can also be used for measuring the effect of a social media campaign. This list is added in the appendix (see appendix I). The measure methods of the list which are used in this thesis are marked yellow

this account, the more chance they have to be exposed to a message of 'Het Vinkje'. If consumers have an account and how often consumers visit their account on a social networking sites can be asked in a survey. Examples of questions can be found in appendix IV.

5.2 Attention

The second dimension of awareness is attention. The attention process is difficult to measure (Bialkova & van Trijp, 2010). Looking at the campaign of 'Het Vinkje', attention is hard to measure with social media methods. The number of people who have paid attention to a message of 'Het Vinkje' is a part of the number of people who are exposed to the campaign. But the exact number of people cannot be traced with social media.

Initially liking a message on Facebook means that you have read the message and find it interesting. Based on this, the number of likes seems a good method to measure attention. However, research of the Dutch newsmagazine HP De Tijd shows that there can be a lot of reasons to like a message (Bijster, 2013). Some people like a message based on the name for example. Therefore, such kind of methods cannot be used for measuring attention. The list with thirty reasons to like a message can be found in Appendix II.

Based on this, there can be concluded that attention can better be measured with methods other than social media methods. The dimension attention can be measured with a survey for example. This survey can consist of direct and indirect questions. Those questions are related to whether consumers have read the message or not for example. By more indirect questions, there can be asked to the content of the campaign. Other examples of questions measuring attention can be found in Appendix IV.

6. Knowledge

The second concept is knowledge. This is related to the middle part of the new model. Also in this chapter a distinction is made between the different dimensions. In paragraph 6.1 will be explained how the dimension interest can be measured. In paragraph 6.2 the same is done for the dimension understanding.

6.1 Interest

In this paragraph the methods for measuring the dimension interest will be discussed. One method for measuring interest is a survey. This survey can contain different types of questions. There can directly asked to respondents if they are interested in the message of the campaign. A more indirect way is asking to the content of the message for example. This is based on the assumption that consumers remind the core of the message if they are interested.

Another example of indirect questions is asking how important consumers find the information about 'Het Vinkje' and how much time they spend to the information; like in the research of Verbeke and Ward (2005). Examples of questions measuring the interest of consumers can be found in Appendix IV.

Another measure technique that can be used, is an exercise with pairwise comparison (Saarijärvi et al., 2012). In this exercise consumers constantly have to choose between two different words or aspects. Every time there is another combination of words. This method indicates in the end if there is any interest among consumers in a particular subject or aspect. By doing such assignments, consumers do not have to formulate explicitly their interest. This can be a good method when consumers do not have thought about their interest or find it difficult to formulate their interest.

Interest can also be measured through analysing self-reported behaviour of consumers. This method is used is a study of Aarts & Thomassen (2000). In this study they measured the political interest of consumers. In case of 'Het Vinkje' consumers can report how often they visit the website of 'Het Vinkje', if they read messages of 'Het Vinkje' on the Internet or in the newspaper for example. By analysing this, the interest of consumers can be retrieved.

Besides, the number of likes or retweets of a message can measure interest. People are more likely to spread information when they are interested in the information (Macskassy & Michelson, 2011). Therefore it is likely that people who spread the information (like or retweet a message), are interested in the content of the message. In this way, the interest of consumers can be measured with social media.

This method has a limitation. This method is based on the assumption that liking and retweeten indicates interest. However, there can also be other reasons why people like or retweet a message.

6.2 Understanding

There are several methods to measure understanding. First of all social media itself. Many social networking sites give users the opportunity to place a comment or react on a message. In this way, there can be traced what consumers write about 'Het Vinkje'. For measuring understanding, the message with an 'objective content' should be used (Sterne, 2010). Objective content means that the content contains factual information about 'Het Vinkje'. This content is about the knowledge of consumers having about this. The content can be true or false. For measuring the understanding of consumers, the truth of the content of the comments will be evaluated. This is be done by three independent persons who classify the comments. An example of measuring the effectiveness in this way, can be found in example 1.

