

School of Marketing

Consumers' Skepticism toward Advertising Claims

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DECLARATION

To the best of my knowledge and belief, this thesis contains no material previously published by any other person except where due acknowledgement has been made.

This thesis contains no material which has been accepted for the award of any other degree or diploma in any university.

Signature:

A handwritten signature in blue ink, appearing to be 'C. P. S.', written in a cursive style.

Date: 1 January 2011

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ABSTRACT

The purpose of the research is three fold. It investigates (a) how personal and social influences affect consumers' skepticism toward advertising claims (CSA) and how CSA influences inferences of manipulative intent (IMI), (b) the mediating role of attitude toward the advertisement between IMI and product judgment and (c) the moderating roles of brand familiarity and perceived risk on consumers' skepticism toward advertising, inferences of manipulative intent and product judgment.

The research is based on a factorial design. It is presented in a $2 \times 2 \times 2$ model, involving three factors and eight cells. The three factors are 2 (Brands- Dior/Touché) \times 2 (Product Categories- Facial Rejuvenation/Body Image) \times 2 (Risk- High/Low). The survey instrument was administered through a mall intercept in four major department stores in Western Australia. Trained fieldworkers collected 943 usable sets of responses for analysis over a four week period.

The findings revealed that, consumers' *normative* susceptibility toward interpersonal influences has a significant relationship to consumers' skepticism toward advertising. There were no significant difference for brand familiarity for inferences of manipulative intent and attitude towards the advertisement. The analysis also revealed that only ad claims for high risk products were regarded as highly manipulative but are unaffected by brand familiarity. Some mediation relationships also emerged depending on product type, perceived risk and brand familiarity.

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CHAPTER 1: INTRODUCTION

1.0 OVERVIEW

The chapter will first provide a background on the beauty industry, which is the focus and context of this study. Next, the parent literature leading to the purpose, scope and research objectives of the study are presented. The key definitions, concepts and theories that are applied throughout the study are also outlined. This is then followed by a description of the significance of the study, its limitations as well as a brief outline of the method and analysis employed. The organisation of the thesis is presented at the end of the chapter.

1.1 THE BEAUTY INDUSTRY

1.1.1 Background on the Beauty Industry

The recent difficult and uncertain economic times (recession, high unemployment rate and slow growth) have led to consumers tightening their wallets by denying themselves items or services considered luxurious and not regarded as basic needs (Liebeskind, 2009). An interesting scenario as observed by Lennard (2010) is that all industries except the beauty industry seemed to have been unaffected. In fact, the sales of some of the most expensive skincare products grew by 1.5% in 2009 (Lennard, 2010). A fragment of the US beauty and personal care industry was justified by global market research firm, Euromonitor International Inc., which reported that market sales reached \$58.9 billion in 2009. The results of the performance report on the beauty industry can be explained by consumers' motivation towards an ideal beauty state.

Beauty standards constantly evolve with market developments and are subject to the opinions of culture and society, fashion, trends and fads (*Newborn, 2009*). These evolutions of opinions are passed onto consumers through the media, advertising, retailing and entertainment and they will produce vivid notions of the 'updated' trend of what is beautiful (Sabiston and Chandler, 2009; Hassenzahl, 2004). These notions place stress on the community to conform to the body image or trend that is currently in vogue. Some popular beauty trends included the 'bosom-mania' of the 1950s and 1960s, where voluptuous figures were considered beautiful, and the trend towards 'slenderization' in the 1980s (Mazur, 1986). In recent times, there has been a shift towards the

preference of healthy, fit and toned figures, as portrayed repeatedly in advertisements, retail choices and the media (Sabiston and Chandler, 2009).

Nonetheless, the concept of beauty is a paradox (Weeden and Sabini, 2005; Hassenzahl, 2004). Although society does influence the concept of beauty, beauty also has a deep influence on society. Studies by various researchers (e.g., Hamermesh and Biddle, 1994; Mobius and Rosenblat, 2006; Rosenblat, 2008) have shown that there is a significant premium towards beauty. It is well documented in labour market studies that the notion of beauty has a big impact on income levels. Hamermesh and Biddle (1994) confirmed that attractive people seem to have a better earning power than unattractive people do. There is also experimental evidence in the sociology and psychology literature that people cooperative more fully in the workplace with attractive partners (Mulford et al., 1998) and that beautiful people face less discrimination (Hamermesh and Biddle, 1994).

