VILNIUS UNIVERSITY
BUSINESS SCHOOL

DIGITAL MARKETING PROGRAM

Beatričė Staniūnaitė

MASTER'S THESIS

SKIRTINGŲ FORMATŲ REMIAMO TURINIO ŽINUČIŲ POVEIKIS PIRKTI HEDONINES / UTILITARINES PREKES	THE IMPACT OF DIFFERENT FORMATS SPONSORED CONTENT MESSAGES ON THE PURCHASE OF HEDONIC / UTILITARIAN PRODUCTS

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SUMMARY
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BEATRIČĖ STANIŪNAITĖ
SKIRTINGŲ FORMATŲ REMIAMO TURINIO ŽINUČIŲ POVEIKIS PIRKTI
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In today's dynamic advertising environment, the various formats of advertising have a significant impact on consumers intentions to purchase products. Companies are investing in and diversifying their advertising, but it is not always necessary to use all possible formats. Various studies have analysed advertising for hedonic and utilitarian products, but the results are contradictory due to the use of different models (variables and their relationship). On the basis of this information, the main focus of this Master's aim of this thesis is to determine which different sponsored content formats with the same message affect the intention to purchase hedonic product / utilitarian product.

The main parts of the thesis are as follows: analysis of scientific literature, research methodology and results, conclusions and proposals. The research model is based on the elements of the Information Acceptance Model (IAM) and the key principles of these theories. A factorial experimental design is applied, consisting of 2 different formats for the hedonic product (sponsored article versus sponsored video) x 2 different formats for the utilitarian product (sponsored article versus sponsored video). After analysing the literature and assessing the importance of the storytelling tool in the creation of sponsored content, two stories were therefore created and told by nano-influencer in sponsored article and sponsored video formats. Two surveys were used, one A/B and one D/C, for the four questionnaires. A total of 304 respondents were included in this surveys.

The results showed that for hedonic products, both the sponsored article and the sponsored video are effective in influencing purchase intention, although the acceptability of

the information contained in the sponsored article is slightly higher. For utilitarian products, sponsored videos are more effective, as the perceived usefulness is better and the information is more favourably received. Despite the differences in formats, a common problem with both sponsored content formats, is that they are not widely trusted by respondents.

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SKAITMENINĖS RINKODAROS PROGRAMA
BEATRIČĖ STANIŪNAITĖ
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Šiandieninėje dinamiškoje reklamos aplinkoje įvairūs reklamos formatai daro didelę įtaką vartotojų ketinimams pirkti ar domėtis įvairiais prekės ženklais bei produktais. Įmonės investuoja į reklamą ir jos paketus diversifikuoja, tačiau ne visada būtina naudoti visus įmanomus formatus. Įvairiuose tyrimuose analizuotos hedoninių ir utilitarinių prekių reklamos, tačiau rezultatai daugelių atvejų prieštaringi dėl skirtingų naudotų modelių (kintamųjų ir jų ryšio) bei reklamų tipo naudojimo. Taigi remiantis tuo, pagrindinis magistro darbo tikslas – nustatyti, kokie skirtingi remiamo turinio formatai daro poveikį ketinimui pirkti hedoninę ir utilitarinę prekę.

Pagrindinės darbo dalys yra šios: mokslinės literatūros analizė, tyrimo metodika ir rezultatai, išvados ir pasiūlymai. Tyrimo modelis pagrįstas Informacijos priėmimo modelio (IAM) elementais ir pagrindiniais šių teorijų principais. Taikomas faktorinis eksperimento dizainas, kurį sudaro 2 skirtingi remiamo turinio formatai hedoniniui produktui reklamuoti (remiamas straipsnis ir remiamas vaizdo įrašas) x 2 skirtingi remiamo turinio formatai utilitariniui produktui reklamuoti (remiamas straipsnis ir remiamas vaizdo įrašas). Todėl, išanalizavus literatūrą ir įvertinus istorijų pasakojimo priemonės efektyvumą kuriant remiamą turinį, buvo sukurtos dvi istorijos, pateiktos straipsnio ir vaizdo įrašo formatais, kurias papasakoti buvo pasitelkta nano-influencerė. Keturiems klausimynams buvo naudojamos dvi apklausos, hedoninei prekei (A/B) ir utilitarinei prekei (D/C). Iš viso šiose apklausose dalyvavo 304 respondentai.

Rezultatai parodė, kad hedoninių produktų atveju tiek remiamas straipsnis, tiek remiamas vaizdo įrašas veiksmingai veikia ketinimą pirkti, nors remiamame straipsnyje pateiktos informacijos priimtinumas yra šiek tiek didesnis. Kalbant apie utilitarinius

produktus, remiami vaizdo įrašai yra veiksmingesni, nes suvokiamas naudingumas yra geresnis, o informacija priimama palankiau. Nepaisant formatų skirtumų, bendra abiejų remiamo turinio formatų problema yra ta, kad jie nesulaukia didelio reklamos vartotojų pasitikėjimo.

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INTRODUCTION

The impact of different types of sponsored content formats in social media on customer intention to purchase some products or services is a topic of growing interest in marketing research. Nowadays, marketers can strengthen the consumer-brand bond by using sponsored content to create strong and positive brand messages in consumers minds (Kim et al., 2017). Sponsored content is defined as material in which brand content or messages with persuasive intent are intentionally embedded in noncommercial editorial content (Boerman et al., 2014), making it impossible for consumers to skip the advertisement.

Previous research of sponsored content has sought to investigate whether sponsorship content can activate persuasive messages, as well as whether disclosures activate people perceptions of the persuasive nature of sponsored content (Boerman et al., 2012; Geuens, 2013; van Reijmersdal et al., 2015). It was also intended to investigate whether sponsorsed content can increase brand awareness and customer engagement (Cain, 2011). There has also been a significant amount of research on sponsored content created by influencers. Due to the popularity of influencer marketing, efforts have been made to find out whether people differentiate between the mix of commercial content created by influencers and original content from non-commercial media (Evans et al., 2017).

Although the previous studies cover a large research area, there are still aspects of sponsored content messages that have not been fully explored. First of all, although previous studies cover a large research area, there are still aspects of sponsored content messages that are not fully explored. In particular, although the phenomenon of sponsored content has already been investigated (Huang and Yoon, 2021; Youn and Kim, 2019; Ham et al., 2022), the different formats of sponsored content messages have not been fully explored. To clarify, it has not been fully investigated which different formats of sponsored content messages are more effective for the purchase intention of a hedonic product and which are more effective for the purchase intention of a utilitarian product.

The problem of this study is: How different formats of sponsored content messages affect the intention to purchase hedonic products / utilitarian products?

The goal of this study is: The aim of this thesis is to investigate the impact of the same sponsored content message, but presented in a different format – which works better when it comes to capturing a consumers attention and getting them to purchase a hedonic / utilitarian product.

The objectives of the study as follows:

> 1. To analyse the concept of sponsored content and ethics of regulatory aspects.

2. To discuss the different sponsored content message formats commonly used.

3. Based on the results of previous studies, develop a research model for the impact of different formats of sponsored content on purchase intention.

4. To establish which format of sponsored content messages is more likely to purchase hedonic product and utilitarian product.

5. Based on study findings, provide suggestions, recommendations and work limitations.

Work structure: The first chapter compares and summarises the scientific literature, basing the topic and the research problem on previous studies insights and results. The theoretical part introduces the aspects and definition of sponsored content and its practical use in marketing and advertising. It discusses the possible formats of sponsored content and, according to previous research, identifies the two main ones – article and video. The use of storytelling, one of the most influential storytelling tools, is also discussed. Ethical and regulatory aspects are covered, highlighting the importance of responsible marketing practices. The chapter goes on to look at consumer preferences for hedonic and utilitarian products, highlighting the different customer journeys of these categories. The introduction of the Information adoption model (IAM) provides a structured approach to understanding consumer behaviour, which is a valuable tool for subsequent analysis.

The second chapter presents the methodology of the study. Based on the theoretical framework, a research model is developed and 9 hypotheses are put forward, which are used twice – for the hedonic product and the utilitarian product. The data collection method and the research instrument are described. A factorial experimental design is applied, consisting of 2 different formats for the hedonic product (sponsored article and sponsored video) x 2 different formats for the utilitarian product (sponsored article and sponsored video). After analysing the literature and assessing the importance of the storytelling tool in the creation of sponsored content, two stories were created and told by the nano-influencer in sponsored article and sponsored video formats. Two surveys, one A/B and one D/C, were used to design the four questionnaires. 304 respondents took part in these surveys in total. The sample is calculated using good practice.

The third chapter presents the results and conclusions of the empirical study on the impact of different formats of sponsored content messages (sponsored article/sponsored video) on the intention to purchase hedonic product and utilitarian product. The messages in different sponsored formats measured through independent variables: message information usefulness, message information trust, message information adoption; and through dependent variable: intention to purchase. The socio-demographic data of the respondents are also discussed in the above-mentioned section. Paired-

Sample T-test, Pearson Correlation test, ANOVA test and linear regression analysis were performed to determine the relationships and statistically significant differences between the variables. The study used 107 literature sources, 21 tables and 4 figures.

Research methods: Literature analysis, survey, factorial experimental design (using two closed-ended questionnaires for four cases (A/B, C/D), statistical analysis of the data using IBM SPSS Statistics and summarisation.

Work limitation: The study was carried out on a national scale, so results may vary depending on the country where the study is carried out. The surveys also struggled to maintain a uniform number of respondents, as incorrect data had to be exluded. However, the survey was controlled and this did not have a significant impact on the study. Also, in terms of socio-demographics, the largest number of respondents were young, with higher education, middle-income earners, most of them women. It is possible that the results may differ for different segments, for example, for the older age group.

1. THE THEORETICAL ASPECTS AND FORMATS OF SPONSORED CONTENT

1.1. Defining and demanding sponsored content as a marketing tool

In today's advertising environment, traditional ways of reaching consumers face new challenges. People get lost in, avoid or even ignore advertising, making it harder for advertisers and marketers to capture their attention. In response to this phenomenon, paid advertising has become an effective marketing tool (Einstein, 2016). Advertising has emerged in the digital age, but brands are increasingly paying for it not through traditional channels such as TV, radio, newspapers, etc., but in the digital space – on social media channels, news portals or other platforms. Advertising paid for by brands is known variously as paid content, sponsored content, native advertising, programmatic native advertising or content recommendations. However, when researching paid advertising across traditional or digital channels and analysing other authors, the term „sponsored content" is most commonly used.

The term „sponsored content" has emerged online from editorial content as advertisements, on various news portals or profiles, and displayed as publisher, profile content (Wojdynski et al., 2016). There are various definitions of the term, but one of the earliest literature sources is the most precise, stating that sponsored content is the targeted integration of brands persuasive messages into a media outlet's editorial content in exchange for sponsors'compensation, i.e., revenue generated from clients (van Reijmersdal et al., 2009). Some authors emphasise that „sponsored content appears similar to editorial content to the consumer" (Howe and Teufel, 2014, p. 79), while some researchers emphasise the organic nature and influence of sponsored content (Campbell et al., 2014). However, the main goal of sponsored content is to organically connect the advertisement with the brand to make it more appealing than traditional advertising (Matteo and Zotto, 2015), in other words, more humanised.

The main sponsors or clients of sponsored content are usually commercial brand owners, companies, and may also be politicians (Hardy, 2021), and examples of sponsored content can be many and varied, such as brand placement, promotional games, advertorials in magazines and newspapers, and mentions of brands and products in content (Eisend et al., 2020). Sponsored content requires a closer collaboration between media organisations and brands than older traditional forms of advertising or marketing, and spans most forms of media, from public relations, media relations and marketing (Falkheimer and Heide, 2014).

Although it is not an entirely new marketing tool, observing the marketing activities of brands shows that there is a steady increase in the demand for sponsored content (Hardy, 2021) and that it is increasingly visible in their multi-communication. In fact, with declining revenues from traditional

advertising, sponsored content has provided an opportunity for some channels (where content is hosted) to generate higher revenues, and for marketers to address the issue of ad avoidance and increase engagement (Harms et al., 2017). For example, several studies have shown that sponsored content increases the marketing effectiveness and profitability of the dominant commercial media (Wang and Huang, 2017; Wang et al., 2019).

According to Sonderman and Tran (2013), they note that many commercial publishers or brands are increasingly relying on sponsored content as they face the problem of declining revenues from traditional advertising. As publishers such as news portals are rapidly monetizing content, increasingly using pay-per-click advertising, Carlson (2015) argues that it is sponsored content that is emerging as the norm based on audience-engaging content.

In summary, sponsored content has become a valuable marketing tool in the contemporary advertising environment. It is a way for brands to overcome advertising avoidance and attract consumers attention by integrating persuasive messages into different sponsored content formats. With the proliferation of digital platforms, sponsored content is becoming more and more popular as it provides brands with opportunities to generate more revenue and effectively engage audiences by driving purchase intent. Its seamless integration with organic content and the growing demand for sponsored content show that it remains relevant in a changing marketing landscape..

1.1.2. Ethics and regulatory aspects of sponsored content

The growing popularity of sponsored content has intensified the debate on the transparency of sponsored content. Sponsored content has grown significantly, but has come to be seen as an untrustworthy source in media (Hardy, 2021). Brands, influencers or other market players deliberately do not use the term 'advertising' to describe sponsored content promotion, as this may discourage consumers from engaging with the content (Casale, 2015). With the proliferation of social media and online influencers, it is becoming increasingly difficult for audiences to distinguish between genuine, unbiased content and sponsored content. Muller and Christandl (2019) observed that sponsored content can lead to negative brand perceptions due to potential opacity. This lack of transparency raises concerns about deceptive marketing practices and potentially misleading or manipulative information. Interestingly, the results of a study by van Reijmersdal et al. (2017) showed that minors find it particularly difficult to identify sponsored content and are therefore more sensitive to its effects. As knowledge about the impact of disclosure and transparency is crucial for this younger population, the focus shifted to where young people spend most of their time – social media.

The first focus has been on influencers – people who create online content, have a large following and can persuade them to take a certain action (De Veirman et al., 2017). They create sponsored online content on a particular topic, which integrates commercial messages into entertaining

and seemingly non-commercial content (Bladow, 2018). For example, they may present products or services without explicitly stating that they have been paid to do so, and such sponsored online content is not identified by internet users as advertising (Amazeen and Muddiman, 2018). This has become a problem because consumers need to know that they are being exposed to advertising in order to cope with attempts to persuade them to purchase or take another action (Han et. Al., 2018). Schauster and Neill (Citation, 2017) also pointed out that sponsored content can be misleading and also provides ample opportunities for unethical behaviour, so clear disclosures should be used. To combat this problem, rules and guidelines have been established to ensure that sponsored content is clearly identified. To make sponsored advertising more transparent, in 2018, Consumer Protection Laws make it one of consumers rights to know when they are exposed to advertising, and therefore to indicate that advertising is paid for (European Commission, 2018). As transparency in social media is very broadly described in all codes of ethics around the world, there ir highlighted the main aspects that bring this general provision together. Such as: the separation between advertising and original media content; disclosure forms and labels; work processes for commercial content creation; sponsored content and native advertising (Ikonen et al., 2017).

It specifies that sponsored content information must be tagged with „sponsored", „#ad" and „X paid for my X"" (CAP Federal Trade Commission, 2019), but there are other terms that vary depending on the channel and form of the sponsored content (Table 1). According to Campbell and Grimm, 2019, the terms „sponsored content", „sponsored message" and „sponsorship" were deliberately chosen, likely blurring the distinction between the traditional meanings of „advertising" and „sponsorship". By labelling sponsored content, brands, media or influencers promote honesty and accountability, allowing consumers to make informed decisions about the content they consume. This practice fosters a trusted relationship between creator brands and their audiences, and increases the transparency and credibility of digital advertising, although this remains a pressing issue.

Table 1. *Sponsored content disclosing terms*

Term	Form	Channel
Sponsored (Robb, 2020, Evans et al., 2017)	Textual post, reels, video	Social media
Sponsorship (Boerman et al., 2018)	Textual post, reels, video	Social media
#Ad (Childers et al., 2019, Margot et. al., 2021) et. al., 2021)	Post	Social media
Partner content	Article	Newsportals,

(Margot et. al., 2021)		magazine, newspaper
X paid for my X (Robb, 2020)	Textual post, video, reels	Social media
Paid from Campaign X (a term often used in political advertisements, Soper, 2017).	Textual post, video, layout, article	Social media, TV, OOH, newsportal, newspaper, magazine

Source: compiled by the author on the basis of scientific sources, 2023

Disclosure of sponsored content was a new topic for researchers who wanted to find out how the labelling of sponsored content affects customers. Some researchers believe that transparency is essential to maintain trust and integrity so that audiences can make informed decisions, as undisclosed relationships can lead to confusion and erode trust. Other researchers consider that disclosure of sponsorship content hinders the achievement of commercial objectives, believing that audiences can identify sponsorship content without explicit disclosure.

With the introduction of sponsored content disclosure, a new research topic has emerged. Eisend et al (2020) discovered and identified scepticism in their study – when sponsored content is disclosed to the consumer, customers tend to disbelieve the content and are sceptical about it. A study by the same authors showed that exposure to sponsored content increased attitudes towards the brand, credibility and source, but also increased recognition, persuasive knowledge and resistance. Furthermore, when consumers or social media users are exposed to a paid post, they tend to be suspicious of influencers words, questioning their true opinions (Evans et al., 2017). In other words, disclosed sponsored content can lead to trust and distrust: trust has a positive effect on purchase intention, while distrust leads consumers to distrust the advertisement, which has a negative effect on purchase intention (Pengnate and Sarathy, 2017).

However, there are studies that have confirmed the positive effects of disclosing sponsored content. For example, Boerman and van Reijmersdal (2016) found that disclosure of sponsored content reduced brand attitudes and purchase intentions, but on the other hand, when consumers are aware of the disclosure, it is successful in triggering persuasive messages and may increase brand recall. In addition, disclosure of sponsored content can increase engagement with social media posts (Boerman et al., 2017). Interestingly, previous research has also found that disclosure of sponsored content improved young people understanding of brand engagement in films (Spielvogel et al., 2019).