There is an important disadvantage of this method. This method refers to the nature of messages. Merely the messages that indicate the understanding of consumers can be used. Therefore, there is a low number of messages that can be used by this method. Besides, it is unclear whether the messages that can be used are representative for the population. In short, qualitative this method is good, but on the quantitative side it has limitations.

Example 1

One of the goals regarding to understanding is about whether consumers understand the difference between the blue and green logo. In figure 5 some comments on a vlog about 'Het Vinkje' are shown. In this vlog, the vlogger tries to explain something more about 'Het Vinkje'. The vlogger explain what 'Het Vinkje' represents and explain the difference between the blue and green logo.

[redacted]

Zelf vind ik het niet heel belangrijk met die vinkjes enal. Ik denk dat ik wel goed op balans eet want ik eet wat fruit snoep groeten vlees en soms iets gezonder en dan weer wat ongezonder haha. Maar erg interessant! Leuk dat je hier meer over te weten wilt komen e dat je op onderzoek gaat. Veel succes, liefs!

Beantwoorden ·

[redacted]

Wat een goede video! Ik moet eerlijk zeggen dat ik ook erg kritisch ben en erg een beeld had dat die vinkjes gelijk een teken was om gezond eten goed te verkopen. Terwijl zoveel vinkje producten enkel gezondere keuze zijn maar niet gezond. Ik vind wel dat ze dat bij het vinkje duidelijker en transparanter erbij mogen zetten. Wel vind ik dit een eyeopener en ben ik een stuk minder sceptisch geworden. Goede video!

Beantwoorden · 1

[redacted]

Ja, je hebt mn gedachten goed verwoord! Ik dacht dat het bij Het Vinkje om gezonde producten ging, maar het is meer om gezondere producten. En om de keuze tussen 2 'slechtere' producten (blauwe vinkje) gemakkelijker te maken. Goede, informatieve video Frances!

Beantwoorden ·

[redacted]

Heeii
Jullie hebben het over dat in een glas zoveel klontjes suiker zitten en bij de ander is het dan bijvoorbeeld de helfd. Maar als je er iets uithaalt komt er ook weer iets in en dat zijn meestal E-nummer die vele malen slechter zijn dan de normale suikers.
Misschien is dat leuk om te onterzoek of het nou echt wel zoon betere keus is. Er is een app die heet E-nummers die kan je daar bij heel goed helpen.
Ik zou graag je reactie willen horen
Groetjes danielle

Beantwoorden ·

Alle 4 antwoorden bekijken

Figure 5: comments on a vlog about 'Het Vinkje' (YouTube, 2014)

By reading this comments, you can see how watching this vlog changes the understanding of some consumers. For example the writers of the second and third comment write that they have a better understanding now of the difference between the blue and green logo. They thought that all products with 'Het Vinkje' were healthy. Now, they know that it is not so much about a healthy choice, but about a healthier choice.

In this way comments of consumers on social networking sites can be analysed. This comments can give an idea to which extent consumers understand 'Het Vinkje'.

A second method for measuring understanding is a survey. By measuring knowledge through a survey, a distinction can be made between objective and subjective knowledge of consumers. Besides, a distinction can be made between direct and indirect questions. These different kinds of knowledge and questions are explained in Appendix III about making a survey.

Understanding can be measured in a direct and indirect way. An example of a direct question is asking what consumers think 'Het Vinkje' stands for. By asking this as an open question, consumers have to formulate their own idea and opinion. A same kind of question can also be asked as closed question. In that case, there should be several statements about 'Het Vinkje'. Consumers should indicate whether these statements are true or false. These statements are based on misconceptions about 'Het Vinkje' (Het Vinkje, 2014c). In this way the understanding of consumers can be measured. Examples of such questions can be found in Appendix IV.

7. Trustworthiness

The final concept is trustworthiness. Trustworthiness relates to the opinion of consumers towards ‘Het Vinkje’. By increasing the trustworthiness, ‘Het Vinkje’ wants to increase the trust people have in ‘Het Vinkje’. Trustworthiness corresponds to the moderator credibility in the new model. This concept can be measured in different ways.