1.1.2 The Beauty Industry and Advertising

The following are common advertising claims for beauty products that have been retrieved from the popular press and literature in the market:

“Anti-Cellulite Serum: True Performance. Visible results. Your body will prove it. This multi-action serum with our exclusive thermogenic complex and potent Asian herbals melts away the fatty look of cellulite. Refirms and tightens to help keep that dimpled look from coming back”

Estée Lauder

*“**Précision Age Delay skin care:** The serum will delay time by stimulating cell vitality. It contains a targeted micro-peptide twice as effective as vitamin C, re-educates the skin to behave like a young skin, and it offers a real youth boost” **Chanel.***

*“**Crème de la Mer:** Do you believe in miracles? Because something has happened here that cannot be explained. If miracles are unique events that appear inexplicable by the laws of nature, then surely Crème de la Mer is a miracle . . . But facts are facts and certainly the proof can be seen on the faces of those who use it” **Max Huber***

*“**NoAge Essential cream:** Ensures a perfect defense for your skin cells to keep your skin looking younger by optimising the life expectancy of your cells. The product would instantly transform skin by re-pulping and re-texturing to restore youth” **Dior***

The quoted ads above demonstrate the widespread and typical techniques that advertisers use to promote beauty products. An article in *The Times* in the UK reported that, “Expensive products are not doing what they say” (Lister, 2005). The Consumers’ Association (ASA) has also warned that buyers drawn to beauty products by the appeal of miraculous claims need to be aware that some promotions are not backed up by proper science. In a competitive and cluttered market such as the beauty industry, pseudo-scientific claims are becoming common. Globally known brands such as Estée Lauder, Chanel, Dior and Maybelline are no more ethical in their advertising campaigns than are other generic beauty industry brands (Lister, 2005). The global brands have been indicted by the ASA as repeat offenders of advertising 'puffery'. According to

Preston (1996, 1998), puffery is a statement made by advertisers or salespeople about products that states no facts, but which may imply benefits of a product that are not true.

The beauty industry's advertising and the messages it promotes are constantly criticised by society (Sarwer, Pertschuk and Wadden, 1998). Critics have slammed the advertising industry for being responsible for promoting impossible physical ideals (Solomon, 2006). As a result, women and men aspire to achieve increasingly unrealistic beauty, be it flawless porcelain-like skin or a lean muscular body as encouraged by the mass media (Grogan, 2008; Berger, 2004). Not only are these ideals unattainable for most people, comparisons between the self and the ideal are thought to contribute to the dramatic increase in discontent about consumers' own appearances (Sarwer, Grossbart and Didie, 2003; Benson, Karabenick and Lerner, 1976; Wilson, 1978; Thompson et al., 1999). According to Bower (2001), consumer researchers have voiced concerns regarding the question of how and to what degree advertising is linked with chronic dieting, body dissatisfaction and eating disorders (Richins, 1991; Solomon, 1992). The concern for one's desired appearance and the dissatisfaction becomes a key driving force in decisions regarding personal grooming, dieting, exercise, tanning, cosmetics, fashion and body adornment among others (Sarwer, Pertschuk and Wadden, 1998; Sarwer, Grossbart and Didie, 2003).

Therefore, it is safe to establish that consumers' purchasing behaviours may be guided by appearance-related parameters (Durvasula and Lysonski, 2008). Products such as cosmetics and slimming aids claim to offer consumers an accessible avenue to improve their appearances. Beauty products not only provide consumers with an opportunity to improve or preserve their outward appearances, they also have the ability to improve consumers' body imaged and self-

esteem and ultimately provide them with happiness (McMullin and Cairney, 2004). Hence, when consumers perceive that a particular beauty product can alter their appearances and assist them towards their goals, it adds to their purchase motivation.

A study by Prendergast, Liu and Poon (2009) showed that advertisements for weight loss products, fitness (slimming) services, hair replacement products and cosmetics including beauty products were generally ranked as having lower levels of credibility compared with advertisements for other products and services. This means that consumers question the credibility of beauty products. However, as mentioned in section 1.1.1, the industry is stable and it does not suffer in trying economic situations. This reveals that in spite of their skepticism, consumers still succumb to the purchase of beauty products. Hence, because of the proliferation of dubious beauty products and the advertising claims in the market, together with consumers' interesting purchase motives and behaviours, this research has employed the beauty product industry as its research context.

