

# The effectiveness of authenticity in the advertising of food products with an unknown brand

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## Abstract

*Although authenticity as a strategy in advertising is becoming increasingly popular, literature is paradoxical about the view on whether the perceived credibility of such claims can undermine the effectiveness of authenticity as a marketing strategy. There are five appeals that marketers can use to create authenticity: “craftsmanship”, “historical rootedness”, “location”, “naturalness” and “storytelling and myth”. However, literature is limited on the application of these cues for the marketing of a product without taking the brand into account. This research investigates whether it is more effective to use some of these authenticity cues (subtle authenticity) or to use all of these cues (full authenticity) with respect to food products with an unknown brand. Results suggest that the use of authenticity is more effective than the use of a sensory appeal with regard to the willingness to pay, word-of-mouth and the attitude towards the product. These aspects did not differ between advertisements using subtle authenticity or advertisements using full authenticity. Furthermore, the effectiveness of the authentic cues is moderated by the product class involvement. The less people are involved, the more effective a strategy with full authenticity will be. The conditions containing authenticity were perceived as equally credible. Future research should investigate when the credibility of authenticity claims drops out.*

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## Introduction

Nowadays, an increasing amount of advertisements are using an appeal to authenticity to market their product. Authenticity encapsulates what is genuine, real, and/or true (Kadirov et al., 2013). Back in the 1960s and 1970s, a romantic movement emerged. There was a mass resistance against the alienating and unnatural modern order, the industrial environment and mass production. These circumstances evoked a (nostalgic) longing to retreat from the present to a time in the past where life was simple and natural, and therefore authentic (Aupers et al., 2010). In addition, consumers are confronted with increasing commercialisation, meaningless market offerings and an overflow of the fake. As a consequence, consumers look for brands or products that are relevant, original and genuine to overcome this meaninglessness (Morhart et al., 2015).

A lot of advertisements are using this longing to retreat from the present life and its civilisation. An example is the advertisement of Arla Skyr-yoghurt Icelandic style. A braided Scandinavian girl is eating a bowl of Skyr, a local dairy product that Icelanders use as breakfast for thousands of years. When she has finished it, she walks outside to chop wood, as they do in Iceland. The landscape consist of geysers, volcanoes and glaciers. Those pure forces of nature are encapsulated in the product Skyr. Another example is the beer advertisement of Bavaria, where 'over-civilized' men suffer from modern existence and transform in the noble savages that they once were in the distant past and deep inside still are (Aupers et al., 2010).

Also, back in the 1960s and 1970s, consumers started to distrust advertisements. Advertisements were seen as increasingly manipulative and unbelievable, which led to an increased emphasis on authenticity to recover this. Some researchers also use the term believability instead of authenticity, which is defined as "the extent to which advertising evokes sufficient confidence in its truthfulness to make it acceptable to consumers" (Chiu et al., 2012, page 265; Beltramini 1982).

Authenticity was being used as a marketing strategy, and was therefore often forged and rhetorical. This is often called 'staged authenticity' in the literature. This staged authenticity can backfire if advertisements are seen as promoting an unreal world. Also because of this, the suspicion about advertising continues to exist among contemporary consumers. Now advertisers face a dilemma: consumers value authenticity, but they also distrust authenticity claims that are made. Therefore, it is questionable whether authenticity can be effectively used as a marketing strategy (O'Neill et al., 2014).

There are several studies that have investigated the factors that influence the perceived brand authenticity (Beverland, 2005; Pine & Gilmore, 2008). However, only a limited amount of investigations have focussed on how effective it is to use authenticity as marketing strategy for (new) products instead of brands. It also is unknown if it is more effective to use subtle authentic cues, or to create a full authentic picture. In this research, several cues to create an authentic aura for a product are being investigated. Subsequently, these cues are being applied into the creation of authentic advertisements. Only a few authenticity cues are used subtly in one advertisement (the subtle authenticity condition), while more cues are used explicitly in the other advertisement (the full authenticity condition). The control condition shows an advertisement with no authentic strategy. There will be measured if respondents experience positive evaluations towards the advertisement, which can lead to positive reactions in the form of purchase intention, willingness to pay and

word-of-mouth. But there will also be measured if respondents experience negative feelings towards the advertisement, in the sense of manipulative intent. This may occur when consumers do not believe the advertisement, and are sceptical about it.

To disregard the brand, and the image this brand already has in the mind of consumers (as being authentic /honest or not), the product that will be advertised will be a product that is not available in The Netherlands. Moreover, this research focusses on food products only.

The main question of this research is: *“How effective is the use of subtle and full authenticity as a marketing strategy for a food product?”*

The results of this study could facilitate marketers in determining if an authentic strategy is going to be effective for a new product launch or for a product where brand knowledge is small, especially in terms of purchase intention of consumers. And if so, whether it is more effective to use an advertisement with little or a lot of authentic cues.

## Theoretical framework

### Authenticity

Authenticity is associated with genuineness, reality and truth (Grayson and Martinec 2004). A market offering is authentic if it appears to be “the original” or “the real thing”. This is the case when consumers subjectively perceive the authenticity of a product, based on their personal experiences. So what is seen as authentic is dependent on the perceiver (Chiu et al., 2012). There are three perspectives on authenticity: the objectivist perspective, the constructivist perspective and the existentialist perspective. The first two perspectives focus on the perceived authenticity of the product, the third perspective focusses on the ability of the product to assist consumers in uncovering their true self through its consumption.

According to the objectivist perspective, authenticity is seen as a quality inherent in an object. Grayson and Martinec (2004) use the term “indexical” to refer to this type of authenticity. A product is considered as indexical authentic if it is the real and original thing. To judge whether an object is indexical authentic, a consumer uses verifiable information about the product, such as labels of origin, certificates, ingredients or age and place (Morhart et al., 2015). The consumer has to believe that the product actually has a real proven spatial and temporal link to sources (place, people and so on). So the consumer makes a judgement about the genuineness of a product and a product’s legitimacy (Beverland et al., 2008).

According to the constructive perspective, authenticity is socially or personally constructed, in the sense that the perceived authenticity is a result of different interpretations of what “the real world” looks like. The term “iconical” is also used for this type of authenticity. A product is iconic authentic if it is very similar to what is perceived to be authentic. So it refers to the similarity or closeness of the product to the perceived authentic original (Grayson & Martinec 2004). To make an assessment of this similarity, the perceiver must have some pre-existing knowledge of what the original must be like. So, the focus is on the overall emotional impression instead of seeking rational verifiable cues (factual links to sources), or cues that may give the product away as fake (Beverland et al., 2008).

The existentialist perspective suggests that authenticity resides outside of the object itself, and is determined by the pursuit of personal and social goals. Beverland and Farrelly (2010) identified three specific goals: the pursuit of control (through mastery of the environment); the desire to connect (through relating to others, culture, time and place and community); and the need for virtue (being true to a set of moral values).

There is a difference in evaluating whether one's self is authentic and evaluating whether something else (a product) is authentic (Grayson & Martinec, 2004). In the current research, the focus is on the first two perspectives (objectivist and constructivist), because the purpose of this research is to examine consumer evaluations of a product. In summary, "consumers ultimately seek the same thing (authenticity) in different objects, brands, and events for different reasons (control, connection, and/or virtue)"; Beverland & Farrelly, 2010, page 853. If a product or brand is perceived as authentic or not arises from the interplay of objective facts (indexical authenticity or objectivist perspective), subjective mental associations (iconic authenticity or constructionist perspective) and existential motives connected to a brand or product (existential authenticity); Morhart et al., 2015.

### **Product types suitable for authentication**

The use of authenticity is more important for experience than search products. With search products, consumers can look up all the information that is necessary to determine the quality of the product at hand before purchasing it. Whereas with experience products, the quality of the product can only be determined after purchasing and using it. This makes it difficult to judge whether the claims about the product meet the actual performance of the product, until it is used. So advertisers can use misleading information more easily, e.g. false claims, with experience products rather than search products (Chiu et al., 2012). This can make consumers more sceptical about advertisements for these kinds of products (Nelson, 1974). Food products can generally be seen as experience products in the sense that quality and taste cannot be determined beforehand. Therefore, consumers can use cues to determine for example quality, like the price of a product. So with food products, the use of authenticity is important to increase the credibility of the advertisements (because authenticity is in general associated with genuineness and truthfulness), and thus to reduce scepticism. This is especially relevant when consumers use indexical authenticity, and therefore use objective cues of a factual or spatio-temporal link with the real world to judge the authenticity. They see the product as authentic if the cues in the advertisement resemble real life and fit their mental picture of how things are ought to be (Chiu et al., 2012).

"Authentic consumption is relevant for a wide range of consumption objects and activities that hold potential for meaning creation" (Morhart et al., 2015, page 201). In other words, the products should hold potential to facilitate an escape from the system, and facilitate a "real" and "personal" experience or an "authentic" lifestyle (Aupers et al., 2010). So products that can capitalize on the longing for a life beyond modern cultural, social and economic order, have ample of opportunities for romantic framing (O'Neill et al., 2014). When products fall in a range of competing brands that all have a similar taste, authentication is especially important (O'Neill et al., 2014).

Products that are derived from alternative cultures and eras are also often suitable for authentication. This is because the values and beliefs of these places often already differ from those

of “advanced consumer economies” and “science-oriented societies” (Lehman et al., 2014). Exemplar product categories where authenticity strategies are used a lot are beer and wine. For the current research, the product category natural chips is used. There are a lot of brands that produce natural chips, and this product has a lot of opportunities for romantic framing, that are further discussed in the heading “Cues of authentication”.

### **Cues of authentication**

There are several cues marketers can use to create an aura of authenticity for a single product. These cues are “craftsmanship”, “historical rootedness”, “location”, “naturalness” and “storytelling and myth”. In advertisements that use authenticity as a strategy, some of these cues are combined (O’Neill et al., 2014). For example, the advertisement of the product Skyr-yoghurt (mentioned in the introduction) uses the cues “location”(Iceland) and “historical rootedness” (Icelanders use it as breakfast for thousands of years).

#### **Craftsmanship**

Craftsmanship refers to the process of handwork, artistry (a profound understanding of and mastery over the techniques of making the food [in a traditional way]), time-consuming labour and intensive labour (the time and effort invested in the manufacturing/production process). Dedication to quality rather than quantity also contributes to craftsmanship (Lin & Mao, 2015). The products should not be made by machines (mass produced), but by actual people who care about the product. So the labour should be self-directed (O’Neill et al., 2014). In other words, the motivation to make the product should not be purely for profit, but rather because the worker intrinsically enjoys the activity. The exchange that follows from the purchase of the product should be one that is not primarily transactional, but one that consists of mutual appreciation and engagement (Debenedetti et al., 2014).