The first way to measure trustworthiness can be done by social media. The comment of people on message of ‘Het Vinkje’ can be evaluated (Sterne, 2010). This is a similar method as explained in the previous chapter by measuring the understanding of people. But there is a difference. By measuring trustworthiness, comments with a more subjective content should be used. With subjective content is meant a content that contains the opinion or experience of consumers. By looking at this kind of comments, there can be obtained some indication of the trust people have in ‘Het Vinkje’. An example of this method can be found in example 2.

Also here there is a disadvantage of this method. This disadvantage could be the number of comments with a subjective content. It is possible that there are just a few comments with a subjective content. Based on these few comments there cannot be drawn a conclusion of the trustworthiness of people in ‘Het Vinkje’.

Example 2

This example explains the method of analysing comments a bit more. In figure 6 there is an example of a tweet ‘Het Vinkje’ has placed on 27 October 2014. In this tweet ‘Het Vinkje’ says that they want to make the Dutch consumer healthier. Below this message, there is shown a few comments on this tweet. For example the second tweet can be used for measuring the trustworthiness. This person believes that the logo is created for shareholders. This person does not believe in ‘Het Vinkje’, but sees it as a trick to make shareholders wealthier. So, the trust of this person in ‘Het Vinkje’ is low. By analysing comments in this way, there can be gained some information about the trustworthiness of ‘Het Vinkje’

Figure 6: example tweet of 'Het Vinkje' (Twitter, 2014))

Also some comments in the example of figure 5 can also be used to measure the trustworthiness. A follower writes about his/her opinion of 'Het Vinkje' and how this is changed by watching the video (vlog). This shows that the content of comments can help by determining the trustworthiness of 'Het Vinkje'.

By analysing the content of comments, there can also be looked at changes over time (Sterne, 2010). Those changes can possibly indicate a change in the trustworthiness of 'Het Vinkje'. For determining such a change, there is needed a considerably number of messages with a subjective content.

Besides, the trustworthiness can also be measured with a survey. In this survey there can be asked in a direct or indirect way to the believe consumers have in 'Het Vinkje'. By asking consumers to their opinion about or experiences, there can be obtained some information about the trustworthiness of 'Het Vinkje'. Example of a direct question is asking if respondents believe in the information. An indirect way to measure trustworthiness is to give respondents some statements about 'Het Vinkje'. In contrast to the statements by knowledge, here there is no true or false; it is about the opinion of the consumer. The statements are based on interviews on the website of 'Het Vinkje' about trustworthiness and other articles on the Internet about 'Het Vinkje' (Het Vinkje, n.d. d ; Van Beek, 2014 ; RTL nieuws, 2013). Respondents can mention which of the 'claims' they believe in. Examples of questions can be found in Appendix IV.

8. Conclusions, discussion and recommendation

In this last chapter, there will be a conclusion of this research (paragraph 8.1). Besides, there will also be some discussion points (paragraph 8.2) and a recommendation (paragraph 8.3).

8.1 Conclusion

The objective of this thesis was to investigate a suitable way for measuring the effectiveness of the social media campaign of 'Het Vinkje'. The effectiveness of the campaign is determined by the extent to which the goals of the social media campaign are achieved. If the goals of the social media campaign are achieved, the social media campaign can be seen as effective. The goal of the social media campaign is threefold. First, 'Het Vinkje' wants to create awareness among consumers about 'Het Vinkje' with the campaign. Awareness can be divided into exposure of consumers towards the campaign and the attention consumers pay to the campaign. The second goal of the campaign is to increase the knowledge of consumers about 'Het Vinkje'. For increasing knowledge, first the campaign should have the interest of consumers, and second consumers should understand the campaign. The last goal is to increase the trustworthiness of the campaign. Based on these three concepts there were four dimensions: exposure, attention, interest and understanding. These dimensions contribute to measuring the three goals of the social media campaign.