1.1.3 The Beauty Industry and Branding

SK-II is a multimillion dollar, international beauty product brand from Japan. Procter and Gamble successfully positioned SK-II as a high-end brand by bombarding consumers with advertising slogans, claiming that SK-II products make skin smoother and more youthful looking (Tai, 2008) . Sales of SK-II products in China alone represented less than 7% of the brand's global sales (Fong and Chao, 2006) and accounted for 4% of Procter and Gamble's revenue

(Dyer, 2006). This example illustrates that brands play an important informational role for consumers (Vaidyanathan and Aggarwal, 2000).

Brands are commonly used to differentiate the products of a particular brand from those of various brands in a similar category (Aaker, 1991, 1996). Brands are also associated with a benefit and are what consumers think the product or service can do for them (MacInnis and Nakamoto, 1990). In their study of the history of the development of brands, Low and Fullerton (1994) found that brands allowed consumers to assign identities to different manufacturers' products. Brand cues might also reduce the risk factors from beauty products, especially when they provide more benefit associations.

Bauer (1960) stated that "consumer behaviour involves risk in the sense that any action of a consumer will produce consequences which he cannot anticipate with anything approximating certainty, and some of which at least are likely to be unpleasant". Risk is the perceived importance of avoiding negative purchase consequences and a consumer's subjective feeling of uncertainty about purchase consequences (Bauer, 1960; Cox, 1967). Beauty products are well reported to contain and risk frequent exposure to potentially carcinogenic chemicals (de Groot, Weyland and Nater, 1994). Efird and colleagues (2005) investigated hair colour, hairspray, permanent wave solution, foundation face cream and other beauty products and their chemical components. Their results showed that given the extensive use of beauty products worldwide, consumers are at an increased risk of cancer (Efird et al., 2005). Although this information is clearly available for the public, instead of avoiding beauty products, consumers continue to demand them. The driving factor of the beauty industry's sales is linked closely to branding and

advertising (Vaidyanathan and Aggarwal, 2000). Even for local or new brands, without the influence of established brand cues, consumers are motivated by their needs to close the gap between their actual and ideal selves and to focus on the product and its functionality, as claimed in advertisements (Laroche, Kim and Zhou, 1996). A review of brand related studies is available in appendix 1.

1.2 BACKGROUND ON CONSUMERS' SKEPTICISM TOWARDS ADVERTISING

Obermiller and Spangenberg (1998) defined consumers' skepticism towards advertising (CSA) as the tendency towards disbelief of advertising claims. They established that CSA is a separate construct from skepticism towards other sources of product information. The tendency to disbelieve any form of communications is generally a stable, learnt marketplace belief. Earlier researchers (e.g., Ford, Smith and Swasy, 1990) argued that consumers tend to value information that is perceived to be useful and valid. However, as advertising is associated with selling and it often leans towards exaggeration, and as claims become increasingly complicated and difficult to substantiate, consumers are socialising to be skeptical (Obermiller, Spangenberg and MacLachlan, 2005). The extent of consumers' skepticism is the decisive factor in their responses towards advertising. Hence, CSA is influential and not likely to be resolutely steadfast. Consequently, a highly skeptical consumer may not disbelieve every ad claim, and a less skeptical consumer may not necessarily believe every ad claim. Instead, the highly skeptical consumer will be more likely to disbelieve and the less skeptical consumer more likely to believe (Obermiller and Spangenberg, 1998). Obermiller and Spangenberg (1998) also verified several

personality traits (cynicism, self-esteem) and social traits (marketplace knowledge) as antecedents to CSA. A review of skepticism studies is available in appendix 1.

1.3 PURPOSE AND SCOPE OF RESEARCH

A research model was developed to revalidate the background of skepticism as suggested by Obermiller and Spangenberg (1998) and to test if consumers' skepticism leads to inferences of manipulative intent (IMI). This was to explore Campbell's (1995) and Obermiller and Spangenberg's (1998) suggestions further instead of investigating their claims that IMI may cause notions of skepticism. The conceptual model also included a mediation test to attempt to determine if consumers' attitudes towards advertising mediate the relationship between IMI and product judgment. Finally, the study also attempted to investigate the moderating roles of CSA, brand familiarity and perceived risk of CSA, IMI and product judgment.