According to Hardy (2021), the purpose of properly tagged sponsored content is to allow the reader to discover and evaluate the usefulness of the advertising information, not to hide it. While both negative and positive aspects have been identified, many studies have shown that the impact of

sponsored content triggers people's recognition of sponsored content as a form of advertising, their perception that sponsored content has a commercial source develop a critical attitude towards the content (Boerman et al., 2017; van Reijmersdal et al., 2020, Eisend et al., 2020). Although there is a large body of research on how disclosure of sponsorship content affects customer engagement, it is not fully understood how different formats of sponsorship content affect purchase intentions for certain types of products. In summary, the growing volume of content supported raises concerns about its transparency. While efforts are being made to establish clear disclosure guidelines, the impact of disclosure on customer engagement is still debated. Nevertheless, transparency of sponsored content is essential to maintain trust and enable consumers to make informed decisions. According to the authors research, it is clear that sponsored content is most valued through trust and usefulness of the information. Even when sponsored content is disclosed, consumers are critical of the content and therefore the information needs to be presented as credible and useful.

In summary, the growing volume of content supported raises concerns about its transparency. While efforts are being made to establish clear disclosure guidelines, the impact of disclosure on customer engagement is still debated. Nevertheless, transparency of sponsored content is essential to maintain trust and enable consumers to make informed decisions. According to the authors research, it is clear that sponsored content is most valued through trust and usefulness of the information. Even when sponsored content is disclosed, consumers are critical of the content and therefore the information needs to be presented as credible and useful.

1.1.3. Different formats of sponsored content

Social media platforms enable companies, brands or inlfuencers to communicate with customers and customers in various formats, both text and visual (Rietveld, 2020). This means that sponsored content covers a wide range of formats that brands and creators can use to promote products or services. A social media post is what a social media user publishes to their followers. Posts can be in the form of text, image or video (Obar and Wildman, 2015). Social media engagement is an important key performance indicator (KPI) that measures the effectiveness of sponsored posts in various formats (Hughes et al., 2019; Lammenett, 2019). One common format is video, where brands and creators collaborate to produce engaging promotional videos that are shared on social media platforms. Another popular format is social media posts, where influencers or content creators present brand offers using images, text messages or stories. However, sponsored content can also go beyond social media and can include articles on news portals or megazine. Articles provide a more in-depth approach as brands work with publishers or bloggers to create informative content that highlights their offers and is published on websites, blogs or online magazines. In addition, brands can participate in sponsored events, local advertising, product launches, influencer takeovers and other creative formats

to effectively reach and engage the target audience. However, here is various formats are the most common using with sponsored content:

Textual post. Text messages are a common format for sponsored content, especially on social media platforms and blogs. In this format, influencers or content creators create posts that contain written content promoting a brands product or service. While users are likely to avoid or ignore traditional advertisements, text-based posts are the most likely to be recognised by users as sponsored and their information is the most easily accepted (Evans et al., 2017). Text messages tend to contain useful information directly related to the brand or product being promoted (Roose et al., 2018). Thus, the main advantage of sponsored text messaging is the opportunity to provide in-depth information, share personal experiences or provide expert insights on brand offers. Compared to other formats, they allow for deeper communication and storytelling.

Image (layout) post. Sponsored images or mock-ups provide brands with an effective format to present their products or services through visually appealing designs. It is a visually appealing way to increase brand awareness, engage viewers and stimulate customer interest and action. The authors agree that visual advertising has a greater impact on consumers emotions and is therefore more likely to be shared with others (Rietveld et al., 2020). Therefore, social media often use images or simply layouts that can be presented as sponsored content. Therefore, images or layouts are accompanied by tags, very little (or no) text or a CTA link.

Text and image. Brands or content creators usually use a combination of both video and text ads. This is known as display advertising, but is also defined as graphic advertising related to attracting users online through various websites or social media (Mao and Zhang, 2015). Sponsored visual and text messages harness the power of visual storytelling to attract attention and effectively communicate a brand message. The use of appealing images or graphics helps to grab users' attention and immediately establish a connection. Captions are additional textual information added to an image to reflect the message of the image. The combination of images and captions or text has a positive effect on attitudes towards products (Van Rompay et al., 2010). Accompanying text provides an opportunity to convey key information, tell a story or convey a brand value proposition in a concise and persuasive way. For example, Mao et al. (2019) concluded that image and text ads capture customers attention more than video ads.

Video. Bortone and Shankman (2017) found that video is one of the biggest possibilities to engage new customers in a more authentic and credible way. The sponsored video format has become very popular as a popular and effective advertising and brand engaging tool often used by political companies. With this format, brands or creators of content can present their products, services or messages in a promotional context. Mowat (2018) also argues that video marketing gives companies the opportunity to evoke an emotional response and thus satisfy their audience. On the other hand,

Krämer and Böhrs (2017, p. 255) define video as a means of „effectively communicating complex facts to a target group in a short period of time".

  Reels. The video format has become increasingly popular in recent years, especially with the rise of short-form video content. One striking example of this is the launch of Reels on social media. These are short vertical videos that allow users to create engaging and entertaining content in 15-60 seconds, the videos can be sped up, slowed down, with sound effects and music that can be tailored to the user's needs (Maksimova and Savolainen, 2021). With reels, creators can grab attention by combining video, sound and various creative tools. Liu et al. (2019) argue that using rolls in a marketing strategy can save time, spread faster on social media, and using this format can provide space and time for potential users who do not have a lot of time to search for information, so they can still be updated in the process of searching social media.

  Article. Sponsored articles in news portals or magazines are an effective way to reach your target audience, establish brand leadership and increase brand trust. Articles sponsored by news portals or magazines must be transparent and clearly disclose the nature of the sponsorship to readers. This ensures that readers know that the content is promotional, promotes transparency and maintains the credibility of the publication. They are usually labelled „Partner content" (Margot et al., 2021). By partnering with trusted publications, brands can benefit from their expertise and trusted platforms to provide valuable content to readers and promote their products or services. Saenger and Sound (2019) found that sponsored articles published in a news channel that are relevant to a brand's image generate trust and a more favourable attitude towards the brand.

  In conlusion, these formats have become an integral part of today's advertising and marketing strategies using sponsored content. By using these different formats, brands can reach their target audience through multiple channels, cater to different content preferences and increase the impact of their sponsored content on purchase intent. Regardless of the format chosen, it is essential that brands prioritise reliability and usefulness of the information, thereby promoting trust and authenticity among audiences, as mistrust of sponsored content persists. Authors agree that no matter the type of message, it needs to be planned and influences consumers response to advertising – whether it is text, an article, an image or a video, a structured message influences consumer engagement, interactive reactions and opinions on social networks (Rietveld et al., 2020; Mao et al., 2019). The literature on different types of messages generally agrees that the type of message posted on social networks determines the type of message (Mao et al., 2019), but there is no consensus on which format is more effective. However, it is observed that articles and videos are the most commonly used formats for sponsored content (Campbell et al., 2014; Ferrer, 2016), as it is easier to present a story in these formats, and thus easier to present information in a useful way.

1.1.4. Storytelling as a tendentious style for sponsored content

People are exposed to a lot of advertising on a daily basis, so they tend to ignore it over time. This means that marketers need to find a way to humanise their advertising message and present the product in a way that encourages purchase intent. Storytelling as a marketing tool is currently very popular to achieve this goal. He et al. (2016) argued that storytelling is like the backbone of brand marketing and that stories can be a brand marketing tactic Storytelling is the process that product marketers use to convey a message to their audience by combining facts and narrative with emotion. In particular, new technologies and the proliferation of the internet have contributed to the success of storytelling in several fields such as marketing, media, communication, and management (Bassano et al., 2019), where storytelling has become a powerful persuasion tool. Most explanations acknowledge that the format of storytelling is a hybrid mix of editorial content and advertising content, published as „embedded advertising" or that which takes the form of its environment, whether digital or print publications (Matteo and Zotto, 2015). While many media outlets and brands use fact-based narratives to create sponsored content, others combine fiction and improvisation to reveal the key components of branding. Storytelling is a powerful tool that can be integrated into sponsored content in a variety of formats such as articles or videos. Storytelling can be used in sponsored articles to make the content more relatable and engaging, also more personal. Storytelling can be used in sponsored posts or even articles on social media or blogs to create a personal connection with your audience and generate interest. Video is also a dynamic format for storytelling, allowing brands to create stories that showcase their products, highlight testimonials or evoke emotions through image and sound. Gilliam and Flaherty (2015) have shown in their research that original storytelling can encourage consumer acceptance of a brand and strengthen brand image and brand loyalty.

Kakroo (2015) defined storytelling as the use of facts with an emotional wrapping to encourage people to take action, such as purchase. The same author identified three main storytelling points, i.e. plot, character and aesthetics, which should be used to create sponsored content in any format:

Plot. With a beginning, a interval and an end. A story would not be made without plots, and plots define the actions of a story.

Character. A plot without characters would not create action. A brand with good storytelling would become a character in consumers lives. In addition, a brand allows consumers to be more convincing characters in the story they tell.

Asthetics. Telling styles and rhetorical skills in narrative would make a story more attractive for customers.

Authors who have studied the inclusion and shaping of storytelling in advertising have also found other aspects. For example, He et al. (2016) explained the use of narrative stories in marketing

as follows: (1) an origin story explaining the motivation and purpose of the founder of the organisation; (2) a function story describing the product's purpose and use; and (3) a fffeffectiveness story pointing to examples of the organisation's effectiveness. Pan and Chan (2019) in their study sought to discuss how storytelling through people's instincts influences brand image and purchase intentions. Based on the framework of storytelling theory and heuristic theory, the authors identified the elements required for storytelling in marketing *(Figure 1)*.
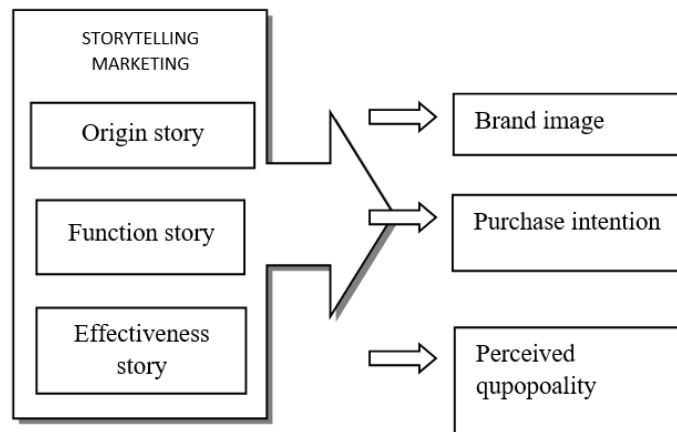
Figure 1. Elements required for storytelling marketing
Source: Lee-Yun Pan and Kuan-Hung Chen, 2019, p. 707

By incorporating storytelling into marketing activities, brands can create a positive brand image, establish an emotional connection with the audience, build trust and distinguish themselves from competitors (Stylidisa et al., 2015, Kent, 2016). By using compelling narratives, brands can increase purchase intent by generating a desire to purchase their products or services (Chung et al., 2016), by demonstrating their unique value proposition and by providing an engaging experience that connects with consumers. Moreover, storytelling plays a crucial role in shaping the perceived quality of a brand. By using narratives that emphasise craftsmanship, innovation or attention to detail, brands can present themselves as providers of high-quality products or services, thereby fostering positive consumer attitudes (Jayakrishnan et al., 2016).

Overall, the strategic use of storytelling in marketing allows brands to have a lasting impact, influence consumer behaviour and foster a favourable brand image, leading to perceived quality and increased purchase intent and (Pan and Chan, 2019). Thus, by using storytelling in their marketing strategy, brands can build trust, foster loyalty and stand out in a crowded marketplace. By leveraging the power of storytelling, brands can create sponsored content that resonates with audiences, drives gementoes, and ultimately influences consumer behaviour, such as purchase intent. However, when using a storytelling tool, it should be remembered that it combines story with facts it should be presented as useful and trustworthy information.

1.2. Customer preferences for hedonic versus utilitarian products

1.2.1. Hedonism in marketing and hedonic products

Hedonism plays an important role in the context of marketing research in order to understand consumer behaviour and develop effective marketing strategies. By recognising and satisfying consumers desires for pleasurable, sensory experiences, marketers can create an engaging brand experience and thus drive purchase. Semaan et al. (2019) argue that hedonism is one of the driving forces behind luxury consumption, which is characterised by emotional usefulness. According to Subawa (2015), hedonism is a persistent phenomenon that permeates modern global society as consumerism increases and people standard of living improves. It manifests itself through hedonistic, more luxurious products that are marketed primarily to provide consumers with pleasure and sensory satisfaction. This can include products such as luxury watches, perfumes, flowers, sports cars and etc. These products are usually associated with the enhancement of personal well-being, entertainment or pleasure. Eisenbeiss et al. (2015) agree that hedonistic products or services are also primarily consumed for pleasure, while Hamilton et al. (2014) argue that hedonistic consumption is linked to impulsivity, where decisions are made unconsciously.

Sopers (2017) research has launched a search for alternative ways to reconcile the sale of hedonic goods with an alternative, self-aware approach to consumption, where personal well-being is reflected alongside social justice and ecological sustainability. In the analysis of this study and others, it has been noted that the phrase „alternative hedonism" has emerged alongside hedonism as an opposition to societal consumerism. Alternative hedonism is a response to those who are concerned about the relationship between business ethics and quality of life that has led to consumerism (Syse and Mueller, 2015). Reducing, simplifying, limiting and slowing down consumption through alternative hedonism encourages consumers to admire and strive for more sustainable behaviours (Husemann and Eckhardt, 2018). The authors point out that hedonic goods can create imbalances in consumers lives. For example, an overemphasis on the pursuit of immediate gratification and pleasure can overshadow other important aspects such as responsibility and sustainability. In addition, hedonism can lead to impulsive and risky behaviour, as individuals may prioritise instant gratification without considering the potential long-term consequences (Zemack-Rugar et al., 2016) suggested that consumers will refuse to buy hedonistic products if they feel a strong sense of anticipatory guilt. Choi et al., (2020) found in their study that consumers considering a hedonic purchase tend to feel guilty about spending money on unnecessary pleasures, and itemised prices reflecting lower actual prices are used as a means to justify spending and reduce guilt. The authors found that the stronger the preconceived guilt caused by contemplating hedonic consumption, the less likely it is that consumers will choose to purchase hedonic products.

In conclusion, the authors agree that hedonic products have both positive and negative aspects. It is argued that hedonism can increase the enjoyment of using or consuming hedonic products, thus increasing overall experience and emotional satisfaction. It allows people to enjoy a luxurious, pleasurable and memorable experience. However, the negative aspects of hedonism in relation to hedonic products are possible overconsumption, materialism and superficiality. Therefore, while hedonism can increase the pleasure of consuming hedonistic products, it is important to strike a balance and consider the ethical and sustainable consequences of consumption.

1.2.2. Utilitarian approach and functional goods

The opposite of the hedonistic approach is the utilitarian approach, which emphasises practicality and functionality. In terms of products, the utilitarian approach focuses on the design and marketing of products that serve specific purposes and meet practical needs. Such products prioritise efficiency, reliability and practical value over sensory or emotional appeal, and their use is cognitively motivated and focused on instrumental, practical and functional benefits (Holmqvist et al., 2020). Interestingly, Xu and Jin (2020) showed in their study that people are more likely to perceive utilitarian products as tools for solving everyday tasks or simply for living. Examples of utilitarian products include household appliances, tools, kitchen utensils, office supplies, basic clothing and etc. These products are generally designed to be efficient, durable and reliable, ensuring that they can perform their intended functions efficiently, as well as being priced at a significantly lower cost than hedonic products.

Consumers of utilitarian products are goal-oriented and cognitively driven when making shopping decisions. They carefully consider the features and characteristics of a product to ensure that it meets their specific requirements and preferences. They consciously process information, search for detailed and relevant information about the product and analyse it over a longer period of time (Huber et al., 2018). The same authors reported in their study that consumers tend to evaluate the following characteristics of utilitarian products: ease of use, durability, reliability, usefulness and whether the product meets their specific requirements. In addition, consumers often rely on price comparisons, product specifications or recommendations from trusted sources when choosing utilitarian products (Park et al., 2018), suggesting that the information provided in the sponsored content could be useful and reliable for consumers.

In summary, the utilitarian approach to product design and marketing prioritises practicality, functionality, utility, value for money and responding to specific needs. Utilitarian products are designed to be efficient, durable and reliable. Consumers of utilitarian goods are goal-oriented and make cognitively informed shopping decisions. They carefully evaluate and take into account the features of the product and make a conscious analysis of the product before buying it, which suggests

that when creating sponsored content about a utilitarian product, it is important to present the information in a useful and reliable way to stimulate purchase intent.

1.2.3. Differences in customer journey for hedonic and utilitarian purchases

The hedonistic and utilitarian shopping journeys differ depending on consumers values, emotional and practical needs (Li et al., 2020) *(Table 2)*. These differences have been repeatedly explored by the authors and the conclusions drawn are relevant for companies to optimise their marketing strategies and to create not only a tailored experience for customers, but also advertisements included in sponsored content. Hedonic products, which are consumed primarily for affective or sensory satisfaction, are often contrasted with utilitarian products, which provide functional and practical benefits (Huber et al., 2018). Although this distinction can be ambiguous, there is a general consensus that utilitarian products have different effects on cognition and emotions than hedonic products. The consensus is that hedonic products induce greater affect, arousal, pleasure and engagement than utilitarian products (Baghi and Antonetti, 2017).

Table 2. *Contrasting Characteristics of Utilitarian and Hedonic Purchases*

Utilitarian Purchases	Hedonic Purchases
Goal-driven, cognitive	Fun, surprise, variety-seeking, and guilt alleviation
Concrete product attributes	Intangible product attributes
More brand switching	Less brand switching
Deliberate, deep, and attributespecific information processing	Ambiguous, holistic, simplecue, and heuristics-driven

Source: compiled by the author on the basis of scientific sources by Li et al., 2020

Consumers of hedonic products are driven by their emotions and seek instant satisfaction, often relying on simple advertising signals to make decisions (Park et al., 2018). The immediate browsing behaviour associated with hedonic purchases involves a more relaxed and exploratory approach, where consumers can explore fewer product pages and make impulsive purchase decisions (Mallapragada et al., 2016), which would suggest that consumers interested in hedonic products would be driven by an immediate intention to purchase after reading a sponsored article or seeing a sponsored video. In the digital era, social media has become an important cornerstone for hedonic brands as consumers turn to entertainment-oriented platforms, such as news portals or social media channels, for product information and recommendations (Hughes et al., 2019; Liu et al., 2019; Park et al., 2018). The visual

and interactive nature of social media allows users to engage with engaging content and interact with like-minded individuals, thereby shaping their hedonistic purchasing decisions. These characteristics underline the importance of capturing attention, creating engaging content and leveraging social media platforms to effectively reach consumers in a hedonistic market and drive purchase.