The social media campaign consists of four aspects: Facebook, Twitter, bloggers and vloggers. Together these four elements spread messages of 'Het Vinkje'. For analysing the campaign, a lot of information can be collected by the social networking sites. For example the statistics Facebook can give about a page or a single message. The kind of information range from the number of likes a page got that day to the number of times people have given negative feedback to your page. By analysing these data, there can be obtained a view of the progress of your page or message. However, as can be derived from the chapters 5, 6 and 7, using the social media methods have also some limitations. By using social media methods for analysing the effectiveness of the social media campaign, there are problems with the validity. First of all, it is uncertain whether the methods actually measure the concepts awareness, knowledge and trustworthiness. For example, by measuring the dimension interest of consumers by the number of likes on Facebook. By using this method, the assumption is made that a like indicates the interest of a consumer. Because this method is based on assumptions, it is unclear whether the results correspond with the reality. Therefore, there are problems with the internal validity. Secondly, it is unclear whether the results say something about the actual value. On social networking sites, everybody can do and write what they want. In this way it is unclear whether the people who react on social media are representative for the population. It could be the case that the people who react are not a good reflection of the population the social media campaign wants to reach. Therefore, by using social media methods, there are also problems with the external validity.

A possible way to overcome the problems with the validity is using a survey. The survey can consists of good formulated questions. By testing these questions before measuring, it is clear whether these questions measure what you want to measure. This can overcome the problems with the internal validity. Also the problems with the external validity can be overcome with a survey, because the survey can be spread among a random chosen sample. In this way the results are generalizable to the population.

Although the social media methods cannot be used for drawing conclusions about the effectiveness of the social media campaign of 'Het Vinkje', they can give an indication of the progress of your business on specific aspects. Maybe by analysing these statistics there can be identified trends or developments. This could be helpful in determining important aspects to cover in the survey. For example when the statistics show a rise of the number of likes, this could indicate an increasing interest. A survey can determine whether there is an increased interest of consumers or not. In this way the data of social media can be used as indicators for developing a good survey. Examples of such indicators can be found in table 2 in Appendix V.

8.2 Discussion

A limitation of this research is the limited number of articles available about this subject. This thesis is mainly based on information found in the literature. In the literature there is not a lot information available about analysing social media campaigns and especially analysing social media campaigns with social media methods. A possible explanation is the relative novelty of social media. The articles where is written about social media evaluation, mostly describing non-social media methods, like a survey. There just a few articles found about analysing social media campaigns with social media.

As suggested in the conclusion, the social media measure methods could be used as indicators for the concepts. In further research there can be done an empirical research whether these indicators are actually good indicators. This can be done by looking at whether these indicators indicate a change and check this change with a survey or interview for example.
Looking at whether these indicators indicate a change and check this change can be done with a survey or interview for example.

Another suggestion for further research is testing the survey questions. The questions mentioned in this thesis are examples of questions which can be used. In further research there could be pay more attention to developing a good survey with good formulated questions.

8.3 Recommendation

Based on the conclusions described in paragraph 8.1 a recommendation to Schuttelaar & Partners can be made. The conclusion of this thesis is that measuring the effectiveness of the social media campaign of ‘Het Vinkje’ possibly best can be done with a survey. In this survey can be asked to all the three concepts (awareness, knowledge and trustworthiness), which are related to the goals of the campaign. However, a good survey consists of good formulated questions. Making good formulated questions can be a time consuming activity. Besides, you have to find consumers who are willing to fill in the survey. Therefore, it can be useful to know in advance whether it is profitable to do a survey and what is important to ask in the survey. For analysing this, there can be made use of indicators. So, the recommendation to Schuttelaar & Partners is analysing the data of social networking sites for indicating a change. The aspects that are indicated by these data, can be studied further by doing a survey.

For drawing good conclusions, the survey should be spread among 380 social media users who have seen the social media campaign of ‘Het Vinkje’[2]. With this number of respondents, there can be drawn a relative reliable conclusion about the target population of the social media campaign. Using this way of analysing seems the most effective method for analysing the effectiveness of the social media of ‘Het Vinkje’.

[2] This number is based on the guidelines of Survey Monkeys (2014). Here is assumed the estimated reach of the social media campaign of ‘Het Vinkje’ of one million social media users. In this number of respondents is included a margin of error of 5 percent and a confidence interval of 95 percent. The margin of error refers to the sureness that the answers of the survey are in line with the opinion of the population. The confidence interval refers to the sureness that the respondents are an accurate reflection of the population (Survey Monkeys, 2014).