This research assessed consumers' skepticism, focusing specifically on the area of the beauty product industry. Two product categories, aimed at facial rejuvenation (youth-related) and body image (weight-related), were used in the research. The rationale behind the selection of this area of study was the intriguing fact that there exists a strong and unrelenting motivator behind the purchase of beauty products despite dubious ad claims.

1.4 RESEARCH OBJECTIVES

This research aims:

- (1) To provide a framework to investigate how personal and social influences affect CSA (H₁, H₂, H₃ and H₄);
- (2) To investigate the influence of CSA on IMI (H₅);
- (3) To investigate the mediating role of attitudes towards the ad on IMI and product judgment (H₆, H₇ and H₈); and
- (4) To investigate the moderating roles of brand familiarity and perceived risk on CSA, IMI and product judgment (independent t tests).

1.5 KEY THEORIES

To justify the research model and the hypothesis of the current research study, several key and relevant theories were introduced to the research. The entire research model was underpinned by the persuasion knowledge model and elaboration likelihood model (see definitions below). The other theories introduced supported the proposed model and its relevant variables. Although the significance of these theories is detailed in later chapters, they are briefly summarised below.

The **persuasion knowledge model (PKM)** explains that consumers will adaptively respond to persuasive attempts to align their own beliefs (Friestad and Wright, 1994). The idea behind the PKM is that once an audience member recognises a persuasion attempt by attributing it to the "goals and actions of the persuasion agent", he or she is then able to use this set of knowledge of

how persuasion works to 'cope' with the attempt and respond. This is often simple disbelief (Friestad and Wright, 1994). This concept serves as an underlying foundation for consumers' skepticism.

The **elaboration likelihood model (ELM)** provides a framework for understanding the effectiveness of persuasive communication (Petty and Cacioppo, 1981, 1986). Based on Petty and Cacioppo (1981, 1986), the attitudes of consumers may change through two routes of influence: the central route and the peripheral route. The routes are differentiated by the amounts of thoughts of information processing or elaboration processing (Sher and Lee, 2009). Similar to the PKM, the ELM also serves to understand consumers' responses and attitudes.

Personality traits are consistent characteristics of an individual formed through responding to the environment (Allport, 1937; Costa and McCrae, 1992; Goldberg, 1993). A growing body of evidence indicates that personality traits are internal basic tendencies that are linked to underlying psychological response systems (Costa and McCrae, 2001; McCrae, 1996; McCrae and Costa, 1990). They are strongly heritable (Bergeman et al., 1993; Jang et al., 1998) and surprisingly immune to parental and social influences (Asendorpf and Wilpers, 1998; Rieman, Angleitner and Strelau, 1997). It is also purported that personality traits are remarkably stable throughout adulthood (McCrae and Costa, 1990; McCrae, 1996).

Social identity theory explains that individuals are motivated to be engaged in in-group environments compared with out-group environments and create social boundaries to distinguish similarities and intergroup differences (Hogg and Abraham, 1988). An individual determines his

or her social identity by categorising themselves and others by attaching value to different social categories (Goldberg, 2001).

Attribution theory is concerned with how individuals interpret events and how this relates to their thinking and behaviour (Jones et al., 1972; Weiner, 1974, 1986). Attribution theory assumes that people try to determine why people do what they do and attribute causes to particular behaviours.

The standard learning hierarchy purports that a consumer first forms beliefs (through his or her knowledge bases) about an advertisement, product, brand or advertiser and later evaluates these beliefs based on attributes to form a feeling (Solomon, 2006).

Reactance theory (Brehm, 1966, 1972) explains the way individuals react when they are denied freedom of choice. When consumers are forced to take an option that they otherwise felt they have control over deciding themselves, they feel resentful and act against the 'forced' option, even if the option forced on the consumer is one the consumer would have likely selected. This theory can also be used to explain consumer's IMI.

1.6 KEY VARIABLES AND DEFINITIONS

Consumers' skepticism towards advertising claims (CSA) is defined as "the tendency towards disbelief of advertisement claim" (Obermiller and Spangenberg, 1998, 2000). According to Obermiller and Spangenberg (1998), the tendency to disbelieve any form of communications is generally a stable, learnt marketplace belief. This construct is the core of the research.