Regarding the phenomenon of post-shopping regret and brand betrayal, sensory consumers of hedonic products tend to attenuate the feeling of betrayal to regret, whereas consumers of utilitarian products are more likely to regret post-shopping (Mishra et al., 2021). Therefore, consumers may regulate their regret differently between hedonic and utilitarian products, leading to different behaviour when advertisements reach consumers (White et al., 2017), and therefore, when sponsored content is presented about a hedonic product or a utilitarian product, it is expected that consumers of utilitarian products will evaluate the sponsored content with a more critical eye and will think longer about the purchase to avoid regretting it later. There is more research that reflects consumers preference for hedonic products over utilitarian products (Tong and Su, 2018) in the context of fast purchases. In studies using shared displays, consumers were more likely to choose hedonic products when they were presented alongside utilitarian products (Pizzi et al., 2019). Furthermore, both physical and virtual purchasing environments can influence consumers perceptions of the hedonic and utilitarian value of their purchases, highlighting the impact of retail environments on consumers choices and experiences (Krystof and Richter, 2017).

In summary, understanding consumers emotional desires and practical needs in hedonistic and utilitarian markets is crucial to optimising marketing strategies. Hedonistic products focus on instant gratification, emotions and sensory satisfaction, while utilitarian products provide functional benefits. By adapting their marketing approaches, companies can effectively reach and connect with consumers in these markets. They can do this by delivering a variety of messages in the most effective formats. Considering the shopping habits of consumers of hedonic products and consumers of utilitarian products, as well as data from previous studies, it can be assumed that sponsored content can lead to a difference in purchase intent simply because of the type of product. Therefore, this paper will seek to investigate how different sponsored content formats affect hedonic products and utilitarian products in terms of purchase intention.

1.3. Appropriate research model: IAM

In advertising, understanding the effectiveness of different advertising formats is crucial for marketers and advertisers. When analysing the literature and research on the impact of advertising on consumer behaviour and purchase decisions, it has been observed that the most commonly used Information Adopted Model (Boerman et al., 2018, Eisend et al., 2020). The IAM includes four components: 1) argument quality; 2) source credibility; 3) information usefulnees; 4) information

adoption (Sussman et al., 2003) *(Figure 2)*. According to this model, users select and evaluate information in two different ways: central route or peripheral route. In the central route (argument quality–> information usefulness –> information adoption), consumers prefer strong and persuasive arguments to weak and unsubstantiated ones when forming an opinion. The peripheral route (source credibility –> information usefulness –> information adoption) means that consumers consumer orientation towards the credibility of the source rather than the quality of the information content (Petty and Cacioppo, 1986).
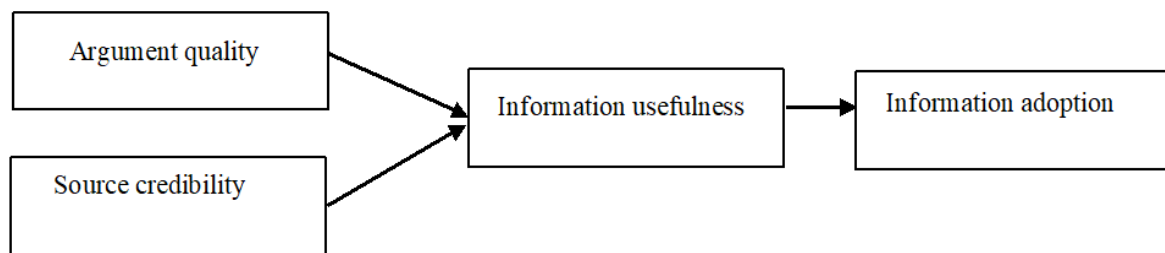
Figure 2. Information Adopted Model

Source: Susman et al., 2003

This model has been used in various studies, but has been adapted by different authors to suit their topics by adding more variables. A more detailed model has also been developed by Erkan and Evans (2016). Them model shows which criteria influence the perception of the message/advertising information, which which determine consumers intention to purchase or not to purchase. The authors have added to the existing model two independent variables: information needs and approach to information. They also add a dependent variable: intention to purchase. Information needs indicates the degree to which users perceive information as useful. Approach to information depends on the product to be purchased, personal attitudes and environmental influences.
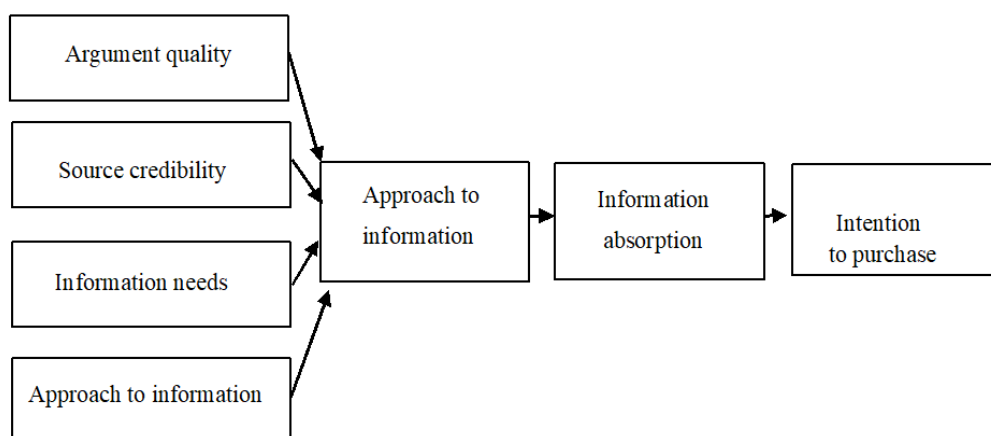
Figure 3. Improved Information adoption model

Source: *Erkan and Evans, 2016*

Thus, the information acceptance model is often used to evaluate advertising using the following measurement criteria. Therefore, this paper will also assess different formats messages of sponsored content es based on this model.

2. THE IMPACT OF DIFFERENT FORMATS OF SPONSORED CONTENT MESSAGES ON THE PURCHASE OF HEDONIC/UTILITARIAN PRODUCTS RESEARCH METHODOLOGY

2.1. Research methodology, working model and hypotheses

This part of the thesis, based on the literature analysis carried out in the first part of the thesis, presents the methodology of the study, which includes the methods and the aim of the study, the problem of the study and the research model, the hypotheses and a description of the research methodology.

The problem of this research: What is the impact of different content formats on the intention to purchase a hedonic vs. a utilitarian product?

The goal of this research: To determine the impact of different formats on the intention to purchase a hedonic vs. a utilitarian product.

The working model is based on the analysis of the scientific literature on The Information Adoption Model (IAM) (Sussman and Siegal, 2003), as well as on the basis of research models, findings and recommendations for further research. The model is based on the work of other authors observations that in order to study information messages, which can be presented in different formats, it is necessary to establish criteria for the evaluation of the messages. The criteria are based on an analysis of other studies that have used the Informational Adoption Model, which identifies the following criteria: *information usefulness, information trust* and *information adoption*. The developed theoretical model tested empirically in a later stage of this work.

Based on the literature analysis, the authors believe that different message formats may have different effects on the consumers intention to purchase a product. Therefore, following the model developed by the author, the study will seek to find out how different sponsored message formats influence the consumers intention to purchase a hedonic and a utilitarian product. While the theoretical part discusses more message formats, the author has chosen to study *sponsored article* and *sponsored video* formats in this thesis, due to their perceived frequency of use in practice and other research (Ferrer, 2016). As Campbell et al., (2014) argue, text-based articles or video narratives are usually referred to as „sponsored content" because advertising is similar to publishers content and it is easier to integrate a product into it.

The study was compiled model explains the factors that determine the impact of consumer-generated content on consumer behaviour. The research model consists of: 1) Different

formats of sponsored content (article/video); 2) Message information usefulness; 3) Message information trust; 4) Message information adoption; 5) Intention to purchase.
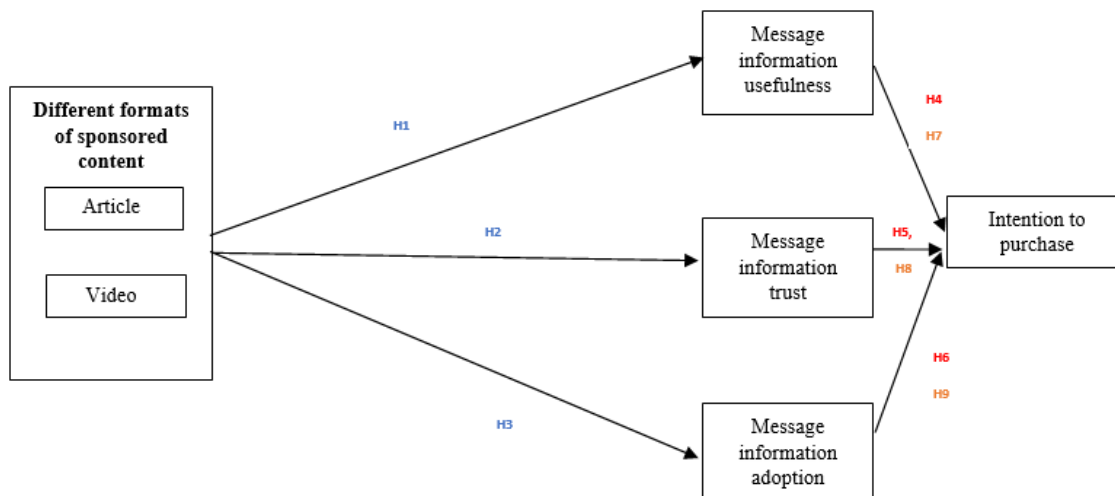
Figure 4. The impact of different formats sponsored content messages on the purchase of hedonic and utilitarian products
Source: compiled by the author

Based on the model developed by the author and the analysis of other studies aimed at investigating the impact of different message formats on purchase intention, 9 hypotheses were developed. The hypotheses are grouped according to the variables and the different colours in the presented model. The hypotheses will be analysed twice: in the hedonic product study and in the utilitarian product study.

H1: The usefulness of the message information will be higher for a sponsored article than for a sponsored video.

Although there is not much research on sponsored articles, the authors agree that in textual content such as an article, advertising that is directly related to the advertised product is useful (Roose, Geuens and Vermeir, 2018). According to Huang (2009), consumers tend to browse more websites and articles when searching for information about a product on the Internet than when searching for information about experiential products.

H2: The trust of the message information will be higher for a sponsored video than for a sponsored article.
H3: The adoption of message information will be higher for a sponsored video than for a sponsored article.

On the other hand, video format is used in major broadcast content distribution channels and is effective to promote content and attract viewers (Kim, 2017). Boerman and van Reijmersdal (2016) argue that when a message is presented in a familiar commercial format in a news article, distrust of the content may be reinforced. Considering this claim increases the credibility of the sponsored video information. Sponsored videos are an excellent means of effectively conveying facts to the target group in a short period of time (Krämer and Böhrs, 2017), and it can be argued that the message information contained in sponsored videos is easy to receive.

H4: The higher information usefulness in the sponsored article, the stronger intention to purchase

H5: The higher information trust in the sponsored article, the stronger intention to purchase

H6: The higher information adoption in the sponsored article, the stronger intention to purchase

Based on the scientific literature, it can be argued that the content of articles can have an impact on purchase intentions. Research by Huang (2009), also shows that consumers who are interested in a product are more likely to accept the information provided in the sponsored article. The informativeness of an article has a positive effect on the value of advertising and predicts attitudes towards advertising on websites using sponsored articles (Murillo et al., 2016; Dao et al., 2014). Sweetser et al. (2016) also show that the informativeness of a sponsored article is a positive predictor of attitudes towards the content and brand. Thus, it can be argued that consumers value the informativeness and acceptance of the information presented in a sponsored article.

H7: The higher information usefulness in the sponsored video, the stronger intention to purchase

H8: The higher information trust in the sponsored video, the stronger intention to purchase

H9. The higher information adoption in the sponsored video, the stronger intention to purchase

In modern communication, it is observed that sponsored videos can have a direct impact on CTAs (call-to-action) (Verčič, 2015), such as purchase intent. Liu et al. (2019) argue that the use of short promotional videos in a marketing strategy can save time, making them useful and influencing the consumer's intention to purchase. Authors agree that the more structured the message in a video, the more acceptable it is (Rietveld et al., 2020; Mao et al., 2019), thus influencing consumer engagement, interactive reactions, such as product purchase.

Taking into account the hypotheses developed from other authors and their studies, the following research aimed to confirm or reject them. After considering the insights and hypotheses put forward by other researchers, this study aims to contribute to existing knowledge by empirically

testing the proposed hypotheses in the context of the specific objectives of the study. The hypotheses will be analysed twice: in the hedonic product study and in the utilitarian product study.

2.2 Data collection method and survey instruments

The research method chosen for the study of this research work was a quantitative research method. Stonkienė et al., (2010) state that quantitative research allows for the identification of several key trends, so in order to investigate how different formats of sponsored messages impact on the intention to purchase hedonic vs. utilitarian products, it was chosen to carry out the above mentioned research. A 2x2 factorial design was also chosen as this method aims to manipulating factors in experiments to observe their effects on outcomes, with a minimum loss of data information (Table 3). In other words, a small number of understandable factors can be derived from a much larger number of variables (Nyaradzo and Christopher, 2013). Similar studies in the literature dealing with different message formats have also used a factorial experimental design (Wojdynski, 2016; Krämer and Böhrs, 2017; Hughes et al., 2019), suggesting that such an approach is appropriate for the purpose of the study.

In order to collect data for the study, a questionnaire survey was chosen survey method, as it is one of the simplest and most convenient ways to achieve the required group of respondents. A questionnaire survey allows to find out, measure, identify, evaluate the extent of the problem (Vaznonienė, 2010). Other authors have also used the survey method in their studies to investigate different messages or their formats (Schroeder et al., 2023; Xiao et al., 2020). The four questionnaires was digitised, upload on a survey platform and distributed online.

Table 3. *Factorial experimental design 2x2*

1 questionnaire A	2 questionnaire - B
Hedonic product (Apple Watch Series 9) – sponsored article	Hedonic product (Apple Watch Series 9) – sponsored video
3 questionnaire C	**4 questionnaire D**
Utilitarian product (Xiaomi Redmi Watch 2 Lite watch) – sponsored article	Utilitarian product (Xiaomi Redmi Watch 2 Lite watch) – sponsored article

Source: compiled by the author

Practical part. In order to investigate which sponsored content format has an impact on the intention to purchase hedonic and utilitarian product, two sponsored videos and two sponsored articles were created before the study. All four formats were created using the tool of storytelling, promoting a product through a story. All four formats were developed using the storytelling tool, promoting a product through a story, as original storytelling can encourage consumers to reinforce the brand image and encourage product purchase (Gilliam and Flaherty, 2015). As a storyteller was chosen a Lithuanian singer, participant in various TV projects, nano-influencer with more than 10,000 followers on „Instagram" social media channel. An influencer was specifically chosen to create the sponsored content, as influencers with a large social media following have the power to drive purchase (De Veirman, Cauberghe and Hudders, 2017).

The Apple Watch Series 9 was chosen as an example of a hedonic product. For survey case A, a sponsored article was created in which a selected nano-influencer tells the story of how the Apple Watch Series 9 saved her life with its smart features. Kakroo (2015) defined storytelling as a combination of facts and emotions, which is why the sponsored article tells an emotional story. The article is followed by a special call to action (CTA) with a link to buy the watch. The term „Partner content" was used to disclose hidden advertising in the article (Morgot et. al., 2021). Survey case B contains an example of a sponsored video in which the same nano-influencer tells the same emotive story. The video is less than 3 minutes long. The nano-influencer is wearing a watch while telling the story and a picture of the model appears for a few seconds during the video. This is a conscious decision, as the content that discloses the sponsorship information may contain pictures of the product being used or hyperlinks that refer to the product (Zhu and Tan, 2007). The sponsored article and sponsored video about the hedonic product can be found in Annex 1.

The Xiaomi Redmi Watch 2 Lite watch was chosen as an example of a utilitarian product. Option C contains a sponsored article in which a selected nano-influencer tells the story of how one smart device changed her life. In the course of the story, she reveals that it is The Xiaomi Redmi Watch 2 Lite, which is not an expensive watch, but extremely useful. The term „Partner content" was also used to disclose hidden advertising in the article (Morgot et. al., 2021). There is also a link to purchase the product at the end of the article. In case D the same narrator telling the same story in a sponsored video. The video is less than 3 minutes long. The nano-influencer is wearing a watch while telling the story and a picture of the model appears for a few seconds during the video. The sponsored article and sponsored video about the utilitarian product can be found in Annex 2.

All four scenarios have been developed with the aim of maintaining integrity – the same story of the hedonic product is told by the same nano-influencer in the sponsored article (A) and sponsored video (B), the same story of the utilitarian product is told by the same nano-influencer in the sponsored article (C) and video (D).