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Appendix

Appendix I 100 ways to measure social media (by David Berkowitz)

1. Volume of consumer-created buzz for a brand based on number of posts
2. Amount of buzz based on number of impressions
3. Shift in buzz over time
4. Buzz by time of day/daypart
5. Seasonality of buzz
6. Competitive buzz
7. Buzz by category/topic
8. Buzz by social channel (forums, social networks, blogs, Twitter, etc.)
9. Buzz by stage in purchase funnel (e.g. researching vs. completing transaction vs. post-purchase)
10. Asset popularity (e.g. if several videos are available to embed, which is used more)
11. Mainstream media mentions
12. Fans
13. Followers
14. Friends
15. Growth rate of fans, followers and friends
16. Rate of vitality rates over time
17. Change in vitality rates over time
18. Second-degree reach (connections to fans, followers, friends exposed – by people or impressions)
19. Embeds / Installs
20. Downloads
21. Uploads
22. User-initiated views (e.g., for videos)
23. Ratio of embeds or favoriting to views
24. Likes / favorites
25. Comments
26. Ratings
27. Social bookmarks
28. Subscriptions (RSS, podcasts, video series)
29. Page views (for blogs, microsites, etc.)
30. Effective CPM based on spend per impressions received
31. Change in search engine rankings for the site linked to through social media
32. Change in search engine share of voice for all social sites promoting the brand
33. Increase in searches due to social activity
34. Percentage of buzz containing links
35. Links ranked by influence of publishers
36. Percentage of buzz containing multimedia (images, video, audio)
37. Share of voice on social sites when running earned and paid media in same environment
38. Influence of consumers reached
39. Influence of publishers reached (e.g., blogs)
40. Influence of brands participating in social channels
41. Demographics of target audience engaged with social channels
42. Demographics of audience reached through social media
43. Social media habits/interests of target audience

44. Geography of participating consumers
45. Sentiment by volume of posts
46. Sentiment by volume of impressions
47. Shift in sentiment before, during, and after social marketing programs
48. Languages spoken by participating consumers
49. Time spent with distributed content
50. Time spent on site through social media referrals
51. Method of content discovery (search, pass-along, discovery engines, etc.)
52. Clicks
53. Percentage of traffic generated from earned media
54. View-throughs
55. Number of interactions
56. Interaction/engagement rate
57. Frequency of social interactions per consumer
58. Percentage of videos viewed
59. Polls taken / votes received
60. Brand association
61. Purchase consideration
62. Number of user-generated submissions received
63. Exposures of virtual gifts
64. Number of virtual gifts given
65. Relative popularity of content
66. Tags added
67. Attributes of tags (e.g., how well they match the brand's perception of itself)
68. Registrations from third-party social logins (e.g., Facebook Connect, Twitter OAuth)
69. Registrations by channel (e.g., Web, desktop application, mobile application, SMS, etc.)
70. Contest entries
71. Number of chat room participants
72. Wiki contributors
73. Impact of offline marketing/events on social marketing programs or buzz
74. User-generated content created that can be used by the marketer in other channels
75. Customers assisted
76. Savings per customer assisted through direct social media interactions compared to other channels (e.g., call centers, in-store)
77. Savings generated by enabling customers to connect with each other
78. Impact on first contact resolution (FCR) (hat tip to Forrester Research for that one)
79. Customer satisfaction
80. Volume of customer feedback generated
81. Research & development time saved based on feedback from social media
82. Suggestions implemented from social feedback
83. Costs saved from not spending on traditional research
84. Impact on online sales
85. Impact on offline sales
86. Discount redemption rate
87. Impact on other offline behaviour (e.g., TV tune-in)
88. Leads generated
89. Products sampled
90. Visits to store locator pages

91. Conversion change due to user ratings, reviews
92. Rate of customer/visitor retention
93. Impact on customer lifetime value
94. Customer acquisition / retention costs through social media
95. Change in market share
96. Earned media's impact on results from paid media
97. Responses to socially posted events
98. Attendance generated at in-person events
99. Employees reached (for internal programs)
100. Job applications received

