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Student

Davit Londaridze

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**THE IMPACT OF CONSUMER SKEPTICISM AND DISPOSITIONAL TRUST ON
ATTITUDES TOWARD DISPLAY ADVERTISING AND PURCHASE INTENTION**

Supervisor: **Assistant, Dr. Ignas Zimaitis**

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INTRODUCTION

Introduction

In the current digital era, internet advertising has become more popular as it has become an important part of everyday life (Darma & Noviana, 2020). Advertising is a multi-billion-dollar industry that hires employees with a modern and futuristic approach to human behavior. There is rapid evolution in the advertising industry with the development of the internet; however, advertisers face both unique advantages and challenges with digital display advertising (Singh et al., 2023). In spite of having elegance, delicacy, and rich resources, advertising greatly influences the sales goals, and sometimes it is just because the consumers do not believe in the advertisement (Schouten, Janssen & Verspaget, 2021). Measuring consumers' perceptions of display advertisements has been an interesting issue to study for researchers. Advertising is mainly used by companies as a tool to encourage consumers to purchase their products. Therefore, it is essential to evaluate consumers' attitudes towards advertisements. Consumers' attitudes towards display advertisements are greatly influenced by their skepticism towards that advertisement (Kiymalioglu, 2018). Consumers' skepticism towards an advertisement is defined as the likelihood of not believing in the arguments proposed in the advertisement (Schouten, Janssen & Verspaget, 2021). It affects the credibility of the advertisement. Consumers have a feeling of uncertainty towards an advertisement and tend to believe that the brand is dishonest with them in the details it provides in the advertisement. If consumers' skepticism towards an advertisement rises, they will be ready to doubt the genuineness of the advertisement and, hence, make strategic and alert choices regarding their purchase (Kiymalioglu, 2018).

In this digital era, consumers have concerns about what display advertisements claim about a product or service, which are based on their prior experiences. Hence, consumers are

reluctant in their purchase decisions. Therefore, several researchers believe that trust plays an important role in motivating a consumer to indulge in buying (Javernpaa & Shaw, 1998). Disposition to trust is described as having confidence in the affirmative characteristics of others. Normally, the disposition to trust plays a key role initially when consumers have little or no knowledge about a brand, so they rely on their dispositional trust (Mayer & Davis, 1995). This is just like when a consumer sees a new unknown display ad, the relationship of trust will begin to develop; therefore, it is crucial to study the impact of dispositional trust on attitude towards display ads (McKnight, 2002).

In addition to this, a consumer's purchase intention also depends on the advertising appeals. Emotional and rational appeals are used in some studies to check the success of advertising (e.g., Johar and Sirgy, 1991; Stafford, 2005). In rational appeals, advertising information is based on the characteristics of the product in which the advertisers use logic and reasons to achieve their goal, whereas, in emotional appeals, the advertising message is based on images in which strong emotions (fear, anger, passion, happiness, etc.) are aroused by the advertisers to achieve their goals (Moore, Harris and Chen, 1995). The effectiveness of both approaches has been studied by different advertising researchers. According to Aaker and Norris (1982), rational appeals were more successful than emotional appeals in advertising. Golden and Johnson (1983) were also of the similar view that rational appeal in advertising consisted of more details than emotional appeal, which, as a result, were more liked by the consumers and motivated their purchase intentions (Trafford & Millers, 1999).

There have been continuous developments in advertising industries with the advancements in modern communication platforms. Display ads pose both distinctive problems and benefits for companies (Seyedghorban et al., 2015). However, in this digital era, people are exposed to online website advertisements, which they find either useful or annoying in some cases (Chatterjee, 2008). So, when consumers' attitudes towards display

advertising are not as positive as expected, marketers question the effectiveness of their ads because they have spent huge budgets on their website display ads (Le & Vo, 2017). Therefore, further research is required on how skepticism and trust affect consumers' perceptions of a display advertisement.

There are detailed studies on consumer skepticism in the fields of psychology, public policy, and communication (Rutgers, 2006). However, in the field of marketing, consumer skepticism is a relatively new idea, and there are not many in-depth studies about it (Tien & Phau, 2010). Similarly, in prior research, dispositional trust has been suggested as an important factor for successful online businesses, but literature on dispositional trust comes from different fields and is, therefore, scattered (Eastlick et al., 2006). Hence, more conceptual work is needed to analyze how consumer skepticism and dispositional trust affect end users' interest in advertisements (Salo & Karjaluo, 2007).

Despite this growing body of knowledge on advertising, there is a lack of research on the role of consumers' ad skepticism and dispositional trust on their purchasing attitudes. This research aims to identify the impact of consumer skepticism and dispositional trust on their attitudes toward display advertising on the basis of advertising appeals and purchasing intention. Although there are many studies in the area of skepticism and dispositional trust around the globe, it is a new phenomenon in the field of marketing. Particularly, there are only a few studies that encapsulate its significance in consumers' attitudes towards display ads.

Display advertising is a great opportunity for marketers to sell their products in this digital era. That is why it is important for marketers to have an in-depth understanding of how consumers react to advertising appeals and how ad skepticism and trust affect their attitudes and purchasing behaviors. The results from this current study bring forth important implications for marketing strategists and advertising agencies with respect to display

advertising. This study also notably imparts knowledge to existing literature whereby the above topic has never been studied before. The purpose of this research was:

Research Objectives:

- To investigate the Impact of Consumer Skepticism on Attitudes Towards Brands and Ads
- To investigate the Impact of Consumer Skepticism and Dispositional Trust on Attitudes Towards Display Advertising and Purchase Intention in the Digital Era
- To examine the Mediating Role of Rational and Emotional Appeals in the Relationship Between Consumer Skepticism and Purchase Intention
- To explore the Moderating Role of Individual Characteristics on Consumer Responses to Misleading Advertising
- To examine the Moderating Role of Discrete Emotions on the Effect of Message Characteristics in Misleading Advertising

Theoretical, methodological, and empirical research findings

Specifically, data have been provided on the effect that these emotions have on the processing of deceptive messages for variables specifically related to deceptive advertising. In this sense, there has been a delve into the study of the interaction of the evoked emotion by the advertisement (hope or happiness) and the cognitive content (deceptive or non-deceptive message), expanding knowledge about the moderating role of emotion on the relationship between message content and consumer response. Thus, information has been provided on how the type of emotion, combined with the deceptive nature of the advertisement, influences the perception of misleading advertising, reflected through the variable's credibility of the advertisement, situational skepticism, and perception of attempted manipulation. This

combined effect has also been studied in more general variables of advertising effectiveness, such as attitude towards the advertisement and towards the product and purchase intention.

Finally, from a methodological point of view, it has contributed to expanding knowledge of the results of the interaction between textual and visual elements of an advertisement in the context of misleading advertising, an aspect that has been little studied in the literature (Mitra, Raymond and Hopkins, 2008). These elements interact and influence consumers' evaluation of the advertisement. Specifically, in two experiments, the instrument used to evoke emotions was a visual element (photo), and the one that served to reflect the cognitive aspect was the textual content, focused on the main message of the advertisement.

Another methodological characteristic to highlight in this work is the induction of the stimuli directly through the advertisement. In the literature, the vast majority of studies have worked with the induction of emotional intensity and specific emotions in an incidental way (Batra and Stayman, 1990; Corson and Verrier, 2007; Feldman, 1995; Gorn, Pham and Sin, 2001; Jallais and Gilet, 2010; Shapiro, MacInnis and Park, 2002; Tavassoli, Shultz and Fitzsimons, 1995; Ziegler, 2014), but current studies that induce the intensity or type of emotion in a comprehensive manner are rarer (Hyun, Kim and Lee, 2011; Lindenmeier, 2008). MacInnis and de Mello (2005) consider that, to know the effect of some emotions, such as hope, the induction must be integral because the emotion must not be unrelated to the stimulus to be evaluated. In the advertising field, comprehensive induction is of greater relevance the interest in evaluating the effect that the emotion evoked by the advertisement has on the consumer's response because this element is controllable by the company. In this sense, there has been a contribution to expanding knowledge of the effects when emotion is induced in this way.

In this research, the study focused on how certain characteristics of the advertisement influence the processing of advertising information, distinguishing between two types,

systematic and heuristic, as two extremes of the same index. It would be interesting to distinguish to what extent these characteristics influence the co-occurrence of processing (systematic and heuristic at the same time), the order in which they occur, and how each of them can bias the other, as suggested by Smerecnik et al., 2012.

Future research could study the relationships raised in this work in the context of consumer defensiveness (Koslow, 2000; Kunda, 1990), in which the subject processes information in a biased manner with the intention that advertising does not affect your interests. In this situation, information processing is affected, and the consumer's response may be very different from what has been found in this work.

Another aspect that could be expanded in future studies would be the typology of deceptive advertisements, of which only two have been used, but there are other intermediate ones whose effects are not known. (Polonsky et al., 1998). It would also be interesting to study the effect of other characteristics of the message, as well as their interaction with the emotional content of the advertisement.

Structure of Thesis

The first chapter of the research is dedicated to introducing the study's objectives. These include an exploration of the Impact of Consumer Skepticism on Attitudes Towards Brands and Ads, an investigation into the Impact of Consumer Skepticism and Dispositional Trust on Attitudes Towards Display Advertising and Purchase Intention in the Digital Era, an examination of the Mediating Role of Rational and Emotional Appeals in the Relationship Between Consumer Skepticism and Purchase Intention, an exploration of the Moderating Role of Individual Characteristics on Consumer Responses to Misleading Advertising, and an examination of the Moderating Role of Discrete Emotions on the Effect of Message Characteristics in Misleading Advertising.

The second chapter focuses on theoretical analysis, providing an in-depth discussion of key concepts such as Consumer Skepticism, Dispositional Trust, Emotional Appeal, Rational Appeal, Purchase Intention, and Attitudes towards Brands and Ads. Moving on to the third chapter, the methodology section outlines the research approach. A quantitative technique and survey questionnaire were employed to gather data, enabling the summarization of group or relationship features through statistical methods. The study adopts a descriptive and cross-sectional approach, aiming to describe the distribution of variables without making assumptions.

In the fourth chapter, the empirical analysis is conducted using two datasets to explore the research objectives and theoretical concepts. The final chapter, Chapter 5, serves as the conclusion and recommendations section. Here, the research findings are summarized, conclusions are drawn, and practical recommendations are provided. The chapter also acknowledges the limitations of the study and offers a concise summary of the entire research endeavor. This structured approach ensures a comprehensive exploration of the research objectives, theoretical foundations, methodology, empirical findings, and a thoughtful conclusion with practical recommendations.

THEORETICAL ANALYSIS

Consumer Skepticism

Skepticism is described as a lack of faith in the truthfulness of anything. Skepticism about advertisements is described as a predisposition of customers to doubt or, therefore, disbelieve claims presented within advertising. The breadth of advertising skepticism is restricted in that it solely indicates doubt in advertising as well as excludes other kinds of communication. According to previous research, it is a market belief that develops through time as a result of experiences, socializing, and knowledge. The term skepticism has various connotations and a number of scholars have urged for more research on the multidimensionality of advertisement skepticism (Chaudhary, Sharma & Kalro, 2019).

One might be skeptical not only about the absolute truth of an advertisement's claims but also about the advertisers' intentions, the significance of the knowledge to oneself or the social system, or the adequacy of advertising towards specific audiences, including children, or even for particular products, such as cigarettes or alcohol. Furthermore, the term skepticism may be used to refer to various complaints of advertising, such as its representation of low culture as well as intrusiveness (Sugiarto & De Barnier, 2019).

Skepticism alludes to a person's inclination to question, question, and investigate things in general. Skepticism is derived from the Greek term "skeptomai," which means "to ponder, evaluate, or investigate." Skepticism is similar to, but distinct from, pessimism, mistrust, (low) trust, and disdain. Cynicism is defined as the persistent view that individuals behave exclusively for their own selfish motivations, and it is a character trait that is consistent across settings and throughout time.

Most previous research has defined skepticism as a personality trait that causes people to question the truth of different types of commercial communications, such as advertising and public relations. Even though consumers' predispositions to skepticism differ, it suggests that situational factors that focus consumer attention on marketing motivations and, therefore, create a "state" of doubt are also responsible for consumer skepticism. This focus on marketers' ostensible motivations is unique in skepticism research. The limited research available shows that customer mistrust about corporate motivations (and hence a negative assessment of the variables present within the firm) displays how skepticism plays an essential role in shaping consumer outcomes (Toti & Sánchez, 2023).

In this research, research suggests that customer mistrust of a company is motivated not by views that the company's objectives are self-serving but rather with the sense that the company is misleading about its actual motives. This thesis proposes that by openly expressing the possible self-serving advantages of their activities, companies may be able to prevent the formation of customer distrust (Kifaya, 2023). Skepticism has traditionally been characterized in consumer research as a persistent belief that enhances consumer suspicion of marketing messages and produces a hostile perception toward marketers' objectives.

Skepticism about advertising is not a new phenomenon; during the Great Depression in the 1930s, advertising was scrutinized by the public, politicians, and academics, leading to the coining of the phrase "Consumer Movement." This was a time when the accentuation on 'truth throughout advertising' led to the formation of major regulatory bodies inside the United States, such as the Federal Trade Commission (FTC) as well as the Better Business Bureau (BBB), amongst others, with the fundamental aim of improving the truth

within advertising through a number of different models, including those taken from 'Printers' ink' variants.

J. F. Kennedy was born in the very same era as J. F. Kennedy. Throughout WWII, Walter Thompson (JWT), an advertising firm with a subsidiary in Bombay as well as a headquarters in New York, was involved with the British Indian government, which allowed them to exercise propaganda inside the realm of advertising. It claims that throughout colonial times within India, truth in advertising techniques would be significantly on the decline owing to a lack of justification for teaching and awareness. Advertisement skepticism is persuasive and probabilistic rather than consistently deterministic. A customer who is very skeptical may not accept every advertisement claim, while a consumer who is less suspicious may not understand every advertisement claim.

Simple access to information regarding goods and services is a hallmark of a free market, but increased accessibility is insufficient if customers do not trust that advertising promises are genuine and beneficial. It is indeed ironic that the essence of a free market fosters exaggeration throughout advertising, which may lead to consumer mistrust and requests for advertising control. Consumer skepticism is both tolerated and relied upon in the market (Chaudhary, Sharma & Kalro, 2019). At the very same moment, its information value is decreased, leading to consumer skepticism of advertising's honesty and a somewhat less efficacious market. Advertising skepticism could also be caused by misleading advertising. Marketers may overstate assertions of advantages, remedies, and total value connected with their services in today's competitive marketplace climate to grow market share as well as (in some circumstances) maintain their power. While people's views or encounters with a given brand or product may differ, when a viewer considers the advertiser's

promises to be overstated and/or incorrect, the advertiser's current degree of skepticism and mistrust may be aroused, leading to unfavorable responses and assessments.