Constructs. The questionnaire is divided into four groups of four questions aimed at to identify the factors in the research design: message information usefulness, message information trust, messages information adoption and intention to purchase. The same constructs will be used four times: in the hedonic product survey, about the sponsored article (A) and the sponsored video (B); in the utilitarian product survey, about the sponsored article (C) and the sponsored video (D). The 7-point Likert scale used to measure the constructs of the questions is widely used by other researchers to measure user-generated content. The Likert scale can be applied to a wide range of constructs, making it a valuable tool for gaining insights into the effectiveness of different formats of sponsored content. This scale is often used in studies that aim to measure advertising (Wojdynski, 2016; Kim et al., 2017; Kim et al., 2019). On the Likert scale, 1 means strongly disagree, 2 means disagree, 3 means more disagree than agree, 4 – neither agree nor disagree, 5 – more agree than disagree, 6 – agree, 7 – strongly agree. The constructs in the questionnaire are based on the previous constructs used in previous studies:

1. **The message information usefulness** is measured by six statements based on Yuksel, H. F., (2016): *1) I think that the provided content would encourage me to buy this watch; 2) I think that the provided content is useful for finding information about this watch; 3) I think that the provided content is valuable; 4) I think the provided content is a convenient source of information when interested in buying this watch; 5) I think that the provided content influences my decision to be interested in this watch; 6) I think that the provided content would encourage a quicker purchase of the this watch.*

2. **The message information trust** is measured by five statements based on Schnepf, J., Lux, A., Jin, Z., Formanowicz, M., (2021): *1) I believe that the provided content about this watch is reliable; 2) I believe that the provided content information is correct; 3) I believe that the provided content information is understandable; 4) I believe that the provided content information is trustworthy; 5) I would use the information in this content to persuade other people to buy this watch.*

3. **Messages information adoption** is measured by four statements based on Tseng, S. Y., and Wang C. N., (2016): *1) I intend to use the information contained in the content to purchase this watch; 2) Provided content encourages me to take a deeper insight into information about*

this watch; 3) Information in the provided content about this watch is acceptable to me; 4) Information contained in the content motivates me to purchase this watch in the future.

4. **Intention to purchase** is measured by four statements based on Erkan, I., and Evans, E., (2016): *1) If I would go to buy a watch, I would consider about this model, mentioned in provided content; 2) If I would consider to buy a watch, the chances are high that I would buy the model mentioned in the provided content; 3) I would intend to buy the watch mentioned in the content when I would be choosing between others; 4) would buy this watch;5) I would recommend this watch model to others.*

Table 4. *Constructs and questions used in the questionnaire*

Constructions	Questions	Source
Usefulness of message information	1) *I think that the provided content would encourage me to buy this watch.* 2) *I think that the provided content is useful for finding information about this watch.* 3) *I think that the provided content is valuable.* 4) *I think the provided content is a convenient source of information when interested in buying this watch.* 5) *I think that the provided content influences my decision to be interested in this watch.* 6) *I think that the provided content would encourage a quicker purchase of the this watch.*	Yuksel, H. F., (2016)
Trust of message information	1) *) I believe that the provided content about this watch is reliable.* 2) *I believe that the provided content information is correct.* 3) *I believe that the provided content*	Schnepf, J., Lux, A., Jin, Z., Formanowicz, M., (2021)

	information is understandable. 4) *I believe that the provided content information is trustworthy.* 5) *I would use the information in this content to persuade other people to buy this watch.*	
Messages information adoption	1) *I intend to use the information contained in the content to purchase this watch.* 2) *Provided content encourages me to take a deeper insight into information about this watch.* 3) *Information in the provided content about this watch is acceptable to me.* 4) *Information contained in the content motivates me to purchase this watch in the future.*	Tseng, S. Y., and Wang C. N., (2016)
Intention to purchase	1) *If I would go to buy a watch, I would consider about this model, mentioned in provided content.* 2) *If I would consider to buy a watch, the chances are high that I would buy the model mentioned in the provided content.* 3) *I would intend to buy the watch mentioned in the content when I would be choosing between others.* 4) *I would buy this watch.* 5) *I would recommend this watch model to others.*	Erkan, I., and Evans, E., (2016)

Source: compiled by the author on the basis of scientific sources, 2023

2.3. Sample size

A non-probability convenience sampling method (Zhu et al., 2013) was used to select the respondents for this survey method. Guided by the academic literature in the context of consumer generated content research and best practice, the average sample size was determined:

Table 5. *Calculating the sample of respondents based on good practice*

Author, year	Sample size in the study
Saenger, C. and Song, D., (2019)	191
Ham et al., 2021	501
Wang et al., 2019	195
Kim et al., 219	134
Li et al., 2020	246
Pengnate, S. and Sarathy, R., 2017	326
Erkan, I. and Evans, C. (2016)	529
Evan et al., (2017).	310
Average:	**304**

Source: compiled by the author on the basis of scientific researches, 2023

Based on the data presented in the table, the average number of respondents for this study is 304. Therefore, each of the A, B and D questionnaires had on average 76 respondents. The study was conducted in accordance with ethical principles. The selected respondents were given the right to choose whether or not to participate in the study and were treated with respect and courtesy. Respondents were warned that the data obtained would be made public for scientific purposes.

The questionnaires was carried out over a period of 10 days from 2023-12-07 to 2023-12-17. The questionnaires were hosted on *Google Forms* platform. In order to reach the required number of respondents as quickly as possible the surveys were shared on social networks such as Facebook, Instagram, LinkedIn and Vilnius University Business School students emails. *IBM SPSS Statistics* was used to process the data and obtain the results.

3. THE IMPACT OF DIFFERENT FORMATS OF SPONSORED CONTENT MESSAGES ON THE PURCHASE OF HEDONIC/UTILITARIAN PRODUCTS RESEARCH RESULTS

3.1. Respondent demographics

During the collection of the results, 304 respondents took part in four surveys. Controlling for surveys A/B, and C/D 74 respondents answered each s questionnaires. This was followed by tests of response variance to see which respondents did not look into the questionnaire, did not take enough time to do so and filled it in unfairly. A total of 38 respondents who did not answer all the questions or who answered dishonestly, without insight, were excluded from A/B and C/D cases. After the initial data analysis, the study further analysed the responses of 266 target respondents (149 respondents in the A/B questionnaire and 117 in the C/D questionnaire).

The first step is to assess the demographic distribution of respondents in this study (by gender, age and income). It is noted that female make up the largest proportion of respondents in the A/B and D/C questionnaires. It can be noted that female make up the largest proportion of respondents in both questionnaires (64,4% in questionnaire A/B; 52,7% in questionnaire C/D), while male make up a smaller proportion of respondents in both questionnaires (32,2% in questionnaire A/B, 46,6% in questionnaire C/D). An analysis of the distribution of respondents by age category reveals that the age groups are distributed differently. In the A/B survey about the hedonic product, the largest age group was 18-25 (51,7%), while in the D/C survey about the utilitarian product, the largest age group was 26-34 (47,3%). The analysis of the income data shows a very similar distribution between A/B and C/D data. In the survey about hedonic product, the highest number of respondents income was 1100-2000 EUR (434%), the same income was also chosen by respondents in the survey about utilitarian product (40,5%). The demographic data is shown in Table 6 below.

Table 6. *Respondent demographics*

Respondent demographics		A/B		C/D	
		N	%	N	%
Gender	Male	48	32,2%	69	46,6%
	Female	96	64,4%	78	52,7%

Age	18-25	77	51,7%	45	30,4%
	26-34	48	32,2%	70	47,3%
	35-44	12	8,1%	18	12,2%
	45-55	11	7,4%	15	10,1%
	56+	1	0,7%	0	0%
Income	0-500 Eur	14	9,4%	10	6,8%
	600-1000 Eur	28	18,8%	19	12,8%
	1100-2000 Eur	66	44,3%	60	40,5%
	2100-3000 Eur	24	16,1%	30	20,3%
	3100+ Eur	15	10,1%	28	18,9%
N=		**149**		**117**	

Source: compiled by the author using SPSS tool

3.2. Research scales reliability analysis

Once the relevant data had been collected and processed, the first step was to assess the internal consistency of the questionnaire. This was checked by calculating the Cronbach's Alpha coefficient, since it is related to the questionnaires correlation between items. For further analysis of the study, the results are appropriate when the Cronbach's alpha value ranges from 0,7 to 1,0. The reliability of the constructs used in the study was tested separately for options A, B, and C, D. The Cronbach's alpha coefficients were then calculated for the overall ***hedonic product study (A/B)*** and the overall ***utilitarian product study (C/D).*** The results of the Cronbach's Alpha coefficient calculations are shown in Table 7 below.

Table 7. *Reliability statistics*

Variables	N	Questionnaire variant			
		A	B	C	D
		Cronbach alpha			
Message information usefulness	6	0,948	0,959	0,956	0,967

Message information trust	5	0,904	0,932	0,924	0,951
Message information adoption	4	0,906	0,933	0,942	0,955
Intention to purchase	5	0,948	0,954	0,957	0,970
Overall study cronbach alpha (A/B; C/D)	40	**0,980**		**0, 986**	

Source: compiled by the author using SPSS tool

As shown by the statistical calculations, the overall message information usefulness, message information trust, message information adopton and the intention to purchase of the hedonic product questionnaire A/B variants, the Cronbach's Alpha coefficient was α = 0,980, while the individual questionnaire items ranged from α = 0,904 (lowest) to α = 0,959 (highest). Utilitarian product questionnaire C/D variants, the Cronbach's Alpha coefficient was α = 0,986, while the individual questionnaire items ranged from α = 0,924 (lowest) to α = 0,970 (highest).

Reliability of all individual parts of the questionnaire is very good, as it fits in the range between 0,7 and 1,0, and therefore are acceptable for further analysis of the survey.

Tests of Normality

The normality of the data for variants A, B, and C, D was further analysed. The *Kolmogorov-Smirnov* and *Shapiro-Wilk* criteria were used to analyse the normality of the data. The *p-values* obtained were less than p>0.05. Thus, the distributions did not satisfy the normality conditions, as p>0.05, but the value of the asymmetry coefficient (Skewnees) and the coefficient of excess (Kurtosis) were within the range of -1 to 1, so it can be said that the conditions of the distributions are partially acceptable. The results of the Normality Test and Descriptives are shown in Tables 8 and 9 below. Therefore, the following analysis will use parametric criteria and linear regression analysis.

Table 8. *Normality Test*

		Kolmogorov-Smirnov			*Shapiro-Wilk*		
		Statistic	df	Sig.	Statistic	df	Sig.
Message information usefulness	A	,088	149	,007	,960	149	<,001
	B	,075	149	,041	,961	149	,003
	C	,078	117	,080	,962	117	,002
	D	,151	117	<,001	,918	117	<,001
Message information trust	A	,075	149	,040	,960	149	<,001
	B	,077	149	,031	,971	149	,003
	C	,097	117	,008	,964	117	,003
	D	,134	117	<,001	,920	117	<,001
Message information adoption	A	,099	149	,001	,957	149	<,001
	B	,106	149	<,001	,955	149	<,001
	C	,102	117	,005	,950	117	<,001
	D	,125	117	<,001	,932	117	<,001
	A	,083	149	,014	,954	149	<,001
	B	,069	149	,078	,962	149	<,001

Intention to purchase	C	,088	117	,028	,949	117	<,001
	D	,137	117	<,001	,902	117	<,001

Source: compiled by the author using SPSS tool

Table 9. *Descriptives*

		Skewness		**Kurtosis**	
		Statistic	Std. Error	Statistic	Std. Error
Message information usefulness	A	,112	,199	-,993	,395
	B	,149	,199	-,941	,395
	C	,060	,224	-,991	,444
	D	-,485	,224	-,935	,444
Message information trust	A	,160	,199	-,937	,395
	B	,035	,199	-,842	,395
	C	-,129	,224	-,831	,444
	D	-,595	,224	-,764	,444
Message information adoption	A	,147	,199	-,927	,395
	B	,270	,199	-,919	,395
	C	,187	,224	-,943	,444
	D	-,221	,224	-,924	,444
Intention to purchase	A	,178	,199	-,897	,395
	B	,166	,199	-,901	,395
	C	,199	,224	-,946	,444
	D	-,340	,224	-,954	,444

Source: compiled by the author using SPSS tool

In the following this paper will analyse hypotheses H1 to H9 twice. First, the data and hypotheses will be analysed for the **hedonic product** (Apple Watch Series 9) *A (sponsored article)* / *B (sponsored video)* variants. Then the data and the same hypotheses will be analysed for the **utilitarian product** (Xiaomi Redmi Watch 2 Lite watch) *D (sponsored article) / C (sponsored video)* variants.

3.3. Hypothesis analysis for hedonic product

First, an analysis of the different formats of the hedonic product (Apple Watch Series 9) will be carried out. The data from questionnaires A and B are combined to test the different sponsored message formats (sponsored article and sponsored video) on the variables (message information usefulness, message information trust, message information adoption) according to hypotheses H1, H2, H3 and to analyse which format of the sponsored content leads to the intention to purchase the hedonic product.

H1: The usefulness of the message information will be higher for a sponsored article than for a sponsored video

H2: The trust of the message information will be higher for a sponsored video than for a sponsored article

H3: The adoption of message information will be higher for a sponsored video than for a sponsored article

Table 10. *Hedonic product H1, H2, H3 Hypothesis testing with Paired-Sample T Test*

HEDONIC PRODUCT		Mean	t	Significance One-Sided (p)
Paired 1	Article information usefulness & Video information usefulness	23,9128	1,389	0,084
		22,7852		
Paired 2	Article information trust &Video information trust	20,6242	,754	,226
		20,1678		
Paired 3	Article information adoption & Video information adoption	15,6174	1,444	,075
		14,9463		

Source: compiled by the author using SPSS tool

The Paired-Sample T Test for all cases did not reveal a statistically significant difference, as the Significance One-Sided (p) values obtained are higher than p=0,05. No statistically significant difference was found between the message information usefulness in the sponsored article and in the sponsored video (Sig. (1-tailed)p=0,084; p>0,05); No statistically significant difference was found between the message information trust in the sponsored article and in the sponsored video (Sig. (1-tailed)p=0,226; p>0,05); No statistically significant difference was also found between message information adoption in the case of the sponsored article and the sponsored video (Sig. (1-tailed)p=0,075; p>0,05). The results of H1, H2, H3 testing with Paired-Sample T Test are shown in Table 10.

Therefore, hypotheses ***H1, H2 and H3 is rejected*** as there are no statistically significant differences between the message information usefulness, message information trust and message information adoption in the sponsored article and the sponsored video. These criteria are similarly assessed in both the sponsored article and the sponsored video.

In the following, hypotheses H4, H5, H6 will be analysed with selected tests.

H4: The higher information usefulness in the sponsored article, the stronger intention to purchase

H5: The higher information trust in the sponsored article, the stronger intention to purchase

H6: The higher information adoption in the sponsored article, the stronger intention to purchase

Table 11. *Hedonic product H4, H5, H6 Hypothesis testing with Correlations*

HEDONIC PRODUCT		Intention to purchase
Sponsored article information usefulness	Pearson Correlation (r)	0,685**
	Sig. (2-tailed) (p)	<0,001
	N	149
Sponsored article information trust	Pearson Correlation (r)	0,654**
	Sig. (2-tailed) (p)	<0,001
	N	149
Sponsored article information adoption	Pearson Correlation (r)	0,790**
	Sig. (2-tailed)	<0,001
	N	149

Source: compiled by the author using SPSS tool

The correlation showed that in **hedonic product** case there is a statistically significant relationship between intention to purchase and **sponsored article** information usefulness, sponsored article information adoption and sponsored article information trust. These hypotheses were measured by the Pearson correlation coefficient. When $r=$ is close to 1, it means that there is a strong positive linear relationship between the variables. If the correlation coefficient is positive but closer to 0, the relationship is weaker. The results of the H4, H5, H6 correlation are shown in Table 11.

Testing the relationship between the variables of hypothesis H4, a statistically significant relationship was found (Sig. (2-tailed)p=0,001; p<0,05). The relationship between the sponsored article information usefulness and intention to purchase is strong (r=0,685). The results **confirmed H4 (before the regression test)** and suggest that the usefulness of sponsored article information has a positive effect on the intention to purchase a hedonic product. The information contained in the sponsored article is one of the factors that promote consumer trust and influence the consumers intention to purchase.

Also, when testing the relationship between the variables of hypothesis H5, a statistically significant relationship was found (Sig. (2-tailed)p=0,001; p<0,05). The relationship between the sponsored article information trust and the intention to purchase is strong (r=0,654). The results **confirmed H5 (before the regression test)** and suggest that the sponsored article information trust has a positive effect on the intention to purchase a hedonic product. When the information in the sponsored article is reliable, it has an impact on the consumer's intention to purchase.

When testing the relationship between the variables of hypothesis H6, a statistically significant relationship was found (p=0,001; p<0,05). The relationship between sponsored article information adopion and intention to purchase is very strong (r=0,790). The results **confirmed H6 (before the regression test)** and suggest that the sponsored article information adoption has a positive effect on the intention to purchase the hedonic product. When the information in the sponsored article is acceptable, it influences the consumer's intention to purchase.

The analysis of how these factors predict purchase intentions will be presented below.

Table 12. *Hedonic product H4, H5, H6 Regression analysis*

HEDONIC PRODUCT	Model parameters			Model coefficients			
	R Square	F	ANOVA Sig. (p)	Unstandardized B	Standardized Coefficient Beta (β)	t	Sig.
Sponsored article information usefulness				0,102	0,119	1,366	0,174
Sponsored article information trust	0,637	84,821	<0,001	0,113	0,100	1,242	0,216
Sponsored article information adption				0,792	0,620	6,875	<0,001

Source: compiled by the author using SPSS tool

A regression model was constructed to analyse how information usefulness, information trust and information adoption in the case of a **sponsored article** predict intention to purchase a **hedonic product.**

The regression model constructed was statistically significant as the ANOVA value of p=0,001 is less than p<0,05. The coefficient of determination R Square=0,637 is more than >0,20, which means that the independent variables (message information usefulness, message information trust and message information adoption) explain 63,0 % of the respondents intention to purchase hedonic product after reading the sponsored article.

However, when looking at the effect of each of the variables on purchase intention, it appears that not all of them are statistically significant. Sponsored article information usefulness Sig. p=0,174, which is more than p>0,05, and β=0,119, which means that even the correlation test found a relation,

sponsored article information usefulness does not have a strong effect on the intention to purchase a hedonic product. Therefore, after the regression test, **H4 is rejected.**

The regression test showed that the sponsored article information trust Sig. p=0,216, which is more than p>0,05, β=0,100, which means that even though the correlation test found a relation, the sponsored article information trust does not have a strong effect on the intention to purchase a hedonic product. Therefore, after the regression test, **H5 is rejected.**

However, the regression test for H6 shows that sponsored article information adoption, Sig. p=0,001 and this is less than p<0,05, and β=0,620, which means that sponsored article information adoption has a strong effect on the intention to purchase a hedonic product. Therefore, after the regression test, **H6 is confirmed.**

Thus, although H4, H5, H6 were confirmed in the correlation test, after the regression test it is found that only the message information adoption in the case of sponsored article has an effect on the intention to purchase the hedonic product.). The results of H4, H5, H5 regression analysis are shown in Table 12.