Appendix II 30 reasons to like a status update of someone on Facebook

De 30 redenen om een statusupdate van iemand te *liken*:

01. Omdat je wilt dat andere mensen zien dat jij die persoon kent;
02. Omdat je wilt dat jouw vrienden die tekst of foto ook zien;
03. Omdat deze persoon laatst ook jouw foto *likete*;
04. Omdat jullie net vrienden zijn,
05. Of omdat je de persoon toevallig nèt sprak,
06. Of gisteren een leuke avond met hem had en bij het zien van de post denk je daaraan terug,
07. Omdat je die persoon lang niet hebt gezien en een beetje mist,
08. Of om die persoon eraan te helpen herinneren dat je nog bestaat;
09. Omdat andere –in jouw ogen- toffe mensen het ook *liken*;
10. Omdat veel mensen het liken en je niet achter wilt blijven;
11. Omdat weinig andere mensen het liken en je dat zielig vindt;
12. Omdat het netwerk waarin die persoon zich bevindt interessant voor je is;
13. Omdat het onderwerp van de post/foto goed staat bij jouw eigen imago of goed aansluit bij waar je op dat moment mee bezig bent;
14. Om iets goed te maken,
15. Om sorry te zeggen,
16. Om 'ik ben je niet vergeten' te zeggen,
17. Om 'ik ben trots op je' te zeggen;
18. Omdat je het vanuit idealistisch oogpunt aan jezelf verplicht bent;
19. Omdat het je verbaast,
20. Of je het stom vindt;
21. Omdat je graag bij de persoon wilt horen die het geplaatst heeft,
22. Of bij zijn/haar vrienden;
23. Omdat je hoopt dat hij/zij wat vaker dingen van jou liket;
24. Omdat je je schuldig voelt dat je laatst de telefoon niet opnam toen hij/zij belde;
25. Omdat deze persoon al jouw updates *liket*, en je het af en toe terug moet doen;
26. Omdat je die hele persoon dus leuk vindt, ongeacht wat die schrijft;
27. Omdat je het graag wilt hebben,
28. Of wilt winnen,
29. Of wilt zijn.
30. Omdat het echt leuk is.

Appendix III Making a survey

Objective vs. subjective knowledge

By measuring knowledge a distinction can be made between objective knowledge and subjective knowledge. Objective knowledge is about accurate stored information. This is about what people actually know. Subjective knowledge is about the self-beliefs of consumers about their own knowledge. This knowledge is about what people think they know (Carlson et al., 2009). The relationship between objective knowledge and subjective knowledge is not really clear. Researches about the correlation between these two kinds of knowledge have resulted in very different results (Carlson et al., 2009).

Also in the survey for 'Het Vinkje´ a distinction can be made between objective and subjective knowledge. Objective knowledge is asking consumers for characteristics of ´Het Vinkje´ for example. In this way, they have to think about what they know about ´Het Vinkje´. An example of measuring subjective knowledge is asking consumers for three things about ´Het Vinkje´ that are top of mind. In this way, consumers have to think less about what they know.

Direct vs. indirect questions

A distinction can also be made between direct questions and indirect questions. Direct questions method asking consumers directly to their knowledge about ´Het Vinkje´. Indirect questions method refers to questions measuring the knowledge of consumers in an indirect way.

In the literature, several examples of direct questions method for measuring knowledge of consumers can be found. An example is research of Verbeke and Ward (2006). They did research to labels of (beef) products. In their research they asked consumers how important they find the labels of (beef) products and how much attention they paid to each of the labels. This was measured on a five-point-ratings-scale (from strongly disagree to strongly agree). Their vision was that, due the limited cognitive capacity of people, consumers pay only attention to the labels most relevant to them (Verbeke & Ward, 2006). A more or less similar measure method could also be used in the case of 'Het Vinkje'. Consumers can be asked how important the information of 'Het Vinkje' is to them and how much time they spend on thinking about 'Het Vinkje'. If people score high on the importance part, but low on the attention part, they are maybe not that interested in 'Het Vinkje'. However, if they score high on both aspects, it is plausible that they are interested in 'Het Vinkje'.