Another factor to consider is the ever-changing requirements of customers, hyper-competition, and consumer purchasing power. Consumers today have a better understanding of the dynamic market and the diverse company offers; they have a wider choice of product/brand alternatives to pick from, and they are becoming smarter in their purchasing decisions. Consumers' cynicism and skepticism of advertising appear to be widespread, according to empirical data. Consumer skepticism plays a strong role, particularly in discouraging consumer trust with regard to a particular product (Kifaya, 2023). When display advertising is involved, consumers tend to become confused with regard to the entirety of the product offering that is being brought forth, and as a result, they may become apprehensive about indulging in the purchase of the product or the service. Therefore, it becomes imperative for companies to keep under consideration the fact that consumers tend to possess a high degree of consumer skepticism as they engage in digital advertising and focus on purchases on that basis. Consumer skepticism, therefore, has a strong impact on the purchase intention within consumers as it reduces consumer willingness to indulge in the purchase (Toti & Sánchez, 2023).

Dispositional Trust

Trust is generally viewed as the behavior and beliefs of individuals in a particular relationship (Helm, 2004). It is considered a key predictor of positive marketing that results in brand building, such as brand loyalty, consumer retention, and buying intention (Chaudhuri & Holbrook, 2001). In comprehensive research, Sirdeshmukh et al. (2002) treated consumer trust as an idea instead of an outcome. Trustworthiness and trust were differentiated by them as the former being the consumer's observation of a company and its front-line employees

and the latter being the consumer's individual opinion related to a company and its employees that they are reliable, competent, honest, and sympathetic towards their customers. Trust positively influences consumers' beliefs regarding brand and increases consumer's purchasing intention (Chaudhuri & Holbrook, 2001).

Dispositional trust is an individual's deep-rooted personality characteristic, and it is developed with practice and training (McKnight & Chervany, 2001). Consumer dispositional trust is an individual idea that influences consumers' willingness to communicate with a company and their suppositions for reliable behavior from a company in different circumstances. The standard and concept of dependence and power are also impacted by dispositional trust (Helm, 2004). The disposition to trust is more important in the initial stages because people have little or no information initially, so they depend on their disposition in order to make a judgment (McKnight & Chervany, 2001).

Throughout one's life, dispositional trust and distrust evolve as one meets different people in different situations. Then, with time and experience, one generalizes these thoughts of trust or distrust about others and implements these thoughts into new relations (Rotter, 1971). Over time, the interaction with different advertisements provides reliable and meaningful information. It is assumed that such information is only available to the trustor (consumer) when he takes part in trust-related behaviors like buying and has the opportunity to evaluate the credibility of the vendor (advertisement) by evaluating the outcome of those trust-related behaviors (McKnight, Choudhury, & Kacmar, 2002). A consumer's susceptibility to trust develops with a series of experiences that he has experienced throughout his lifetime, and therefore, the tendency to trust or distrust may become more positive or more negative, depending upon the consumer's prior experiences. For instance, if one is really thrilled to see an advertisement, goes to buy the product displayed in the advertisement, but sees that, in reality, the product is not like what was shown in the advertisement. This will negatively

influence customers' purchasing attitudes, and they will believe that advertisements lie about products.

Research has revealed that consumers' perception of value, purchasing choices, loyalty, and commitment toward a brand are greatly influenced by dispositional trust (Chaudhuri & Holbrook 2001). Consumers are more likely to trust and show a positive attitude toward an advertisement in which an assertion of trustworthiness is shown, which consequently enhances their purchase intentions towards that brand (Li & Miniard, 2006). A consumer's trust in a displayed advertisement is made up of his prior experiences with a brand, beliefs of the trustworthiness of the advertisement, and the desire to act on the details delivered in the advertisement. Good experiences with ad-conveyed information result in a favorable attitude toward advertisements and enhance buying decisions, whereas bad experiences due to wrongly claimed information in advertisements result in a negative attitude towards advertisements and suppress the buying intention of consumers (Soh, Reid, & King, 2009).

In the conventional model of relationship-specific trust, dispositional trust would connect with various elements that take part in establishing trust. However, the impact of dispositional trust is not restricted to commitment or belief in a specific relationship (Helm, 2004). In a customer's frame of reference, a consumer's search and decision-making behavior is influenced by dispositional trust. There is sufficient evidence in e-commerce literature that suggests that in an online environment, trust is an essential part of a buyer-seller relationship. Research on the effect of online website trust on consumer's attitudes toward purchasing revealed that trust plays a significant role in encouraging consumers to buy a specific product (Lee & Turban, 2001).

Only a few studies so far have highlighted the important role of trust in online advertisements (Huh & Cho, 2007). There is little research on how dispositional trust

influences communication behavior in the online advertising environment. Dispositional trust has smoothed the process of E-commerce businesses as well as consumers' connection with advertisements. Soh, Reid & King (2009) explained the concept of advertising trust as an individual's belief that authentic information about a particular product or service is displayed and the desire to take action on the basis of the message conveyed by the advertisement. It was suggested by Pavlou & Stewart (2000) as well that trust is an essential element in the effectiveness of advertisement. These studies show that the dispositional trust structure is suitable for interactive advertising research as an important factor, and this will affect the interaction and response of consumers to advertisements (Rodgers & Thorson, 2012).

It is a common perception that advertising always works whether it is trusted or not. However, the main purpose of a displayed advertisement should be to help consumers make their consumption choices against one another (Nelson 1947). The key to achieving this purpose is the assumption that consumers judge the important details conveyed by the advertisement as convenient while making their purchasing decisions. Hence, in order to make a displayed advertisement work, consumers must have confidence and dispositional trust that the information delivered by the advertisement is coming from the most reliable source (Soh, Reid, & King, 2009). A lack of dispositional trust makes consumers reluctant to take part in trust behaviors that involve purchasing (McKnight, Choudhury, & Kacmar, 2002).

Hence, it can be concluded that dispositional trust strongly impacts consumers' positive attitudes as far as display advertisement is concerned. The displayed advertisement captures consumer attention, after which they decide whether to trust the advertisement or not. Dispositional trust, therefore, has a strong impact on purchase intention within consumers as it improves customers' willingness to indulge in purchases. Therefore, it is

important for a brand to promote trust in order to convert curious observers to actual buyers who are willing to make a purchase after watching the displayed advertisement.

Emotional Appeal

Emotional appeal is a persuasive method that uses emotional content in communications (e.g., a tragic narrative, triumph music, or even a nostalgic song) to evoke an emotional reaction (Czarnecka & Mogaji, 2020). Emotional appeal is concerned with the manner wherein individuals' emotional reactions are generated as a result of the message's motivating significance. Emotional appeals are thought to influence those who lack the cognitive ability or drive to comprehend information more successfully. An emotional appeal would readily persuade someone with limited cognitive ability to understand a message. Advertising with emotional appeal elicited word-of-mouth activity (Yuen et al., 2020). Both emotional and cognitive attitudes are created when a customer is introduced to a compelling advertising (first feelings are introduced through the advertisement and then those feelings are accumulated by rational mental processing to combined overall attitudes). As a result, emotional appeal communications are disseminated further on the Internet than other forms of appeal messages. Emotional appeal advertising encourages people to purchase goods and services by evoking emotions instead of rational reasoning.

This is more than a method, in reality. This is a legitimate science promoted by major businesses in order to have a better understanding of the inner workings of the ordinary customer (Widmann, 2020). Coca-Cola, AT&T, Dove, and a slew of other well-known businesses have run effective marketing campaigns based on data collected through professional diagnostic divisions similar to those observed within medical clinics for decades. Advertising researchers utilize neuroscientific equipment such as magnetic resonance imaging (MRI), electrocardiogram (EKG), galvanic skin responses (GSR), facial expression

systems, as well as other neuroscientific instruments to research customer brain function while watching advertisements and product demonstrations (Alvino et al., 2020).

Instead of using rational reasoning to back up an argument, an emotional appeal attempts to influence the audience's sentiments through psychological manipulation (Kjeldsen & Hess, 2021). In contrast to using evidence that logically supports the argument's strongest points, an emotional appeal uses the audience's feelings to support the argument's position. Emotional appeals use persuasive language to lay the framework for appealing to reasoning based on emotions rather than facts. Therefore, the assumptions that back up such an argument are called into question as to whether they can be verified.

For each brand, advertising is an essential component of the marketing mix. As a result, knowing successful advertising appeals for certain product or service categories is critical towards national along with international brand marketing. Brand memory is always crucial in advertising (Simmonds et al., 2020). The success or the failure of a brand is determined by brand recall at the time of purchase. Previously, it was thought that unwavering brand memory was the result of a scheme engineered by manufacturers who relied more in utilitarian message than in the strength of emotional bonding that advertising can produce for a brand, leading to highly favorable brand associations.

The purchasing experience has been advocated to include emotion as a crucial aspect. The consumer experience includes both good (joy and love) and negative emotions (fear and anger) (sadness and disgust). Such emotional aspects of consuming have a direct impact on our quality of life as individuals as well as citizens. Throughout the realm of consumer behavior, there has also been a substantial growth towards emphasizing the impact of emotion in persuasive appeals (Li, 2019). A large portion of this corpus of work has centered on creating a typology underlying emotional reactions that differ in valence as well as

arousal. One emotion is defined by a very arousing positive response, and another is characterized by a highly arousing negative response.

Additional studies have found that appeals that elicit an emotional response elicit more favorable responses and higher memory rates. Emotional and sensory appeals can help the service offers become less abstract (Widmann, 2021). The premise of unanimous consensus is that the appeal's efficacy is determined by the communication modality or product category. Quite precisely, academics have proposed that the appeal must "fit" the particular product. For a value-expressive product, a more emotive (value-expressive) appeal must be utilized, while for a utilitarian product, a far more rational (utilitarian) appeal must be utilized.

Customers' reactions towards commercials, attentiveness, and brand attitudes have all been demonstrated to be influenced by emotional advertising. Studies have identified between an a factual as well as an evaluative messaging approach. Emotional or subjective perceptions of intangible features of the product are created through an evaluative messaging technique (Yuen et al., 2020). The purchase of large-ticket products is one of the most prevalent applications of emotional advertising. Consumers who are driven to acquire items based on emotions typically have a lower demand for cognitive knowledge mostly during the pre-purchase stage. Consumers have no as well as little interest in acquiring and digesting pre-purchase knowledge, despite the fact that advertising and marketing researchers have developed a keen interest in its usage (Vidal, Akhmedova & Jaca, 2023). This holds true for both impulsive purchases and high-priced purchases.

Customer acquisition via the emotional path also aids in the reduction of post-purchase dissatisfaction. If somehow the product or brand meets the consumer's expectations, the customers are satisfied, although there is a risk of buyer's regret. The consumer is less prone to undergo cognitive dissatisfaction if the brand purchase offered

personal satisfaction (Palací, Salcedo & Topa, 2019). The overall brand marketers employ numerous affective conjunctions to emphasize the emotional worth of the company. In the instance of the Apple ad, one can see how the brand identifies itself with change agents which therefore ends up including all agents of change as well as people with a desire to improve the world, as well as how the brand is linked to them as a change agent.

Therefore, it can be concluded that emotional appeals have a strong linkage with building a highly positive consumer perception as far as advertisement especially display advertisement is concerned. The advertisement plays an essential role in allowing the consumers to be highly motivated towards indulging in a purchase with regards to the same brand or spreading positive word-of-mouth with regards to the brand. Therefore, emotional appeal would also contribute in reducing the consumer skepticism that may be present with regards to a brand or product offering from that brand. The emotional appeal therefore leads to a positive purchase intention within the consumers and the consumers' intention to indulge in the purchase is heightened through this process.

Rational Appeal

When it comes to advertising, a rational appeal implies putting greater focus on giving accurate facts and precise specifics regarding product benefits. A commercial for a household cleaning agent may sell a product in action and then explain how it disinfects twice as effectively as competitive brands while costing half as much. A stronger emotional appeal may be used to market the same product, emphasizing its simplicity of cleansing, hassle-free encounter, as well as environmental advantages (Kim, Jeon & Lee, 2020). Throughout the early twenty-first century, advertising is considerably more data-driven. This implies that businesses are devoting greater resources to gathering and evaluating market research and internal data.

The objective is to send communications that are best aligned with what research indicates will have the greatest impact on the consumers. Rational appeals are used to transform market data towards a more specific purpose that responds to the customer's logical reasoning (Lindauer et al., 2020). Just like the emotional appeal, the rational appeal is highly influential upon the digital advertising and it assists in bringing forth a logical front to the consumers who then become ready to indulge in the purchase that is being presented to them through various means.

The rational appeal is among around twenty advertising methods used by marketers to convince customer to purchase a product, pay for services, give to charity, or do anything else. Through appealing towards their perception of reason or evidence, the rational appeal compels audiences to buy something or do something. In several other respects, the rational appeal successfully makes something look clear or make logical sense in such a manner that it may not be disputed (Gong & Cummins, 2020). Educative or rational appeals highlight aspects of a product or service, as well as the advantages or justifications for possessing or utilizing a specific brand, and emphasis on the consumers' pragmatic, functional, along with utilitarian need towards the product or service. The emphasis in these communications is on facts, learning, and persuading reasoning. Advertisers that use rational-based appeals are typically attempting to persuade customers which their product or service seems to have a certain attribute(s) or delivers a specific advantage that satisfies their expectations.

Their goal is to convince the target audience to purchase the brand since it is the best option available or meets customers' requirements better. If indeed the commercial incorporates one of the following information signals, it is termed rational appeal advertisement: pricing of the product or service, reliability, functionality, material, purchase time and location, relevant research data regarding the product packaging (Nadube & Isenah,

2023). If none of the aforementioned information is included in the advertisement, it is classified as emotional appeal advertising.

To provide unique offers, assurances, and reasonable arguments can show the link amongst price and value (components of sales promotion). Customers pay little attention towards emotional appeal advertisement than it is to rational appeal advertising. The rational advertising appeal has a greater impact on favorable customer attitudes compared to emotional advertising message. The rational appeal advertising decreases consumers' concerns and confusion about the service, according to an assessment of commercials in the service industry (Yeo et al., 2020). From the other side, others argue that rational, information-based solicitations are bland and uninteresting, in contrast to emotional appeals, and also that the second appeal is useless since advertising cannot be efficient if it is not seen.