Cynicism is the mistrust of others' motives. Cynics they tend to see the dark side of human nature, where selfishness is behind every action and is linked directly to the believability of advertising claims (Agger, Goldstein and Pearl, 1961; Kanter and Mirvis, 1989; Anson, Mann and Sherman, 1986). It reflects a basic philosophy about human nature, namely a general attitude that one cannot depend on other people to be trustworthy and sincere (Costa et al., 1986; Wrightsman, 1974).

Self-esteem is defined by Rosenberg (1965) as people's feelings about their self-worth or value of themselves. According to Korman (1970), an individual's self-esteem is the basis of the outcome he or she will seek to attain; when there are no external influences, individuals are motivated to act upon a situation in the behaviour consistent with their self-esteem.

Consumers' susceptibility to interpersonal influence (CSII) is defined as "the need to identify or enhance one's image with significant others through the acquisition and use of products and brands, the willingness to conform to the expectations of others regarding purchase decisions,

and/or the tendency to learn about products and services by observing others and/or seeking information from others” by Bearden, Netemeyer and Teel (1989).

Marketplace knowledge is defined by Mangleburg and Bristol (1998) as a consumer's level of knowledge of consumer-related factors such as prices, stores and shopping. They further mention that this knowledge helps consumers adapt to their roles as buyers.

Inferences of manipulative intent (IMI) are defined as consumer inferences that the advertiser is attempting to persuade by inappropriate, unfair or manipulative means (Campbell, 1995). Campbell (1995) postulates that perceptions of the manipulative intent of advertisements result in increased counterarguing, resistance to persuasion or decreased attitudes towards an advertiser or brand.

Attitude towards the ad (Aad) is defined as "a learned predisposition to respond in a consistently favorable or unfavorable manner to advertising in general" (Lutz, 1985). Aad may contain both affective reactions (for example, ad-created feelings of happiness or dejection) and evaluations (for example, an ad's credibility or informativeness or unfavourable feelings of skepticism) (Baker and Lutz, 1988). There is clear evidence that the emotions that advertising arouse carry over to products and brands (Mitchell and Olson, 1981; Batra and Ray, 1986; MacKenzie, Lutz and Belch, 1986; Bruner and Kumar, 2000; Stevenson et al., 2000).

Product Judgement is consumers’ judgement of a product. Based on any cue or type of information can have an impact on consumers’ judgments such as, ads, brands, county of origin

and many more (Chaiken, Liberman and Eagly, 1989; Shavitt, 1990). Consumers may produce favourable or unfavourable feelings towards different attributes of the products, for example if the product is bad or good, useless or useful, etc.

1.7 SIGNIFICANCE OF THE STUDY

As an emerging literature, research on CSA is at its early stages. Previous research has focused on developing a stronger foundation for the skepticism literature. The directions of the research were generally aimed at revalidating claims in a different setting and testing the generalisability of the construct (Obermiller and Spangenberg, 1998, 2000; Obermiller, Spangenberg and MacLachlan, 2005; Sher and Lee, 2009; Annas, 1996; Boush, Friestad and Rose, 1994; Ford, Smith and Swasy, 1990; Smith and Swasy, 1988; Koslow and Beltramini, 2002; Mangleburg and Bristol, 1998; Mohr et al., 1998). Although some studies justified and reviewed the literature from both conceptual and methodological bases (Sher and Lee, 2009; Annas, 1996; Boush, Friestad and Rose, 1994; Ford, Smith and Swasy, 1990; Koslow and Beltramini, 2002; Mangleburg and Bristol, 1998), research directions have still been considerably limited. Given the current trends in the advertising industry, this has led to the strong emergence of consumers' skepticism, and the literature presents a gap for this research. Based on reviews by other authors (Tien and Phau, 2009, 2010a, 2010b), previous research has not focused on a particular product category to test generalisability, particularly in the beauty industry (which has countless dubious advertising claims).

The theoretical understanding of mature consumers' underlying reasons for their attitudes, behaviours and intentions are required, as they are complex and this has only been explored in the adolescent segment (Obermiller and Spangenberg, 1998, 2000; Obermiller, Spangenberg and MacLachlan, 2005). Hence, the study addresses this by examining the relevant sociological and psychological theories to rationalise consumers' behaviours. At the same time, a theoretically driven conceptual framework based on these theories is developed to satisfy the call of previous research for studies to be driven with sound theoretical justifications (Obermiller and Spangenberg, 1998, 2000; Campbell, 1995).