In the following, hypotheses H7, H, H9 will be analysed with selected tests.

H7: The higher information usefulness in the sponsored video, the stronger intention to purchase

H8: The higher information trust in the sponsored video, the stronger intention to purchase

H9. The higher information adoption in the sponsored video, the stronger intention to purchase

Table 13. *Hedonic product H7, H8, H9 testing with Correlations*

HEDONIC PRODUCT		Intention to purchase
Sponsored video information usefulness	Pearson Correlation (r)	0,757**
	Sig. (2-tailed) (p)	<0,001
	N	149
Sponsored video information trust	Pearson Correlation (r)	0,640**
	Sig. (2-tailed) (p)	<0,001
	N	149
Sponsored video information adoption	Pearson Correlation (r)	0,755**
	Sig. (2-tailed)	<0,001
	N	149

The correlation showed that in ***hedonic product*** case there is a statistically significant relationship between intention to purchase and ***sponsored video*** information usefulness, sponsored article information adoption and sponsored article information trust. These hypotheses were measured by the Pearson correlation coefficient. When $r=$ is close to 1, it means that there is a strong positive linear relationship between the variables. If the correlation coefficient is positive but closer to 0, the relationship is weaker. The results of the H, H7, H8 correlation are shown in Table 13.

Testing the relationship between the variables of hypothesis H6, a statistically significant relationship was found (Sig. (2-tailed)p=0,001; p<0,05). The relationship between the sponsored video information usefulness and intention to purchase is very strong (r=0,757). The results ***confirmed H6 (before the regression test)*** and suggest that the usefulness of sponsored video information has a positive effect on the intention to purchase a utilitarian product.

Also, when testing the relationship between the variables of hypothesis H7, a statistically significant relationship was found (Sig. (2-tailed)p=0,001; p<0,05). The relationship between the sponsored video information trust and the intention to purchase is strong (r=0,640). The results ***confirmed H7 (before the regression test)*** and suggest that the sponsored video information trust has a positive effect on the intention to purchase a utilitarian product. When the information in the sponsored video is reliable, it has an impact on the consumer's intention to purchase.

When testing the relationship between the variables of hypothesis H8, a statistically significant relationship was found (p=0,001; p<0,05). The relationship between sponsored video information adoption and intention to purchase is very strong (r=0,755). The results ***confirmed H8 (before the regression test)*** and suggest that the sponsored video information adoption has a positive effect on the intention to purchase the hedonic product. When the information in the sponsored video is acceptable, it influences the consumers intention to purchase.

The analysis of how these factors predict purchase intentions will be presented below.

Table 14. *Hedonic product H7, H8, H9 Regression analysis*

HEDONIC PRODUCT	Model parameters			Model coefficients			
	R Square	F	ANOVA Sig. (p)	Unstandardized B	Standardized Coefficient Beta (β)	t	Sig.
Sponsored video information usefulness				0,301	0,365	3,945	<0,001

						0,198	0,843
Sponsored video information trust	0,644	87,563	<0,001	0,017	0,016		
Sponsored video information adption				0,573	0,461	4,886	<0,001

Source: compiled by the author using SPSS tool

A regression model was constructed to analyse how information usefulness, information trust and information adoption in the case of a ***sponsored video*** predict intention to purchase a ***hedonic product.***

The regression model constructed was statistically significant as the ANOVA value of p=0,001 is less than p<0,05. The coefficient of determination R Square=0,644 is more than >0,20, which means that the independent variables (message information usefulness, message information trust and message information adoption) explain 64,0 % of the respondents intention to purchase hedonic product after watching sponsored video.

However, when looking at the effect of each of the variables on purchase intention, it appears that not all of them are statistically significant. Sponsored video information usefulness Sig. p=0,001, which is less than p<0,05, and β=0,365, implying that the sponsored video information usefulness has an effect on the intention to purchase a hedonic product. Therefore, after a regression test ***H7 is confirmed.***

The regression test showed that the sponsored video information trust Sig. p=0,843 which is more than p>0,05, β=0,016, which means that even though the correlation test found a relation, the sponsored video information trust does not have a strong effect on the intention to purchase a hedonic product. Therefore, after the regression test, ***H8 is rejected.***

However, the regression test for H9 shows that sponsored article information adoption, Sig. p=0,001 and this is less than p<0,05, and β=0,461, which means that sponsored video information adoption has a strong effect on the intention to purchase a hedonic product. Therefore, after the regression test, ***H9 is confirmed.***

Thus, while H7, H8 and H9 were confirmed by the correlation test, the regression test showed that the message information trust does not have influence on the intention to purchase the hedonic product in the case of the sponsored video. The information adoption criterion has the highest influence on the intention to purchase a hedonic product after watching a sponsored video, as β=0,461,

and the information usefulness criterion is also important, as $\beta=0,365$. The results of H7, H8, H9 regression analysis are shown in Table 14.

Based on the results of the study, it can be summarised that, in terms of interest in the hedonic product, the sponsored video and the sponsored article do not differ significantly in their ability to stimulate purchases. What both formats have in common is that both sponsored video and sponsored article do not generate trust in respondents minds when they are interested in a hedonic product. However, by elaborating on the criteria for the sponsored content format, the study shows that sponsored videos are considered more useful than sponsored articles and have a positive impact on purchase intentions for hedonic products. It is clear that the format of the presentation of the information plays a decisive role, since in the case of both sponsored articles and sponsored videos, the acceptability of the information has an impact on purchase intention. However, it is important to note that in the case of the hedonic product, the sponsored article had a significantly higher in Standardised Coefficient Beta ($\beta=0,620$), while the sponsored video had a significantly lower coefficient ($\beta=0,461$). It can therefore be argued that, although sponsored article and sponsored video have an impact on the intention to buy a hedonic product when measured against different criteria, both formats of sponsored content are valuable.

3.4. Hypothesis analysis for utilitarian product

Next, an analysis of the different formats of the utilitarian product (Xiaomi Redmi Watch 2 Lite) will be carried out. The data from questionnaires C and D are combined in order to test the different formats of the sponsored messages (sponsored article and sponsored video) and the variables (message information usefulness, message information trust, message information adoption) under hypotheses H1, H2, H3 and to analyse which format of the sponsored content leads to the intention to purchase the utilitarian product.

H1: The usefulness of the message information will be higher for a sponsored article than for a sponsored video

H2: The trust of the message information will be higher for a sponsored video than for a sponsored article

H3: The adoption of message information will be higher for a sponsored video than for a sponsored article

Table 15. *Utilitarian product H1, H2, H3 testing with Paired-Sample T Test*

UTILITARIAN PRODUCT		Mean	t	Significance One-Sided (p)
Paired 1	Article information usefulness & Video information usefulness	23,3929	-3,760	<0,001
		26,3714		
Paired 2	Article information trust &Video information trust	15,1399	-4,243	<0,001
		16,9231		
Paired 3	Article information adoption & Video information adoption	20,4326	-3,688	<0,001
		22,8582		

Source: compiled by the author using SPSS tool

After testing H1, H2, H3 with Paired-Sample T Test in utilitarian product case, a statistically significant difference was found, as the obtained Significance One-Sided (p) values are less than p=0,05.

When testing H1, statistical significance difference was found between the message information usefulness in the sponsored article and in the sponsored video (Sig. (1-tailed)p=0,001; p<0,05). Since the value of the mean in the sponsored video M=26,3714 is higher > than in the sponsored article M=23,3929, it means that the usefulness of the message is higher in the sponsored video. This means that **H1 is rejected**, and when the interest is in a utilitarian product, the usefulness of the information is not better assessed in the sponsored article format, as mentioned in the hypothesis.

Testing H2, statistical significance difference was found between the message information trust in the sponsored article and in the sponsored video (Sig. (1-tailed)p=0,001; p<0,05). Since the mean value in the sponsored video M=16,9231 is higher > than the mean value in the sponsored article M=15,1399, the message information trust is higher in the sponsored video. This implies that **H2 is accepted,** and when the interest is in a utilitarian product, the information trust is better estimated in the sponsored video format as mentioned in the hypothesis.

The H3 test showed statistical significance difference between the message information adoption in the sponsored article and in the sponsored video (Sig. (1-tailed)p=0.001; p<0.05). Since the mean value in the sponsored video M=22,8582 is higher > than the mean value in the sponsored article M=20,4326, the message acceptance is higher in the sponsored video. This implies that **H3 is accepted**, and when the interest is in a utilitarian product, the acceptance of the information is better in the sponsored video format, as mentioned in the hypothesis. The results of H1, H2, H3 testing with Paired-Sample T Test are shown in Table 15.

In the following, hypotheses H4, H5, H6 will be analysed with selected tests.

H4: The higher information usefulness in the sponsored article, the stronger intention to purchase

H5: The higher information trust in the sponsored article, the stronger intention to purchase

H6: The higher information adoption in the sponsored article, the stronger intention to purchase

Table 16. *Utilitarian product H4, H5, H6 testing with Correlations*

UTILITARIAN PRODUCT		Intention to purchase
Sponsored article information usefulness	Pearson Correlation (r)	0,857**
	Sig. (2-tailed) (p)	<0,001
	N	135
Sponsored article information trust	Pearson Correlation (r)	0,860**
	Sig. (2-tailed) (p)	<0,001
	N	138
Sponsored article information adoption	Pearson Correlation (r)	0,793**
	Sig. (2-tailed)	<0,001
	N	139

Source: compiled by the author using SPSS tool

The correlation showed that in **utilitarian product** case there is a statistically significant relationship between intention to purchase and **sponsored article** information usefulness, sponsored article information adoption and sponsored article information trust. These hypotheses were measured by the Pearson correlation coefficient. When $r=$ is close to 1, it means that there is a strong positive linear relationship between the variables. If the correlation coefficient is positive but closer to 0, the relationship is weaker. The results of the H4, H5, H6 correlation are shown in Table 16.

Testing the relationship between the variables of hypothesis H4, a statistically significant relationship was found (Sig. (2-tailed)p=0,001; p<0,05). The relationship between the sponsored article information usefulness and intention to purchase is very strong (r=0,857). The results **confirmed H4 (before the regression test)** and suggest that the usefulness of sponsored article information has a positive effect on the intention to purchase a utilitarian product. The information contained in the sponsored article is one of the factors that promote consumer trust and influence the consumers intention to purchase.

Also, when testing the relationship between the variables of hypothesis H5, a statistically significant relationship was found (Sig. (2-tailed)p=0,001; p<0,05). The relationship between the sponsored article information trust and the intention to purchase is very strong (r=0,860). The results **confirmed H5 (before the regression test)** and suggest that the sponsored article information trust has

a positive effect on the intention to purchase a utilitarian product. When the information in the sponsored article is reliable, it has an impact on the consumer's intention to purchase.

When testing the relationship between the variables of hypothesis H6, a statistically significant relationship was found (p=0,001; p<0,05). The relationship between sponsored article information adopion and intention to purchase is very strong (r=0,793). The results *confirmed H6 (before the regression test)* and suggest that the sponsored article information adoption has a positive effect on the intention to purchase the utilitarian product. When the information in the sponsored article is acceptable, it influences the consumers intention to purchase.

The analysis of how these factors predict purchase intentions will be presented below.

Table 17. *Utilitarian product H4, H5, H6 Regression analysis*

UTILITARIAN PRODUCT	Model parameters			Model coefficients			
	R Square	F	ANOVA Sig. (p)	Unstandardized B	Standardized Coefficient Beta (β)	t	Sig.
Sponsored article information usefulness				0,338	0,387	3,747	<0,001
Sponsored article information trust	0,795	161,442	<0,001	0,071	0,064	0,768	0,444
Sponsored article information adption				0,592	0,470	4,846	<0,001

Source: compiled by the author using SPSS tool

A regression model was constructed to analyse how information usefulness, information trust and information adoption in the case of a *sponsored article* predict intention to purchase a *utilitarian product.*

The regression model constructed was statistically significant as the ANOVA value of p=0,001 is less than p<0,05. The coefficient of determination R Square=0,795 is more than >0,20, which means that the independent variables (message information usefulness, message information trust and message information adoption) explain 79,5 % of the respondents intention to purchase utilitarian product after reading the sponsored article. However, when looking at the effect of each of the variables on purchase intention, it appears that not all of them are statistically significant.

Sponsored article information usefulness Sig. p=0,001, which is less than p>0,05, and β=0,387, which means that sponsored article information usefulness have a effect on the intention to purchase a utilitarian product. Therefore, after the regression test, *H4 is confirmed.*

But on another hand, the regression test showed that the sponsored article information trust Sig. p=0,444, which is more than p>0,05, β=0,064, which means that even though the correlation test found a relation, the sponsored article information trust does not have a strong effect on the intention to purchase a utilitarian product. Therefore, after the regression test, *H5 is rejected.*

The regression test for H6 shows that sponsored article information adoption, Sig. p=0,001 and this is less than p<0,05, and β=0,470, which means that sponsored article information adoption has a effect on the intention to purchase a utilitariant product. Therefore, after the regression test, *H6 is confirmed.*

Therefore, while H4, H5 and H6 were confirmed by the correlation test, the regression test showed that the message information trust criteria does not affect the intention to purchase a utilitarian product in the case of a sponsored article. The criterion of message information adoption has the highest impact on the intention to purchase a utilitarian product after reading the sponsored article, as β=0,470, and the criterion of message information usefulness is also important, as β=0,387. The results of H4, H5, H5 regression analysis are shown in Table 17.

In the following, hypotheses H7, H8, H9 will be analysed with selected tests.

H7: The higher information usefulness in the sponsored video, the stronger intention to purchase

H8: The higher information trust in the sponsored video, the stronger intention to purchase

H9. The higher information adoption in the sponsored video, the stronger intention to purchase

Table 18. *Utilitarian product H7, H8, H9 Hypothesis testing with Correlations*

UTILITARIAN PRODUCT		Intention to purchase
Sponsored video information usefulness	Pearson Correlation (r)	0,881**
	Sig. (2-tailed) (p)	<0,001
	N	143
Sponsored video information trust	Pearson Correlation (r)	0,840**
	Sig. (2-tailed)	<0,001
	N	139
Sponsored video information adoption	Pearson Correlation (r)	0,925**
	Sig. (2-tailed) (p)	<0,001

	N	142

Source: compiled by the author using SPSS tool

The correlation showed that in ***utilitarian product*** case there is a statistically significant relationship between intention to purchase and ***sponsored video*** information usefulness, sponsored article information adoption and sponsored article information trust. These hypotheses were measured by the Pearson correlation coefficient. When $r=$ is close to 1, it means that there is a strong positive linear relationship between the variables. If the correlation coefficient is positive but closer to 0, the relationship is weaker. The results of the H6, H7, H8 correlation are shown in Table 18.

Testing the relationship between the variables of hypothesis H6, a statistically significant relationship was found (Sig. (2-tailed)p=0,001; p<0,05). The relationship between the sponsored video information usefulness and intention to purchase is very strong (r=0,881). The results ***confirmed H6 (before the regression test)*** and suggest that the usefulness of sponsored video information has a positive effect on the intention to purchase a utilitarian product. The information contained in the sponsored video is one of the factors that promote consumer trust and influence the consumers intention to purchase.

Also, when testing the relationship between the variables of hypothesis H7, a statistically significant relationship was found (Sig. (2-tailed)p=0,001; p<0,05). The relationship between the sponsored videob information trust and the intention to purchase is very strong (r=0,840). The results ***confirmed H7 (before the regression test)*** and suggest that the sponsored video information trust has a positive effect on the intention to purchase a utilitarian product. When the information in the sponsored video is reliable, it has an impact on the consumer's intention to purchase.

When testing the relationship between the variables of hypothesis H8, a statistically significant relationship was found (p=0,001; p<0,05). The relationship between sponsored video information adopion and intention to purchase is very strong (r=0,925). The results ***confirmed H8 (before the regression test)*** and suggest that the sponsored video information adoption has a positive effect on the intention to purchase the utilitarian product. When the information in the sponsored video is acceptable, it influences the consumers intention to purchase.

The analysis of how these factors predict purchase intentions will be presented below.

Table 19. *Utilitarian product H7, H8, H9 Regression analysis*

UTILITARIAN PRODUCT	Model parameters			Model coefficients			
	R Square	F	ANOVA Sig. (p)	Unstandardized B	Standardized Coefficient Beta (β)	t	Sig.

Sponsored video information usefulness				0,272	0,301	3,818	<0,001
Sponsored video information trust	0,892	353,329	<0,001	-0,026	-0,024	-0,329	0,743
Sponsored video information adption				0,906	0,686	9,663	<0,001

Source: compiled by the author using SPSS tool

A regression model was constructed to analyse how information usefulness, information trust and information adoption in the case of a ***sponsored video*** predict intention to purchase a ***utilitarian product.***

The regression model constructed was statistically significant as the ANOVA value of p=0,001 is less than p<0,05. The coefficient of determination R Square=0,892 is more than >0,20, which means that the independent variables (message information usefulness, message information trust and message information adoption) explain 89,0 % of the respondents intention to purchase utilitarian product after watching sponsored video.

However, when looking at the effect of each of the variables on purchase intention, it appears that not all of them are statistically significant. Sponsored video information usefulness Sig. p=0,001, which is less than p<0,05, and β=0,301, implying that the sponsored video information usefulness has an effect on the intention to purchase a utilitariam product. Therefore, after a regression test ***H7 is confirmed.***

The regression test showed that the sponsored video information trust Sig. p=0,743 which is more than p>0,05, β=-0,024, which means that even though the correlation test found a relation, the sponsored video information trust does not have a effect on the intention to purchase a utilitarian product. Therefore, after the regression test, ***H8 is rejected.***

However, the regression test for H9 shows that sponsored article information adoption, Sig. p=0,001 and this is less than p<0,05, and β=0,686, which means that sponsored video information adoption has a strong effect on the intention to purchase a utilitarian product. Therefore, after the regression test, ***H9 is confirmed.***

Thus, while H7, H8 and H9 were confirmed by the correlation test, the regression test showed that the message information trust does not have influence on the intention to purchase the utilitarian product in the case of the sponsored video. The information adoption criterion has the highest influence on the intention to purchase a utilitarian product after watching a sponsored video, as $\beta=0,686$, and the information usefulness criterion is also important, as $\beta=0,301$. The results of H7, H8, H9 regression analysis are shown in Table 19.