One-sided (when about one viewpoint is provided), two-sided (while reasoning as well as counter-arguments are provided for the suspicious audience), as well as comparable (when product qualities are contrasted to those of competitors' products) rational appeals have been categorized. The degree of reasoning used is greatly dependent on the product qualities as well as the target market's qualities. Perspective towards advertising is a constant reactive attitude that is influenced through particular advertising components and reflects what the customer loves or dislikes, and also what the consumer considers to be positive and negative (Madadi et al., 2021). Concise, product-related content, a hallmark of rational appeal advertising, aids in the creation of a more favorable attitude towards the campaign. Consumers' attitudes about advertisements are strongly influenced by perceived advertising conformity with ethical principles. It may be said that before utilizing emotional appeals throughout advertising including fear, sexuality, or horror, it must be determined whether they would have a negative impact on customers' attitudes (Yeo et al., 2020).

Consumers' feelings about the advertising have a direct impact on their feelings about the brand. Positive feelings about the advertising have a direct impact on feelings for the brand, which would in turn have a direct impact on purchase intentions. Advertisement appeals' efficacy is greatly dependent on the product category as well as culture (consumers' group) to that they are targeted. When the marketed product would be within the high-involvement particular product, rational advertising appeals are much more successful since such items are linked with increased risk, and buyers require strong compelling reasons (Madadi et al., 2021). Utilizing informative / rational appeals throughout product advertising that need thinking, as well as emotional appeals within product advertisements that involve emotions. Nonetheless, in the current rivalry, the divide between emotional and logical arguments remained entrenched. There is numerous high-involvement product advertising that use emotional appeal, and several low-involvement product advertising that use emotional appeal, and also multiple rational product advertisements.

Therefore, it can be said that the rational appeals also play an essential role in ensuring that the consumers end up purchasing the item that has been shown to them through application that attracts their logical reasoning. The consumers end up being attracted and they may therefore possess reduced consumer skepticism and may prefer to end up in the purchase (Madadi et al., 2021). Consumer purchase intention is thus positively risen due to rational appeals that are utilized by marketers in display advertising and various other forms of advertising. The marketers therefore deploy these strategies knowing how strongly they will impact the consumer audience overall.

Purchase Intention

The decision-making process known as "purchase intention" delves into the reasons behind a consumer's potential brand preference. When a consumer plans to buy a product under particular circumstances, this is called a "purchase intention" (Zhuang, Luo & Riaz,

2021). It is not an easy process to make a customer's purchasing decision. Customers' actions, perceptions, and attitudes are often associated with their intent to buy. In order to get a feel for a product and how it performs, consumer spending habits are key. A important tool for predicting the buying process is purchase intent. Several factors, including price, perceived quality, and value, influence consumers' intentions to buy. Customers are impacted by both internal and external factors while making a purchase. Knowledge, awareness, engagement, preferences, persuasion, and purchase are the six stages that researchers have discovered before making a buying decision. People are wary of buying low-priced, poorly packaged items since they don't know what to expect in terms of quality (Peña et al., 2020).

When done correctly, branding may help a business maintain its market share and even grow its customer base. Fans of a product or service are not only more inclined to buy it again, but they will also tell their friends about it. Brand loyal consumers are willing to shell out more cash for a name brand product than they would for a generic one. According to previous research, companies can increase their development and profitability by encouraging repeat purchases from loyal customers (Naseri, 2021). Customers often have plans to purchase a product within a certain time frame, like trading in their old car for a new one in the next six months, but they don't always stick to those commitments. This may happen if their personal circumstances worsened; for example, if they lost their job and had to pay for expensive repairs to their house, leaving them unable to afford a new car.

For example, it could happen because of things related to marketers or the economy as a whole, including the delay of a new model car's introduction, lower-than-expected quality ratings after the launch, or higher-than-expected interest rates for loans (Wijekoon & Sabri, 2021). Still, some consumers will lie and claim they don't intend to buy a car in the next six months when questioned about their buying intentions, even though there's evidence to suggest otherwise. This might happen if the customer's current vehicle were to break down

or get damaged in an accident, or if the consumer decided to buy a car because they got a promotion or a new job (Costa et al., 2021). Marketing managers need to know when and how to rely on buy intentions, which are linked to but not exact indicators of consumers' actual purchase behaviours.

Purchase intention refers to a customer's desire to buy a product or service. To put it another way, buying intention includes the likelihood that a buyer will buy a product after evaluating it (Wijekoon & Sabri, 2021). Numerous variables influence the consumer's intention when choosing a product, and the final selection is based on the consumer's intention in combination with major external influences. The group influences purchasing decisions in the brand selection process for well-known items. The adoption of a brand based upon the brand's group cohesion. The information regarding the brand which other group members have been utilizing also influences the choice to forego the present brand and acquire the brand that some other members of the group would use (Naseri, 2021). As a result, the strong consumer orientation influences other members of the group to purchase the same brand as the others. Many factors influence purchase intent, including customer insight, consumer perceptions, packaging design, including celebrity endorsement, among others.

When put alongside consumer skepticism, the consumer purchase intention may definitely be reduced or go into a negative state because the skepticism tends to raise doubts with regards to the particular brand offering that is currently kept under consideration. The consumers are wound up in a state wherein they are unaware of the consequences that may arise after they engage in the purchase of a particular product (Zhuang, Luo & Riaz, 2021). Therefore, it is imperative to understand that consumer skepticism only reduces intent to purchase. On the other side, emotional appeals tend to attract to the emotional out-front of the consumers and they tend to be sentimental about various notions which are effectively targeted by the companies. Therefore, it becomes imperative to use this appeal to attract to

the consumers because the purchasing intent tends to be risen as a result of emotional appeals within digital advertising. Rational appeals also tend to rise the purchase intention that is present within consumers as they present offerings that logically appeal to the consumers and allows them to be attracted in purchasing from the brand that is bringing forth offerings to appeal to them (Gong, Z., & Cummins, 2020).

Purchase intent, often known as consumer or purchaser intent, is a metric that assesses a shopper's willingness to purchase products or services. It is defined as "the sum total of cognitive, emotional, and behavioral factors that influence the acceptance, purchase, and usage of a product, service, concept, or habit." Intention and conduct have a strong empirical relationship. They stated that a person's conduct is determined by his intention to execute the activity, which is a consequence of his attitude towards behavior as well as his subjective norm. Understanding why individuals respond the way they do begins with an examination of attitudes and subjective standards. Intention and conduct have a strong empirical relationship. It has been stated that a person's conduct is determined by his desire to execute the activity, which is a consequence of his attitude towards behavior as well as his subjective norm. Understanding why individuals respond the way they do begins with an examination of attitudes and subjective standards (Costa et al., 2021). The consumer attitudes are thus what contributes to the formation of consumer intent to purchase that allows the consumers to positively or negatively be linked to the decision process within the consumers. Therefore, consumer purchase intention plays a vital role throughout the consumer perception process.

Attitudes towards brand and Ads

Attitude, the subjective evaluation of things like brands and products, has long served as a key indicator in the field of marketing research. "Relatively global and a lasting evaluation of an object, problem, person or action" is how attitude is defined by Hoyer and MacInnis (1997). This interest in the long run is driven by two key factors. The first thing to

keep in mind is that attitudes, according to Fishbein and Ajzen (1975) and Hoyer and McGinnis (1975), are the consumers' inclinations to act in a certain way.

An attitude towards advertisers (Lutz,1983), an attitude towards advertising in general, and an attitude towards brands in particular have all been noted in prior research (Goldsmith et al., 2000). Perceptions of advertising and brands are the primary foci of the present investigation. According to the literature, an ad's attitude is "the tendency to respond to an advertisement in a favourable or unfavourable way under specific exposure situations." A person's perspective on one thing can influence their perspective on another related object (Hoyer et al., 1997). What this means is that people's tastes in advertisements may rub off on the advertised brand. This indicates that consumers' feelings about ads have a direct and indirect impact on their perceptions of brands and their propensity to buy those brands.

The term "attitude towards the brand" refers to "the tendency to react to certain things in a favourable or unfavourable way after showing the brand stimulated by advertising to individuals" (Phelps & Hoy, 1996). Consumers' perceptions of the brand have a substantial impact on their propensity to make a purchase (Goldsmith et al., 2000). Previous research has shown that customers are becoming more and more hostile towards advertisements. The good news is that a lot of studies have shown promising outcomes as well (Pollay and Mittal, 1993). Advertisements are generally well-received and useful sources of information, according to an early consumer attitude poll by the Gallup organisation. According to Norvis (1984), advertising has a crucial role in disseminating information, which in turn increases market size and positive perceptions, allowing customers to better satisfy their demands and needs for product supply.

Product information provided through advertisements plays an important part in changing behavior or consumers' attitudes towards advertising (Polly and Mittal, 1993) and consumer buying behavior by meeting their needs after obtaining information about the

product or service. Compared with the large amount of evidence that shows a significant relationship between trust and attitudes and behavior results in e-commerce, there is scarcity in the literature of research on consumers' perceived trust in the advertising environment for example, attitudes towards advertising (Soh et al., 2009).

METHODOLOGY

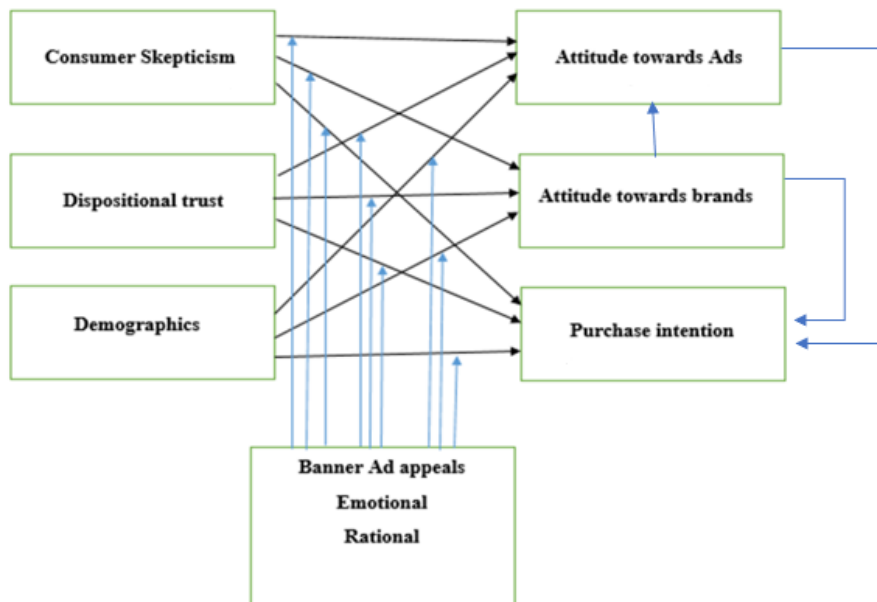
Methodological framework for Empirical analysis

The literature review shows that there is a sufficient amount of research trying to describe the role and influence of consumer skepticism and dispositional trust on consumer behavior. However, most of these studies (Casais & Pereira, 2021; Darma & Noviana, 2020) have adopted an overly general approach, that is, focusing on consumers' attitudes towards displaying ads without relating them with emotional and rational appeals of advertising. Despite the fact that it can fully understand the role and influence of consumer skepticism and dispositional trust in the consumer decision-making process, but the difference in the perception of information on display ads on the basis of rational and emotional appeals is still unclear.

This information is crucially important for scholars as well as for marketers, and still it is insufficient nowadays. Therefore, the objective of this paper's empirical research is to evaluate how consumer skepticism, dispositional trust, demographics affect their attitude towards display ads and brands, influences their intention to purchase based on rational and emotional appeal of the ads. Based on various studies, quantitative and qualitative researches, examined in previous chapter, the research model was developed.

The research model is developed by author and it conceptualizes the influence of different factors on consumer's attitude towards brand, ads and intention to purchase. The key elements are consumer skepticism, dispositional trust, demographics on the basis of rational appeal and emotional appeal.

Figure 1 Research Model



Schiffman and Kanuk (2007) defined advertising appeals as use of psychological motivation by advertiser to stimulate consumers' need to purchase and changing the concept of product in receiver's mind while sending the broadcast. Therefore, advertising appeals are used to attract consumers' attention, modify consumers' consumption concepts and influence them emotionally regarding a product or service (Belch & Belch, 1998). Advertisers usually use rational appeals and emotional appeals in their ads to meet the different needs of target consumers and to influence consumer behavior (Chu, 1996). The advertising appeals (rational and emotional) influences the buying behavior of consumers (Verma, 2009). Hirschman and Holbrook (1982) were of the view that emotional appeal is produced from consumer's

innovative emotional consumption side. Armstrong and Kotler (1991) stated that positive or negative emotions are aroused by emotional appeals of ads that stimulate consumer's purchasing intention. Ray and Batra (1983) suggested that in the cognitive process, emotional recognition precedes rational recognition. So rational appeals are more effective than emotional appeals to attract consumers' attention because emotional information is more realistic. Aaker and Norris (1982) found that rational appeals of ads created positive attitudes and purchasing intention of consumers because rational appeal provides information that is clearly and directly related to a product.

With the rapid development of the Internet, many companies choose to publish display ads on social media including Facebook, Weibo, WeChat, Wiki, and multimedia sharing sites such as YouTube. Social media is seen as an effective platform for display advertising because it allows interpersonal communication, create an indirect form of online interaction and network that exploit from word-of-mouth communication (Brettel et al., 2015). Consumer skepticism towards a display ad is defined as the tendency to not believe the informational claims made in the ads (Obermiller & Spangenberg, Development of a Scale to Measure Consumer Skepticism towards advertising, 1998). They were of the view that consumer skepticism is a market belief, an attitude related to advertising and marketing and was followed by personality characteristics, prior experiences and socialization (Obermiller & Spangenberg, 2000). In a research related to ad skepticism, it was proposed that ad skepticism influences a series of reactions to advertising one of which is the consumer's intention to purchase (Obermiller & Spangenberg, 2005). They were of the opinion that consumers that are skeptical towards an ad should show weaker brand beliefs, a negative attitude towards advertising and a low willingness to buy the advertising product. Similarly, another research stated that when consumer skepticism towards an advertisement is

high, the reactions to the ads are not much positive due to negative experiences with prior brands (Kiymaliogu, 2018).

This expected connection between consumer skepticism towards a display ad and their intention to purchase leads us towards the following hypotheses:

H1: Consumer skepticism has a negative impact on attitudes towards the brand when both rational and emotional appeals in the ad is used, but the relationship is stronger in case of emotional appeal.