The findings of this study may prove insightful to marketing and advertising planners in the beauty industry. The results of the psychological or sociological analysis may help businesses plan their advertising and marketing campaign strategies. Consumers may be more susceptible to sociological cues, which are easier to manipulate with appropriate advertising or marketing cues and messages. The findings on CSA may provide information to marketers or advertisers about being more aware of sensitivity towards IMI. Further, it is important to understand if brand familiarity and perceived risk have any bearings on CSA, IMI and product judgment. This research will also provide some strategic directions for these potentially moderating variables and to the different stakeholders concerned.

1.8 LIMITATIONS

The research focus is on CSA and not the skepticism theory. Skepticism is a broad and versatile theory that has significance in many arms of research. It is focused on consumers' skepticism levels and responses towards beauty product advertising claims. Only two categories of beauty products were employed in this study: facial rejuvenation (youth concerns) and body image (weight concerns). These two categories were selected out of the five physical attractiveness attributes: facial and body symmetry, pathogen-resistance (health-related), averageness, body-size ratios and youthfulness (Sarwer, Grossbart and Didie, 2003).

The respondents of the research are people aged 18 and above to capture the targeted results and in compliance to ethical conducts. This research focuses on a mature target segment because a considerable amount of research on skepticism in advertising has concentrated on the adolescent segment (Mangleburg and Bristol, 1998; Friestad and Rose, 1994; Boush et al., 1993, Friestad and Rose, 1994). The research respondents were not limited according to gender. Although females are usually associated with the topic of beauty, men are now partaking in appearance-enhancing products as well (Miller, 2005; Durvasula and Lysonski, 2008). This signifies that men were also suitable respondents for the research.

1.9 RESEARCH DESIGN

The survey instrument was administered in major department stores. Data were collected in four Western Australia metro major department stores: Westfield Carousel, Carillon City, Garden City and Westfield Whitfords. Trained questionnaire administrators were employed and were positioned mainly in the beauty product zone. Eight previously established scales were used in the questionnaire. The overall sample size was 943.

The research is based on a factorial design. It is presented in a $2 \times 2 \times 2$ model, involving three factors and eight cells. The three factors are 2 (Brands- Dior/Touché) \times 2 (Product categories- Facial Rejuvenation/Body Image) \times 2 (Risk- High/Low). The eight cells are represented by Dior Anti Wrinkle Serum, Dior Anti Wrinkle Mask, Dior Slimming Pill, Dior Slimming Machine, Touché Anti Wrinkle Serum, Touché Anti Wrinkle Mask, Touché Slimming Pill and Touché Slimming Machine.

Descriptive analyses, factor analyses and reliability analyses were performed. There were eight sets of data corresponding to the factorial design and each set of responses were recorded. Correlations were also tested to show relationships between the constructs as relevant to the hypotheses. Mediation effects were tested and t-test analyses were also administered to compare the difference in datasets. All data were analysed using the Statistical Package for Social Sciences™ (SPSS) version 16.0.

1.10 THESIS ORGANISATION

This research paper is organised as follows. Chapter 1 provided a brief overview of the content of the study, specifically the background on the beauty industry, background on the parent literature, purpose of the study, research objectives, significance of the research, limitations and research design. Chapter 2 provides a detailed literature review on skepticism and the underpinning theories. Chapter 3 reiterates the research objectives and presents the research framework of this study. It also addresses the research hypotheses and discusses all the supporting theories. Chapter 4 outlines the research methodology, including the research design, scales, study procedure and sampling. Chapter 5 presents the findings of the study and discusses the findings of the analysis. Chapter 6 highlights the key contributions and the limitations of the research and suggests future research directions.

CHAPTER 2: LITERATURE REVIEW

2.0 OVERVIEW

This chapter provides a detailed review of the relevant literature and theories of this dissertation. First, the concept of skepticism is presented. Next, extant research relating to the factors influencing consumer skepticism, namely cynicism, self-esteem, CSII and marketplace knowledge, are reviewed. This is followed by a review of factors, namely IMI, Aad and product judgement, which are outcome variables of consumer skepticism. Reviews of these factors are also available in Appendix 1. Drawing from a critical review of the relevant literature, this chapter concludes with the identification and justification of research gaps. This chapter forms the skeleton of the proposed research model and hypotheses in Chapter 3.

