

CHAPTER IV

DATA ANALYSIS

4.1 Manipulation Checks

Offensive feeling towards products were assessed by the scale used by previous studies regarding offensive or controversial products. Respondents were instructed to rate their offensive feelings towards online advertising of these products on the Likert-scale of 1 = “Not at all” to 5 = “Extremely Offensive”. The scales used passed reliability test at Cronbach’s alpha .749.

Based on the t-test results reported in Table 1, the levels of offensiveness of the offensive products used in the experiment (anti-acne product and mouthwash) are significantly higher than those of the non-offensive products used (facial tissues and laptop computer) ($M = 2.11$ versus 1.38 , respectively; $p < .05$).

Table 4.1 Manipulation Check Results

Product Types	N	Involvement Level		Std. Error Mean	t-test Results		
		Mean	Std. Deviation		t	p-value	df
Offensive	92	2.11	0.644	.109	-6.280	.021	182
Non-offensive	92	1.38	0.907	.113			

4.2 Findings

Multivariate analysis of variance (MANOVA) followed by mean comparisons were used to test the hypotheses of this study. Based on IPM, Hypothesis 1 predicts interactions between ad design and product category on consumer cognitive responses towards the ads. H1(a) states that in comparison to static ads, animated ads produce more favourable attention for non-offensive products than offensive products. The results in Tables 2 and 3 indicate a cross-over interaction effect between ad design and product category ($F(1, 179) = 13.900$, $p < .001$). Mean comparisons reported in Table 2 and graphically shown in

Figure 3 reveal that, for consumer attention, animated ads yield significantly more favourable responses than static ads for non-offensive products ($M = 3.01$ versus 2.14 , $p < .01$). Conversely, when the product is offensive, animated ads produce less favourable effects than static ads ($M = 1.97$ versus 2.79 , $p < .01$). Therefore, H1(a) is supported.

Hypothesis 1(b) states that, in comparison to static ads, animated ads lead to higher comprehension of non-offensive products than offensive products. The results in Table 3 indicate no significant interaction effect between ad design and product category. Therefore, H1(b) is not supported.

Table 4.2 Descriptive Statistics (Means and SDs) for Cognitive Measures by Ad design and Product Category

Variables	Static		Animated	
	Non-Offensive Products (n=46)	Offensive Products (n=46)	Non-Offensive Products (n=46)	Offensive Products (n=46)
Attention	2.14 (1.35)	2.78 (1.66)	3.01 (1.64)	1.97 (1.13)
Comprehension	.97 (.72)	1.00 (.67)	.94 (.74)	.89 (.38)

Table 4.3 MANOVA Results: Effects of Ad Design and Product Category on Cognitive Responses

	df	Attention			Comprehension		
		MS	F	p	MS	F	p
Ad design	1	.113	.013	.91	.209	.400	.53
Product	1	6.870	.766	.38	.008	.015	.90
Product x Ad design	1	124.703	13.900	.00*	.069	.132	.72
Error	179	8.971			.522		

Hypothesis 2 states that, in comparison to static ads, animated ads produce higher credibility (H2a), more favourable attitude towards the brand (H2b), and more favourable attitude towards the brand (H2c), for non-offensive products than for offensive products. The results in Table 5 show no significant interaction effect between ad design and product

category on credibility and attitude towards the brand. Thus, H2(a) and H2(b) are not supported.

For H2(c), the results in Table 5 indicate that the interaction between ad design and product category is significant in terms of attitude towards product ($F(1, 179) = 4.601, p < .05$). As shown in Table 4 and Figure 4, the mean comparison shows that when compared to offensive product, static ads are significantly more effective for non-offensive product ($M = 3.56$ versus $2.86, p < .01$). However, for animated ads, no significant difference was found when used in both types of products. Therefore H2(c) is not supported as the results are not in the expected direction.

Table 4.4 Descriptive Statistics (Means and SDs) for Affective Measures by Ad design and Product Category

Variables	Static		Animated	
	Non-Offensive Product (n=46)	Offensive Product (n=46)	Non-Offensive Product (n=46)	Offensive Product (n=46)
Credibility	3.26 (1.42)	2.46 (1.25)	3.02 (1.23)	2.68 (1.01)
Attitude towards Brand	3.23 (.81)	3.31 (1.21)	2.96 (1.32)	2.79 (1.17)
Attitude towards Product	3.56 (1.06)	2.86 (1.20)	3.29 (1.16)	3.34 (1.27)

Table 4.5 MANOVA Results: Effects of Ad Design and Product Category on Affective Responses

	df	Credibility			Attitude towards Brand			Attitude towards Product		
		MS	F	p	MS	F	P	MS	F	p
Ad design	1	.024	.004	.95	63.125	5.147	.02*	4.545	.365	.55
Product Category	1	57.416	9.379	.00*	1.038	.085	.77	42.589	3.422	.07
Product x Ad design	1	9.682	1.582	.21	6.039	.492	.48	57.268	4.601	.03*
Error	180	6.122			12.265			12.447		