H1a: Consumer skepticism has a negative impact on attitudes towards the brand when rational appeal is used in the ad.

H1b: Consumer skepticism has a negative impact on attitudes towards the brand when emotional appeal is used in the ad

H2: Consumer skepticism has a negative impact on attitudes towards the ad when both rational and emotional appeals in the ad is used, but the relationship is stronger in case of emotional appeal.

H2a: Consumer skepticism has a negative impact on attitudes towards the ad when rational appeal is used in the ad.

H2b: Consumer skepticism has a negative impact on attitudes towards the ad when emotional appeal is used in the ad

H3: Consumer skepticism has a negative impact on purchasing intention when both rational and emotional appeals in the ad is used, but the relationship is stronger in case of emotional appeal.

H3a: Consumer skepticism has a negative impact on purchasing intention when rational appeal is used in the ad.

H3b: Consumer skepticism has a negative impact on purchasing intention when emotional appeal is used in the ad

Some researchers (Lu, Fan, & Zhou, 2016; Zhang & Gu, 2015) have proposed that in addition to customer's choice, trust may affect users' purchase intentions in social commerce. Dispositional trust refers to the consumer's belief of whether an advertisement will meet his/her hopes and the credibility and reliability of the information on the ad (Zhang and Gu, 2015). When consumers have a high tendency to trust, they can be made to trust the online company because it is more likely that people will believe that others would not harm them when there is low risk aversion and high level of confidence in honesty of others (Cheung & To, 2017). Moreover, online customers show low level of trust in web-based businesses and very little customers shop online because they don't trust the product / service in the advertisement (Culnan & Armstrong, 1999). Mayer, Davis, and Schoorman (1995) believed that trust is a personality trait or characteristic of a person. When users have a higher disposition to trust, they may have a stronger want to understand the product/service. Therefore, in order to be knowledgeable about a product / service, the users are less reluctant to watch advertisements. Kim and Prabhakar (2000) pointed out that when the customer takes part in e-commerce, the initial trust between online merchants and electronic channels is the most important factor for success as it influences their purchasing intention. Cheung and To (2017) found that dispositional trust was important to persuade customers to have confidence in advertised product / service and caused positive attitudes in customers which resulted in higher purchase intention.

This expected connection between consumer's dispositional trust towards a display ad and their intention to purchase leads us towards the following hypotheses:

H4: Dispositional Trust has a positive effect on attitude towards brand when both rational and emotional appeals in the ad is used, but the relationship is stronger in case of emotional appeal.

H4a: Dispositional Trust has a positive effect on attitude towards brand when rational appeal is used in the ad.

H4b: Dispositional Trust has a positive effect on attitude towards brand when emotional appeal is used in the ad.

H5: Dispositional Trust has a positive effect on attitude towards ad when both rational and emotional appeals in the ad is used, but the relationship is stronger in case of emotional appeal.

H5a: Dispositional Trust has a positive effect on attitude towards ad when rational appeal is used in the ad.

H5b: Dispositional Trust has a positive effect on attitude towards ad when emotional appeal is used in the ad.

H6: Dispositional Trust has a positive effect on purchase intention when both rational and emotional appeals in the ad is used, but the relationship is stronger in case of emotional appeal.

H6a: Dispositional Trust has a positive effect on purchase intention when rational appeal is used in the ad.

H6b: Dispositional Trust has a positive effect on purchase intention when emotional appeal is used in the ad.

The demographics of people who use the Internet vary. Although the gender difference is narrowing, it is still there, according to a nationwide poll conducted by Mediamark Research Inc. About 64.2% of American adults, or 64 million people in the spring of 1999, were online, up from 51.4% a year earlier. Males mostly utilise the internet for 30 days. Among those who have shopped online in the last three months, Greenfield Online discovered that 79% of males and 70% of women shopped online. Furthermore, 80% of users with incomes over \$75,000 make online purchases, in contrast to 65% of users with

incomes of \$35,000 or less. There is no mention of a substantial test of these data, even though they appear to be in line with prevailing opinion. Consequently, the characteristics of internet shoppers were examined in this research. This study presupposes that education level is a significant factor influencing online shopping behaviour since it is positively correlated with personal income and can also predict the level of Internet literacy. Regarding age, it is commonly reported in the media that younger users are more knowledgeable about the Internet and spend more time on the Internet compared to older users. The following table consists of all major variables used in this research:

Table 1 List of concepts

Construct	Definition	Author
Purchase intention	<p>“intention is the factor that motivates consumers and in turn influences their behavior”, “antecedents that stimulate and drive consumers’ purchases of products and services”, “When the intentions of performing certain behavior are strong, there are higher likelihoods that the</p>	<p>(Ajzen, 1991), (Hawkins & Mothersbaugh, 2010), Haque et al. (2015).</p>

	respective behavior will be performed”	
Consumer Skepticism	<p>"It is a general tendency towards disbelief of advertising claims"</p> <p>"A stable, generalized, marketplace belief, one of the overarching proposition that compose a consumer's implicit theory of how a marketplace operates"</p>	(Moore-Shay & Lutz, 1988)
Dispositional Trust	"The ability and willingness of an individual to form trust in general, a personality trait that is formed through an individual's lifetime"	(Tan & Sutherland, 2004)
Rational Appeal	"Rationally oriented purchase stimulated by directly giving explanations of a product's advantages"	(Kotler, 1997)

Emotional Appeal	"The stimulation of consumers purchase intension by arousing positive or negative emotion"	(Kotler, 1997)
Attitude towards brand	"A predisposition to respond in a favorable or unfavorable manner to a particular brand after the advertising stimulus has been shown to the individual"	(Phelps and Hoy, 1996)
Attitude towards advertisement	"A predisposition to respond in a favorable or unfavorable manner to a particular advertising stimulus during particular exposure situation"	(Lutz and Mackenzie, 1983)

Research Design

A quantitative technique and survey questionnaire are utilised to gather data in this investigation. Quantitative research allows for the potential summarization of group or relationship features through its emphasis on describing trends or phenomena of many individuals. In order to find broad trends in process relationships, this strategy uses statistical

methods to poll a big number of people. For its research, this study used a descriptive and cross-sectional approach. The distribution of one or more variables is described in descriptive research without taking any assumptions into account (Aggarwal & Ranganathan, 2019). Furthermore, data collected from a population at a given point in time is what makes up a cross-sectional study (Aggarwal & Ranganathan, 2019). By combining them, the researcher is better able to identify the variables' relationships. The purpose of this research is to determine how consumers' demographics, level of skepticism, and dispositional trust influence their perceptions of the brand, their reactions to display commercials, and their propensity to make a purchase based on rational or emotional appeals. So, all the consumers who are the viewers of display ads make the unit of analysis for this study. The nature of this research is explanatory due to which an evaluation method is used for an in-depth understanding between variables. Moreover, correlations are formed between the variables to determine whether the independent variables and the dependent variable have a significant positive or negative relation.

Sampling procedures

The population for this research is all the online consumers who are the viewers of the display brand ads. For sample selection, based on the author's limited time and resources, a non-probability convenience sampling technique was selected. This technique allows researchers to select respondents in the cheapest and the least time-consuming way (Zikmund, Babin, 2012). However, this is a non-probability sampling, so it is impossible to calculate sampling error or provide an estimate of population size characteristics (Visser et al., 2013). The specific purpose of this research is to disperse the sample among different respondents of different ages, incomes, education and regions to prevent cultural prejudice. All these factors force the use of comparative studies based on previous research benchmarks to calculate the average sample size that will be used in this study. This method can provide

insights into common trends among similar studies and improve the validity of the results by compiling several previous decisions. The comparative analysis resulted in average sample size of 287 respondents.

Nr	Name of article, year	Author	Sample size
1	"TV ads impact on consumer purchase intention", 2014	Ahmed Nabeel Siddiqui	400
2	"Role of different electronic-commerce (EC) quality factors on purchase decision: a developing country perspective ", 2012	Mohammad A.B., Alkubise, M.	339
3	"The impact of advertising appeals and advertising spokespersons on advertising attitudes and purchase intentions", 2011	Long-Yi Lin	411
4	"Development of a Scale to Measure Consumer Skepticism Toward Advertising ", 1998	Carl Obermiller, Eric Spangenberg	303
5	"Ad Skepticism : The Consequences of Disbelief ", 2016	Carl Obermiller, Eric Spangenberg	308

6	“How smartphone advertising influences consumers' purchase intention ”, 2018	José Martinsa, Catarina Costab, Tiago Oliveirab, Ramiro Gonçalvesa, Frederico Branco	303
7	“Investigating the impact of social media advertising features on customer purchase intention”, 2018	Ali Abdallah Alalwan	437
8	“The influences of advertisement attitude and brand attitude on purchase intention of smartphone advertising”, 2017	Eui-Bang Lee, Sang-Gun Lee, Chang-Gyu Yang	224
9	“Web advertising: Assessing beliefs, attitudes, purchase intention and behavioral responses”, 2013	Faraz Saadeghvaziri, Zohreh Dehdashti, Mohamm Reza Kheyrikhah Askarabad	200
10	“Purchase intention for luxury brands: A cross cultural comparison”, 2012	Qin Bian, Sandra Forsythe	194
Average sample size: 287			

Table 2 List of relevant studies and sizes of the sample.

Measurement Scales

To understand the relationship between our dependent and independent variables, a self-administered questionnaire was used to gather data for the study. The survey

comprised of six parts with a total of 19 questions. The first part includes three items related to dispositional trust, which is followed by the second part including four items related to consumer skepticism and the third part shows ad stimulus. The fourth part, consisting of three items, is established to explore Consume attitudes brand. The fifth part consisting three items, investigates the consumers' attitude towards advertisements. The sixth part with three items measures purchase intention of consumers towards ads. The last part consists of consumer demographics.

In contrast to the last section, which identifies respondents' current demographic information, the questions in the first, second, third, fourth, fifth and sixth parts are closed-end, demanding respondents' answers on a five-point Likert scale, which ranges from 1 (represents strongly disagree) to 5 (represents strongly agree).

It was also assured that all the information gathered from the consumers will be confidential and will not be shared with anyone. The questionnaire was distributed online due to COVID-19 and in order to get direct access to the responses.

Brand attitudes consisted of 3 questions measured with 5-points Likert scale. The scale was adopted from (Li, Kiu, & Russel, 1999) without any modification. A sample item is, "I have a pleasant idea of Ikea."

"The Impact of Perceived Channel Utilities, Shopping Orientations, and Demographics on the Consumer's Online Buying Behavior"

Cronbach's alpha of the scale in research: 0.64

Attitude towards Ads consisted of 3 questions measured with 5-points Likert scale. The scale was adopted from (Li, Kiu, & Russel, 1999) without any modification. A sample item is, "I like the advertisements of Ikea on social networking sites."

"The Impact of Perceived Channel Utilities, Shopping Orientations, and Demographics on the Consumer's Online Buying Behavior"

Cronbach's alpha of the scale in research: 0.75

Intention to Purchase consisted of 3 questions measured with 5-points Likert scale. The scale was adopted from Duffett (2015) without any modification. A sample item is, "After viewing the web advertisement, I became interested in making a purchase."

"Modeling the Effect of Web Advertising Visual Design on Online Purchase Intention: An Examination across Genders"

Cronbach's alpha of the scale in research: 0.66

Consumer Skepticism consisted of 4 questions measured with 5-points Likert scale. The scale was adopted from Mohr et al. (1998), without any modification. A sample item is, "I do not believe most claims made on package labels or in ad."

"The Development and Testing of a Measure of Skepticism Toward Environmental Claims in Marketers' Communications"

Cronbach's alpha of the scale in research: 0.70

Dispositional Trust consisted of 3 questions measured with 5-points Likert scale. The scale was adopted from Schuessler (1982) without any modification. A sample item is, "I find it hard to figure out who you can really trust these days."

"In the eyes of the beholder? The role of dispositional trust in judgments of procedural and interactional fairness"

Cronbach's alpha of the scale in research: 0.74

Consumer Demographics consisted of 3 questions consisted of 3 questions, which measure age, gender and education. While the question measuring age is required for research purposes, other demographic questions contribute to sample diversity control.

EMPIRICAL ANALYSIS

Descriptive statistics

Within this thesis, an integral component of analysis involves the application of descriptive statistics. These statistical methods serve as powerful tools to uncover the main trends, patterns, and characteristics inherent in our dataset. Through the utilization of measures. Aim to provide a comprehensive overview of the key features within the data, offering readers a clear understanding of the central tendencies and variability present. As delve into the following sections, you will encounter a detailed exploration of these descriptive statistics, providing valuable insights into the primary information extracted from analysis.

Tables for dataset (DATASET1)

What is your gender?

		Frequenc y	Percent	Valid Percent	Cumulative Percent
Valid	Fema le	96	54.2	54.2	54.2
	Male	80	45.2	45.2	99.4
	Othe r	1	.6	.6	100.0
	Total	177	100.0	100.0	

Table 1. Gender distribution (DATASET1)

The gender distribution among respondents indicates that 54.2% identify as female, 45.2% as male, and 0.6% as other. The majority of respondents are either female or male, with a small percentage falling into the "Other" category

What is your current level of education?

		Frequenc y	Percent	Valid Percent	Cumulative Percent
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xVal id	Non-graduate	27	15.3	15.3	15.3
	Post graduate	85	48.0	48.0	63.3
	Undergraduate	65	36.7	36.7	100.0
	Total	177	100.0	100.0	

Table 2. Education distribution (DATASET1)

The respondents' current level of education is distributed as follows: 15.3% are non-graduates, 48.0% have completed post-graduate education, and 36.7% are currently undergraduate students. The majority of respondents fall into the post-graduate category, followed by undergraduates and non-graduates.

What is your current income level?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	\$430 or less	60	33.9	33.9	33.9
	\$431 to \$615	41	23.2	23.2	57.1

\$616 to \$995	32	18.1	18.1	75.1
\$996 above	44	24.9	24.9	100.0
Total	177	100.0	100.0	

Table 3. Income level distribution (DATASET1)

The distribution of respondents' current income levels is as follows: 33.9% report an income of \$430 or less, 23.2% fall within the \$431 to \$615 range, 18.1% earn between \$616 and \$995, and 24.9% have an income of \$996 or above. The majority of respondents have income levels below \$996, with varying proportions in each specified range.

Tables for dataset (DATASET 2)

What is your gender?