A Dutch example of a brand that uses craftsmanship is Hertog Jan. In their advertisements, they show men who are carefully brewing beer. A man scoops yeast out of a bag in his hand, and removes a bad one. Another man is throwing a big bucket filled with hop into a brewing kettle. One piece of hop stays behind in the bucket, and the men carefully picks it up and also throws it in the kettle. A different man breathes on a kettle and polishes it with his sleeve. During the advertisement, a song is played in which a woman is singing: “It is got to be perfect, it is got to be worth it”. In another Hertog Jan advertisement, a man lets some yeast slip through his fingers a few times, so he can really feel the yeast. He also smells the hop and the yeast, and moves his finger through a water yet and tastes it. Finally, he taps a beer out of the brewing kettle and drinks it. So the craftsman is really involved in the brewing process.

#### **Historical rootedness**

Framing products as rooted in a long history is another way of creating authenticity. This can be accomplished by mentioning that the products are parts of historically grown traditions (they have served their goal since time immemorial, O’Neill et al., 2014), and by emphasizing the early founding or founder(s) of the company or product (Freedman, 2011). Advertisers can for example use persons from the past, or the word ‘since’ followed by a date (O’Neill et al., 2014).

Products are often valued for their tradition, not for modernity (Lin & Mao, 2015). With regard to food, “a traditional product refers to a centuries-old manufacturing process, the use of an original

facility (e.g., old oak barrels dating to the 17th and 18th centuries) and inherited recipes” (Lin & Mao, 2015, page 25). Brands with heritage are perceived to be reliable. It communicates the consistency of the brand’s promise over time, and enhances the perceptions of stability and continuity. This creates positive emotions and drives trust (Merchant & Rose, 2013).

A Dutch example of a brand that uses historical rootedness is Dreft dish soap. They use quotes as “Year after year we have proven that Dreft lasts much longer” and “For years a lot has changed, but the cleaning powers of Dreft are still equally reliable”. In one advertisement, the starting fragment is old footage, where a mother is standing next to her little daughter, holding the Dreft product and says: “I almost never buy Dreft”. Then the same kinds of fragments appear, in which the style of the fragments and the mother and daughter become step by step more modern. Then a voice says “That is because the cleaning power of Dreft is very long lasting. Generations rely on the fact that Dreft has a longer life, up to three times”. The advertisement ends with a modern woman holding the product next to her little daughter, implying that Dreft has maintained its quality.

### **Location**

Locating the product in a specific place is another way of adding an aura of authenticity. For example, by mentioning a geographic location where the product is made (Freedman, 2011). A location provides a foundation for identities (social vs. individual identities, but also local vs. national identities); O’Neill et al., 2014. Attributes like the source of the ingredients (e.g. locally produced), the origin of a product and the general lifestyle of the individual who makes the product, reflect the local culture, background and history of that place. So by consuming a product that is derived from a local culture, consumers can immerse themselves in or connect with that local lifestyle in a symbolic way (Lin & Mao, 2015). There is also the choice to reinforce the consumers’ link to their own culture instead of a different culture or place. Also, a location makes a product more tangible (O’Neill et al., 2014).

A Dutch example of a brand that uses the cue location is Almhoff. In their advertisements, they always state that their products are made of milk that originates from the Alps. People are placed in a mountain landscape with cows, dressed in lederhosen and Heidi outfits (that are stereotypical clothes for people that live in mountain areas).

### **Naturalness**

Professing the naturalness of the product also brings about auras of authenticity. Emphasising the naturalness of the ingredients can highlight this. Phrases like “only natural ingredients”, as well as negative phrases like “no artificial ingredients, preservatives and chemicals” can be used. Also the quality of the ingredients can be addressed (Freedman, 2011), as well as the natural availability of ingredients. In this case, the naturalness of a product can be highlighted by emphasizing that some ingredients are only available during certain times of the year due to natural rhythms (O’Neill et al., 2014).

A Dutch example of a brand using naturalness is Coolbest. In their advertisements they stress that they are always on the quest to select the best fruit. For their mango juice, they go to India and only select the tastiest mangos that are perfectly grown. For their power fruit juice they go to China, because there they found a special berry that only grows on hard to reach places. And for their

orange juice they go to Brazil, where the oranges are grown and selected perfectly in contrast to Spain (where there is not enough rain) and America (where ripe and unripe oranges are harvested in one go). With all these advertisements, they end with a fragment where the fruit is kept “extremely cool” in an arctic landscape. So Coolbest claims to use only the best nature can offer for their products. The lines about the ingredients are accompanied by lovely images of the ingredients in their natural, outdoor surroundings.

### *Storytelling and Myth*

Auras of authenticity are often transferred by storytelling (Lin & Mao, 2015). Content that is presented in a story form tends to be more touching than those presented in a list format (expository advertisements). So storytelling is a way to make and strengthen emotional connections with receivers (Chiu et al., 2012). It also serves as a way of recognizing and identifying with brands, as a means of making sense of the world and it creates stronger memory effects (Herskovitz & Crystal, 2010). After all, people tend to organize information in story format (Chiu et al., 2012), but they also have a story format of their word-of-mouth communications (Abela, 2014). A (brand) story that contains a lot of factual or spatiotemporal cues appears to be authentic. Very detailed information prompts the receivers to believe the authenticity of the (brand) story (Chiu et al., 2012). This is the same as with fiction writers, who should collect abundant, rich and varied facts to create a believable and compelling story, to meet the expectations of the readers (Hearon, 2004).

A Dutch example of a brand using storytelling is the advertisement of Bertolli pasta sauce. An old Italian woman called Francesco Bertolli is in her home cooking a pasta sauce for the Bertolli test team. It is a family recipe, and for ages it has been passed on from mother to daughter. This time, the mother did not receive a daughter since Francesco received eleven sons. A retrospect in sepia is shown, where the young Francesco is cooking the sauce on the same place. Three little boys come by, and one of them takes the lid of the pan and uses it as a mirror for his hair. Francesco takes away the lid from him, and says something to him in Italian somewhat irritated. The boy gives her a naughtiness look. Then the retrospect disappears, and Francesco hands over the book with the recipe to a woman of the Bertolli test team. She is eating spaghetti with the pasta sauce, together with the rest of the test team and all of Francesco’s grown up sons. It ends with the sentence “Now everyone can enjoy Bertolli’s pasta sauce”.

On one level, these stories also involve myth (McAuley & Pervan, 2014). Myths are stories containing symbolic elements that express the shared ideals of a culture. The story may feature some kind of conflict between two opposing forces, and its outcome serves as a moral guide. Myths provide ideals to live by (Woodside, A.G., 2008). So myths give the audience a new explanation of how the world works and how they should live. A myth reduces anxiety because it provides consumers with guidelines about their world (Solomon et al., 2013), and with meaning and consolation (Curry, 1998). An engagement with myth is based on the assumption that such narratives reveal archetypal and everlasting wisdoms. Archetypes are primal, original human prototypes that are not learned but are innate and imbedded in the human experience (Jung, 1981; Wertime, 2002). Each archetype has its own set of values, aspirations, ambitions and behaviours characterizing that archetype. For example someone with a caregiver-archetype wants to take care of others and wants to help people. Archetypes are universal, and because of that everyone knows the characteristics of an archetype. So when a brand has an archetype (brand persona), everyone knows the corresponding characteristics



of that brand, resulting in a clear personality associated with the brand. For example, the brand Nike forms associations between its products and the aura of successful performance (the archetype is about achievement and winning). To sum up, an archetype is an universal set of roles and situations that are recognizable to everyone. An archetype creates a long-lasting emotional bond with the audience because it is instantly recognizable and memorable, it is something that people can relate to, and it is consistent (Herskovitz & Crystal, 2010).

Icons deliver myths (and the symbolism of the mythic archetype) in a tangible form, thereby making them more accessible" (Holt, 2003). An icon is a sign that resembles the product or brand in some way (Solomon et al., 2013). It can be an actual human or a human-like figure that acts as a kind of brand spokesman, which is the case in former Albert Heijn and Telfort commercials. Or for example, an icon of the caregiver-archetype (mentioned before) could be a mother figure, just like in the advertisement of Bertolli. Another example of an icon is the face of Marlboro (the "Marlboro man"). He is a symbol of rugged individualism, masculinity and the American West. He becomes a sign for what is stereotypically American. "The Marlboro ad both borrows from and contributes to reinforcing a fundamental myth of America" (Solomon et al., 2013). This iconic figure lead us to believe that if we smoke Marlboro cigarettes we will take on this look and radiate this carefree, outdoor person. The Marlboro man is also an example of an archetype. He is the Warrior and Traveller, an American version of the Explorer known from ancient myths. He represents a lone traveller, like the Homer's Odysseus.

Advertisers can use myths of particular places, particular times (e.g. the good old days when products were wholesome and natural) or figures from mythical narratives (archetypes) such as the villain; a brand teaching its competitors, the hero; the brand in control or the helper; the brand that helps you to accomplish something (Solomon et al., 2013). "Such mythical stories feature authentic worlds beyond modernity – simple societies with a concrete sense of place, a strong historical awareness, pristine nature, craftsmanship and honest values" (O'Neill et al., page 598).

The reason why myths, with their fictional status, can be an effective branding strategy is because consumers tend to appreciate authentic myths. Most people are well aware that these authentic myths are not true. In fact, they do not buy a product because they believe the authenticity claim, but because they have a cultural craving for myths about authenticity.

But also, as mentioned before, advertisers can use pre-existing elements like myths, archetypes but also stereotypes (that involve a set of ideas, values and symbols) that already fall within the collective mental structures. An advertising message needs to transmit a clear and direct idea in just a few seconds (Rubio-Hernández, 2014), so it is effective to use myths for a branding strategy.

An example of a mythical advertisement is "The call of men" from Bavaria. It starts with fragments of men who are busy performing routine activities, or caring tasks. While they are doing this, they are referring to their alienation of and their desires to the "real" manhood, that is affected by civilisation. One man says for example "I used to chase adventure, till the far corners of the world". When they realise this alienation, they pull out of the city into the wild and unspoilt nature. They cross a wild river, catch fish with their bare hands, and run into a large forest. They push down trees with manpower and even wolfs flee from them. This symbolizes the strength and danger of these men. At the end they all look like cavemen with long tangled beards and hairs. The journey of these men through beautiful landscapes stops when they enter a little cabin of Bavaria. In this example, the archetype of "Explorer" is being used, and the men flee from civilisation into mythical landscapes.