To summarise the research on the intention to purchase a utilitarian product, it can be argued that a sponsored video is more effective than a sponsored article when it depends on independent variables. The sponsored video appears to be effective in increasing perceived usefulness, trust and adoption in the message information, which leads to a stronger intention to purchase. However, purchase intention is also influenced by the sponsored article, as the information is perceived to be more useful ($\beta=0,387$), than in the case of sponsored video ($\beta=0,301$). Also important that sponsored videos showed an intention to buy as measured by message information adoption criteria: in contrast to the hedonic product cases, those interested in the utilitarian product had a higher acceptance of the information in the sponsored video ($\beta=0,686$) than in the sponsored article ($\beta=0,470$). It is important to note that in the case of the sponsored article and the sponsored video, trust in the message information was again not induced, but the Standardized Coefficient Beta value for the sponsored video was even negative ($\beta=-0,024$), while for sponsored article it was a bit higher ($\beta=0,064$). In conclusion, for utilitarian product sponsored videos are better than sponsored articles at shaping purchase intentions due to their higher perceived usefulness and message acceptance, but information acceptance is also effective from the sponsored article. Trust in message information remains a problem in both formats.

A,B and C,D results. So considering options A, B and C, D, it can be said that sponsored article and sponsored video have an effect on the intention to purchase a hedonic and a utilitarian product. In conclusion, for hedonic products, both sponsored article and sponsored vides are effective in influencing purchase intent, although the acceptance of the information in the sponsored articles is slightly higher. Conversely, for utilitarian products, sponsored videos are more effective, with higher perceived usefulness and higher acceptance of the message. Despite the differences in formats, a common problem with both types of products is that they do not enjoy a high level of trust among respondents.

The following Tables 20 and 21 present the hypotheses tested for the hedonic product and the utilitarian product, where the effects of sponsored article and sponsored video ads on purchase intention were assessed. Both tables present results that confirm or reject the hypotheses H1-H9 put forward in this paper.

In the case of the hedonic product, three hypotheses were confirmed and six out of nine hypotheses were rejected. The results are shown in Table 20 below.

Table 20. *Hedonic product hypothesis H1-H9 results*

HYPOTHESIS for hedonic *product*	RESULT
H1: The usefulness of the message information will be higher for a sponsored article than for a sponsored video	REJECTED
H2: The trust of the message information will be higher for a sponsored video than for a sponsored article	REJECTED
H3: The adoption of message information will be higher for a sponsored video than for a sponsored article	REJECTED
H4: The higher information usefulness in the sponsored article, the stronger intention to purchase	REJECTED
H5: The higher information trust in the sponsored article, the stronger intention to purchase	REJECTED
H6: The higher information adoption in the sponsored article, the stronger intention to purchase	CONFIRMED
H7: The higher information usefulness in the sponsored video, the stronger intention to purchase	CONFIRMED
H8: The higher information trust in the sponsored video, the stronger intention to purchase	REJECTED
H9: The higher information adoption in the sponsored video, the stronger intention to purchase	CONFIRMED

Source: compiled by the author

In the case of the utilitarian product, six hypotheses were confirmed and three of the nine hypotheses were rejected. The results are shown in Table 21 below.

Table 21. *Utilitarian product hypothesis H1-H9 results*

HYPOTHESIS for *utilitarian product*	RESULT
H1: The usefulness of the message information will be higher for a sponsored	

article than for a sponsored video	REJECTED
H2: The trust of the message information will be higher for a sponsored video than for a sponsored article	CONFIRMED
H3: The adoption of message information will be higher for a sponsored video than for a sponsored article	CONFIRMED
H4: The higher information usefulness in the sponsored article, the stronger intention to purchase	CONFIRMED
H5: The higher information trust in the sponsored article, the stronger intention to purchase	REJECTED
H6: The higher information adoption in the sponsored article, the stronger intention to purchase	CONFIRMED
H7: The higher information usefulness in the sponsored video, the stronger intention to purchase	CONFIRMED
H8: The higher information trust in the sponsored video, the stronger intention to purchase	REJECTED
H9: The higher information adoption in the sponsored video, the stronger intention to purchase	CONFIRMED

Source: compiled by the author

CONCLUSIONS AND RECOMMENDATIONS

On the basis of an analysis of the scientific literature, the following conclusions are reached:

1. The study found that both sponsored articles and sponsored videos have a significant impact on consumers purchase intentions. This means that, in the digital advertising field, both formats are a viable option for marketers seeking to drive consumer behaviour. However, a more detailed analysis reveals different patterns in the effectiveness of these formats depending on whether the product is hedonic or utilitarian.

2. The analysis of scientific sources has shown that sponsored content is effective when storytelling is used, most often in text and image formats, which is why two sponsored articles and two sponsored videos have been successfully created in this thesis.

3. Information acceptance, perceived usefulness and message acceptance are key criteria influencing consumer behaviour in both hedonistic and utilitarian product contexts.

4. Hypothesis testing of hedonic product shows a complex interaction of factors. While three hypotheses were confirmed, suggesting some implied effect, six were rejected, revealing a more complex relationship between content format and purchase intention than originally thought. This complexity underlines the multidimensionality of consumer decision-making in the hedonism domain.

5. Testing of hypotheses about utilitarian products shows a more positive results: six hypotheses were confirmed and three were rejected. This indicates a clearer and more consistent impact of sponsored content formats in influencing purchase intentions for utilitarian products, and therefore a more optimistic outlook to targeting this segment.

6. Looking at the category of hedonic product, the results show that both sponsored articles and sponsored videos are similarly effective in stimulating purchase intentions, but information i sponsored article format is better accepted. This underlines the importance of recognising the complex interplay of factors that contribute to consumer decision-making in a hedonistic context, where slight differences in format can lead to choice.

7. In contrast, the study suggests that the differences are more pronounced for utilitarian products. Sponsored videos are a superior format because they have a better reception of information than sponsored articles. However, although the difference is not significant, the information on the utilitarian product in the sponsored article is considered more useful. These differences suggest that marketers need to adapt their content strategies to the characteristics of the

products being promoted, recognising that a one-size-fits-all approach may not produce optimal results.

8. The study highlights that neither sponsored articles nor videos are effective in generating trust among consumers, suggesting that consumer communication strategies need to be improved. Even if the message is accepted and absorbed by consumers, sponsored content is difficult to maintain trust. However, this result supports the view of the authors discussed in the theory part, that even if hidden advertising is disclosed, people do not trust sponsored content. In the same way, an influencer telling a story in sponsored content may not inspire trust.

9. This study shows the need for a subtle understanding of the interaction between sponsored content formats and consumer behaviour. For hedonic products, both sponsored articles and videos are influential, but sponsoted articles are slightly more influential due to their better information adoption. Conversely, for utilitarian products, sponsored videos are favoured due to a higher perceived usefulness and acceptance of information.

10. Finally, when considering the promotion of a hedonic product, it is possible to use both a sponsored article and a sponsored video that have a purchase intention. However, when it comes to a utilitarian product, it is more valuable to choose a sponsored video.

On the basis of an analysis of the scientific literature, the following recommendations are reached:

1. Taking into account the detailed results of a study on the impact of sponsored content formats on consumers' purchase intentions, this proposal aims to improve and optimise digital advertising strategies for marketers. The study showed that both sponsored articles and sponsored videos have a significant impact on purchase intent and should therefore be used in both formats.

2. When creating sponsored content, it is very important to make use of the storytelling tool, especially in sponsored article and sponsored video formats, as this humanises the advertising. Marketers should invest in creating compelling narratives to increase consumer engagement and influence purchase intent.

3. Recognising the differences in consumer response to hedonistic and utilitarian products, marketers should adapt their content strategies accordingly. For hedonic products, it is important to emphasise the experiential aspect in articles and videos, while utilitarian products may benefit more from practical examples in videos.

4. Although sponsored articles are slightly more effective in terms of acceptance of information about hedonistic products, efforts should be made to increase the perceived usefulness of the information contained in the videos.

5. Given the strong effectiveness of sponsored videos for utilitarian products, marketers should give preference to this format for conveying practical information. Videos can provide detailed demonstrations, comparisons and explanations, thereby reinforcing consumer perceptions of utility and message acceptance.

6. Engaging with influencers remains an effective strategy, but careful selection is essential. Although influencers are often chosen for sponsored content, you might want to consider a simple storyteller, or another influencer, to give the content more credibility.

7. Given the prevailing scepticism towards sponsored content, thought should be given to how to present information in the most credible way. Also start educating about the benefits of sponsored content – clearly communicating how sponsored content helps to get content out there can help make audiences more receptive.

8. When creating a sponsored article about a hedonic product, it is important to provide as much useful information about the product as possible. When creating a sponsored video about a hedonic product, it is important to think about how to present the information in the video in order to make it easier to accept and build trust.

9. When creating a sponsored article about a utilitarian product, it is important to present the information in a way that inspires credibility. When creating a sponsored video about a utilitarian product, it is important to think about how to present the information in the video in a way that makes it as useful as possible, and perhaps to present the product itself more widely. The video should also build trust, which remains the biggest challenge.

10. These recommendations provide insights to help marketers optimise their sponsored content strategies. By tailoring approaches to product features, strengthening trust-building tools and strategically using a mix of content formats, marketers can more effectively navigate the complex digital advertising space and achieve greater consumer resonance. However, it is always important to assess whether there is a real need to diversify advertising into both text and video formats.

In the context of further research and in order to broaden the scope, it is important to evaluate several aspects of this study limitations:

1. The study was carried out on a national scale, so results may vary depending on the country where the study is carried out.

2. The two surveys also struggled to maintain a uniform number of respondents, as incorrect data had to be discarded. However, the survey was controlled and this did not have a significant impact on the study.

3. In terms of socio-demographics, the largest number of respondents are young, with higher education, middle-income earners, most of them women. It is possible that the results may differ for different segments, for example, for the older age group.

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ANNEXES

Annex 1

Created advertisements for a hedonic product:

A case. (sponsored article about Apple Watch Series 9)

Atlikėjos Senjasos kelionė į studiją vos nesibaigė nelaime: medikus iškvietė išmanioji technologija

Šaltinis: Parterio turinys

Televizijos projektų dalyvė, atlikėja, didžėja Senjasa (tikrasis vardas – Gabrielė Užkurytė) visai neseniai patyrė itin nemalonų incidentą – jos kelionė paspirtuku į studiją vos nesibaigė nelaime. Visgi istorija galiausiai baigėsi laimingai, o prie to prisidėjo išmanioji technologija.

Atlikėja Senjasa kreipėsi į savo sekėjus ir pasidalijo istorija, kurios ji dar ilgai nepamirš. „Tai nutiko vieną rudens popietę keliaujant paspirtuku į studiją... Mano kelionė vos nesibaigė nelaime, tačiau mane išgelbėjo mano išmanusis laikrodis", – savo pasakojimą pradėjo ji.

„Žinoma, skubėjau, nes turėjau būti laiku ir visai nepastebėjau, kaip staiga sumėtė mano paspirtuką ir aš atsidūriau ant žemės... Kritau tikrai stipriai ir pajutau, kad susižeidžiau nugarą, kurį laiką net negalėjau pajudėti", – tęsė atlikėja.

Ji neslėpė, kad tą akimirką ji buvo apimta ne tik skausmo, bet ir siaubo – aplink nebuvo žmonių, o pati pagalbos vargiai būtų išsikvietusi.

„Kiek pavyko apsidairyti, žmonių aplink nebuvo. Tuo metu sekundės ėjo kaip valandos ir staiga pasižiūrėjau į savo „Apple" išmanųjį laikrodį, kurio ekrane išmetė pranešimą: „*It looks like you've taken a hard fall*". Tada davė pasirinkimo funkciją: „*SOS Call Emergancy*" arba „*I am OK*". Kadangi rankas galėjau judinti, nuspaudžiau „SOS" mygtuką ir, laimei, man pavyko iškart prisiskambinti į greitąją pagalbą", – pasakojo Senjasa.
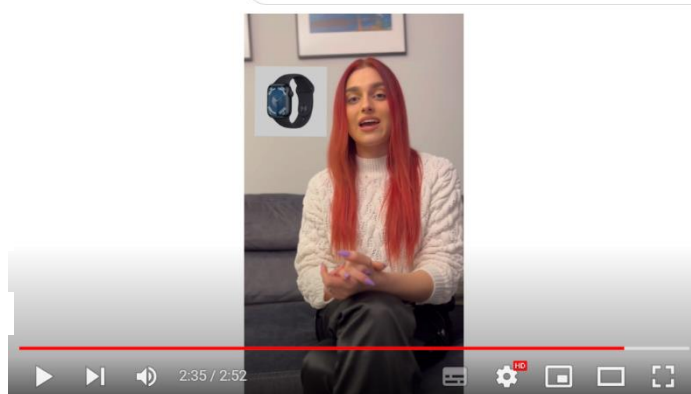
Atlikėja prabrėžė, kad išmanusis laikrodis „Apple watch Series 9" turi ir daugiau naudingų funkcijų, kurios pagelbėjo ištikus nelaimei. Viena tokių – lokacijos nustatymas.

„Jau buvau beaiškinanti, kur aš esu ir sukau galvą, kaip tai padaryti, juk mano mintys buvo visai kitur... Visgi, pasirodo, man nebereikėjo vargti, nes mano buvimo vieta buvo nusiųsta iš laikrodžio ir greitoji pagalba jau žinojo, kur atvykti. Po 10-15 minučių medikai jau buvo vietoje, ir man suteikė pirmąją pagalbą".

„Tiesa, medikė prasitarė, jog tai yra ne pirmas atvejis, kai šis išmanusis laikrodis išgelbėja gyvybes, o su tokiomis funkcijomis daug greičiau pasiekti žmogų nutikus nelaimei", – pridūrė ji.

Galiausiai atlikėja prasitarė, kad po patirtos traumos jaučiasi gerai, dabar teliko keli nubrozdinimai, o rimtesnių nugaros sužeidimų jai pavyko išvengti. Visgi ji jaučiasi dėkinga ne tik greitosios pagalbos darbuotojams, bet ir išmaniai technologijai.

„Kažkada svarsčiau, ar tikrai verta išleisti 500 eurų laikrodžiui, tačiau dabar galiu pasakyti, kad tikrai verta. Jei ne šis „Apple watch Series 9" modelis, nežinau, ar būtų pavykę sulaukti pagalbos ir ar viskas būtų baigęsi taip laimingai", – savo pasakojimą baigė Senjasa.

B case. (sponsored video about Apple Watch Series 9)

Survey A sponsored video example

Annex 2

Created advertisements for a utilitarian product:

C case. (sponsored article about Xiaomi Redmi Watch 2 Lite watch)

Atlikėja Senjasa atskleidė, kaip pavyko pakeisti chaotišką gyvenimo būdą: įtakos turėjo vienas pirkinys

Šaltinis: Partnerio turinys

Televizijos projektų dalyvė, atlikėja, didžėja Senjasa (tikras vardas – Gabrielė Užkurytė) neretai sulaukia klausimo – kaip jai pavyksta viską suspėti? Po studijos traukianti į papildomus darbus, Gabrielė šiai dienai džiaugiasi, kad energijos ji nestokoja kiekvienai savo veiklai, tačiau taip buvo ne visada – prieš metus jai teko gerokai pakeisti gyvenimo būdą.

„Prieš metus man būdavo gana sunku suderinti visas savo veiklas. Dainavimą, muzikos kūrimą studijoje, didžėjavimą bei kitus darbus po studijos... Dažnai man trūkdavo miego, jausdavausi nepailsėjusi, bet viskas pasikeitė, kai nusprendžiau įsigyti išmanųjį laikrodį", – pasakoja atlikėja, suderinanti laiką tarp visų savo užsiėmimų.

Ji neslėpė, kad įsigyti laikrodį nusprendė siekdama susitvarkyti savo režimą, kuris ligšiol buvo chaotiškas – naktiniai renginiai ir kūrybinis darbas iki vėlumos studijoje įpratino gultis į lovą gana vėlai, tad atlikėja jautė nuolatinį miego ir energijos trūkumą.

„Dažniausiai geriausios kūrybinės mintys ir mano mūza aplanko naktimis. Na, tada kurti geriausia, tačiau, žinoma, po tu visų ilgų pasisėdėjimų prie muzikos kūrybos bei prie *dj* pulto iki vėlumos yra žymiai sunkiau atsikelti kitą dieną bei nudirbti visus tai dienai suplanuotus darbus".

„Pati esu labiau klasikinių laikrodžių mėgėja ir iki tol dar nebuvau išbandžiusi jokio išmaniojo laikrodžio, tad nusprendusi jį įsigyti, pirmam žingsniui nutariau per daug neišlaidauti. Įsigijau „Xiaomi Redmi Watch 2 Lite" išmanųjį laikrodį, kurio kaina rinkoje svyruoja nuo 50 iki 80 eurų. Ir žinot, tai buvo geriausia mini investicija!", – tęsė atlikėja.

Senjasa pasakojo, kad įsigijus laikrodį pirmiausia pradėjo stebėti savo miego režimą – kiek laiko ir kaip kokybiškai pavyksta išsimiegoti. Kasdien matomi prasti miego kokybės rodikliai, o kur dar prasta savijauta – visa tai privertė ją pradėti keisti režimą.

„Įsigijus išmanųjį laikrodį ėmiau stebėti savo miego režimą. Kiekvieną rytą tikrinau rodiklius, o telefone galėjau matyti detalesnę informaciją ir sužinoti, kaip nekokybiškai miegu iš tikrųjų. Pamačiusi, kokia yra prasta situacija, nusprendžiau eiti miegoti anksčiau. Žinoma, kai pakeičiau režimą, atsirado žymiai daugiau energijos. Nors anksčiau būdavo sunku atrasti laiko sportui, dabar laiko ir energijos atsirado gerokai daugiau. Pradėjau lankyti šokius, baseiną, dažnai išeinu ir pabėgioti. Ir visa tai man padėjo padaryti laikrodis, kuris man leido stebėti savo pasiekimus. Tereikia iš laikrodžio daugelic funkcijų pasirinkti, kokia aktyvia veikla užsiimi ir gali stebėti rezultatus", – apie gyvenimą pakeitusį pirkinį pasakojo mergina.