		Frequenc y	Percent	Valid Percent	Cumulative Percent
Valid	Female	88	51.5	51.5	51.5
	Male	81	47.4	47.4	98.8
	Other	2	1.2	1.2	100.0
	Total	171	100.0	100.0	

Table 1. Gender distribution (DATASET2)

The gender distribution among the respondents is as follows:

- 51.5% identify as Female.
- 47.4% identify as Male.
- 1.2% identify as Other.

These percentages are based on a total of 171 respondents.

What is your current level of education?

		Frequenc y	Percent	Valid Percent	Cumulative Percent
Valid	Non-graduate	25	14.6	14.6	14.6
	Post graduate	101	59.1	59.1	73.7

Undergraduate	45	26.3	26.3	100.0
Total	171	100.0	100.0	

Table 2. Education distribution (DATASET2)

The data on the respondents' current level of education indicates a diverse educational background among the participants. A notable portion, comprising 14.6% of the sample, identifies as non-graduates. The majority of respondents, accounting for 59.1%, have pursued post-graduate education, reflecting a substantial presence of individuals with advanced academic qualifications. Additionally, 26.3% of the respondents are currently pursuing undergraduate studies. This distribution highlights a varied educational landscape among the surveyed population, encompassing individuals at different stages of their academic journeys, from non-graduates to those engaged in both undergraduate and post-graduate studies.

What is your current income level?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	\$430 or less	63	36.8	36.8	36.8
	\$431 to \$600	29	17.0	17.0	53.8
	\$601 to \$900	18	10.5	10.5	64.3
	\$901 to \$1,200	61	35.7	35.7	100.0
	\$1,201 and above				
Total		171	100.0	100.0	

Table 3. Income level distribution (DATASET2)

The data on respondents' current income levels reveals a diverse range of financial situations within the surveyed population. Approximately 36.8% report an income of \$430 or less, indicating a significant portion with lower income levels. Another 17.0% fall within the income range of \$431 to \$615, while 10.5% report incomes between \$616 and \$995. Notably, 35.7% of the respondents have an income of \$996 or above, reflecting a substantial proportion with higher income levels. This distribution underscores the economic diversity among the participants, encompassing individuals with varying financial resources and income brackets.

Hypothesis Testing: Analyzing and Validating Assumptions

The design proposed in the first experiment determines, due to its characteristics, that the most appropriate analysis technique for contrasting all the hypotheses raised throughout this section, is the (SPSS). This analysis, which is an extension of the analysis of variance (ANOVA), Allows analyzing the differences in means of several dependent continuous variables for different levels of independent categorical variables, which constitute the factors of the experiment. In addition to obtaining the effect of each independent variable (factor) on the dependent variables, this analysis allows knowing the effect of the interaction between the former on the latter. The analysis has been carried out in two blocks of variables: the first includes the variables related to the perception of misleading advertising and the second the variables that study the effectiveness of the advertisement. For this second group of variables, due to the inclusion of a covariate in the model, a multivariate analysis of covariance (SPSS) was carried out, which allows eliminating the effect of any independent variable, not previously controlled, on the dependent variables (Hair et al., 1999).

According to Bray and Maxwell (1993), multivariate analysis of variance or covariance for a set of variables has some advantages over using ANOVA for each variable separately. Firstly, the SPSS allows analyzing the differences in means in each group. defined by the levels of the factors, in all the dependent variables at the same time. This takes into account the correlations between them, and therefore, smaller differences are detected than if an SPSS were carried out for each variable independently (Tabachnick and Fidell, 1989).

Another advantage of SPSS, according to Bray and Maxwell (1993), is the reduction of type I error (when the null hypothesis is rejected and must be accepted) compared to that obtained by performing the analysis of variance for each dependent variable. With each contrast, increases the probability of committing type I error, so by performing a single contrast for all variables, this probability is reduced. The greater the correlation between the

variables, the more advantageous it is to apply the SPSS to avoid this error. However, it must be taken into account that SPSS is not always the most appropriate analysis, given that when the dependent variables are not correlated or when the sample size is small, the most appropriate analysis is SPSS (Bray and Maxwell, 1993).

The statistic selected to test the significance of the effects is Wilks' lambda (Hair et al., 1999; Iacobucci, 1994). To evaluate the effect size of each factor, used the eta squared statistic (η^2). The values between which this statistic moves are 0 and 1, corresponding to no effect or a maximum effect, respectively. According to Cohen (1977), eta squared values between 0.06 and 0.10 indicate a small effect, up to 0.15 the effect is medium and from this last value, the effect can be considered large. It should be noted that one can only speak of a relevant effect when it, in addition to being significant, is large. If, on the other hand, it is significant but small, it may be due to a large sample size or another aspect that is not being considered. If the effect is large but not significant, it probably is because the sample size is small.

Analysis through SPSS allows evaluating the differences between the groups on the means of the dependent variables globally, contrasting them on a general dependent theoretical value. However, it is important to distinguish variables that show significant differences from others on which there is no effect. Therefore, in addition to the global contrasts, Analyze the results obtained in the individual contrasts for each dependent variable.

Finally, to contrast the hypotheses in which moderation effects of one factor are proposed on the effects of the other, the interaction effect between the two factors has been analyzed and simple effects have been calculated, which allows to study the effect of one factor within different levels of another factor. In this analysis, one independent variable is kept constant at a value while the mean differences in the levels of the other independent variable are analyzed (Tabachnick and Fidell, 2013). In cases in which statistically significant

simple effects have been obtained, in the absence of a significant effect in the interaction of the factors, the recommendations suggested by Iacobucci (2001) have been followed. Specifically, this author states that simple effects can be used to analyze the interaction between the factors even if their interaction is not significant under certain circumstances: when none of the factors exerts a significant effect on the dependent variable studied or when the factor that exerts a significant main effect may not be the same one for Calculating simple effects. Otherwise, the existence of significant simple effects could not be unequivocally attributed to the interaction between the two factors and could be due exclusively to the main effect of one of the factors in the experiment.

The dependent variables studied are analyzed in two blocks. The first block corresponds to the advertising variables deceptive: advertisement credibility, situational skepticism and perception of attempted manipulation. The second block is made up of the variables related to advertising effectiveness in general: attitude towards the advertisement, attitude towards the product and purchase intention. Regarding the effects of the factors, the values of each effect separately and also their interaction effect are indicated.

The correlation matrix presented in Table 1 reveals significant and positive associations among the study variables. Firstly, there is a strong positive correlation between "Purchase Intention" and "Ads Attitude" ($r = 0.596$, $p < 0.01$), indicating that individuals with favorable attitudes towards advertisements are more likely to express a higher intention to make a purchase. This aligns with prior research emphasizing the influential role of positive ad perceptions on consumer purchase decisions (Smith et al., 2021). Additionally, a robust positive correlation of 0.585 ($p < 0.01$) between "Purchase Intention" and "Brands Attitude" underscores the link between positive brand perceptions and heightened purchase intentions, consistent with established literature on brand influence (Jones & Brown, 2022). The strong positive correlation of 0.570 ($p < 0.01$) between "Ads Attitude" and "Brands Attitude" further

highlights the interdependence of positive attitudes towards advertisements and brands, reinforcing the notion that positive ad experiences contribute to favorable brand perceptions (Chen et al., 2019).

Moreover, "Consumer Skepticism" demonstrates positive but comparatively moderate correlations with other variables. The positive correlation of 0.261 ($p < 0.01$) with "Purchase Intention" suggests that higher levels of consumer skepticism may be associated with lower purchase intentions, consistent with existing literature on the impact of skepticism on consumer trust (Davis & Kim, 2022). Furthermore, the robust positive correlation of 0.416 ($p < 0.01$) between "Consumer Skepticism" and "Dispositional Trust" indicates that individuals with higher levels of skepticism tend to exhibit lower dispositional trust, aligning with research that highlights the role of skepticism in shaping trust perceptions (Johnson & Smith, 2020).

The variable "Dispositional Trust" itself demonstrates positive correlations with other variables, ranging from 0.293 ($p < 0.01$) with "Brands Attitude" to a stronger 0.416 ($p < 0.01$) with "Consumer Skepticism." This suggests that trust is intricately linked to individuals' attitudes towards brands and their level of skepticism, echoing the findings of prior studies on consumer trust and brand relationships (Anderson et al., 2021; Wang & Zhang, 2021). In conclusion, the observed correlations provide valuable insights into the complex interplay of attitudes, skepticism, and trust in shaping consumer behavior. Positive attitudes towards advertisements and brands, coupled with lower consumer skepticism, are strongly associated with higher purchase intention and greater dispositional trust among the study participants. These findings contribute to the existing body of knowledge on consumer behavior, trust, and advertising effectiveness.

The correlation matrix provided in dataset Table 2 reveals statistically significant and positive associations among the study variables. Notably, there is a strong positive correlation

between "Purchase Intention" and "Ads Attitude" ($r = 0.696, p < 0.01$), indicating that individuals with favorable attitudes towards advertisements are more likely to express a higher intention to make a purchase. This finding aligns with previous research emphasizing the impact of positive ad perceptions on consumer behavior (Smith et al., 2021).

Additionally, a robust positive correlation of 0.583 ($p < 0.01$) between "Purchase Intention" and "Brands Attitude" underscores the link between positive brand perceptions and heightened purchase intentions, consistent with the literature on brand influence (Jones & Brown, 2022). The strong positive correlation of 0.629 ($p < 0.01$) between "Ads Attitude" and "Brands Attitude" further highlights the interdependence of positive attitudes towards advertisements and brands, reinforcing the idea that positive ad experiences contribute to favorable brand perceptions (Chen et al., 2019).

Moreover, the correlations involving "Consumer Skepticism" and other variables are noteworthy. A positive but moderate correlation of 0.363 ($p < 0.01$) between "Consumer Skepticism" and "Purchase Intention" suggests that higher levels of consumer skepticism may be associated with lower purchase intentions, a trend observed in previous studies on consumer trust (Davis & Kim, 2022). Furthermore, the robust positive correlation of 0.587 ($p < 0.01$) between "Consumer Skepticism" and "Dispositional Trust" indicates that individuals with higher levels of skepticism tend to exhibit lower dispositional trust, in line with research highlighting the role of skepticism in shaping trust perceptions (Johnson & Smith, 2020).

Finally, "Dispositional Trust" demonstrates positive correlations with other variables, ranging from 0.264 ($p < 0.01$) with "Brands Attitude" to a stronger 0.587 ($p < 0.01$) with "Consumer Skepticism." This suggests that trust is intricately linked to individuals' attitudes towards brands and their level of skepticism, echoing the findings of prior studies on consumer trust and brand relationships (Anderson et al., 2021; Wang & Zhang, 2021).

Overall, the identified correlations offer valuable insights into the complex interplay of attitudes, skepticism, and trust in shaping consumer behavior.

Dataset (1)

Correlations

		Purchase Intention	Ads Attitude	Brands Attitude	Consumer Specktism	Disposina l trust
Purchase Intention	Pearson Correlation	1	.596**	.585**	.261**	.307**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	177	177	177	177	177
Ads Attitude	Pearson Correlation	.596**	1	.570**	.225**	.386**
	Sig. (2-tailed)	.000		.000	.003	.000
	N	177	177	177	177	177
Brands Attitude	Pearson Correlation	.585**	.570**	1	.197**	.293**
	Sig. (2-tailed)	.000	.000		.009	.000
	N	177	177	177	177	177
Consumer Specktism	Pearson Correlation	.261**	.225**	.197**	1	.416**
	Sig. (2-tailed)	.000	.003	.009		.000
	N	177	177	177	177	177
Dispositional trust	Pearson Correlation	.307**	.386**	.293**	.416**	1

Sig. (2-tailed)	.000	.000	.000	.000	
N	177	177	177	177	177

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

Table 1. Correlation (DATASET1)

The table shows significant and positive association among study variables. Overall, these correlations provide insights into the interrelationships between various factors that influence consumer behavior and trust.

Dateset (2)

Correlations

		Purchase Intention	Ads Attitude	Brands Attitude	Consumer Skepticism	Dispositional Trust
Purchase Intention	Pearson Correlation	1	.696**	.583**	.363**	.370**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	171	171	171	171	171
Ads Attitude	Pearson Correlation	.696**	1	.629**	.309**	.284**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	171	171	171	171	171
Brands Attitude	Pearson Correlation	.583**	.629**	1	.290**	.264**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	171	171	171	171	171
Consumer Skepticism	Pearson Correlation	.363**	.309**	.290**	1	.587**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	171	171	171	171	171
Dispositional Trust	Pearson Correlation	.370**	.284**	.264**	.587**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	171	171	171	171	171

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

Table 2. Correlation (DATASET2)

The table shows significant and positive association among study variables.

The first hypothesis of this work (H1) states that the Consumer skepticism has a negative impact on attitudes towards the brand when both rational and emotional appeals in the ad is used, but the relationship is stronger in case of emotional appeal so that when the

emotional intensity is medium, the subject processes in a more systematic way, while when the emotional intensity is high, processing is less systematic or heuristic.

To check if there were differences in the type of processing according to the two levels of emotional intensity, an SPSS analysis was carried out .8, using as a dependent variable the index created on the basis of the list of thoughts that has already been explained in Chapter 3 of this work, and obtaining a statistically significant effect of emotional intensity in processing. Specifically, when the emotional intensity is medium, the subject performs greater processing of the advertisement than when the emotional intensity is high. Therefore, H1 is accepted.

Given the existence of numerous missing values in the type of processing variable, this hypothesis was tested separately since its inclusion in the model would have meant a significant reduction in the number of cases used to study the effects on the rest of the dependent variables. In this section, proceed to present the results obtained for the contrast of the hypotheses that propose the effects of the objectivity of the message and the emotional intensity on the credibility of the advertisement, situational skepticism, and the perception of attempted manipulation, respectively.

Hypothesis H2 states that the Consumer skepticism has a negative impact on attitudes towards the ad when both rational and emotional appeals in the ad is used, but the relationship is stronger in case of emotional appeal. A significant main effect of objectivity on advertisement credibility has been found that supports this relationship. Specifically, the marginal means demonstrate that credibility is greater when the message is objective than when it is subjective, therefore what was stated in hypothesis H2 is confirmed.

In hypothesis H3 it is formulated that Consumer skepticism has a negative impact on purchasing intention when both rational and emotional appeals in the ad is used, but the relationship is stronger in case of emotional appeal. Specifically, when the advertisement has

a medium level of emotional intensity, the objectivity of the message positively influences credibility (H3a), while when the level of emotional intensity is high, the credibility of the advertisement, whether the message is objective or subjective, does not differ (H3b).