## Hypotheses

Among other things, the present research investigates whether it is more effective to create an aura of authenticity that is very obvious or to use a few subtle cues of authenticity. In this article, these two conditions are referred to as “full authenticity” and “subtle authenticity”. When creating a more subtle aura of authenticity a few cues are being used, particularly in the form of statements. In contrast, with full authenticity multiple authenticity cues are being used, combined into a story or a myth. Consumers are aware of the fact that stories or myths often contain fictional aspects. This suggests that, when judging believability, subtle authenticity is seen as more believable. Or in other words, subtle authenticity is seen as having a less manipulative intent. Based on this information, the following hypothesized relationship is proposed:

***H1: Subtle authenticity cues are seen as more believable/credible than full authenticity cues, and thus are seen as less manipulative.***

Advertisers can cheat more easily with content that is difficult to verify, e.g. a brand’s virtue (like its values or promises) than with content that is easy to verify, e.g. a brand’s roots (like heritage, country of origin, locality and tradition). This is why highly sceptical consumers are more likely to be suspicious about difficult to verify content (Morhart et al., 2015). This implies that when cues of historical rootedness and locality are used, the content will in general be more believable than when the other cues of authenticity are used. So if the authentic claims only contain such aspects, the claims are seen as more believable. This indicates that a person high in scepticism will prefer these cues over the other authentic cues.

Also, based on this, the content of a strategy using subtle authenticity is easier to verify because it makes use of less authentic cues and content than a strategy using full authenticity does. Also, subtle authenticity is hypothesized to be more believable. This indicates that a person high in scepticism will prefer the subtle authenticity. This leads to the following hypothesis:

***H2: The scepticism of a person moderates the influence of authenticity on positive evaluations of the advertisement such that the positive effects of authenticity on positive evaluations will be stronger when people are lower in scepticism.***

However, focus on the truthiness (verisimilitude) of the content may not be the case, or important to consumers. Consumers can also focus on the overall impression of authenticity created by ads, instead of seeking cues that may give the product away as fake. In this case, consumers can focus on the connections between their expectations of an authentic product and the overall impression of authenticity that is created. As mentioned before, this is called iconical authenticity. The benefit that consumers seek when attributing this kind of authenticity to a product, is to connect to time, place and cultural traditions that they believe to be important parts of their identity (Beverland et al., 2008). So this type of authenticity is likely to foster a perceived connection with the past. (Grayson & Martinec, 2004). Whereas with indexical authenticity consumers are seeking to verify the authenticity of a product, which involves judging the truthfulness and credibility of the claims that are made by marketers, and the genuineness of a product (Beverland et al., 2008).

The influence of iconity tends to be stronger than that of indexicality with regard to authentic products that use historical rootedness (with regard to “old things”). This is because authentic things are often presented as being old. As a consequence, people find it difficult to assign authenticity to new looking things (even when these new-looking things are in fact old). This makes the overall impression that the product is from the past more important than the use of indexical cues.

A reason why consumers can attribute authenticity to fictional aspects, or why the absolute truth not always matters, is because they can suspend disbelief. They respond to fiction as if it is real. Just as theatre audiences accept the context and judge the probability of events within it, consumers do so too with advertisements. With suspension of disbelief, the consumer is willing to temporarily put aside his or her scepticism in a fictional story. Events that are not actually possible in reality are accepted as possible within the context in which the story takes place (Stern, 1992).

This is akin to the fact that consumers tend to blend fantasy with reality, which leads to a constructed authentic experience (hyperauthenticity; Rose & Wood, 2005). Hypothetical indexicality plays a role in this blurring of fantasy and reality, through the process of imagination. Hypothetical indexicality entails that a consumer regards the feature “as if” it had been spatio-temporally linked with the product or entity. So the consumer does not actually believe that this is the case.

Hypothetical indexicality helps consumers to enjoy the evidentiary function of a particular feature, no matter whether this evidence is in support of a fictional or real entity. There is no such thing as factual evidence for a fictional character or entity, so there is blurring of reality and fantasy. And even when an entity is real, hypothetical indexicality has stronger associations with the benefits of authenticity than indexicality has. For example a consumer’s belief that a quill pen is evidence of Shakespeare’s existence depends on their ability to imagine that Shakespeare used the pen (to imagine “as if” he could have touched it or could have been physically near it); Grayson & Martinec, 2004. Or with regard to food, a consumer’s belief that a historical person has founded a company, depends on their ability to imagine the person, and imagine that person doing it.

Another example of a process where consumers tend to blend reality with fantasy, is that of historical or vicarious nostalgia. This is nostalgia for a time period before the consumer’s birth (Merchant & Rose, 2013). Consumers may try to imagine what it would be like if they had personally experienced the time or event that is depicted in the historical nostalgia advertisement. Even though they are aware of the fact that they were not alive during that time or event, they may find it hard to separate thoughts of reality from fantasy (Muehling, 2013). Iconic cues can cause this nostalgic feeling, because, as mentioned before, they are likely to foster a perceived connection with the past. And when executed well, this involves a feeling of being transported back into time (Grayson & Martinec, 2004).

In similar lines, receivers can be transported or immersed in a (brand) story. As a consequence, they produce few or no counterarguments regarding the content of the message. This is because all of their cognitive capacity is focussed on story-cued product information (Chiu et al., 2012), and used in experiencing the story. And because it is a story, the receiver has more motivation to accept what he/she is reading.

Another point of view is that indexicality is reached via iconity. In this case consumers do not suspend disbelief. They seek out stylized cues to verify authenticity of the product. These cues are iconic but are given indexical status by consumers (Beverland et al., 2008).

And finally, as mentioned before, consumers can attribute authenticity through iconity instead of indexicality because consumers have a cultural craving for myths about authenticity and do not care much about its fictional status (O'Neill et al., 2014).

The information above suggests that an authenticity aura that includes fantasy, fiction or myth is preferred over an authenticity aura that is believable. This indicates that advertisements that use full authenticity are preferred over advertisements that use subtle authenticity, and thus will be evaluated higher. Because of this, the attitude towards the product being advertised will also be higher, leading to a higher purchase intention, word-of-mouth and willingness to pay for the product than with the use of subtle authenticity. In addition, advertisements that use subtle authenticity will be evaluated more positively than advertisements that do not use authenticity at all, because consumers value authenticity (also mentioned in the introduction). This leads to the following hypotheses:

***H3a: Using full authenticity in the advertisement will lead to a higher attitude towards the advertisement compared to the subtle condition and the control condition.***

***H3b: Using subtle authenticity in the advertisement will lead to a higher attitude towards the advertisement compared to the control condition.***

***H4a: A higher attitude towards the advertisement will lead to a higher attitude towards the product.***

***H4b: A higher attitude towards the product will lead to a higher Purchase Intention.***

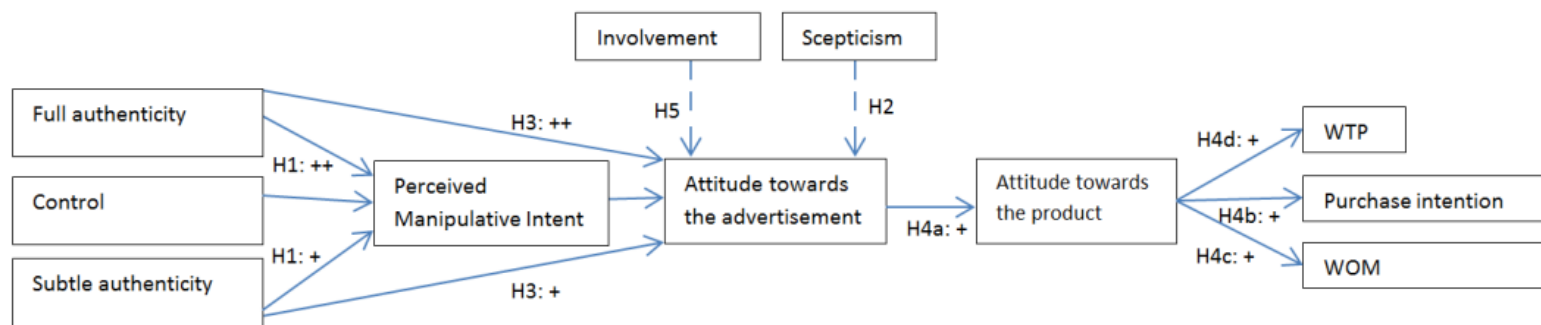
***H4c: A higher attitude towards the product will lead to a higher Word-Of-Mouth (WOM).***

***H4d: A higher attitude towards the product will lead to a higher Willingness To Pay (WTP).***

Another point of view, not really discussed in the literature of authenticity before, is the central or peripheral routes of processing an advertising message. When people process information centrally, they carefully evaluate message arguments and focus on the content of the message. This is the case when individuals are in high involvement: they perceive that an issue is personally relevant. They will recognize that it is in their best interest to consider the arguments in the message carefully. With peripheral processing, people do not highly elaborate on the message, but rely on a variety of cues/heuristics to make quick decisions. This is the case when individuals are in low involvement: they have little motivation to focus on message arguments. The issue is of little personal consequence and therefore it doesn't pay to spend much time thinking about the message. An example of this is the bias against new-looking things as discussed before, where people have a hard time in granting authenticity to new-looking things (Grayson & Martinec, 2004). Whether the product looks old or not is being used as a cue to determine authenticity. Using this information, the following hypothesized relationship is proposed:

***H5: Involvement with a product moderates the influence of authenticity on positive evaluations of the advertisement such that the positive effects of authenticity on positive evaluations will be stronger when people have low involvement compared to people who have high involvement.***

## Conceptual model



## Method

### Participants and design

The hypotheses were tested by a survey. Responses were received from 140 consumers: 98 women and 40 men. Forty-nine respondents were 17 to 20 years old, 69 respondents 21 to 25 years old and 20 respondents with an age above 25. The median age of respondents in all three conditions was 22 or 23 years. The survey was only completed by Dutch consumers. In this way there are no cultural differences that might influence the results. The respondents were recruited via Facebook pages like “Wageningen Student Plaza” and on the Forum building of the Wageningen University. A between-subject design was used for the survey. The respondents were randomly assigned to the full authenticity condition, the subtle authenticity condition or the control condition. Forty-nine respondents were allocated to the full authenticity condition, 41 respondents to the subtle authenticity condition and 48 respondents to the control condition.

### Procedure and variables

The questionnaire started with a printed advertisement for natural chips named Proper. This is a brand originating from New Zealand and is not for sale in The Netherlands. Therefore the respondents did not know the brand. The respondents were asked to imagine that they were doing groceries in their local supermarket and among other things, they needed to buy some chips. Subsequently, they ran into Proper’s chips, and read the accompanying advertising text.