„Atrodo, tai tėra laikrodis, tačiau man tai buvo puikus įrankis ir motyvacija pradėti keisti savo gyvenimo įpročius į gerą. Išlikite aktyvūs ir jūs", – pridurdama linkėjo atlikėja, didžėja Senjasa.

D case. (sponsored article about Xiaomi Redmi Watch 2 Lite watch)
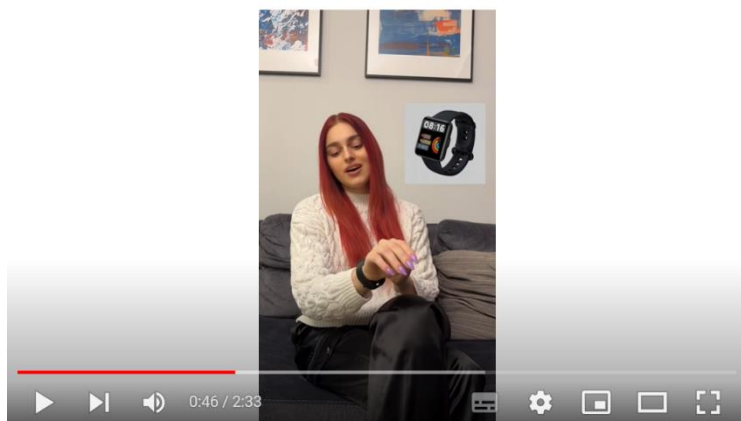
survey B sponsored video example

Annex 3

A questionnaire about Apple Watch Series 9 watch (sponsored article example)

Dear   respondent,

I am Beatričė Staniūnaitė, a Master's student in Digital Marketing at Vilnius University Business School. I am conducting a research to investigate the impact of different formats sponsored content messages on the purchase of hedonic vs. utilitarian products.

The survey is anonymous and the data collected will be used only for the purpose of the study. Your opinion is very important, so please feel free to complete the survey!

Thank you for your time.

Hedonic goods are often luxury, above-average-priced goods that are bought on emotion, often by strong brands that raise the price for the name recognition. An example of a hedonic product in this study – Apple Watch Series 9 watch.

- o   I understand what a hedonic product is.
- o   I don't understand what a hedonic product is.

Here is an example of a sponsored article about the hedonic watch. *Please read an article and answer the questions below:*

Atlikėjos Senjasos kelionė į studiją vos nesibaigė nelaime: medikus iškvietė išmanioji technologija

Šaltinis: Parterio turinys

Televizijos projektų dalyvė, atlikėja, didžėja Senjasa (tikrasis vardas – Gabrielė Užkurytė) visai neseniai patyrė itin nemalonų incidentą – jos kelionė paspirtuku į studiją vos nesibaigė nelaime. Visgi istorija galiausiai baigėsi laimingai, o prie to prisidėjo išmanioji technologija.

Below are statements describing your opinion on the usefulness of the content in the article. Please tick the answer from 1 to 7 (1 being "strongly disagree", 4 - "neither agree nor disagree" 7 - "strongly agree").							
I think that the provided content would encourage me to buy this watch.							
I think that the provided content is useful for finding information about this watch.							
I think that the provided content is valuable.							
I think the provided content is a convenient source of information when interested in buying this watch.							
I think that the provided content influences my decision to be interested in this watch.							
I think that the provided content would encourage a quicker purchase of the this watch.							

Below are statements describing your opinion on the trust of the content in the article. Please tick the answer from 1 to 7 (1 being "strongly disagree", 4 - "neither agree nor disagree" 7 - "strongly agree").							
I believe that the provided content about this watch is reliable.							
I believe that the provided content information is correct.							
I believe that the provided content information is understandable.							
I believe that the provided content information is trustworthy.							
I would use the information in this content to persuade other people to buy this watch.							

Below are statements describing your opinion on the adoption of the content in the article. Please tick the answer from 1 to 7 (1 being "strongly disagree", 4 - "neither agree nor disagree" 7 - "strongly agree").							
I intend to use the information contained in the content to purchase this watch.							
Provided content encourages me to take a deeper insight into information about this watch.							
Information in the provided content about this watch is acceptable to me.							
Information contained in the content motivates me to purchase this watch in the future.							

The following statements describe your intention to buy a watch based on the content provided in the article. Please tick the answer from 1 to 7 (1 - "strongly disagree", 4 - "neither agree nor disagree", 7 - "strongly agree").							
If I would go to buy a watch, I would consider about this model, mentioned in provided content..							
If I would consider to buy a watch, the chances are high that I would buy the model mentioned in the provided content.							
I would intend to buy the watch mentioned in the content when I would be choosing between others.							

I would recommend this watch model to others.							
I would buy this watch.							

Annex 4

B questionnaire about Apple Watch Series 9 watch (sponsored video example)

Here is an example of a sponsored video about the watch. **Please watch video till the end and answer the questions below:**

Below are statements describing your opinion on the usefulness of the content in the video. Please tick the answer from 1 to 7 (1 being "strongly disagree", 4 - "neither agree nor disagree" 7 - "strongly agree").						
I think that the provided content would encourage me to buy this watch.						
I think that the provided content is useful for finding information about this watch.						
I think that the provided content is valuable.						
I think the provided content is a convenient source of information when interested in buying this watch.						
I think that the provided content influences my decision to be interested in this watch.						
I think that the provided content would encourage a quicker purchase of the this watch.						

Below are statements describing your opinion on the trust of the content in the video. Please tick the answer from 1 to 7 (1 being "strongly disagree", 4 - "neither agree nor disagree" 7 - "strongly agree").						
I believe that the provided content about this watch is reliable.						
I believe that the provided content information is correct.						
I believe that the provided content information is understandable.						
I believe that the provided content information is trustworthy.						
I would use the information in this content to persuade other people to buy this watch.						

Below are statements describing your opinion on the adoption of the content in the video. Please tick the answer from 1 to 7 (1 being "strongly disagree", 4 - "neither agree nor disagree" 7 - "strongly agree").							
I intend to use the information contained in the content to purchase this watch.							
Provided content encourages me to take a deeper insight into information about this watch.							
Information in the provided content about this watch is acceptable to me.							
Information contained in the content motivates me to purchase this watch in the future.							

The following statements describe your intention to buy a watch based on the content provided in the video. Please tick the answer from 1 to 7 (1 - "strongly disagree", 4 - "neither agree nor disagree", 7 - "strongly agree").							
If I would go to buy a watch, I would consider about this model, mentioned in provided content..							
If I would consider to buy a watch, the chances are high that I would buy the model mentioned in the provided content.							
I would intend to buy the watch mentioned in the content when I would be choosing between others.							
I would recommend this watch model to others.							
I would buy this watch.							

Please choose your gender:
o   Male
o   Female
o   Non-binary

Your age group:
o   18-25
o   26-34
o   35-44
o   45-55
o   56+

Your monthly incomes:
o   0-500 Eur
o   600-1000 Eur
o   1100-2000 Eur
o   2100-3000 Eur
o   3100+ Eur

Annex 5

C questionnaire about Xiaomi Redmi Watch 2 Lite watch (sponsored article example)

Dear   *respondent,*

I am Beatričė Staniūnaitė, a Master's student in Digital Marketing at Vilnius University Business School. I am conducting a research to investigate the impact of different formats sponsored content messages on the purchase of hedonic vs. utilitarian products.

The survey is anonymous and the data collected will be used only for the purpose of the study. Your opinion is very important, so please feel free to complete the survey!

Thank you for your time.

Utilitarian products – products for simple needs, usually at or below the average market price. They are usually purchased on the basis of utility and functionality. An example of a utilitarian product in this study – Xiaomi Redmi Watch 2 Lite watch.

- o I understand what a utilitarian product is.
- o I don't understand what a utilitarian product is.

Here is an example of a sponsored article about the utilitarian watch. ***Please read an article and answer the questions below:***

Atlikėja Senjasa atskleidė, kaip pavyko pakeisti chaotišką gyvenimo būdą: įtakos turėjo vienas pirkinys

Šaltinis: Partnerio turinys

Televizijos projektų dalyvė, atlikėja, didžėja Senjasa (tikras vardas – Gabrielė Užkurytė) neretai sulaukia klausimo – kaip jai pavyksta viską suspėti? Po studijos traukianti į papildomus darbus, Gabrielė šiai dienai džiaugiasi, kad energijos ji nestokoja kiekvienai savo veiklai, tačiau taip buvo ne visada – prieš

Below are statements describing your opinion on the usefulness of the content in the article. Please tick the answer from 1 to 7 (1 being "strongly disagree", 4 - "neither agree nor disagree" 7 - "strongly agree").							

I think that the provided content would encourage me to buy this watch.						
I think that the provided content is useful for finding information about this watch.						
I think that the provided content is valuable.						
I think the provided content is a convenient source of information when interested in buying this watch.						
I think that the provided content influences my decision to be interested in this watch.						
I think that the provided content would encourage a quicker purchase of the this watch.						

Below are statements describing your opinion on the trust of the content in the article. Please tick the answer from 1 to 7 (1 being "strongly disagree", 4 - "neither agree nor disagree" 7 - "strongly agree").						
I believe that the provided content about this watch is reliable.						
I believe that the provided content information is correct.						
I believe that the provided content information is understandable.						
I believe that the provided content information is trustworthy.						
I would use the information in this content to persuade other people to buy this watch.						

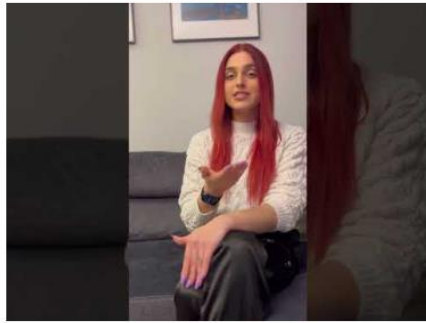|						
Below are statements describing your opinion on the adoption of the content in the article. Please tick the answer from 1 to 7 (1 being "strongly disagree", 4 - "neither agree nor disagree" 7 - "strongly agree").						
I intend to use the information contained in the content to purchase this watch.						
Provided content encourages me to take a deeper insight into information about this watch.						
Information in the provided content about this watch is acceptable to me.						
Information contained in the content motivates me to purchase this watch in the future.						

The following statements describe your intention to buy a watch based on the content provided in the article. Please tick the answer from 1 to 7 (1 - "strongly disagree", 4 - "neither agree nor disagree", 7 - "strongly agree").						
If I would go to buy a watch, I would consider about this model, mentioned in provided content..						
If I would consider to buy a watch, the chances are high that I would buy the model mentioned in the provided content.						
I would intend to buy the watch mentioned in the content when I would be choosing between others.						
I would recommend this watch model to others.						
I would buy this watch.						

Annex 6

D questionnaire about Xiaomi Redmi Watch 2 Lite watch (sponsored video example)

Here is an example of a sponsored video about the watch. **Please watch video till the end and answer the questions below:**

Below are statements describing your opinion on the usefulness of the content in the video. Please tick the answer from 1 to 7 (1 being "strongly disagree", 4 - "neither agree nor disagree" 7 - "strongly agree").							
I think that the provided content would encourage me to buy this watch.							
I think that the provided content is useful for finding information about this watch.							
I think that the provided content is valuable.							
I think the provided content is a convenient source of information when interested in buying this watch.							
I think that the provided content influences my decision to be interested in this watch.							
I think that the provided content would encourage a quicker purchase of the this watch.							

Below are statements describing your opinion on the trust of the content in the video. Please tick the answer from 1 to 7 (1 being "strongly disagree", 4 - "neither agree nor disagree" 7 - "strongly agree").							
I believe that the provided content about this watch is reliable.							
I believe that the provided content information is correct.							
I believe that the provided content information is understandable.							
I believe that the provided content information is trustworthy.							
I would use the information in this content to persuade other people to buy this watch.							

Below are statements describing your opinion on the adoption of the content in the video. Please tick the answer from 1 to 7 (1 being "strongly disagree", 4 - "neither agree nor disagree" 7 - "strongly agree").							

I intend to use the information contained in the content to purchase this watch.							
Provided content encourages me to take a deeper insight into information about this watch.							
Information in the provided content about this watch is acceptable to me.							
Information contained in the content motivates me to purchase this watch in the future.							

The following statements describe your intention to buy a watch based on the content provided in the video. Please tick the answer from 1 to 7 (1 - "strongly disagree", 4 - "neither agree nor disagree", 7 - "strongly agree").							
If I would go to buy a watch, I would consider about this model, mentioned in provided content..							
If I would consider to buy a watch, the chances are high that I would buy the model mentioned in the provided content.							
I would intend to buy the watch mentioned in the content when I would be choosing between others.							
I would recommend this watch model to others.							
I would buy this watch.							

Please choose your gender:
o Male
o Female
o Non-binary

Your age group:
o 18-25
o 26-34
o 35-44
o 45-55
o 56+

Your monthly incomes:
o 0-500 Eur
o 600-1000 Eur
o 1100-2000 Eur
o 2100-3000 Eur
o 3100+ Eur

Annex 7

SPSS skaičiavimai

Respondent demographics

A/B cases   **C/D cases**

Please choose your gender:

	N	%
female	96	64,4%
male	48	32,2%

Please choose your gender:

	N	%
Female	78	52,7%
Male	69	46,6%

Your age group:

	N	%
18-25	45	30,4%
26-34	70	47,3%
35-44	18	12,2%
45-55	15	10,1%

Your age group:

	N	%
18-25	77	51,7%
26-34	48	32,2%
35-44	12	8,1%
45-55	11	7,4%
56+	1	0,7%

Your monthly incomes:

	N	%
0-500 Eur	14	9,4%
600-1000 Eur	28	18,8%
1100-2000 Eur	66	44,3%
2100-3000 Eur	24	16,1%
3100+ Eur	15	10,1%

Your monthly incomes:

	N	%
	1	0,7%
0-500 Eur	10	6,8%
1100-2000 Eur	60	40,5%
2100-3000 Eur	30	20,3%
3100+ Eur	28	18,9%
600-1000 Eur	19	12,8%

Cronbach's Alpha

Message information usefulness for A, B, C, D cases

Scale: usefulnessArA

Case Processing Summary

		N	%
Cases	Valid	148	99,3
	Excluded[a]	1	,7
	Total	149	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,948	6

Scale: usfulnessB

Case Processing Summary

		N	%
Cases	Valid	147	98,7
	Excluded[a]	2	1,3
	Total	149	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,959	6

Scale: usefullnessC

Case Processing Summary

		N	%
Cases	Valid	142	93,4
	Excluded[a]	10	6,6
	Total	152	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,956	6

Scale: usefulnessD

Case Processing Summary

		N	%
Cases	Valid	147	99,3
	Excluded[a]	1	,7
	Total	148	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,967	6

Message information trust for A, B, C, D cases

Scale: trustA

Case Processing Summary

		N	%
Cases	Valid	147	98,7
	Excluded[a]	2	1,3
	Total	149	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,904	5

Scale: trustB

Case Processing Summary

		N	%
Cases	Valid	143	96,0
	Excluded[a]	6	4,0
	Total	149	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,932	5

Scale: trustC

Case Processing Summary

		N	%
Cases	Valid	145	98,0
	Excluded[a]	3	2,0
	Total	148	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,924	5

Scale: trustC

Case Processing Summary

		N	%
Cases	Valid	145	98,0
	Excluded[a]	3	2,0
	Total	148	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,924	5

Message information adoption for A, B, C, D cases

Scale: adoptionA

Case Processing Summary

		N	%
Cases	Valid	147	98,7
	Excluded[a]	2	1,3
	Total	149	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,906	4

Scale: adoptionB

Case Processing Summary

		N	%
Cases	Valid	146	98,0
	Excluded[a]	3	2,0
	Total	149	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,933	4

Scale: AdoptionC

Case Processing Summary

		N	%
Cases	Valid	144	97,3
	Excluded[a]	4	2,7
	Total	148	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,942	4

Scale: adoptionD

Case Processing Summary

		N	%
Cases	Valid	147	96,7
	Excluded[a]	5	3,3
	Total	152	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,955	4

Intention to buy A, B, C, D cases

Scale: intentionA

Case Processing Summary

		N	%
Cases	Valid	142	95,3
	Excluded[a]	7	4,7
	Total	149	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,948	5

Scale: intentionB

Case Processing Summary

		N	%
Cases	Valid	143	96,0
	Excluded[a]	6	4,0
	Total	149	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,954	5

Scale: intentionC

Case Processing Summary

		N	%
Cases	Valid	142	95,9
	Excluded[a]	6	4,1
	Total	148	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,957	5

Scale: intentionD

Case Processing Summary

		N	%
Cases	Valid	143	96,6
	Excluded[a]	5	3,4
	Total	148	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,970	5

Normality Test A/B

Tests of Normality

	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
usefulnessAr	,088	149	,007	,960	149	<,001
trustAr	,075	149	,040	,960	149	<,001
informationadoptionAr	,099	149	,001	,957	149	<,001
intentionAr	,083	149	,014	,954	149	<,001
usefulnessVid	,075	149	,041	,961	149	<,001
trustVid	,077	149	,031	,971	149	,003
adotpionVid	,106	149	<,001	,955	149	<,001
intentionVid	,069	149	,078	,962	149	<,001
usefulnesbendras	,069	149	,083	,973	149	,005
trust	,058	149	,200[*]	,979	149	,024
intention	,070	149	,074	,974	149	,006
adoption	,079	149	,024	,971	149	,003

*. This is a lower bound of the true significance.