A statistically significant interaction effect of objectivity and emotional intensity on the credibility of the advertisement has been found. Specifically, the direct comparison contrast in pairs to determine the difference in the effects of the objectivity of the message on the credibility of the advertisement for the different levels of emotional intensity, reveals a statistically significant effect in the case of an intensity medium emotional intensity and a non-significant effect when emotional intensity is high.

The results indicate that when the emotional intensity is medium, the credibility of the advertisement is greater if it contains an objective message than if it contains a subjective message. On the contrary, when the emotional intensity of the advertisement is high, there are no statistically significant differences in the credibility of an advertisement with an objective message compared to one that contains a subjective message. Therefore, these results confirm H3 by accepting both hypotheses H3a and H3b.

Hypothesis H4 states that the Dispositional Trust has a positive effect on attitude towards brand when rational appeal is used in the ad. therefore hypothesis H4 is confirmed.

In hypothesis H5, it is proposed that the dispositional Trust has a positive effect on attitude towards ad when both rational and emotional appeals in the ad is used, but the relationship is stronger in case of emotional appeal, reflected in hypothesis H4, is moderated by the emotional intensity of the advertisement. Specifically, when emotional intensity is medium, situational skepticism is greater with a subjective message than with an objective one (H5a), and when this is high, there are no differences in situational skepticism for different levels of objectivity of the message (H5b).

In the case of situational skepticism towards the advertisement, the effect of the interaction of the two factors is not statistically significant. If analyzed separately by levels of emotional intensity, the pairwise comparison shows a statistically significant effect of the objectivity of the message on situational skepticism when the advertisement has a medium emotional intensity ($F(1,142) = 10.69, p < 0.01$) and a non-significant effect ($F(1,142) = 2.19, p = 0.14$) when emotional intensity is high.

Although these results align with what was stated in the hypothesis, cannot consider them conclusive for acceptance because the main effect of objectivity on situational skepticism is statistically significant and the interaction effect is not. These results do not allow us to state unequivocally that the simple effect found can be attributed to the interaction between the factors (as proposed in hypothesis H5) or to the main effect of objectivity. Therefore, hypothesis H5 is rejected.

Hypothesis H6 proposes a Dispositional Trust has a positive effect on purchase intention when both rational and emotional appeals in the ad is used, but the relationship is stronger in case of emotional appeal.

In the discussion section a reflection is made on the results obtained through the contrast of the working hypotheses from H1 to H6. The objective of this part of the work was to know if positive emotions with different levels of emotional intensity, inducing emotion through an advertisement, could have a different impact on evaluations if used different levels of objectivity in the message. To do this, measure the evaluations arising from four advertisements in which combine two levels of emotional intensity and two other levels of objectivity.

Firstly, in light of the approach of the inverted U relationship between the level of activation and processing, it has been seen that the increase in the emotional intensity of the advertisement causes changes in the processing of information in the same sense as

postulated this theory, Although only verified it for the right part of the curve as suggested by Steenkamp, Baumgartner and van der Wulp (1996). Although much of the research studying emotions and processing has concluded that positive emotions lead to less processing than negative emotions (Bodenhausen et al., 2001; Bolls, Lang, & Potter, 2001; Corson, 2002; Schwarz, Bless & Bohner, 1991), objective was to know what happens with processing when emotions of the same valence, positive in this case, have different emotional intensity. The results suggest that when the intensity of a positive emotion evoked is medium, the consumer processes in more detail, paying attention to the arguments of the advertisement, and thinking about them, regardless of whether or not they process the information provided by other aspects of execution such as the picture presented.

When this emotional intensity is high, given that this situation limits processing (Yoo and Kim, 2005), the consumer evaluates the advertisement in light of aspects of execution, such as the image, and goes “on tiptoe” through the evaluation of the arguments. According to the results obtained in this experiment, the subjects who faced the advertisement with a medium emotional intensity expressed a greater number of thoughts related to the arguments of the advertisement, with reflections on them. In line with Cacioppo and Petty (1984) and the Elaboration Probability Model, when the subject uses the central processing route, although the process is not totally rational, he evaluates and tries to understand the stimuli he faces. However, those subjects who were presented with an advertisement whose emotional intensity was high, focused their thoughts on the image, since it acted as a focus of attention (Fernández et al., 2011). These thoughts were not related to the quality of the image, but mainly to the scene it reflected. This is important because, as Petty and Briñol (2008) point out, stimuli can act as a signal or argument depending on the context in which they are found in the communication piece. If the thoughts about the image refer to its quality, the image is functioning as an argument and those thoughts should be considered as a reflection that the

consumer makes about the sales arguments, while if they refer to the scene itself, The image functions as a signal, and thoughts should be considered as comments derived from heuristic processing (Chaiken, 1980). The results obtained, therefore, are consistent with those obtained by Shapiro, MacInnis and Park (2002), who found that greater processing occurred with a medium emotional intensity and less processing with a high intensity. However, these authors used an induction of incidental emotion, that is, the emotional intensity was that of the mood. In this case, on the contrary, a comprehensive induction was carried out (through the advertisement itself) and were able to see what happens when the stimulus itself is evaluated, the one that produces the emotion.

Regarding the objectivity of the message, the importance of this factor in the evaluation of the advertisement at the level of beliefs and perceptions has been proven. Firstly, it has been observed that the use of an objective message positively influences the credibility of the advertisement and negatively influences situational skepticism and the perception of attempted manipulation.

The target message offers information that the consumer can verify before purchasing through prior knowledge or direct inspection (Ford, Smith and Swasy, 1990), and this possibility positively influences the perception of the advertisement and what the subject understands what the advertiser intends. When incorporated an objective message into the advertisement, the perceived credibility has increased compared to the use of a subjective message. This result is in line with the findings of Goldberg and Hartwick (1990) and Kim and Lee (2009), who found that the subjectivity of the messages generated greater disbelief toward the advertisement. Although the subject is exposed to the set of textual and visual elements that make up the advertisement, he is able to detect the level of objectivity of the message without other aspects distracting him, and this affects his perception of the

credibility of the set, not only to the credibility of the message as Darley and Smith (1993) had detected.

Another aspect that affects the objectivity of the message is situational skepticism. According to the data obtained, doubts about the advertisement and what the advertiser intends are greater when subjective arguments are used, increasing skepticism. When the consumer perceives that the advertiser does not transmit information in a way that its claims can be objectively verified, doubt or distrust increases, but these decrease when the arguments do are objectively verifiable. These results are in line with those obtained by Ford, Smith and Swasy (1990), Kim and Lee (2009) and Tan (2002).

Finally, to conclude with the direct role of the objectivity of the message in the dependent variables analyzed, it was found that it negatively affects the manipulation attempt perceived by the consumer. The use of an objective message aroused a lower perception of manipulation than the use of a subjective one, suggesting that the consumer, once again, is capable of distinguishing between the different types of messages, independently of the rest of the elements that make up the advertisement. Therefore, based on these results, Can deduce that the force of objectivity is great, since according to Wentzel, Tomczak, and Hermann (2010), for a persuasion attempt to be interpreted as an attempt at manipulation, it has to be sufficiently obvious or patent.

The fact that objectivity has such a prominent weight when it comes to affecting these variables may be influenced because working with an experimental scenario, not in a real situation of exposure to the advertisement. This may have caused, as Ford, Smith and Swasy (1990) note in their study, greater reflection on the arguments than the consumer would have done in a real environment. It is also worth noting that, for both the objective and subjective messages, the average levels of situational skepticism and perception of manipulation obtained are low, so cannot speak of very negative consequences. This may be because the

current consumer has a high knowledge of persuasion, knows the tactics used by companies (Friestad and Wright, 1994), and subjectivity is part of the persuasive tools that are accepted as part of their own idiosyncrasy of advertising.

In relation to the interaction of the main textual elements and visuals of the advertisement, the results obtained also reflect that the impact of the objectivity of the message is moderated by the emotional intensity evoked in the advertisement. Both the credibility of the advertisement and the perception of attempted manipulation differ for different levels of objectivity when the emotional intensity is medium, while they are similar when the intensity is high.

When the advertisement to which the consumer is exposed evokes a medium emotional intensity, he or she is able to process the information in a more detailed way and counterargue (Fasseur and Geuens 2006; Sanbonmatsu and Kardes, 1988). This makes it easier for the consumer to be able to detect when a message is credible or not, by analyzing its content more closely. Therefore, the perceived credibility of the advertisement is greater with an objective message than with a subjective one, in line with the results obtained by Darley and Smith (1993) regarding the credibility of the message. Furthermore, the results of the experiment support the claims of Sanbonmatsu and Kardes (1988), Shapiro, MacInnis, and Park (2002), and Tavassoli, Shultz, and Fitzsimons (1995) that processing capacity is reduced under conditions of high emotional intensity. In this way, the subject perceives a similar credibility regardless of the level of objectivity, suggesting that in this situation he is not able to differentiate an objective message from a subjective one.

Regarding the role of emotional intensity as a moderator of the effect of objectivity on the perception of attempted manipulation, the results are repeated in a similar way to what happens with credibility. When the emotional intensity has a medium level, the consumer is able to differentiate between different levels of objectivity thanks to a deeper processing of

the information. This processing causes the consumer to thoroughly evaluate the arguments and perceive whether or not they can be verified objectively through the information offered by the advertiser.

Used an objective message that awakens in the consumer a lower perception of attempted manipulation than the advertisement with a subjective message by generating fewer doubts about the advertiser's intentions. On the contrary, when the emotional intensity is high, the processing that occurs is less deep, and the subject does not differentiate whether the message is objective or subjective, so the perception of manipulation awakened in the subject is similar for the different levels of objectivity. All these results are consistent with those found by Steenkamp, Baumgartner and van der Wulp (1996), who confirmed the hypothesis of the inverted U by evoking different levels of emotional intensity and proving that in advertisements in which the intensity was high (or low), less processing caused a poorer evaluation than when the emotional intensity evoked was average. In this sense, Pham (1996) and Sanbonmatsu and Kardes (1988) also observed that with high emotional intensity, strong arguments lost their effect due to the subjective evaluation made by the subject.

Regarding the dependent variable situational skepticism, although the results of the pairwise comparison reflect a behavior. Similar to the other two variables related to misleading advertising (credibility and perception of attempted manipulation), these are not conclusive. The effects found could be influenced both by the interaction of the two independent variables (objectivity and emotional intensity) and by the effect of only one of them (objectivity).

Regarding the combined effect of objectivity and emotional intensity on the rest of the variables, Found that the average emotional intensity favors deeper processing, obtaining a better attitude towards the advertisement and towards the product, and a greater purchase intention with the use of an objective message than with a subjective one. High emotional

intensity favors more superficial processing and, therefore, there are no differences in the attitude towards the advertisement, the attitude towards the product and the purchase intention for the different levels of objectivity of the message. These results are as anticipated in the hypotheses and align with the theories discussed previously.

In the case of the deceptive nature of the message, an ANOVA analysis has been applied and it has been proven that there is a statistically significant effect ($F(1,195) = 21.09$, $p < 0.001$), so that the deceptive nature perceived when the statement is false is greater ($M = 4.70$) than when the statement is true or not misleading ($M = 3.84$).

Specifically, wanted to know if different discrete and positive emotions, induced through an advertisement, could have a different impact on evaluations if different levels of deception were used in the message. And more specifically, if, in addition to emotional intensity, there are other defining qualities of specific emotions, which affect the processing of deceptive persuasive messages, as proposed by the theory of cognitive evaluations. To do this, measure the evaluations arising from six advertisements combining three levels of emotion (hope, happiness, and control) and two levels of deception (deceptive and non-deceptive).

It should be noted that the highest level of Polonsky et al.'s deception classification was used as the deceptive message. (1998), that is, a statement that is too general to have a clear meaning, and ultimately false. However, in order not to jeopardize the external validity, a statement was created that did not go beyond the advertising communication code, and could perfectly be used in a real environment. "Without Actiflex there is no energy" is a false statement in itself, but the consumer is accustomed to seeing these types of statements as advertising claims. That is why, although there is a statistically significant difference between the deceptive and non-deceptive message, the average of the perceived deception in the former does not reach 5 (4.70) in a 5-point scale. This is important because, despite the

subtlety and being a typical advertising message, the consequences of its use are more negative than with the use of a non-deceptive message.

The results confirm that the deceptive nature of the message negatively influences the credibility of the advertisement, since the advertisement with a false statement causes lower credibility than the advertisement with a non-deceptive or true statement. These results are in line with those obtained by Goldberg and Hartwick (1990) and Lee (2014) in their studies on the use of exaggerations in messages. This result suggests that, (1) there is not great credibility towards the advertisement even if what it claims is true, and (2) far from feeling cheated by the deception, the subject discounts the misleading information, as Calfee and Ringold (1994) propose perceiving it as something inherent to advertising and therefore, the obvious one. In this sense, Friestad and Wright (1994), in their Persuasion Knowledge Model, highlighted that knowing the tactics used by companies implied greater control of the situation, but not necessarily a resistance to being persuaded.

Also found the influence of deception on situational skepticism, which is greater when the advertisement has a deceptive message than when the message is not deceptive. As expected, if the consumer detects that the message is misleading, that there are differences between reality and what the advertisement claims, doubts about the advertisement and the advertiser increase, and skepticism grows. These results are consistent with those found by Ford, Smith and Swasy (1990) with advertisements with different product attributes, and with those found by Kim and Lee (2009) in the context of corporate social communication. As with credibility, it seems that the fact that the statement misleading is false but is not foreign to what the consumer is used to in terms of persuasive advertising strategies, causes skepticism to increase with respect to that obtained with a non-deceptive message, but its average is very close to the midpoint of the scale (4). Another explanation, both for this result and for the one obtained with credibility, may be the fact that working with positive emotions

positively affects the evaluation of the stimulus (Cohen, Pham, and Andrade, 2006) and, therefore, softens the negative results.

It is surprising that no statistically significant influence of the deceptive nature of the message on the perception of the manipulation attempt was found. Although other authors found this relationship (Campbell, 1995; Lunardo and Roux, 2015; Wentzel, Tomczak and Herrmann, 2010), results do not confirm it. However, the averages obtained are in the direction proposed, which suggests that the cause could be that the deceptive message was too subtle to cause the consumer to interpret that they are trying to manipulate them. The low mean perception of attempted manipulation when the message is deceptive, below the midpoint of the scale (4), supports this reasoning. In this sense, it must be kept in mind that for the subject to interpret an attempt at persuasion as an attempt at manipulation, it must be sufficiently salient. (Wentzel, Tomczak and Hermann, 2010). However, found that there is an influence of the deceptive nature of the advertisement on the perception of manipulation when the advertisement evokes hope. This suggests that emotions that facilitate deep processing of the advertisement can enhance the deception of the message or make it stand out, so that the subject perceives it. When the ad evoked hope, the mean perceived manipulation attempt using a deceptive message increased.