*In the full authenticity condition, respondents got to read an advertisement text with a mixture of the following authenticity cues: craftsmanship, historical rootedness, location and naturalness. The chips were given a founding year and an associated founder (historical rootedness), who cooked the chips by hand (craftsmanship) in New Zealand (location). Moreover, sea salt from local areas was used as an ingredient which also indicates location. The chips were only made from the best potatoes, and only natural ingredients were used (naturalness). The advertisement was closed with the authentic sentence that chips never tasted so real before. In the subtle authenticity condition, the cues historical rootedness and craftsmanship were used, in the same way as in the full authenticity condition. An authentic aura was not created in the control condition. Instead, a sensory appeal was used that focused on the taste and texture of the chips. The visuals on the package differed between the*

conditions. In the full authenticity condition, the texts 'Hand cooked crisps' and 'Made in Nelson, New Zealand' were shown on the bag. Below that, a pile of chips was depicted on a cutting board. Next to this, the ingredients of the chips were depicted (potatoes and a jar of salt). In the subtle condition only the text of New Zealand was removed from this, and in the control condition the two texts and the ingredients were removed, so no authentic cues were visible. Appendix 1 shows the advertisements of the three conditions.

The respondents had to indicate whether or not they would buy the product. This was measured with a yes or no question, but also on a 5-point probability scale (Desai et al., 2013) where 1 = definitely buy and 5 = definitely not buy. These two questions covered the construct "*Purchase Intention*". The first question is named "***Buying the product***" and the second question is named "***Probability of buying the product***". Next, the respondents had to indicate how much money they were willing to pay for the product. This was an open question, and this question covered the construct "***Willingness to Pay***".

After that, respondents rated seven items concerning the attitude towards the product. First, they responded to three items on a 7-point semantic differential scale, with the item "positive/negative" from Cotte et al. (2005), supplemented with two items picked from Zaichkowsky (1985): "appealing/unappealing" and "desirable/undesirable". They also indicated on a 7-point Likert-scale whether they thought they would agree or disagree with the following four items concerning the product: "smells nice", "looks nice", "has a pleasant texture" and "tastes good" (1 = strongly disagree, 7 = strongly agree). These items were covered by the name 'sensory appeal', and originated from the Food Choice Questionnaire (Pohjanheimo et al., 2010). A factor analysis was conducted to test if all these items measured the same construct "*Attitude towards the product*". The analysis showed that this construct was measured in two factors. The first three items were enclosed in the factor "***General attitude towards the product***". This factor (Eigenvalue =1.02) explained 14.57% of the variance and formed a reliable scale (Cronbach's  $\alpha=0.820$ ). The following four items concerning sensory appeal were enclosed in the factor "***Sensory attitude towards the product***". This factor (Eigenvalue = 3.80) explained 54.32% of the variance and formed a reliable scale (Cronbach's  $\alpha=0.804$ ). Appendix 2 shows the items and factor loadings of the Pattern mix.

Next, the respondents completed a 7-point Likert scale, where they were asked to rate how important the four items "price", "nutrition", "taste" and "brand name" were to them when purchasing chips (Andreas et al., 2007). These items measured the construct "***Product Class Involvement***". The construct could not be taken down to factors, and thus contained four items.

Thereafter, the respondents had to rate six items on a 7-point semantic differential scale developed by Madden et al., 1988 (Miller, F. M., 2015) concerning their attitude towards the advertisement. The item "artless/artful" was taken out because no good Dutch translation was found for it. The item "unpleasant/pleasant" was given two different translations that both fit the item well. These items all measured the same factor "***Attitude towards the advertisement***". The factor (Eigenvalue = 3.90) explained 65.15% of the variance and formed a reliable scale (Cronbach's  $\alpha=0.888$ ).

Additionally, the respondents indicated the extent to which they agreed or disagreed (on a 7-point Likert scale) with three items for the construct word-of-mouth (Price & Arnould, 1999; Morhart et al., 2015). These three items all measured the factor **“Word-of-mouth”** (Eigenvalue = 2.59). The factor explained 86.28% of the variance and formed a reliable scale (Cronbach’s  $\alpha=0.920$ ).

Then, they had to evaluate the credibility of the advertisement on a 7-point semantic differential scale. The first three items were developed by Cotte et al., (2005), and the two other items were self-constructed: “forced/unforced” and “factual/fictional”. These items measured the factor **“Manipulative Intent”** (Eigenvalue = 2.48). This factor explained 49.67% of the variance, and it also formed a reliable scale (Cronbach’s  $\alpha=0.722$ ).

Next, the respondents rated seven items concerning the authenticity of the product on a 7-point semantic differential scale. The first three items were developed by Kadirov (2015), supplemented with the four self-constructed items: “unique/common”, “natural/unnatural (cultivated)”, “small scale production/mass production” and “high quality/low quality”. They also had to evaluate the authenticity of the product by completing a 7-point Likert scale about how strongly they felt the subsequent nine items reflecting the product. The items were covering the authentic cues craftsmanship, historical rootedness, location and naturalness. For historical rootedness, the next items from Napoli et al. (2014) were used: *“The product has a strong link to the past, which is still perpetuated and celebrated to this day (B7)”* and *“The product reinforces and builds on long-held traditions (B2)”*. For the construct location, the item *“The product has a strong connection to an historical period in time, culture and/or specific region”* (B27; Napoli et al., 2014) was transformed to *“The product has a strong connection with a culture and/or specific region where it comes from”*. Also the item *“Only the finest ingredients/materials are used in the manufacture of this product”*(B31) was used for the construct naturalness (Napoli et al., 2014). This was supplemented by two self-constructed items: *“The product does not add chemicals”* and *“The product only uses natural ingredients”*. For the construct craftsmanship, three self-constructed items were chosen that respondents had to score. The items *“The product is made by hand in a labor-intensive process”*, *“The manufacturers have passion for the product and are dedicated”* and *“The product is made with craftsmanship”* were derived from Lin & Mao, 2015 (page 26). The items for the construct authenticity were largely self-constructed, because measurement scales for brand authenticity are mainly existing, not for product authenticity.

The construct authenticity was taken down into four factors: two factors for authenticity in general: **“Authenticity general 1”** and **“Authenticity general 2”** and two factors to cover the authenticity cues (craftsmanship, historical rootedness, location and naturalness): **“Authenticity Cues Naturalness”** and **“Authenticity Cues Rest”**. *“Authenticity in general 1”* contained the following items: “phony/real”, “imitation/genuine” and “inauthentic/authentic”. This factor (Eigenvalue = 1.07) explained 15.33% of the variance and formed a reliable scale (Cronbach’s  $\alpha=0.804$ ). *“Authenticity in general 2”* contained the items: “common/unique”, “unnatural/natural”, “mass production/small scale production” and “low quality/high quality”. This factor (Eigenvalue = 3.27) explained 46,67% of the variance and formed a reliable scale (Cronbach’s  $\alpha=0.704$ ). *“Authenticity Cues Naturalness”* (Eigenvalue = 1.32) covered the items about naturalness, explained 14.65% of the variance and formed a reliable scale (Cronbach’s  $\alpha=0.857$ ). Eventually, the factor *“Authenticity Cues Rest”* (Eigenvalue = 4.67) covered the items about craftsmanship, historical rootedness and location. This

factor explained 51.91% of the variance and formed a reliable scale (Cronbach's  $\alpha=0.865$ ). Appendix 2 shows the items and factor loading of the Pattern mix.

Finally, the respondents evaluated the advertiser's manipulative intentions on a 7-point Likert scale (Cotte et al., 2005; Campbell, 1995). The six items measured the same factor "**Scepticism**" (Eigenvalue = 2.48) and explained 49.67% of the variance. The factor formed a reliable scale (Cronbach's  $\alpha=0.649$ ).

## Results

### Purchase intention

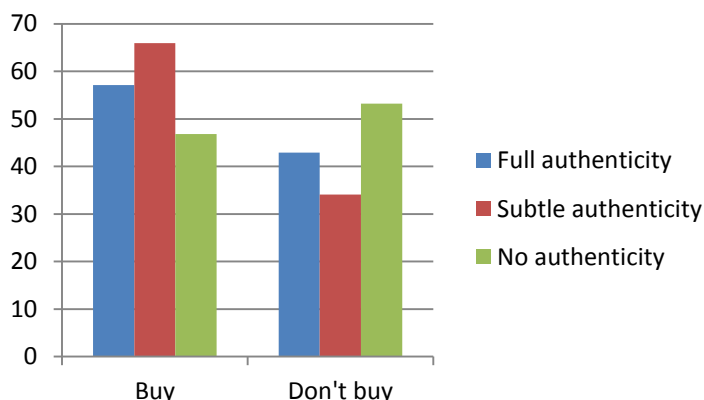
A Chi Square Test showed that there was no significant difference in purchase intention between the three conditions ( $X^2(2, N=137)=3.254, p=0.197$  with "Buying the product" and  $X^2(8, N=138)=10.476, p=0.233$  with "Probability of buying the product"). When looking at the percentages, 57.1% of the respondents in the full condition would buy it, 65.9% of the respondents in the subtle condition would buy it and 46.8% of the respondents in the control condition would buy it.

A Binary Logistic Regression analysis (with dependent variable "Buying the product" and covariates "General attitude towards the product" and "Sensory attitude towards the product") showed that the attitude towards the product was a significant predictor of the purchase intention ("General attitude towards the product":  $B=-1.810, w(1)=28.712, p<0.01$ ; Sensory attitude towards the product:  $B=-0.605, w(1)=5.146, p<0.05$ ).

With regard to the variable "Probability of buying the product", a Linear Regression Analysis showed that this variable was only significantly predicted by the general attitude towards the product ( $Beta=-0.672, t(137)=-8.573, p<0.01$ ), not by the expected sensory aspects of the product ( $p=0.891$ ). The Regression analysis showed a negative relationship: the higher the attitude towards the product, the lower the purchase intention.

**Figure 1: Purchase intention**

*Note: the purchase intention is displayed in percentages of respondents.*



### Willingness to Pay

A Oneway ANOVA (dependent variable "Willingness to pay" and factor "Conditions") showed a significant difference between the conditions in scores on WTP ( $F(2, 133)=3.802, p=0.025$ ). To specify which conditions differed significantly, the contrasts were examined. The **first contrast** compared the



full condition with the subtle condition, the **second contrast** compared the subtle condition with the control condition and the **third contrast** compared the full condition with the control condition. Respondents in the full condition scores significantly higher on WTP than respondents in the control condition (value of contrast=0.2999,  $t(133)=2.307$ ). Also the respondents in the subtle condition rated the WTP significantly higher than those in the control condition (value of the contrast=-0.3046,  $t(133)=-2.440$ ,  $p=0.016$ ). No significant difference was found between the full and subtle condition ( $p=0.971$ ). A Linear Regression analysis (dependent variable "WTP" and independent variable "Attitude towards the product") showed that the attitude towards the product did not significantly predict the WTP ( $p=0.288$ ).