a. Lilliefors Significance Correction

Normality Test C/D

Tests of Normality

	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
usefulness	,078	117	,080	,962	117	,002
trust	,097	117	,008	,964	117	,003
informationadoption	,102	117	,005	,950	117	<,001
intention	,088	117	,028	,949	117	<,001
usefulnessVid	,151	117	<,001	,918	117	<,001
trustVid	,134	117	<,001	,920	117	<,001
adotpionVid	,125	117	<,001	,932	117	<,001
intentionVid	,137	117	<,001	,902	117	<,001

a. Lilliefors Significance Correction

Descriptives A/B   **Descriptives D/C**

Descriptives

			Statistic	Std. Error
usefulness	Mean		23,8974	,96111
	95% Confidence Interval for Mean	Lower Bound	21,9938	
		Upper Bound	25,8010	
	5% Trimmed Mean		23,8860	
	Median		23,0000	
	Variance		108,076	
	Std. Deviation		10,39594	
	Minimum		6,00	
	Maximum		42,00	
	Range		36,00	
	Interquartile Range		17,00	
	Skewness		,060	,224
	Kurtosis		-,991	,444
trust	Mean		21,1966	,75148
	95% Confidence Interval for Mean	Lower Bound	19,7082	
		Upper Bound	22,6850	
	5% Trimmed Mean		21,3215	
	Median		20,0000	
	Variance		66,073	
	Std. Deviation		8,12854	
	Minimum		5,00	
	Maximum		35,00	
	Range		30,00	
	Interquartile Range		13,00	
	Skewness		-,129	,224
	Kurtosis		-,831	,444
informationadoption	Mean		15,5385	,66207
	95% Confidence Interval for Mean	Lower Bound	14,2272	
		Upper Bound	16,8498	
	5% Trimmed Mean		15,4696	
	Median		15,0000	
	Variance		51,285	
	Std. Deviation		7,16136	
	Minimum		4,00	
	Maximum		28,00	
	Range		24,00	
	Interquartile Range		13,00	
	Skewness		,187	,224
	Kurtosis		-,943	,444
intention	Mean		18,4615	,84519
	95% Confidence Interval for Mean	Lower Bound	16,7875	
		Upper Bound	20,1355	
	5% Trimmed Mean		18,2906	
	Median		18,0000	
	Variance		83,578	
	Std. Deviation		9,14211	
	Minimum		5,00	
	Maximum		35,00	
	Range		30,00	
	Interquartile Range		15,50	
	Skewness		,199	,224
	Kurtosis		-,9465	,444
usefulnessVid	Mean		26,9744	1,02636
	95% Confidence Interval for Mean	Lower Bound	24,9415	
		Upper Bound	29,0072	
	5% Trimmed Mean		27,3048	
	Median		30,0000	
	Variance		123,249	
	Std. Deviation		11,10177	
	Minimum		6,00	
	Maximum		42,00	
	Range		36,00	
	Interquartile Range		19,00	
	Skewness		-,485	,224
	Kurtosis		-,9354	,444
trustVid	Mean		23,4359	,82871
	95% Confidence Interval for Mean	Lower Bound	21,7945	
		Upper Bound	25,0773	
	5% Trimmed Mean		23,8177	
	Median		25,0000	
	Variance		80,351	
	Std. Deviation		8,96390	
	Minimum		5,00	
	Maximum		35,00	
	Range		30,00	
	Interquartile Range		13,50	
	Skewness		-,595	,224
	Kurtosis		-,764	,444
adotpionVid	Mean		17,1709	,69759
	95% Confidence Interval for Mean	Lower Bound	15,7893	
		Upper Bound	18,5526	
	5% Trimmed Mean		17,3010	
	Median		18,0000	
	Variance		56,936	
	Std. Deviation		7,54560	
	Minimum		4,00	
	Maximum		28,00	
	Range		24,00	
	Interquartile Range		14,00	
	Skewness		-,221	,224
	Kurtosis		-,924	,444
intentionVid	Mean		21,1709	,93349
	95% Confidence Interval for Mean	Lower Bound	19,3221	
		Upper Bound	23,0198	
	5% Trimmed Mean		21,3010	
	Median		24,0000	
	Variance		101,953	
	Std. Deviation		10,09719	
	Minimum		5,00	
	Maximum		35,00	
	Range		30,00	
	Interquartile Range		19,50	
	Skewness		-,340	,224
	Kurtosis		-,9546	,444

Descriptives

			Statistic	Std. Error
usefulnessAr	Mean		23,9128	,86490
	95% Confidence Interval for Mean	Lower Bound	22,2036	
		Upper Bound	25,6219	
	5% Trimmed Mean		23,8997	
	Median		24,0000	
	Variance		111,459	
	Std. Deviation		10,55739	
	Minimum		6,00	
	Maximum		42,00	
	Range		36,00	
	Interquartile Range		16,00	
	Skewness		,112	,199
	Kurtosis		-,993	,395
trustAr	Mean		20,6242	,65285
	95% Confidence Interval for Mean	Lower Bound	19,3340	
		Upper Bound	21,9143	
	5% Trimmed Mean		20,5343	
	Median		20,0000	
	Variance		63,506	
	Std. Deviation		7,96909	
	Minimum		6,00	
	Maximum		35,00	
	Range		29,00	
	Interquartile Range		13,00	
	Skewness		,160	,199
	Kurtosis		-,937	,395
informationadoptionAr	Mean		15,6174	,57761
	95% Confidence Interval for Mean	Lower Bound	14,4760	
		Upper Bound	16,7589	
	5% Trimmed Mean		15,5749	
	Median		15,0000	
	Variance		49,711	
	Std. Deviation		7,05059	
	Minimum		4,00	
	Maximum		28,00	
	Range		24,00	
	Interquartile Range		11,00	
	Skewness		,147	,199
	Kurtosis		-,927	,395
intentionAr	Mean		19,2282	,73830
	95% Confidence Interval for Mean	Lower Bound	17,7692	
		Upper Bound	20,6872	
	5% Trimmed Mean		19,1424	
	Median		18,0000	
	Variance		81,218	
	Std. Deviation		9,01209	
	Minimum		5,00	
	Maximum		35,00	
	Range		30,00	
	Interquartile Range		15,00	
	Skewness		,178	,199
	Kurtosis		-,897	,395
usefulnessVid	Mean		22,7852	,86493
	95% Confidence Interval for Mean	Lower Bound	21,0760	
		Upper Bound	24,4944	
	5% Trimmed Mean		22,6503	
	Median		23,0000	
	Variance		111,467	
	Std. Deviation		10,55780	
	Minimum		6,00	
	Maximum		42,00	
	Range		36,00	
	Interquartile Range		17,00	
	Skewness		,149	,199
	Kurtosis		-,941	,395
trustVid	Mean		20,1678	,67538
	95% Confidence Interval for Mean	Lower Bound	18,8331	
		Upper Bound	21,5024	
	5% Trimmed Mean		20,1607	
	Median		20,0000	
	Variance		67,965	
	Std. Deviation		8,24408	
	Minimum		5,00	
	Maximum		35,00	
	Range		30,00	
	Interquartile Range		12,00	
	Skewness		,035	,199
	Kurtosis		-,842	,395
adotpionVid	Mean		14,9463	,57273
	95% Confidence Interval for Mean	Lower Bound	13,8145	
		Upper Bound	16,0781	
	5% Trimmed Mean		14,8292	
	Median		14,0000	
	Variance		48,875	
	Std. Deviation		6,99110	
	Minimum		4,00	
	Maximum		28,00	
	Range		24,00	
	Interquartile Range		10,00	
	Skewness		,270	,199
	Kurtosis		-,919	,395
intentionVid	Mean		19,0940	,71179
	95% Confidence Interval for Mean	Lower Bound	17,6874	
		Upper Bound	20,5006	
	5% Trimmed Mean		18,9933	
	Median		19,0000	
	Variance		75,491	
	Std. Deviation		8,68856	
	Minimum		5,00	
	Maximum		35,00	
	Range		30,00	
	Interquartile Range		13,00	
	Skewness		,166	,199
	Kurtosis		-,901	,395
usefulnesbendras	Mean		23,3490	,76371
	95% Confidence Interval for Mean	Lower Bound	21,8398	
		Upper Bound	24,8582	
	5% Trimmed Mean		23,2133	
	Median		23,5000	
	Variance		86,904	
	Std. Deviation		9,32225	
	Minimum		6,00	
	Maximum		42,00	
	Range		36,00	
	Interquartile Range		14,25	
	Skewness		,015	,199
	Kurtosis		-,783	,395
trust	Mean		20,3960	,59132
	95% Confidence Interval for Mean	Lower Bound	19,2275	
		Upper Bound	21,5645	
	5% Trimmed Mean		20,3248	
	Median		20,5000	
	Variance		52,099	
	Std. Deviation		7,21796	
	Minimum		6,50	
	Maximum		35,00	
	Range		28,50	
	Interquartile Range		10,50	
	Skewness		,014	,199
	Kurtosis		-,689	,395
intention	Mean		19,1611	,65525
	95% Confidence Interval for Mean	Lower Bound	17,8662	
		Upper Bound	20,4559	
	5% Trimmed Mean		19,0405	
	Median		19,0000	
	Variance		63,974	
	Std. Deviation		7,99837	
	Minimum		5,00	
	Maximum		35,00	
	Range		30,00	
	Interquartile Range		12,00	
	Skewness		,116	,199
	Kurtosis		-,745	,395
adoption	Mean		15,2819	,52617
	95% Confidence Interval for Mean	Lower Bound	14,2421	
		Upper Bound	16,3217	
	5% Trimmed Mean		15,1963	
	Median		14,5000	
	Variance		41,251	
	Std. Deviation		6,42270	
	Minimum		4,00	
	Maximum		28,00	
	Range		24,00	
	Interquartile Range		9,50	
	Skewness		,143	,199
	Kurtosis		-,839	,395

HEDONIC PRODUCT STUDY

Hedonic product H1, H2, H3 testing

Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	usefulnessAr	23,9128	149	10,55739	,86490
	usefulnessVid	22,7852	149	10,55780	,86493
Pair 2	trustAr	20,6242	149	7,96909	,65285
	trustVid	20,1678	149	8,24408	,67538
Pair 3	informationadoptionAr	15,6174	149	7,05059	,57761
	adotpionVid	14,9463	149	6,99110	,57273

Paired Samples Test

		Paired Differences							Significance	
					95% Confidence Interval of the Difference					
		Mean	Std. Deviation	Std. Error Mean	Lower	Upper	t	df	One-Sided p	Two-Sided p
Pair 1	usefulnessAr - usefulnessVid	1,12752	9,91129	,81196	-,47702	2,73206	1,389	148	,084	,167
Pair 2	trustAr - trustVid	,45638	7,38560	,60505	-,73928	1,65203	,754	148	,226	,452
Pair 3	informationadoptionAr - adotpionVid	,67114	5,67170	,46464	-,24705	1,58933	1,444	148	,075	,151

Hedonic product H4, H5, H6 correliaton testing

Correlations

		intentionAr	usefulnessAr	informationado ptionAr	trustAr
intentionAr	Pearson Correlation	1	,685**	,790**	,654**
	Sig. (2-tailed)		<,001	<,001	<,001
	N	149	149	149	149
usefulnessAr	Pearson Correlation	,685**	1	,793**	,733**
	Sig. (2-tailed)	<,001		<,001	<,001
	N	149	149	149	149
informationadoptionAr	Pearson Correlation	,790**	,793**	1	,752**
	Sig. (2-tailed)	<,001	<,001		<,001
	N	149	149	149	149
trustAr	Pearson Correlation	,654**	,733**	,752**	1
	Sig. (2-tailed)	<,001	<,001	<,001	
	N	149	149	149	149

**. Correlation is significant at the 0.01 level (2-tailed).

Hedonic product H4, H6, H7 regression testing

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Selection Criteria			
					Akaike Information Criterion	Amemiya Prediction Criterion	Mallows' Prediction Criterion	Schwarz Bayesian Criterion
1	,798[a]	,637	,630	5,48552	511,175	,383	4,000	523,190

a. Predictors: (Constant), informationadoptionAr, trustAr, usefulnessAr
b. Dependent Variable: intentionAr

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7657,062	3	2552,354	84,821	<,001[b]
	Residual	4363,180	145	30,091		
	Total	12020,242	148			

a. Dependent Variable: intentionAr
b. Predictors: (Constant), informationadoptionAr, trustAr, usefulnessAr

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,078	1,275		1,629	,105
	usefulnessAr	,102	,075	,119	1,366	,174
	trustAr	,113	,091	,100	1,242	,216
	informationadoptionAr	,792	,115	,620	6,875	<,001

Hedonic product H7, H8, H9 correliaton testing

Correlations

		intentionVid	usefulnessVid	adotpionVid	trustVid
intentionVid	Pearson Correlation	1	,757**	,775**	,640**
	Sig. (2-tailed)		<,001	<,001	<,001
	N	149	149	149	149
usefulnessVid	Pearson Correlation	,757**	1	,824**	,748**
	Sig. (2-tailed)	<,001		<,001	<,001
	N	149	149	149	149
adotpionVid	Pearson Correlation	,775**	,824**	1	,759**
	Sig. (2-tailed)	<,001	<,001		<,001
	N	149	149	149	149
trustVid	Pearson Correlation	,640**	,748**	,759**	1
	Sig. (2-tailed)	<,001	<,001	<,001	
	N	149	149	149	149

**. Correlation is significant at the 0.01 level (2-tailed).

Hedonic product H7, H8, H9 regression testing

Model Summary[b]

					Selection Criteria			
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Akaike Information Criterion	Amemiya Prediction Criterion	Mallows' Prediction Criterion	Schwarz Bayesian Criterion
1	,803[a]	,644	,637	5,23498	497,243	,375	4,000	509,259

a. Predictors: (Constant), adotpionVid, trustVid, usefulnessVid

b. Dependent Variable: intentionVid

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7198,963	3	2399,654	87,563	<,001[b]
	Residual	3973,721	145	27,405		
	Total	11172,685	148			

a. Dependent Variable: intentionVid

b. Predictors: (Constant), adotpionVid, trustVid, usefulnessVid

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,332	1,159		2,876	,005
	usefulnessVid	,301	,076	,365	3,945	<,001
	trustVid	,017	,085	,016	,198	,843
	adotpionVid	,573	,117	,461	4,886	<,001

UTILITARIAN PRODUCT STUDY

Utilitarian product H1, H2, H3 testing

Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	usefulnessAr	23,3929	140	10,30171	,87065
	usefulnessVid	26,3714	140	11,18217	,94507
Pair 2	adoptionAr	15,1399	143	7,03272	,58811
	adotpionVid	16,9231	143	7,56854	,63291
Pair 3	trustAr	20,4326	141	8,18736	,68950
	trustVid	22,8582	141	9,12264	,76827

Paired Samples Correlations

		N	Correlation	Significance	
				One-Sided p	Two-Sided p
Pair 1	usefulnessAr & usefulnessVid	140	,622	<,001	<,001
Pair 2	adoptionAr & adotpionVid	143	,689	<,001	<,001
Pair 3	trustAr & trustVid	141	,697	<,001	<,001

Paired Samples Test

		Paired Differences							Significance	
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference		t	df	One-Sided p	Two-Sided p
					Lower	Upper				
Pair 1	usefulnessAr - usefulnessVid	-2,97857	9,37198	,79208	-4,54465	-1,41249	-3,760	139	<,001	<,001
Pair 2	adoptionAr - adotpionVid	1,79322	5,79139	,48346	-2,73893	,82750	3,688	142	<,001	<,001

Utilitarian product H4, H5, H6 correliations

Utilitarian product H4, H6, H7 regression testing

Correlations

Correlations

		intentionAr	usefulnessAr	trustAr	adoptionAr
intentionAr	Pearson Correlation	1	,857**	,793**	,860**
	Sig. (2-tailed)		<,001	<,001	<,001
	N	142	135	139	138
usefulnessAr	Pearson Correlation	,857**	1	,859**	,901**
	Sig. (2-tailed)	<,001		<,001	<,001
	N	135	142	139	139
trustAr	Pearson Correlation	,793**	,859**	1	,841**
	Sig. (2-tailed)	<,001	<,001		<,001
	N	139	139	147	143
adoptionAr	Pearson Correlation	,860**	,901**	,841**	1
	Sig. (2-tailed)	<,001	<,001	<,001	
	N	138	139	143	146

**. Correlation is significant at the 0.01 level (2-tailed).

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,892[a]	,795	,790	4,17983

a. Predictors: (Constant), adoptionAr, trustAr, usefulnessAr
b. Dependent Variable: intentionAr

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8461,635	3	2820,545	161,442	<,001[b]
	Residual	2183,869	125	17,471		
	Total	10645,504	128			

a. Dependent Variable: intentionAr
b. Predictors: (Constant), adoptionAr, trustAr, usefulnessAr

Coefficients[a]

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	-,218	1,010		-,216	,830
	usefulnessAr	,338	,090	,387	3,747	<,001
	trustAr	,071	,092	,064	,768	,444
	adoptionAr	,592	,122	,470	4,846	<,001

a. Dependent Variable: intentionAr

Utilitarian product H7, H8, H9 correliaton testing

Correlations

		intentionVid	usefulnessVid	trustVid	adotpionVid
intentionVid	Pearson Correlation	1	,881**	,840**	,925**
	Sig. (2-tailed)		<,001	<,001	<,001
	N	146	143	139	142
usefulnessVid	Pearson Correlation	,881**	1	,905**	,890**
	Sig. (2-tailed)	<,001		<,001	<,001
	N	143	148	141	144
trustVid	Pearson Correlation	,840**	,905**	1	,884**
	Sig. (2-tailed)	<,001	<,001		<,001
	N	139	141	144	141
adotpionVid	Pearson Correlation	,925**	,890**	,884**	1
	Sig. (2-tailed)	<,001	<,001	<,001	
	N	142	144	141	147

**. Correlation is significant at the 0.01 level (2-tailed).

Utilitarian product H7, H8, H9 regression testing

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,944[a]	,892	,889	3,29106

a. Predictors: (Constant), adotpionVid, trustVid, usefulnessVid
b. Dependent Variable: intentionVid

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	11480,478	3	3826,826	353,320	<,001[b]
	Residual	1397,206	129	10,831		
	Total	12877,684	132			

a. Dependent Variable: intentionVid
b. Predictors: (Constant), adotpionVid, trustVid, usefulnessVid

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1,148	,798		-1,439	,153
	usefulnessVid	,272	,071	,301	3,818	<,001
	trustVid	-,026	,079	-,024	-,329	,743
	adotpionVid	,906	,094	,686	9,663	<,001

a. Dependent Variable: intentionVid