Another example is research of Berman and Wandersman (1991). In their research knowledge is measured with direct questions. They did research to the knowledge people have of the symptoms of cancer. In their survey they asked respondents to mention which symptoms of cancer they know. In this way, the researchers try to retrieve the extent of knowledge of people about the symptoms of cancer (Berman & Wandersman, 1991). Such a method could also be used in the case of 'Het Vinkje'. By this form of self-report (respondents report what they know), the knowledge of the respondents about 'Het Vinkje' can be retrieved. Depending on the formulation of the question, both subjective knowledge (mention a few things) and objective knowledge (mention as much as possible) could be measured.

Despite a lot of studies use surveys to measure knowledge, there is also some criticism on this method. Therefore, Kanwar and his colleagues (1990) did research to the validity of these methods to measure knowledge. In the conclusion of their study they write that whether those methods are good or not is dependent on the situation. Methods such as self-reports and objective tests are valid for measuring knowledge if people have had a formal training in the domain they are interested in. In this formal training (for example education) people learn criteria to judge their knowledge. So, if people have had a formal training, they can make a more objective evaluation of their knowledge. For people who had not such a formal training, those methods are not the right methods to measure knowledge. In this case, others methods as free elicitation can be used. Free elicitation is a "simple, open-ended technique in which researchers ask respondents to last as many Xs as they can (…)" (Gravlee et al., 2013). If people do not have had a formal training, they make an evaluation of their knowledge about a specific subject. This is based on what they can recall from their memory. Assuming not all the consumers have had a formal training about ‘Het Vinkje’, in the case of ‘Het Vinkje’ use can be made of methods like free elicitation.

Another critical point with direct question is social desirability. Measuring knowledge consist of measuring interest of consumers and measuring understanding. By asking directly to the understanding of consumers about ‘Het Vinkje’, social desirable answers are possible. Social desirability has less influence by indirect questions, because most of the people do not know where the question is about. In the case of ‘Het Vinkje’ should be considered if understanding ‘Het Vinkje’ is a theme that on large scale will lead to social desirable answers. Depending on this consideration a choice can be made for direct questions or indirect questions.

Appendix IV Examples of survey questions

For each dimensions, different kind of questions are developed. The questions are examples of questions that can be used in a survey about the social media campaign of 'Het Vinkje'

<u>Exposure</u>

Do you have a Facebook and/or Twitter account?

- Neither of them
- Only Facebook
- Only Twitter
- Either Facebook and Twitter

How often do you visit this account?

- Less than once a month
- Once or twice a month
- Once or twice a week
- (Almost) every day

Do you follow 'Het Vinkje' on Facebook or Twitter?

- Neither of them
- Only Facebook
- Only Twitter
- Either Facebook and Twitter
- I don't know

Do you follow bloggers or vloggers?

- Neither of them
- Only blogger
- Only vlogger
- Either bloggers and vloggers

How often do you read/see a blog or a vlog?

- Less than once a month
- Once or twice a month
- Once or twice a week
- (Almost) every day

<u>Attention</u>

How often do you pay attention to information about 'Het Vinkje' on packaging?

- Never
- Seldom
- Sometimes
- Often
- Always

Do you have seen in the last half year a message of ‘Het Vinkje’ on Facebook or Twitter?

- Yes
- No
- I don’t know

If yes, can you explain where this message was about?

____

____

____

- I can’t remember the content of the message

Have you ever read/seen a blog or vlog about ‘Het Vinkje’?

- Neither of them
- I only have read a blog about ‘Het Vinkje’
- I only have seen a vlog about ‘Het Vinkje’
- Either a blog and a vlog about ‘Het Vinkje’

If yes, can you explain where this blog or vlog was about?

____

____

____

- I can’t remember the content of the message

<u>Interest</u>

Are you interested in information about ‘Het Vinkje’?

Absolutely not 1 2 3 4 5 absolute

How important is information about ‘Het Vinkje’ to you?

Absolutely not 1 2 3 4 5 absolute

How much time do you spend on information about ‘Het Vinkje’?