### *Word-of-mouth*

Another Oneway ANOVA was conducted, with dependent variable "Word-of-mouth" and factor "Conditions". A significant difference was found between the groups ( $F(2, 135)=3.588$ ,  $p=0.03$ ). The contrasts showed that respondents in the subtle condition scored significantly higher on WOM than respondents in the control condition (value of contrast=0.6472,  $t(82.929)=2.730$ ,  $p=0.008$ ). Also, respondents in the full condition reported marginal significantly more WOM than those in the control condition (value of contrast=-0.4610,  $t(94.441)=-1.760$ ,  $p=0.082$ ). No significant difference was found between the full condition and the subtle condition ( $p=0.415$ ). To summarize, respondents in the subtle condition and the full condition scored higher on WOM than respondents in the control condition.

Another Linear Regression was conducted with dependent variable "Word-of-mouth" and independent variable "Attitude towards the product". This analysis showed that the attitude towards the product made a significant contribution to predicting the WOM ("general attitude towards the product":  $B=0.505$ ,  $t(137)=6.951$ ,  $p<0.01$  and "Sensory attitude towards the product":  $Beta=0.309$ ,  $t(137)=4.249$ ,  $p<0.01$ ).

### *Manipulative intent*

A Oneway ANOVA (dependent variable "Manipulative intent" and factor "Conditions") showed that the three conditions were not significantly different in the perception of manipulative intent ( $F(2, 137)=1.639$ ;  $P=0.198$ ). However, Contrast Tests showed that respondents in the control condition scored marginal significantly higher on manipulative intent than respondents in the subtle condition (value of contrast=-0.3541,  $t(135)=-1.808$ ,  $p=0.073$ ). This implies that the subtle condition was seen as slightly more credible than the control condition.

Linear Regression analyses were conducted with "Manipulative intent" as an independent variable and "Attitude towards the advertisement", "Attitude towards the product", "WTP", "WOM" and "Probability of buying the product" as dependent variables. As a result, manipulative intent was a significant predictor of the attitude towards the advertisement ( $Beta=0.389$ ,  $t(136)=4.926$ ,  $p<0.01$ ), the attitude towards the product ( $Beta=0.344$ ,  $t(136)=4.276$ ,  $p<0.01$ ), WOM ( $Beta=0.403$ ,  $t(136)=5.140$ ,  $p<0.01$ ) and the purchase intention ( $Beta = -0.341$ ,  $t(136)=-4.233$ ,  $p<0.01$ ). The WTP was marginal significantly predicted by the manipulative intent ( $Beta=0.148$ ,  $t(136)=1.736$ ,  $p=0.085$ ). A Binary Logistic Regression analysis also showed that the covariate "Buying the product" was significantly predicted by the manipulative intent ( $B=3.253$ ,  $w(1)=12.990$ ,  $p<0.01$ ).

As mentioned before, the subtle and control condition differed marginal significantly in perceived manipulative intent. To check whether this difference in perceived manipulative intent between these conditions was associated with the significant differences in WTP and WOM between these conditions, Linear Regression analysis were conducted (since the perceived manipulative intent was a significant predictor of WOM and a marginal significant predictor of WTP). Dummy variables were computed. **Dummy 1** compared the subtle authenticity condition with the control condition and **Dummy 2** compared the full authenticity condition with the control condition. First, a Linear Regression analysis was conducted with dependent variable WOM, and as independent variables the dummy variables (placed in the first block) and the manipulative intent (placed in the second block). The difference between the subtle condition and the control condition became (more) significant in model 2 (when manipulative intent was added to the model). This implies a mediating effect of manipulative intent on the WOM between the subtle and the control condition (Beta=0.258;  $t(137)=2.906$ ,  $p=0.004$ ). This effect did not apply for the dependent variable WTP (Beta=0.161;  $t(137)=1.637$ ,  $p=0.104$ ).

**Figure 2: linear regression analysis, coefficients table**

*Dependent variable: WOM*

Model		P-value	Beta
1)	Dummy 1	<u>0,062</u>	0,185
	Dummy 2	0,516	-0,064
2)	Dummy 1	<u>0,004</u>	0,258
	Dummy 2	0,528	-0,056
	Manipulative intent	0,000	0,446

To check if a person's scepticism influenced the perceived manipulative intent of an advertisement, a Linear Regression was conducted with independent variable "Scepticism" and dependent variable "Manipulative intent". No significant difference was found ( $p=0.242$ ), so a person's scepticism did not predict the perceived manipulative intent of an advertisement.

### **Attitude towards the advertisement**

A Oneway ANOVA was conducted, with dependent variable "Attitude towards the advertisement" and factor "Conditions". The analysis showed no significant difference between the three conditions in the attitude towards the advertisement ( $F(2, 135)=1.074$ ,  $p=0.344$ ).

To examine if the attitude towards the advertisement was predicted by the conditions, dummy variables were computed. **Dummy 3** compared the full authenticity condition with the subtle authenticity condition and **Dummy 4** compared the subtle authenticity condition with the control condition. A Linear Regression analysis (dependent variable "Attitude towards the advertisement" and independent variables "Dummy 3" and "Dummy 4") showed that the three conditions did not significantly predict the attitude towards the advertisement ( $F(2, 135)=1.074$ ,  $p=0.344$ ).

### **Attitude towards the product**

A Oneway ANOVA (dependent variables "General attitude towards the product" and "Sensory attitude towards the product" with the factor "Conditions") showed that the three conditions differed significantly in the general attitude towards the product ( $F(2, 135)=3.970$ ,  $p=0.021$ ). The conditions did not differ significantly in the expected sensory aspects of the product ( $F(2, 135)=0.080$ ,

p=0.923). Contrast Tests showed that respondents in the subtle condition scored significantly higher on general attitude towards the product than respondents in the control condition (value of contrast=0.6054,  $t(135)=2.526$ ,  $p=0.013$ ), and also respondents in the full condition scored significantly higher than respondents in the control condition (value of contrast=-0.5292,  $t(135)=-2.312$ ,  $p=0.022$ ). No significant difference was found between the full condition and the subtle condition ( $p=0.750$ ). In summary, respondents in the subtle and full condition both had significantly higher attitudes towards the product compared to the control condition.

To check whether the attitude towards the advertisement predicted the attitude towards the product, a Linear Regression analysis was conducted with the dependent variable “Attitude towards the product” and the independent variable “Attitude towards the advertisement”. This analysis showed that the attitude towards the advertisement made a significant contribution to predicting the attitude towards the product (Beta=0.628,  $t(137)=9.402$ ,  $p<0.001$ ).

### Figure 3: variables

Note: WTP is measured in euro's, the other factors are measured on a 7-point Likert-scale.

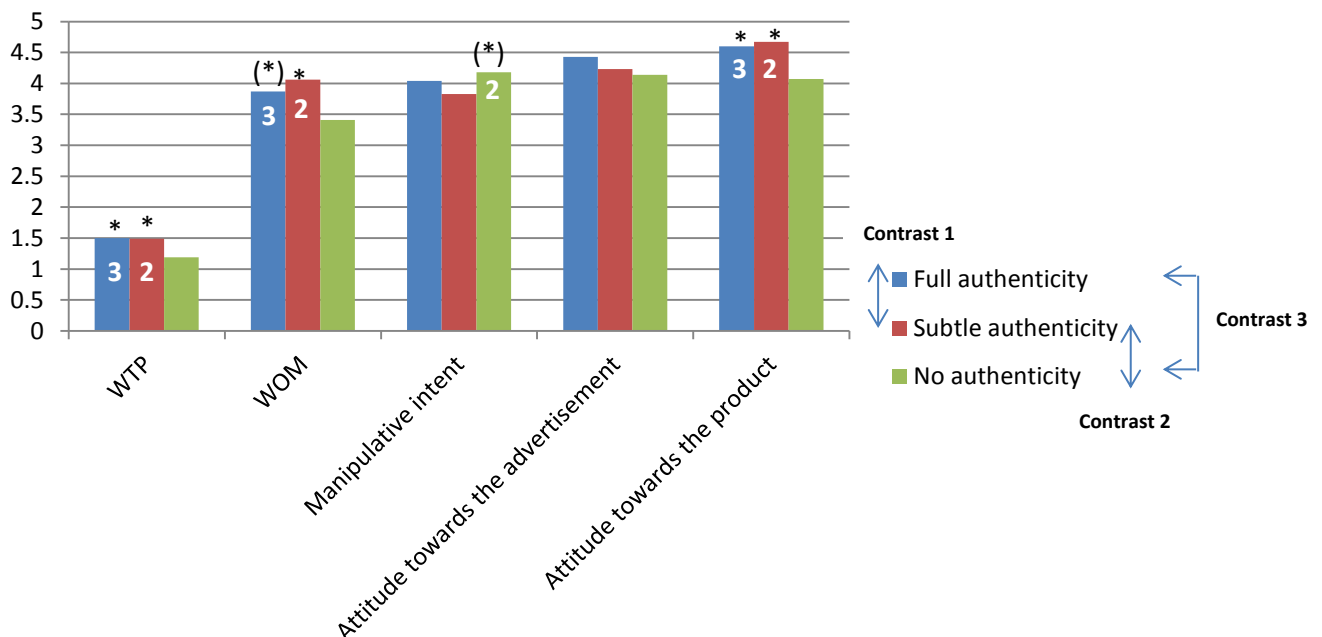
\*:significant difference

(\*): marginal significant difference

1: difference contrast 1

2: difference contrast 2

3: difference contrast 3



### Authenticity of the conditions

A Oneway ANOVA was conducted to see whether the three different conditions differed in scores on authenticity. The ANOVA contained four dependent variables: “Authenticity general 1”, “Authenticity general 2”, “Authenticity Cues Naturalness” and “Authenticity Cues Rest”, and the factor “Conditions”. The conditions differed significantly in all the factors (dependent variables) of the perceived authenticity (“Authenticity general 1”:  $F(2, 135)=3.136$ ,  $p=0.047$ ; “Authenticity general 2”:  $F(2, 135)=10.781$ ,  $p=0.000$ ; “Authenticity Cues Naturalness”:  $F(2, 135)=6.438$ ,  $p=0.002$ ; “Authenticity

Cues Rest”:  $F(2, 135)=12.927, p=0.000$ ). To specify these differences between the conditions, the contrasts were examined. Respondents in the full condition scored significantly higher on the first general authenticity variable (factor “Authenticity general 1”) than the control condition (value of contrast=0.3013,  $t(135)=-2.499, p=0.014$ ). No significant differences were found between the full condition and the subtle condition ( $p=0.297$ ) and between the subtle condition and the control condition ( $p=0.181$ ) with this factor. Also with the other general authenticity factor (“Authenticity general 2”), respondents in the full condition scored significantly higher than respondents in the control condition (value of contrast=-0.9390,  $t(135)=-4.601, p=0.000$ ). This time, respondents in the subtle condition also had significantly higher scores than respondents in the control condition (value of contrast=0.5917,  $t(135)=2.769, p=0.006$ ). Again, no significant difference was found between the full condition and the subtle condition ( $p=0.105$ ).