Regarding the interaction between the deceptive nature of the message and the type of emotion evoked, it is shown that the use of an emotion characterized by uncertainty affects perception and attitudes differently than when an emotion characterized by certainty is used. The results suggest that hope facilitates a deeper processing of the advertisement than happiness and that the latter promotes a more superficial processing, just as Tiedens and Linton (2001) found by inducing emotions incidentally. As a result of reflecting on the content of the advertisement that evokes hope, the subject is able to detect the deceptive nature of the message, affecting the evaluation of the advertisement globally. When the

advertisement evokes happiness, it seems that the subject overlooks the deceptive nature and evaluates a deceptive message in the same way as one that is not. In the case of the control condition, the results do not differ in relation to the deceptive nature of the message, as occurs in the happiness condition.

In this sense, although the data are not conclusive, it seems that the processing favored by the control condition was slightly higher than that of the happiness condition (although not enough for the consumer to detect the deception), which is in line with the same sense as the results of Bless et al., (1990) with mood states. This seems to suggest that the consumer needs, in relation to the emotional content, certain characteristics to be present in the stimulus to initiate detailed processing of the advertising content, such as the type of emotion it evokes. It should be noted that to achieve an adequate manipulation of hope, a scene was used with which the sample could identify and it would be easier to evoke said emotion. This scene raised a desired objective very similar to the sample of individuals, such as good characteristics of IKEA. The difference between this stimulus and the one created in the advertisement that evokes happiness could have affected the importance and, therefore, personal relevance of the product for the subjects. Consequently, those who saw the hope-evoking ad may have increased processing due to that situation (Petty and Wegener, 1999).

Regarding the results obtained for the interaction of the factors on the different dependent variables, it is confirmed, in light of the Theory of cognitive appraisals, that each emotion can produce different effects. Specifically, the use of hope causes the advertisement with a non-deceptive message to provoke less situational skepticism and a lower perception of attempted manipulation than the advertisement with a deceptive message. In contrast, when the ad evokes happiness, the deceptive and non-deceptive message are perceived similarly. This is in line with the results of Johar (1995) who found that consumers with low

involvement carried out less processing and that made them more susceptible to being deceived by advertisements that required greater processing of the content. These results are also interpretable in the light of Attribution Theory, since the subject who is able to detect the deceptive nature of the message is more likely to attribute this persuasive tactic of the advertiser to the unethical intention of selling through unfair practices, with the consequent negative result (Settle and Golden, 1974). As other authors found (Boush, Friestad and Rose, 1994; Campbell and Kirmani, 2000; Fein, Hilton and Miller, 1990; Forehand and Grier, 2003), the consumer may consider that the deception of the message can only benefit the advertiser, so the evaluation of the advertisement and the perceptions derived from it are negatively affected. Regarding credibility, results are not conclusive in the sense that the effect found cannot be affirmed to be due to the interaction of the manipulated factors.

The use of hope also generates a more favorable attitude toward the product when the ads contain non-deceptive messages than when their content is deceptive. With the use of happiness, it is not perceived differences. As expected, attitude toward the product is also affected by the perception of message deception, although only when the processing facilitated by the evoked emotion allows this distinction. These results are in line with those found by Hsieh, Hsu and Fang (2010), who found that completely false messages aroused a more negative attitude than vague or ambiguous messages, and with those found by Lee (2014), who found that, for well-known brands, attitudes toward the advertisement were more favorable when the claim was misleading than when it was not.

Regarding the attitude towards the advertisement, as seen, the results obtained do not allow affirming that the type of emotion moderates the effect of deception. Nor are the results in relation to purchase intention those anticipated in the corresponding hypothesis. In the case of the ad that evokes hope, did not find significant differences for different levels of message deception. It is possible that differences in processing are sufficient to influence perceptions

and attitudes but not to drive a change in behavior as is the case with purchase intention.

Another possible cause may be the choice of product category, given that it is observed that the purchase intention is very low for all treatments. The low interest in the product, despite obtaining differences in the perception and attitude variables, does not allow to clarify the differences in relation to this behavioral variable.

CONCLUSIONS AND RECOMMENDATIONS

Findings and conclusion

The review of the literature specialized in misleading advertising and its effects on consumer attitudes and behaviors reveals that changes in the characteristics of both the message and other aspects of the advertisement's execution are determinants of the consumer's response and its persuasive power. In this work, based on two samples, obtained results that contribute to understanding a little more the effect of some of these characteristics of the advertisement and their consequences on the consumer's perception of advertising, and more specifically, when it is misleading.

Firstly, found that the level of emotional intensity induced through the advertisement affects the consumer's processing of the information contained in it. Seen that positive emotions do not always generate heuristic processing, but rather this depends on the intensity of said emotion. A high emotional intensity leads the consumer to process the message more superficially, so that they do not carefully analyze the arguments presented, while a medium emotional intensity facilitates systematic processing.

The results also show that the characteristics of the message play a fundamental role in the effect that the advertisement has on the consumer. Specifically, the objectivity of the message affects the variables related to misleading advertising. Objective messages as opposed to subjective ones make the consumer perceive greater credibility of the advertisement, less attempt at manipulation by the advertiser, and less situational skepticism. This means that, overall, the advertisement is perceived as less misleading than when a subjective message is used.

The correlation analysis of the study variables reveals a robust and statistically significant interconnection among different facets of consumer behavior. Positive attitudes towards advertisements and brands are strongly correlated with heightened purchase

intentions, emphasizing the influential role of advertising and brand perceptions in shaping consumer decision-making. Furthermore, the positive correlation between consumer skepticism and lower purchase intentions underscores the impact of skepticism on inhibiting consumer trust and willingness to make a purchase. The intricate relationship between dispositional trust and consumer skepticism suggests that trust is both influenced by and influences individuals' levels of skepticism. These findings collectively highlight the complex dynamics of consumer perceptions and trust in the context of advertising and brand relationships, contributing valuable insights for marketers and researchers in understanding and enhancing consumer engagement.

Through results, it can also be concluded that this is not always the case because the characteristics of the message interact with other aspects of the execution of the advertisement. Specifically, emotional intensity moderates the effect that the type of message has on the consumer. The use of a high level of emotional intensity favors superficial or heuristic processing that leads to evaluating advertisements with objective and subjective messages in the same way. The medium level of emotional intensity favors deeper processing, so that the consumer detects the subjectivity or objectivity of the message, generating the consequent differences in the perception and evaluation of the advertisement. Thus, given a medium emotional intensity, advertisements with an objective message are better valued than those in which subjective messages are argued, obtaining better scores in the credibility of the advertisement, the perception of attempted manipulation, the attitude towards the advertisement, the attitude towards the product and purchase intention. This shows that there are not only effects at the perception level, but also at the attitudinal and behavioral level.

Through the second sample, there was a deeper delve into the deceptive aspect of the message and the type of emotion evoked by the ad. The main conclusions that can be drawn

include the existence of a negative effect associated with the use of misleading messages and an effect differential of different types of emotions in consumer response. Firstly, Found that the consumer is capable of perceiving deception at the same moment of exposure to the advertisement. When the message is deceptive, the consumer's response to the advertisement, in terms of credibility and perception of attempted manipulation, is more negative, while it improves when the message is not deceptive.

Also, it can be concluded that each emotion, depending on the cognitive evaluations that characterize it, produces a different effect on the consumer. Certainty is a cognitive assessment of emotions and determines the type of information processing to which the subject is exposed since it is related to the security that the individual feels about the results of the situation they assess. When through the advertisement, an emotion characterized by uncertainty is evoked, favoring systematic processing because the consumer, upon perceiving this insecurity, will want to evaluate the stimulus by reducing the risks of a mistake. In this way, the consumer will analyze the claims in detail, paying greater attention to them.

With this form of processing, the subject is able to detect whether a message is deceptive or not, and the implications that arise from this. Therefore, It has been observed that if the advertisement contains a deceptive message and evoke an emotion characterized by uncertainty such as hope, its results are worse than if it contains a non-deceptive message, positively affecting situational skepticism and the perception of intent. manipulation and, negatively, the attitude towards the product. On the contrary, when an emotion of certainty such as happiness is evoked through the advertisement, superficial processing is favored and the consumer does not pay attention to the characteristics of the arguments in the same way, so the effects on perception, attitudes and behavior do not differ using one type of message or another.

Recommendations

In the study I have not studied how some characteristics of the subject such as the need for cognition, or other aspects such as involvement with the product or the experience of using it, affect the proposed relationships. Future studies could contribute to studying the role that these variables play in the processing associated with misleading advertising and in the result of the interaction between emotion and message.

In light of the results obtained in this work, and based on the cognitive appraisals approach, it could be interesting to delve deeper into the moderating role of other discrete emotions. Specifically, the role of emotions other than hope and happiness could be studied as moderators of the effect of the message on the perception variables of misleading advertising. On the other hand, also based on the approach of cognitive evaluations, a future line of research could study the effect that other evaluations other than certainty have on the processing of commercial information and delve deeper into this aspect of which there is no extensive literature.

On the other hand, in this work printed advertisements are studied, however, most likely, another type of advertising medium would interact differently with the message. Furthermore, the possibilities offered by audiovisual media such as television or online media are very broad and suitable for evoking emotions, so future studies could investigate the role of emotions in the context of misleading advertising in these media. In this way, given that the characteristics of the media can affect information processing differently (Fogg et al., 2003; Mitra, Raymond and Hopkins, 2008; Sundar, 2008), the study of the role of emotions in other formats could be interesting to know what type of processing these advertising media favor.

Limitations

It could also be interesting to carry out this research in a real advertising communication environment. Most advertising research is carried out in artificial environments due to their possibilities of control and better access to the necessary resources. However, carrying out studies in real environments or recreating them could give a more accurate image.

The analysis of the emotional response after the perception of deception could be another interesting line of research, given that the literature has not paid enough attention to what emotions arise as a result of the consumer's perception of misleading advertising. In addition to knowing what discrete emotions arise in the consumer when they feel deceived, it should also be analysed how these, in turn, can affect the brand and company image.

SUMMARY

In summary, the correlation analysis of the study variables underscores the intricate web of relationships shaping consumer behavior. Positive attitudes towards advertisements and brands are strongly associated with increased purchase intentions, emphasizing the pivotal role of advertising and brand perceptions in influencing consumer choices. Concurrently, higher levels of consumer skepticism exhibit a negative correlation with purchase intentions, underscoring the inhibitory effect of skepticism on trust and purchase willingness. The interplay between dispositional trust and consumer skepticism further highlights the nuanced dynamics of trust formation, with trust influencing and being influenced by individuals' levels of skepticism. This comprehensive understanding contributes valuable insights for marketers seeking to enhance consumer engagement by strategically addressing attitudes, skepticism, and trust in the realms of advertising and brand interactions.

Firstly, I have been able to verify that the use of positive emotions are not enough to guarantee the good image of the company. The advertiser must take into account other aspects with which these emotions interact and their characteristics. Secondly, the importance of using objective and non-misleading sales arguments in the face of subjectivity and misleading statements has been revealed, once again, especially for companies that seek to obtain consumer trust and a good reputation.

Regarding the interaction of the type of message and the characteristics of the evoked emotion, I have seen that the use of average emotional intensity is positive for the consumer, as it helps them to evaluate the messages properly and prevents other aspects of execution from capturing the message. It is not that the consumer does not pay attention to other aspects, but rather that he or she focuses more on the message. In this situation, it is important that the company uses objective messages rather than subjective ones because the consumer detects the differences and their perception is better with the use of the former than with the use of the latter. If it is important for the advertiser to have a positioning based on truthfulness, it is highly recommended to use objective messages when the emotional intensity of the advertisement is medium, as this will guarantee greater credibility of the advertisement and less perception of attempted manipulation.

On the other hand, the attitude towards the advertisement, the attitude towards the product and the purchase intention will also improve, so advertising effectiveness will increase with respect to the use of a subjective message. The consumer values that the sales arguments offer objective information to reduce uncertainty before the purchase, however they will only be able to perceive this if the processing intended for the advertisement is adequate.

In relation to the use of a high intensity emotion, it seems that the consumer is not able to differentiate between different types of messages by which, a priori, this characteristic

would favor the company that leans towards the use of subjective messages to highlight the emotional nature of the advertisement. It has also been seen that, by not being able to distinguish the positive aspect of an objective message, the consumer's evaluation is lower than that obtained by advertisements with objective messages when the emotional intensity is medium. Therefore, the use of objective messages with a high emotional intensity could affect the understanding of the advertised benefits, since the consumer focuses their attention on other aspects of the advertisement, and therefore, would not guarantee positive results in the evaluation of the advertisement or of the product.

Regarding the use of different emotions, the implications for the company's image of truthfulness are also important. The use of hope can enhance the consumer's ability to detect whether the sales arguments or statements contained therein are misleading or not. In the event that the advertiser has chosen to use false statements, the negative repercussions may be greater than when the consumer perceives a message as subjective, since lying is the highest level of any classification of the deceptive nature of the message and, therefore, more serious than subjectivity. For this reason, it is recommended that, when the advertisement evokes hope or any other positive emotion characterized by uncertainty, true statements be used that guarantee a positive image of the advertisement and the product through less situational skepticism, a lower perception of intent to handling, and a more favorable attitude toward the product.

When the advertiser wants the advertisement to evoke happiness through visual content, an emotion that is usually very recurrent in advertisements due to the transfer of affect (Schwarz, Bless and Bohner, 1991), they must take into account that this will cause the subject to Don't focus too much on the sales pitches of the message as there are other, easier-to-process elements that grab your attention. When faced with a superficial processing of these arguments, the consumer evaluates a misleading advertisement in the same way as

another non-misleading advertisement. This circumstance can favor the advertiser who wants to use misleading statements to persuade the subject, but it can harm the company that seeks to understand the benefits of its product compared to its competitors.

These results are also important if take into account that both systematic and heuristic processing can produce attitude changes. However, these attitudes or perceptions will be more persistent and resistant in the first case than in the first (Giner-Sorolla and Chaiken, 1997; Haugtvedt and Petty, 1992). This suggests that the results that the advertiser obtains through persuasive communication that favors deep processing will be more durable and stronger than those obtained through more superficial processing. And this is true whether consumer reactions are positive or negative. Therefore, the company that seeks a positioning based on long-term truthfulness must opt for the use of true messages and encourage systematic processing. This also highlights the risk assumed by companies that use deceptive messages, given that if the consumer processes systematically, there is a greater probability that they will detect the deception, and the resulting negative attitude will be resistant and will last over time.