Table 4-6 t-test Results for Credibility and Product Category

Product Category	N	Credibility		Std. Error Mean	t-test Results		
		Mean	SD		T	p-value	df
Non-Offensive	92	3.12	1.31	.136	3.102	.002	182
Offensive	92	2.55	1.16	.121			

Table 4-7 t-test Results for Attitude towards the Brand and Ad Design

Ad Design	N	Attitude towards the brand		Std. Error Mean	t-test Results		
		Mean	SD		T	p-value	df
Static	92	3.28	1.06	.110	2.261	.025	182
Animated	92	2.89	1.26	.131			

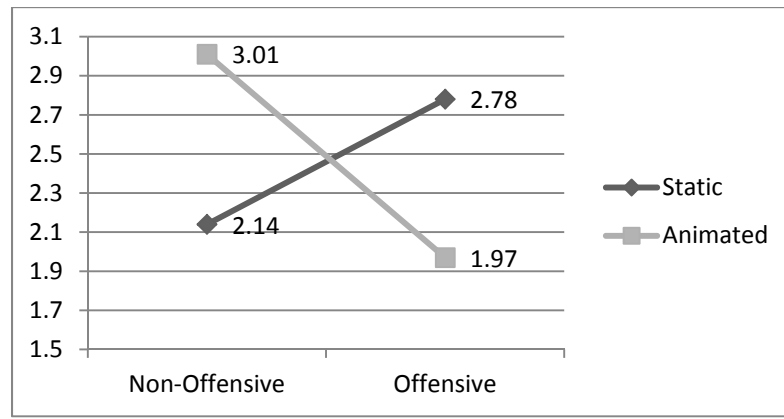


Figure 4-1 Interactions of Ad Designs and Product Category on Attention

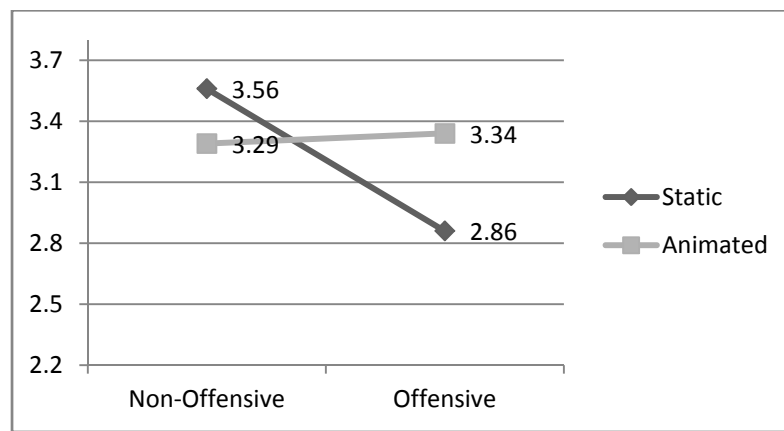


Figure 4-2 Interactions of Ad Designs and Product Category on Attitude towards Product

In contrast, based on U&G, arousal, and distinctive theories, Hypothesis 3 predicts interactions between ad design and product category on consumer cognitive responses towards the ads that in comparison to static ads, animated ads produce more favourable attention (H3a) and comprehension (H3b) for offensive products than non-offensive products. As reported in H1(a), the results in Table 3 indicate a cross-over interaction effect between ad design and product category ($F(1, 179) = 13.900, p < .001$). However, the mean comparisons reported in Table 2 reveal opposite directions of the effects of animation in the ads as predicted by H3(a). Therefore, H3(a) is not supported. Also, for H3(b), the results in Table 3 indicate no significant interaction effect between ad design and product category. Therefore, H3(b) is not supported.

Hypothesis 4 posits an interaction effect between the ad design and product category on consumer affective responses; it predicts that, in comparison to static ads, animated ads produce higher credibility (H4a), a more favourable attitude towards the brand

(H4b) and attitude toward product (H4c) for offensive products than for non-offensive products. The results in Table 5 show no interaction effect between ad design and product category in terms of credibility and attitude towards the brand. Therefore, neither H4(a) nor H4(b) is supported.

Nonetheless, the significant interaction effect between ad design and product category on attitude towards product was found as also reported in Table 5, and discussed in H2(c). As shown in Table 4 and Figure 4, when the product is non-offensive, static ads produce more favourable attitude towards product than animated ads ($M= 3.56$ versus 3.29), whereas animated ads yielded more favourable attitude towards product than static ads ($M= 3.34$ versus 2.86). Therefore, H4(c) is supported.