To summarize, with regard to authenticity in general, the full condition and the subtle condition were seen as equally authentic (there were no significant differences between the full condition and subtle condition). A slightly higher difference was found in the perceived general authenticity between the full and the control condition than between the subtle and the control condition.

The same ANOVA revealed that the full condition scored significantly higher on the perceived naturalness of the product than the subtle condition (value of contrast=0.8497,  $t(135)=3.171, p=0.002$ ) and the control condition (value of contrast=-0.7669,  $t(135)=-2.983, p=0.003$ ). No significant difference was found between the subtle condition and the control condition ( $p=0.759$ ). So, the full condition was seen as most natural. Furthermore, the full condition had significantly higher scores than the control condition on the perception of the cues craftsmanship, historical rootedness and location (factor “Authenticity Cues Rest”; value of contrast=-1.0523,  $t(82.237)=-4.710, p=0.000$ ). This also applies for the subtle condition (value of contrast=0.9786,  $t(71.666)=4.468, p=0.000$ ). No significant difference was found between the full condition and the subtle condition ( $p=0.778$ ). Thus, with regard to the cues craftsmanship, historical rootedness and location, the full condition and the subtle condition were seen as equally authentic, and more authentic than the control condition.

Altogether, the full authenticity condition was seen as more authentic than the subtle authenticity condition and the control condition. Figure 4 shows the differences in perceived authenticity between the three conditions.

### **Moderators**

In order to check whether factors (moderators) affected the relationship between conditions and the attitude towards the advertisement, a Linear Regression analysis was conducted with “Attitude towards the advertisement” as a dependent variable. As independent variables, Dummy 3 and Dummy 4 were placed in the first block, scepticism in the second block and the items of product class involvement in the third block. As mentioned before, dummy 3 compared the full authenticity condition with the subtle authenticity condition and Dummy 4 compared the subtle authenticity condition with the control condition. The analysis showed that Dummy 3 was not significantly different in the attitude towards the advertisement ( $p=0.185$ ). The same applies for Dummy 4 ( $p=0.340$ ). So there were no differences in attitude towards the advertisement between the three conditions (as mentioned before). When the independent variable “Scepticism” was added to the model, the differences remained non-significant (Dummy 3:  $p=0.185$  and Dummy 4:  $p=0.350$ ). Therefore no

mediation was going on with a person's scepticism. When the items of the independent variable "Product class involvement" were added as independent variables to the two Dummy variables and scepticism, Dummy 3 became significant different in the attitude towards the advertisement (Beta=0.189,  $t(136)=1.974$ ,  $p=0.05$ ). So the attitude towards the advertisement became significantly different between the full condition and the subtle condition. This implies a mediation effect of product involvement on attitude towards the product.

**Figure 5: Linear Regression analysis coefficients table**  
*Dependent variable: attitude towards the advertisement*

Model		P-value	Beta
1)	Dummy 3	0,185	0,128
	Dummy 4	0,340	0,092
2)	Dummy 3	0,185	0,129
	Dummy 4	0,350	0,091
	Scepticism	0,857	-0,016
3)	Dummy 3	<u>0,050</u>	0,189
	Dummy 4	0,225	0,116
	Scepticism	0,593	-0,045
	Involvement price	0,001	0,290
	Involvement nutrition	0,155	0,122
	Involvement taste	0,135	-0,126
	Involvement brand name	0,345	-0,079

To discover the direction of this mediation effect, the items of product involvement were split into two groups: one that scored under the mean of the item and one that scored above the mean of the item (Price  $M=5.30$ ; Nutrition  $M=3.55$ ; Taste  $M=6.38$ ; Brand name  $M=3.25$ ). When the groups above the mean were only taken into account in the Regression Analysis instead of all the data of product class involvement (groups above the mean plus groups under the mean), the difference between the full authenticity condition and the subtle authenticity condition on attitude towards the advertisement became nonsignificant (Dummy 3: from  $p=0.050$  to  $p=0.318$ ). On the other hand, when the groups under the mean were only taken into account, the effect of Dummy variable 3 got even bigger than when all the data of product class involvement was taken into account (Beta=0.746,  $t(11)=2.676$ ,  $p=0.044$ ). So the lower the product involvement, the bigger the difference in attitude towards the advertisement between the full condition and the subtle condition.

The same procedure was executed for the variable "Scepticism", to check if the attitude towards the advertisement was due to the amount of scepticism of respondents. The respondents were divided into two groups: one group with scores under the mean of scepticism ( $M<4.9374$ ) and one group with scores above the mean ( $M>4.9374$ ). A Linear Regression analysis was conducted (containing the same blocks as the original Linear Regression analysis to check for moderators, only the variable "Scepticism" differed). Again, scepticism under the mean as well as scepticism above the mean had no significant effect on the Dummy variables. But, when the involvement items were added as independent variables to the Dummy variables and "Scepticism under the mean", Dummy 3 became marginal significant;  $p=0.087$  (instead of significant when all the data of scepticism was taken into account;  $p=0.05$ ), and even non-significant with the variable "Scepticism above the mean" ( $p=0.328$ ). In conclusion, when scepticism is average, it does not affect the attitude towards the advertisement between the full and the subtle condition. But when it is just high or just low, it does.

**Figure 4: perceived authenticity**

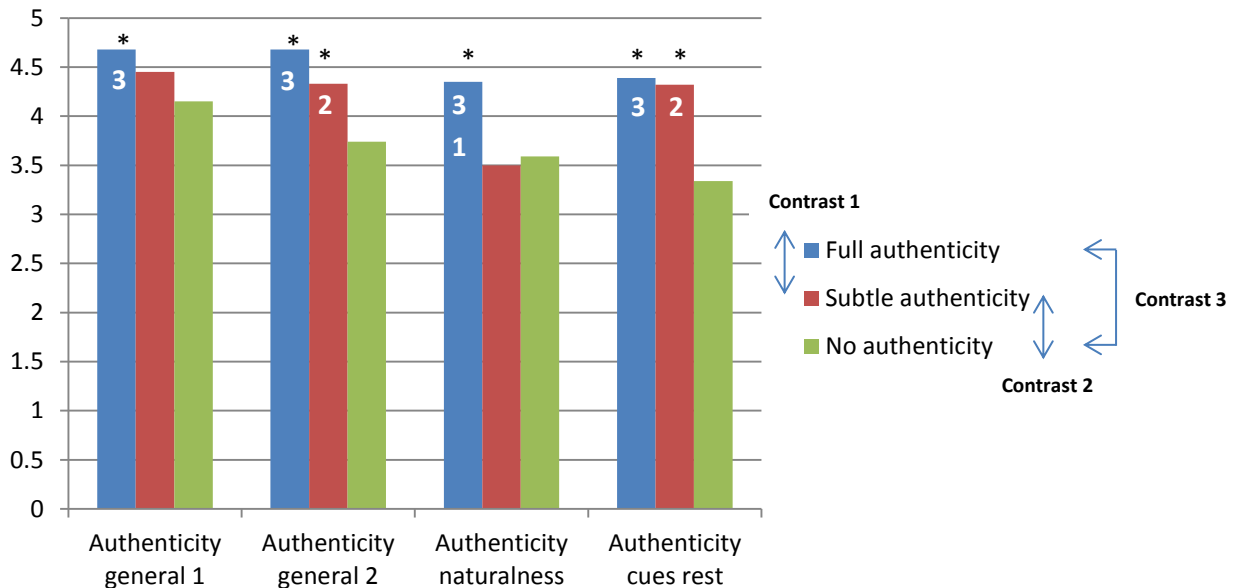
Note: the factors are measured on a 7-point Likert-scale

\*:significant difference

1: difference contrast 1

2: difference contrast 2

3: difference contrast 3



## Hypotheses testing

The first hypothesis was: “Subtle authenticity cues are seen as more believable than full authenticity cues”. This hypothesis is rejected. There was no significant difference between the full authenticity condition and the subtle authenticity condition in manipulative intent. There was a marginal significant difference between the subtle condition and the control condition. So the subtle condition is seen as slightly more credible than the control condition.

The second hypothesis stated: “The effect of full authenticity on positive evaluations of the advertisement will be stronger when scepticism is lower”. This hypothesis is rejected. There is no mediating effect of scepticism on the three conditions. On an individual level, the level of scepticism (being high or low in scepticism) had an effect on the attitude towards the advertisement. But in general, the effect of scepticism was evened out.

Hypothesis 3a stated: “Using full authenticity in the advertisement will lead to a higher attitude towards the advertisement compared to the subtle condition and the control condition” and hypothesis 3b stated: “Using subtle authenticity in the advertisement will lead to a higher attitude towards the advertisement compared to the control condition”. Both hypotheses are rejected. There was no significant difference between the three conditions and the attitude towards the advertisement.

The fourth hypothesis concerned the rest of the conceptual model. Hypothesis 4 stated that a higher attitude towards the advertisement would lead to a higher attitude towards the product, and that a

higher attitude towards the product would lead to a higher purchase intention, a higher word-of-mouth (WOM) and a higher willingness to pay (WTP). Hypothesis 4a is supported: a higher attitude towards the advertisement led to a significant higher attitude towards the product. However, the attitudes towards the advertisements did not differ between the conditions, and the attitudes towards the product did. Using full or subtle authenticity in the advertisement led to a higher attitude towards the product than using no authenticity in the advertisement. There was no significant difference in attitude towards the product between the full and subtle condition. Hypothesis 4b *“A higher attitude towards the product will lead to a higher purchase intention”* is rejected, because a higher attitude towards the product led to a significant lower purchase intention. Hypothesis 4c is supported: a higher attitude towards the product led to a significant higher WOM. Furthermore, hypothesis 4d is rejected. The attitude towards the product did not significantly predict the willingness to pay.

In summary, the attitude towards the advertisement was a significant predictor of the attitude towards the product, and the attitude towards the product was a significant predictor of the WOM and the purchase intention, not the WTP. However, the full condition and the subtle condition had a significantly higher attitude towards the product than the control condition. In addition, the full condition and the subtle condition also had a significant higher WTP than the control condition. So even when the relationship between the attitude towards the product and the WTP did not exist according to the Regression Analysis, it seemed to apply anyway when looking at the ANOVA's.

The last hypothesis, hypothesis 5, states that the effect of full authenticity on positive evaluations of the advertisement would be stronger when people have low involvement with the product. This hypothesis is supported. The lower the product involvement, the bigger the difference in attitude between the full authenticity condition and the subtle authenticity condition in favour of the full condition.

## Discussion

Overall, this research shed light on the effectivity of authenticity as a marketing strategy. The current research provides novel insights regarding to the use of authenticity for products with an unknown brand. So in this research, the brand could not influence the perceived authenticity.