No/little attention 1 2 3 4 5 a lot of attention

<u>Understanding</u>

Please indicate to which extent you understand the following statements:

- I understand where ‘Het Vinkje’ is about
  Absolutely not 1 2 3 4 5 absolute

- I understand what the green logo means
  Absolutely not 1 2 3 4 5 absolute

- I understand what the blue logo means
  Absolutely not 1 2 3 4 5 absolute

- I understand the difference between the green and blue logo
  Absolutely not 1 2 3 4 5 absolute

Do you think the following statements are true or false?

Statement	True	False
A logo that indicates the healthiness of a product.		
'Het Vinkje' tries to help consumers make healthier choices.		
The logo of 'Het Vinkje' only exists on brand products (not on private brands).		
Products that do not have the logo of 'Het Vinkje' are unhealthy.		
All healthy products contain the logo of 'Het Vinkje'.		
The different colours of 'Het Vinkje' do not have a different meaning.		
A distinction can be made between a healthier choice and a more conscious choice.		
Conscious choice is about products of the 'schijf van vijf'.		
Healthier choice is about products that are most healthy within a product category.		
A blue circle indicates conscious choice.		
A green circle indicates healthier choice.		
All products that contain logo of 'Het Vinkje' are healthy.		
'Het Vinkje' is supported by 'Het Voedingscentrum'.		

What do you know about 'Het Vinkje'? Please describe in your own words where 'Het Vinkje' is about, according to you.

____
____
____
____
____

- o I have no idea where 'Het Vinkje' is about.

Mention three things you know about 'Het Vinkje'

1
2
3

Can you explain the difference between the green logo and the blue logo of 'Het Vinkje?'

____
____
____
____

- o I don't know the difference between the green logo and the blue logo.

Trustworthiness

Do you believe 'Het Vinkje' can help consumers to make a healthier choice?
- o Yes
- o No

To which extent you think 'Het Vinkje' can help consumers to make a healthier choice?
Absolutely not 1 2 3 4 5 absolute

Do you believe in information of 'Het Vinkje'?
Absolutely not 1 2 3 4 5 absolute

Do you believe 'Het Vinkje' indicates healthier products?
- o Yes
- o No

Below there are some statements about 'Het Vinkje'. Do you think the next statements are true or false? There is no good or fault answer, it is about what you think of 'Het Vinkje'.

Statement	True	False	No opinion
In my opinion 'Het Vinkje' indicates healthier products.			
I think that 'Het Vinkje' help consumers to choose for healthier products.			
I think that vloggers and bloggers about 'Het Vinkje' are neutral (which mean that they are not related to 'Het Vinkje').			
In my opinion 'Het Vinkje' is not credible, because there is a lot of critique on it in the media.			
I think 'Het Vinkje' is not credible, because producers have to pay for the logo.			
In my opinion 'Het Vinkje' is credible, because the European Commission supervises it.			
I think 'Het Vinkje' is not credible, because the logo is also on unhealthy products.			
There are so many health related food logos, I don't believe in such kind of logos anymore.			
I my opinion 'Het Vinkje' is not credible because it is on so many products			
'Het Vinkje' is not credible for me, because I do not (fully) understand what the logo represents.			

Appendix V Overview indicators and measure methods social media

Table 3: overview measure methods social media

		Facebook	Twitter	YouTube	Website
Awareness	**Exposure**	Part of the number of fans of the Facebook Page of 'Vinkje' The number of people who have seen a message of 'Vinkje'	Number of followers on Twitter	Number of times a video is viewed	
	Attention				
Knowledge	**Interest**	The number of page views The growth rate of fans	Increased number of followers		
	Understanding	Content of comments with objective information about the concept 'Vinkje'	Content of comments on tweets with objective information about the concept 'Vinkje'	Content of comments with objective information about the concept 'Vinkje'	Content of comments with objective information about the concept 'Vinkje'
Trustworthiness	**Trustworthiness**	Content of comments with subjective information about 'Vinkje'	Content of comments on tweets with subjective information about 'Vinkje'	Content of comments with subjective information about 'Vinkje'	Content of comments with subjective information about 'Vinkje'