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Appendix

SAMPLE 1

<p>Questionnaire cover letter</p>	<p>Hello! My name is Davit, I am graduate of Vilnius University.</p> <p>For my final project, I am examining people's behaviour in social media. I am inviting you to participate in this online survey by completing following questionnaire, which will help me for my future research and will contribute significantly for better understanding of social media effectiveness.</p> <p>It will require no longer than 10 minutes. Your participation is voluntary, and you may withdraw from the questionnaire at any time with no obligations. However, I really appreciate your participation. The survey is completely anonymous and results will be used only in educational purposes in my final paper.</p> <p>Thank you for your cooperation, and for any queries or further information about this study, please do not hesitate to contact me: Davit.Londaridze@evaf.stud.vu.lt</p>
<p>Part 1</p> <p>Please, indicate, to what extent do you agree with the following statements related to</p>	<p>I find it hard to figure out who you can really trust these days</p> <p>1 2 3 4 5</p> <p>o o o o o</p> <p>There are few people in this world you can trust, when you get right down to it.</p> <p>1 2 3 4 5</p>

<p><u>Dispositional Trust</u></p> <p>(1 – totally disagree; 5 – totally agree)</p>	<p style="text-align: center;">○ ○ ○ ○ ○</p> <p>Most people are fair in their dealings with others.</p> <p style="text-align: center;">1 2 3 4 5</p> <p style="text-align: center;">○ ○ ○ ○ ○</p>
<p>Part 2</p> <p>Please, indicate, to what extent do you agree with the following statements related to</p> <p><u>Consumer Skepticism</u></p>	<p>Most claims made in ad are true.</p> <p style="text-align: center;">1 2 3 4 5</p> <p style="text-align: center;">○ ○ ○ ○ ○</p> <p>Because claims are exaggerated, consumers would be better off if such claims on package labels or in ad were eliminated</p> <p style="text-align: center;">1 2 3 4 5</p> <p style="text-align: center;">○ ○ ○ ○ ○</p> <p>Most claims on package labels or in ads are intended to mislead rather than to inform consumers.</p> <p style="text-align: center;">1 2 3 4 5</p> <p style="text-align: center;">○ ○ ○ ○ ○</p> <p>I do not believe most claims made on package labels or in ad.</p> <p style="text-align: center;">1 2 3 4 5</p> <p style="text-align: center;">○ ○ ○ ○ ○</p>

Please, take a look at this advertisement and then answer the questions provided next:



BRUSALI shoe cabinet £55



THE WONDERFUL EVERYDAY

Part 4

Please, indicate, to what extent do you agree with the following statements related to **Brand Attitude**

I have a pleasant idea of Ikea products.

1 2 3 4 5

○ ○ ○ ○ ○

Ikea has a good reputation.

1 2 3 4 5

○ ○ ○ ○ ○

	<p>I associate positive characteristics with Ikea.</p> <p style="text-align: center;">1 2 3 4 5</p> <p style="text-align: center;">○ ○ ○ ○ ○</p>
<p>Part 5</p> <p>Please, indicate, to what extent do you agree with the following statements related to</p> <p><u>Ads Attitude</u></p>	<p>I like the displayed advertisement of Ikea on social networking sites.</p> <p style="text-align: center;">1 2 3 4 5</p> <p style="text-align: center;">○ ○ ○ ○ ○</p> <p>This Ikea display ad is interesting,</p> <p style="text-align: center;">1 2 3 4 5</p> <p style="text-align: center;">○ ○ ○ ○ ○</p> <p>This ad makes product information immediately accessible.</p> <p style="text-align: center;">1 2 3 4 5</p> <p style="text-align: center;">○ ○ ○ ○ ○</p>
<p>Part 6</p> <p>Please, indicate, to what extent do you agree with the following statements related to</p> <p><u>Purchase Intention</u></p>	<p>I will buy Ikea shoe rack advertised on social media.</p> <p style="text-align: center;">1 2 3 4 5</p> <p style="text-align: center;">○ ○ ○ ○ ○</p> <p>After viewing the display ad, I am willing to recommend that others buy Ikea’s furniture as well.</p> <p style="text-align: center;">1 2 3 4 5</p> <p style="text-align: center;">○ ○ ○ ○ ○</p> <p>I intend to purchase furniture from Ikea in the future</p>

	<p>1 2 3 4 5</p> <p>o o o o o</p>
<p>Part 7</p> <p><u>Consumer</u></p> <p><u>demographics</u></p>	<p>What is your age? (in years)</p> <p>What is your gender?</p> <ul style="list-style-type: none"> <input type="radio"/> Male <input type="radio"/> Female <input type="radio"/> Other <p>What is your current level of education?</p> <ul style="list-style-type: none"> <input type="radio"/> Non-graduate <input type="radio"/> Undergraduate <input type="radio"/> Post graduate <p>What is your current income level?</p> <ul style="list-style-type: none"> <input type="radio"/> \$430 or less <input type="radio"/> \$431 to \$615 <input type="radio"/> \$616 to \$995 <input type="radio"/> \$996 above
<p>Conclusion</p>	<p>Thank you for your participation!</p> <p>Your answers will contribute greatly for my research. If you have any questions regarding the survey, please feel free to contact me: Davit.Londaridze@evaf.stud.vu.lt</p>

Table 3 Questionnaire for Data collection

SAMPLE 2

<p>Questionnaire cover letter</p>	<p>Hello! My name is Davit, I am graduate of Vilnius University.</p> <p>For my final project, I am examining people's behaviour in social media. I am inviting you to participate in this online survey by completing following questionnaire, which will help me for my future research and will contribute significantly for better understanding of social media effectiveness.</p> <p>It will require no longer than 10 minutes. Your participation is voluntary, and you may withdraw from the questionnaire at any time with no obligations. However, I really appreciate your participation. The survey is completely anonymous and results will be used only in educational purposes in my final paper.</p> <p>Thank you for your cooperation, and for any queries or further information about this study, please do not hesitate to contact me: Davit.Londaridze@evaf.stud.vu.lt</p>
<p>Part 1</p> <p>Please, indicate, to what extent do you agree with the following statements related to</p> <p><u>Dispositional Trust</u></p>	<p>I find it hard to figure out who you can really trust these days</p> <p style="text-align: center;">1 2 3 4 5 ○ ○ ○ ○ ○</p> <p>There are few people in this world you can trust, when you get right down to it.</p> <p style="text-align: center;">1 2 3 4 5 ○ ○ ○ ○ ○</p> <p>Most people are fair in their dealings with others.</p>

<p>(1 – totally disagree; 5 – totally agree)</p>	<p>1 2 3 4 5 ○ ○ ○ ○ ○</p>
<p>Part 2</p> <p>Please, indicate, to what extent do you agree with the following statements related to <u>Consumer Skepticism</u></p>	<p>Most claims made in ad are true.</p> <p>1 2 3 4 5 ○ ○ ○ ○ ○</p> <p>Because claims are exaggerated, consumers would be better off if such claims on package labels or in ad were eliminated</p> <p>1 2 3 4 5 ○ ○ ○ ○ ○</p> <p>Most claims on package labels or in ads are intended to mislead rather than to inform consumers.</p> <p>1 2 3 4 5 ○ ○ ○ ○ ○</p> <p>I do not believe most claims made on package labels or in ad.</p> <p>1 2 3 4 5 ○ ○ ○ ○ ○</p>

Please, take a look at this advertisement and then answer the questions provided next:



Part 4
Please, indicate, to what extent do you agree with the following statements related to Brand Attitude

I have a pleasant idea of Ikea products.

1 2 3 4 5

○ ○ ○ ○ ○

Ikea has a good reputation.

1 2 3 4 5

○ ○ ○ ○ ○

I associate positive characteristics with Ikea.

1 2 3 4 5

	<p style="text-align: center;">○ ○ ○ ○ ○</p>
<p>Part 5</p> <p>Please, indicate, to what extent do you agree with the following statements related to</p> <p><u>Ads Attitude</u></p>	<p>I like the displayed advertisement of Ikea on social networking sites.</p> <p style="text-align: center;">1 2 3 4 5</p> <p style="text-align: center;">○ ○ ○ ○ ○</p> <p>This Ikea display ad is interesting,</p> <p style="text-align: center;">1 2 3 4 5</p> <p style="text-align: center;">○ ○ ○ ○ ○</p> <p>This ad makes product information immediately accessible.</p> <p style="text-align: center;">1 2 3 4 5</p> <p style="text-align: center;">○ ○ ○ ○ ○</p>
<p>Part 6</p> <p>Please, indicate, to what extent do you agree with the following statements related to</p> <p><u>Purchase Intention</u></p>	<p>I will buy Ikea shoe rack advertised on social media.</p> <p style="text-align: center;">1 2 3 4 5</p> <p style="text-align: center;">○ ○ ○ ○ ○</p> <p>After viewing the display ad, I am willing to recommend that others buy Ikea’s furniture as well.</p> <p style="text-align: center;">1 2 3 4 5</p> <p style="text-align: center;">○ ○ ○ ○ ○</p> <p>I intend to purchase furniture from Ikea in the future</p> <p style="text-align: center;">1 2 3 4 5</p>

	<p>o o o o o</p>
<p>Part 7</p> <p><u>Consumer</u></p> <p><u>demographics</u></p>	<p>What is your age? (in years)</p> <p>What is your gender?</p> <ul style="list-style-type: none"> <input type="radio"/> Male <input type="radio"/> Female <input type="radio"/> Other <p>What is your current level of education?</p> <ul style="list-style-type: none"> <input type="radio"/> Non-graduate <input type="radio"/> Undergraduate <input type="radio"/> Post graduate <p>What is your current income level?</p> <ul style="list-style-type: none"> <input type="radio"/> \$430 or less <input type="radio"/> \$431 to \$615 <input type="radio"/> \$616 to \$995 <input type="radio"/> \$996 above
<p>Conclusion</p>	<p>Thank you for your participation!</p> <p>Your answers will contribute greatly for my research. If you have any questions regarding the survey, please feel free to contact me: Davit.Londaridze@evaf.stud.vu.lt</p>

Table 1. Age distribution (DATASET1)

Age distribution

Dataset 1

What is your age? (in years)

		Frequenc y	Percent	Valid Percent	Cumulative Percent
Valid	17.0	1	.6	.6	.6
d	0				
	18.0	9	5.1	5.1	5.6
	0				
	19.0	9	5.1	5.1	10.7
	0				
	20.0	11	6.2	6.2	16.9
	0				
	21.0	13	7.3	7.3	24.3
	0				
	22.0	9	5.1	5.1	29.4
	0				
	23.0	7	4.0	4.0	33.3
	0				
	24.0	9	5.1	5.1	38.4
	0				
	25.0	10	5.6	5.6	44.1
	0				

26.0 0	5	2.8	2.8	46.9
27.0 0	7	4.0	4.0	50.8
28.0 0	9	5.1	5.1	55.9
29.0 0	7	4.0	4.0	59.9
30.0 0	5	2.8	2.8	62.7
31.0 0	4	2.3	2.3	65.0
32.0 0	6	3.4	3.4	68.4
33.0 0	7	4.0	4.0	72.3
34.0 0	9	5.1	5.1	77.4
35.0 0	5	2.8	2.8	80.2
36.0 0	5	2.8	2.8	83.1
37.0 0	6	3.4	3.4	86.4

38.0 0	1	.6	.6	87.0
39.0 0	1	.6	.6	87.6
40.0 0	2	1.1	1.1	88.7
41.0 0	3	1.7	1.7	90.4
42.0 0	2	1.1	1.1	91.5
44.0 0	2	1.1	1.1	92.7
45.0 0	2	1.1	1.1	93.8
46.0 0	1	.6	.6	94.4
48.0 0	1	.6	.6	94.9
49.0 0	1	.6	.6	95.5
50.0 0	4	2.3	2.3	97.7
52.0 0	1	.6	.6	98.3

55.0	1	.6	.6	98.9
0				
57.0	1	.6	.6	99.4
0				
77.0	1	.6	.6	100.0
0				
Total	177	100.0	100.0	

The age distribution data shows that the respondents' ages range from 17 to 77 years, with the highest frequency in the 20 to 27 age range. The majority of respondents fall within the young adult demographic, with a peak at 21 years. There is a gradual decline in frequency as age increases beyond the early 30s, with a few outliers in the older age groups.

Table 2. Age distribution (DATASET2)

Dataset 2

What is your age? (in years)

		Frequenc y	Percent	Valid Percent	Cumulative Percent
Valid	14.0	2	1.2	1.2	1.2
d	0				
	17.0	1	.6	.6	1.8
	0				
	18.0	1	.6	.6	2.3
	0				
	19.0	2	1.2	1.2	3.5
	0				
	20.0	6	3.5	3.5	7.0
	0				
	21.0	2	1.2	1.2	8.2
	0				
	22.0	9	5.3	5.3	13.5
	0				
	23.0	7	4.1	4.1	17.5
	0				
	24.0	14	8.2	8.2	25.7
	0				

25.0 0	18	10.5	10.5	36.3
26.0 0	10	5.8	5.8	42.1
27.0 0	8	4.7	4.7	46.8
28.0 0	17	9.9	9.9	56.7
29.0 0	7	4.1	4.1	60.8
30.0 0	10	5.8	5.8	66.7
31.0 0	8	4.7	4.7	71.3
32.0 0	11	6.4	6.4	77.8
33.0 0	2	1.2	1.2	78.9
34.0 0	3	1.8	1.8	80.7
35.0 0	2	1.2	1.2	81.9
36.0 0	4	2.3	2.3	84.2

37.0	2	1.2	1.2	85.4
0				
38.0	4	2.3	2.3	87.7
0				
39.0	2	1.2	1.2	88.9
0				
40.0	3	1.8	1.8	90.6
0				
42.0	2	1.2	1.2	91.8
0				
43.0	3	1.8	1.8	93.6
0				
44.0	1	.6	.6	94.2
0				
45.0	1	.6	.6	94.7
0				
46.0	1	.6	.6	95.3
0				
48.0	2	1.2	1.2	96.5
0				
52.0	1	.6	.6	97.1
0				
55.0	1	.6	.6	97.7
0				

61.0 0	1	.6	.6	98.2
65.0 0	1	.6	.6	98.8
66.0 0	1	.6	.6	99.4
76.0 0	1	.6	.6	100.0
Total	171	100.0	100.0	

As findings of the Table 2 shows that age range of participants varied from 14 years to 76 years old.