Furthermore, this research contributes to the understanding of the perceived manipulative intent or credibility of an advertisement that uses authenticity, or different amounts of authenticity. Findings suggest that these elements do not differ between advertisements that use little or much authenticity. This finding is only valid for printed advertisements with no other visuals than the product itself, that use a concise text. It seems that using only a bit of authenticity in an advertisement has positive effects on the credibility of the advertisement. However, this conclusion is conditional. Future research should investigate this possible effect, and examine when the credibility increases or decreases for advertisements using more or less authenticity claims in comparison to advertisements that do not use these claims.

Third, this research identified differences between advertisements that use different amounts of authenticity in other marketing constructs like word-of-mouth and willingness to pay. It appears that using more authenticity (cues) in an advertisement also actually increases the perceived authenticity.

Nevertheless, the perceived authenticity seems to have no effect on attitudes towards advertisements. In contrast, the attitudes towards an advertisement (partly due to the involvement of a person) seems to have a positive effect on attitudes towards that advertised product. Results showed that using different amounts of authenticity in an advertisement did result in different attitudes towards the product. This suggests that the attitude towards the product was also explained by other factors than the attitude towards the advertisement. The results also showed that the attitude towards the product predicted the word-of-mouth, but did not predict the willingness to pay. An explanation could be that willingness to pay is also largely dependent on a participant's income and personality factors. For example, the preference for buying A-products (because of the expectation of better quality) or the preference for B- or C-products can matter. In addition, the attitude towards the product affected the purchase intention of that product negatively. This cannot be explained by theories or influencing factors. With regard to the strategy for advertisements, results suggest that using authenticity or no authenticity does not influence the purchase intention and attitude towards the advertisement. The use of authenticity does increase the attitude towards the product, word-of-mouth and willingness to pay. The amount of authenticity does not alter this.

Fourth, this research provides novel insights in whether highly sceptical consumers would evaluate advertisements with different amounts of authenticity differently than consumers that are low(er) in scepticism. Results of this research suggest that the scepticism of people does not change the attitudes towards an advertisement in favour of an advertisement that uses a lot, a little or even no authenticity. This may be explained by the fact that these different kinds of advertising texts were perceived as approximately equal in credibility (or manipulative intent). So highly sceptical consumers do not evaluate advertisements with a different amount of authenticity cues differently. In other words, the amount of authenticity cues does not matter for highly sceptical consumers. Future research should investigate whether the different types of cues ("craftsmanship", "historical rootedness", "location", "naturalness" and "storytelling and myth") matter for highly sceptical consumers. For example, future research could examine if it matters which cues a marketer should pick for an advertisement, if the marketer wants to use little authenticity cues. And, if the use of these little (more/most believable) cues would alter the evaluation of advertisements with little authenticity in comparison to advertisements that rely more on authenticity.

Fifth, this research contributes to the understanding of the effect of product involvement on the evaluations of advertisements that use different amounts of authenticity. Results suggest that people low in involvement with the product, have higher attitudes towards advertisements that use a lot of authenticity (cues) than people who are higher in involvement. In this research, the attitudes towards the authentic advertisements and the non-authentic advertisement did not differ. This implies that the involvement of the respondents was in general kind of medium. However, in the present research the respondents were forced to deliberately read the advertisement text and subsequently answer a lot of questions about the advertisement and the chips. In this way, there is a possibility that they were steered into getting more involved in this matter. They had to think about their opinions consciously, while in real life they might not even read the texts of advertisements, or might not think about chips that much. The method of the survey may have increased the involvement, and thereby the evaluations of the advertisement that used a lot of authenticity.



The results of this research could help marketers in determining whether it is effective or not to use an authentic strategy. When the product falls in the description of products that are suitable for authentication, marketers could use the amount of authenticity they want in the application of a concise advertising text. This can increase the attitude towards the product, the word-of-mouth and willingness to pay for the product.

## Limitations

The current research has some limitations. First, the manipulations of the texts were placed under an image of a bag of chips. Respondents could have allowed more for the image than the text in answering the questions. There are people who tend to respond peripherally to advertisements, especially when their involvement is low. When people process peripherally, they tend to look mainly at stylized cues instead of texts. So respondents may have based parts of their answers on their evaluations of the bag (like the colours of the bag). Future research could replicate this study using only the advertisement texts to investigate whether this give different results.

Also, there was not much space to create a story with a lot of authenticity in it, partly to eliminate the effect of the length of the text on evaluations of respondents. So the text of the advertisement with a lot of authenticity cues in it could not be much longer than the text of the advertisements with less authenticity or no authenticity. In addition, there were no visual elements used in the advertisements except for the product itself. More visual material can also influence the evaluations of the respondents, and therefore also the perceived authenticity. So more space, more visual elements or another type of advertisement (like a video advertisement) could provide different results. For example, consumers might perceive these kinds of advertisements as even more authentic, which could result in different evaluations of the advertisement and different evaluations of other factors. In summary, the results of the current research are advertisement-type specific. Future research could investigate potential differences between types or styles of advertisements, and if that would change the credibility or manipulative intent between advertisements that use a lot of authenticity and advertisements that use less authenticity. But also, if that would change the attitudes and indicated behaviours of respondents.

## Conclusions

Using an authentic strategy is more effective than a strategy that is using a sensory appeal, in particular with regard to higher attitudes towards the product, a higher willingness to pay and a higher word-of-mouth. However, using a text with little authenticity or with a lot of authenticity does not matter in the context of a printed advertisement, when the visuals are about the same. Both of these kinds advertising texts are seen as equally credible, and equal in perceived manipulative intent. That is also why, in this research, the perceived manipulative intent could not have influenced differences in the attitudes and indicated behaviours between the conditions. In conclusion, using a lot of authenticity may be a good choice for marketers. The advertisement will be seen as more authentic, because more authentic cues are covered. Besides, the advertisement will not be seen as more manipulative than an advertisement that uses less authenticity.

So for a printed advertisement with not too much visuals and space for text, a lot of authentic cues is the way to go for the marketing of a product with an unknown brand!

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## Appendix 1

Allereerst, bedankt voor uw medewerking aan dit onderzoek! Als u Nederlandstalig bent kunt u participeren aan dit onderzoek.

Voor mijn bachelor scriptie heb ik een enquête opgesteld. U krijgt op het begin van de vragenlijst een advertentie van chips te zien, waar vervolgens alle vragen over gaan. Het is dus belangrijk dat u deze advertentie goed bekijkt.

Deze vragenlijst is geheel anoniem, en de resultaten zullen ook nooit op u teruggekoppeld kunnen worden. Er zijn geen goede of slechte antwoorden, ik ben enkel geïnteresseerd in meningen. Het is belangrijk dat de vragen waarheidsgetrouw worden ingevuld. Het invullen van de vragenlijst duurt ongeveer 5 minuten. Met uw medewerking aan deze vragenlijst levert u een belangrijke bijdrage aan dit onderzoek.

Nogmaals bedankt en succes!

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1. Zou u deze chips kopen?

- Ja
- Nee

2. Hoe waarschijnlijk is het dat u deze chips zou kopen?

- Ik zou het product zeker kopen
- Ik zou het product waarschijnlijk kopen
- Ik zou het product misschien kopen
- Ik zou het product waarschijnlijk niet kopen
- Ik zou het product zeker niet kopen

3. Hoeveel zou u bereid zijn te betalen voor dit product (in euro's)?

4. Wat vindt u van de getoonde chips?

Onaantrekkelijk								Aantrekkelijk
Niet verleidelijk								Verleidelijk
Negatief								Positief

5. In hoeverre bent u het eens of oneens met de volgende stellingen?

Ik denk dat het product:

	Helemaal mee oneens	Grotendeels mee oneens	Enigszins mee oneens	Neutraal	Enigszins mee eens	Grotendeels mee eens	Helemaal mee eens
Lekker ruikt							
Er goed (aantrekkelijk) uitziet							
Een prettige textuur heeft							
Goed smaakt							

6. Geef aan hoe belangrijk de volgende aspecten zijn in het kopen van chips:

	Totaal niet belangrijk	Niet zo belangrijk	Een beetje belangrijk	Neutraal	Redelijk belangrijk	Vrij belangrijk	Zeer belangrijk
Prijs							
Voedingswaarde (bv. Zout, vet)							
Smaak							
Merk							

7. Wat vindt u van de getoonde advertentie? Klik op het best passende antwoord

Onaangenaam								Aangenaam
Onaantrekkelijk								Aantrekkelijk
Helemaal niet leuk								Erg leuk
Saai								Interessant
Van slechte smaak								Van goede smaak
Helemaal niet goed								Erg goed

8. In hoeverre bent u het eens of oneens met de volgende stellingen:

	Helemaal mee oneens							Helemaal mee eens
Ik zou dit product aanbevelen aan iemand die om mijn advies vraagt								
Ik zou positieve dingen zeggen over dit product aan anderen								
Ik zou dit product aanbevelen aan anderen								

9. Wat vindt u van de getoonde advertentie? Klik op het best passende antwoord

Ongeloofwaardig								Geloofwaardig
Onrealistisch								Realistisch
Betrouwbaar								Onbetrouwbaar (bedrieglijk)
Geforceerd								Ongeforceerd
Fictief (verzonnen)								Feitelijk

10. Wat vindt u van de getoonde chips? Klik op het best passende antwoord

De chips lijkt:

Onoprecht								Oprecht
Een nabootsing								Onvervalst (het origineel)
Niet authentiek								Authentiek
Normaal								Uniek
Onnatuurlijk (bewerkt)								Natuurlijk
Massa geproduceerd								Kleinschalig geproduceerd
Van lage kwaliteit								Van hoge kwaliteit

11. In hoeverre bent u het eens of oneens met de volgende stellingen.

Het lijkt alsof:

	<i>Grotendeels mee oneens</i>							<i>Grotendeels mee eens</i>
Het product gemaakt is met vakmanschap (kundigheid)								
Het product gemaakt is met de hand in een arbeidsintensief proces								
De producenten van het product toewijding en passie voor het product hebben								
Het product geen toegevoegde kunstmatige (geur-, kleur- of smaak-) stoffen bevatten								
De chips alleen natuurlijke ingrediënten bevat								
Alleen de beste ingrediënten zijn gebruikt in de vervaardiging van het product								
Het product een sterke connectie heeft met de plaats en/of cultuur waar het vandaan komt								
Het product een sterke link met het verleden heeft, die in stand wordt gehouden tot vandaag de dag								
Het product voortbouwt op tradities die begonnen bij de oprichter.								

12. In hoeverre bent u het eens of oneens met de volgende stellingen:

	Helemaal mee oneens						Helemaal mee eens
De meeste advertenties geven nuttige informatie							
De meeste advertenties zijn vervelend							
De meeste advertenties maken valse beweringen							
Ik vind de meeste advertenties leuk om naar te kijken							
Advertenties zouden strenger gereguleerd moeten worden							
De meeste advertenties zijn bedoeld om consumenten te misleiden in plaats van te informeren							

13. Geef uw geslacht aan. Ik ben een:

- Man
- Vrouw

14. Wat is uw leeftijd in jaren?

15. Eventuele aanmerkingen:



## Conditions

“Stelt u zich voor dat u boodschappen gaat doen bij uw lokale supermarkt. U heeft onder andere op uw boodschappenlijstje chips staan. In de supermarkt komt u het volgende product tegen. Lees de bijbehorende reclametekst door”.



PROPER'S CHIPS, OPGERICHT DOOR BILL PROPER OP ZIJN AARDAPPELBOERDERIJ IN NELSON, NIEUW-ZEELAND, WORDEN AL SINDS 1967 ZORGVULDIG MET DE HAND BEREID. AL DIE TIJD HEBBEN WE DAT OP PROPER'S MANIER GEDAAN OM DEZELFDE KWALITEIT TE WAARBORGEN. DAT BETEKENT HEERLIJK DIKGESNEDEN CHIPS VAN DE BESTE AARDAPPELEN, OP SMAAK GEBRACHT MET LOKAAL ZEEZOUT. NIETS MEER EN NIETS MINDER, ALLEEN NATUURLIJKE INGREDIËNTEN. CHIPS SMAAKTE NOG NOOIT ZO ECHT!

**Full condition**



PROPER'S CHIPS, OPGERICHT DOOR BILL PROPER OP ZIJN AARDAPPELBOERDERIJ, WORDEN AL SINDS 1967 ZORGVULDIG MET DE HAND BEREID. AL DIE TIJD HEBBEN WE DAT OP PROPER'S MANIER GEDAAN OM DEZELFDE KWALITEIT TE WAARBORGEN!

**Subtle condition**



BELEEF EEN WARE SMAAKSENSATIE MET PROPER!  
DEZE HARTIGE CHIPS IS BESTROOID MET LICHT GEMALEN EN GEDROOGD ZEEZOUT, DAT DE INTENSE SMAAK VAN DE AARDAPPELEN VERSTERKT.  
HET ZIJN EXTRA DIKKE CHIPJES MET EEN EXTRA KROKANTE BITE!

**Control condition**

## Appendix 2

### Factor analysis

Attitude towards the product:

	Factor 1	Factor 2
1. Negative/positive	<b>-0,679</b>	0,070
2. Unappealing/appealing	<b>-0,867</b>	-0,082
3. Undesirable/desirable	<b>-0,725</b>	0,121
4. The product smells nice	-0,045	<b>0,450</b>
5. The product looks nice	-0,295	<b>0,595</b>
6. The product has a pleasant texture	0,130	<b>0,880</b>
7. The product tastes good	-0,093	<b>0,733</b>

Authenticity general:

	Factor 1`	Factor 2
1 Phony/real	<b>-0,739</b>	-0,019
2) Imitation/genuine	<b>-0,694</b>	-0,012
3 Inauthentic/authentic	<b>-0,819</b>	0,096
4 Common/unique	-0,103	<b>0,506</b>
5 Unnatural (cultivated)/natural	0,097	<b>0,763</b>
6 Mass production/small scale production	0,001	<b>0,620</b>
7 Low quality/high quality	-0,076	<b>0,539</b>

Authenticity cues:

	Factor 1	Factor 2
1. Only the finest ingredients/materials are used in the manufacture of this brand	<b>0,585</b>	0,240
2. The product does not add chemicals	<b>0,937</b>	-0,058
3. The product only uses natural ingredients	<b>0,797</b>	0,001
4. The product is made by hand in a labor-intensive process	0,175	<b>0,496</b>

5. The manufacturers have passion for the product and are dedicated	0,214	<b>0,569</b>
6. The product is made with craftsmanship	0,270	<b>0,443</b>
7. The brand has a strong link to the past, which is still perpetuated and celebrated to this day	-0,149	<b>0,931</b>
8. The brand reinforces and builds on long-held traditions	-0,109	<b>0,861</b>
9. The product has a strong connection a culture and/or specific region where it comes from	0,065	<b>0,749</b>

### One Way ANOVA

Contrast	Full condition	Subtle condition	Control condition
1	1	-1	0
2	0	1	-1
3	-1	0	1

Contrasts test:

Factor	P-value	Value of contrast
Authenticity naturalness	1) <b>0,002</b>	1) 0,8497
	2) 0,759	2) -0,0827
	3) <b>0,003</b>	3) -0,7669
Authenticity general 1	1) 0,297	1) 0,2331
	2) 0,181	2) 0,3013
	3) <b>0,014</b>	3) -0,5344
Authenticity general 2	1) 0,105	1) 0,3473
	2) <b>0,006</b>	2) 0,5917
	3) <b>0,000</b>	3) -0,9390
Authenticity historical rootedness, location and craftsmanship	1) 0,778	1) 0,0737
	2) <b>0,000</b>	2) 0,9786
	3) <b>0,000</b>	3) -1,0523
Attitude towards the advertisement	1) 0,342	1) 0,2009
	2) 0,676	2) 0,0888
	3) 0,154	3) -0,2897
Attitude towards the product	1) 0,750	1) -0,0762
	2) <b>0,013</b>	2) 0,6054
	3) <b>0,022</b>	3) -0,5292
WOM	1) 0,415	1) -0,1826
	2) <b>0,008</b>	2) 0,6472
	3) <b>0,082</b>	3) -0,4610
WTP	1) 0,976	1) 0,0047
	2) <b>0,043</b>	2) 0,2999
	3) <b>0,002</b>	3) -0,3046
Manipulative intent	1) 0,289	1) 0,2075
	2) <b>0,073</b>	2) -0,3541
	3) 0,434	3) 0,1466

## Regression analysis

Coefficients table:

Independent variable	Dependent variable	P-value	Beta
Attitude towards the advertisement	Attitude towards the product	0,000	0,628
Attitude towards the product	Purchase intention	0,000	-0,693
	Purchase intention probability	0,000	-0,678
	WOM	0,000	0,688
	WTP	0,288	0,092

## Regression analysis moderators

Regression analysis focus on manipulative intent, coefficients table:

*Dependent variable: WOM*

Model	P-value	Beta
1) Dummy 1	0,062	0,185
Dummy 2	0,516	-0,064
2) Dummy 1	<b>0,004</b>	0,258
Dummy 2	0,528	-0,056
Manipulative intent	0,000	0,446

Regression analysis focus on manipulative intent, coefficients table:

*Dependent variable: WTP*

Model	P-value	Beta
1) Dummy 1	0,196	0,128
Dummy 2	0,159	-0,139
2) Dummy 1	<b>0,104</b>	0,161
Dummy 2	0,157	-0,138
Manipulative intent	0,028	0,187

Regression analysis focus on scepticism, coefficients table:

*Dependent variable: attitude towards the advertisement*

Model	P-value	Beta
1) Dummy3	0,185	0,128
Dummy4	0,340	0,092
2) Dummy 3	0,185	0,129
Dummy 4	0,350	0,091
Scepticism	0,857	-0,016
3) Dummy 3	<b>0,050</b>	0,189
Dummy 4	0,225	0,116
Scepticism	0,593	-0,045
Involvement price	0,001	0,290
Involvement: nutrition	0,155	0,122
Involvement: taste	0,135	-0,126
Involvement: brand name	0,345	-0,079

Scepticism under mean coefficients table:

*Dependent variable: attitude towards the advertisement*

Model	P-value	Beta
1) Dummy 3 Dummy 4	0,143 0,695	0,200 0,053
2) Dummy 3 Dummy 4 <b>Scepticism under mean</b>	<b>0,178</b> 0,603 0,011	0,177 0,068 0,306
3) Dummy 3 Dummy 4 Scepticism under mean Involvement price Involvement: nutrition Involvement: taste Involvement: brand name	<b>0,087</b> 0,603 0,017 0,013 0,826 0,551 0,840	0,229 0,069 0,296 0,305 -0,027 -0,072 -0,025

Scepticism above mean coefficients table:

*Dependent variable: attitude towards the advertisement*

Model	P-value	Beta
1) Dummy 3 Dummy 4	0,707 0,349	0,053 0,132
2) Dummy 3 Dummy 4 <b>Scepticism above mean</b>	<b>0,596</b> 0,622 0,091	0,074 0,071 -0,219
3) Dummy 3 Dummy 4 Scepticism above mean Involvement price Involvement: nutrition Involvement: taste Involvement: brand name	<b>0,328</b> 0,446 0,083 0,007 0,120 0,313 0,805	0,135 0,110 -0,218 0,325 0,193 -0,121 -0,029

Regression analysis focus on involvement:

*Dependent variable: attitude towards the advertisement*

Model	P-value	Beta
1) Dummy 3 Dummy 4	0,185 0,340	0,128 0,092
2) Dummy 3 Dummy 4 Involvement price Involvement: nutrition Involvement: taste Involvement: brand name	<b>0,052</b> 0,209 0,001 0,156 0,148 0,365	0,187 0,119 0,288 0,122 -0,121 -0,076
3) Dummy 3 Dummy 4 Involvement price Involvement: nutrition Involvement: taste Involvement: brand name Scepticism	<b>0,050</b> 0,225 0,001 0,155 0,135 0,345 0,593	0,189 0,116 0,290 0,122 -0,126 -0,079 -0,045

Involvement under mean coefficients table:

*Dependent variable: attitude towards the advertisement*

Model	P-value	Beta
1) Dummy 3	0,263	0,435
Dummy 4	0,916	-0,040
2) Dummy 3	<b>0,044</b>	0,746
Dummy 4	0,674	0,128
Involvement price under mean	0,079	0,565
Involvement: nutrition under mean	0,159	0,363
Involvement: taste under mean	0,738	-0,083
Involvement: brand name under mean	0,189	0,356
3) Dummy 3	<b>0,040</b>	0,786
Dummy 4	0,372	0,297
Involvement price under mean	0,054	0,724
Involvement: nutrition under mean	0,232	0,296
Involvement: taste under mean	0,698	-0,091
Involvement: brand name under mean	0,111	0,493
Scepticism	0,256	-0,354

Involvement above mean coefficients table:

*Dependent variable: attitude towards the advertisement*

Model	P-value	Beta
1) Dummy 3	0,074	0,949
Dummy 4	0,436	0,356
2) Dummy 3	<b>0,318</b>	1,091
Dummy 4	0,668	0,410
Involvement price above mean	0,854	0,149
Involvement: nutrition above mean	0,845	0,138
Involvement: taste above mean	-	
Involvement: brand name above mean	0,752	-0,297
3) Dummy 3	0,486	1,124
Dummy 4	0,674	0,721
Involvement price above mean	0,789	0,357
Involvement: nutrition above mean	0,968	0,041
Involvement: taste above mean	0,888	-0,193
Involvement: brand name above mean	-	-
Scepticism	0,737	0,438