2.1 THE BEAUTY PRODUCT INDUSTRY

2.1.1 Motivation of Purchasing Beauty Products

A multitude of studies has identified physical attractiveness to be judged on facial and body symmetry, pathogen-resistance (health-related), averageness, body-size ratios and youthfulness (Sarwer, Grossbart and Didie, 2003). Nevertheless, we limit this research to two of these five factors: youthfulness and body image.

A study by Zebrowitz, Olson and Hoffman (1993) revealed that the ratings of physical attractiveness are affected by age. The ratings of attractiveness for men and women decline with age. In addition, their research revealed that the ratings of facial attractiveness and youthfulness are highly correlated. These findings demonstrate that consumers imply looking young is more important than actually being young. Hence, consumers strive to preserve their youthfulness with anti-aging beauty products that claim to stop or slow down the aging process (Clarke and Griffin, 2007). Cunningham (1986) confirmed that altering facial features in the direction of youth results in higher ratings of attractiveness.

The other physical attractiveness factor, namely the body ratio, is also important in determining attractiveness for both men and women. The body ratio is measured using the waist-hip ratio (WHR) (Singh, 1993; Furnham, Tan and McManus, 1997). Typically, women rated as attractive are normal weight and have a low WHR. Female figures with a WHR of 0.8 or more were

usually judged as attractive as women with a WHR of 0.8 or smaller (Singh, 1993). The perceptions of the attractiveness of men are also influenced by WHR and relative weight.

Sarwer, Wadden and Pertschuk (1998) suggested that attitudes towards body image have two dimensions. The first is the degree of importance of body image to one's. Persons with a high body image are thought to derive much of their self-esteem from body image (Sarwer, Wadden and Pertschuk, 1998; Kropp, Lavack, and Silvera, 2005). In addition, body image has a value (i.e., positive or negative), which can also be understood as the degree of satisfaction or dissatisfaction. Large-scale surveys have indicated that, in general, Americans are dissatisfied with their appearances (Garner, 1997). Results of appearance surveys have shown that dissatisfaction of the self image is increasing through the years. The appearance survey conducted among women demonstrated an increased from 23% to 56% while men, from 15% to 43% within just 25 years. The number one concern for both genders was dissatisfaction with weight (Garner, 1997). This causes body image disorders and is closely related to personal happiness. Weight dissatisfaction motivated 24% of women and 17% of men to state they would give up more than three years of their lives to be thinner (Garner, 1997).

A strong motivation to purchase cosmetics and slimming aids is rooted in people's conceptions of their skin, and body parts are an integral part of self-extension (Prelinger, 1959). Belk (1988) suggested that consumers impose their identities on possessions and possessions impose their identities on consumers. For example, applying a particular anti-aging cream allows consumers to identify with the person in the advertisement, which may bring them closer to their ideal selves.

2.2.1 Advertising in the Beauty Product Industry

A person's physical appearance is subjected to scrutiny and objectification in a social realm (Bordo, 2003; Davis, 1991; Hurd, 2000). The failure to achieve and maintain a young, toned, perfectly shaped and wrinkle-free body reflects a deficiency in a person. Some researchers have disapproved of the advertising industry promoting these impossible physical ideals for society (Solomon, 2006). Both women and men aspire to achieve increasingly unrealistic beauty, be it flawless porcelain-like skin or a lean muscular body, as encouraged by the mass media.

Advertising has been attacked for persisting, perhaps even creating, the idealistic standards of beauty (Freedman, 1984; Nichter and Nichter, 1991; Solomon, 1992). Content analyses by past researchers (Downs and Harrison, 1985; Martin and Gentry, 1994) proved the presence of such ideals, as more than 25% of commercials were found to depict a lure using physical attractiveness. Solomon (1992, p. 147) pointed out that "the pressure to be slim is continually reinforced both by advertising and by peers. . . . We are continually bombarded by images of thin, happy people". Not only are these ideals unattainable for most people, the comparisons between the self and the ideal are thought to contribute to the dramatic increase in discontent about consumers' own appearances (Benson, Karabenick and Lerner, 1976; Wilson, 1978; Thompson et al., 1999). Such ideals may give rise to attitudes and behaviours that have damaging effects for consumers. According to Bower (2001), consumer researchers have voiced concern regarding the question of how and to what degree advertising is linked with chronic dieting, body dissatisfaction and eating disorders (Richins, 1991; Solomon, 1992). The concern

for one's desired appearance and any resulting dissatisfaction becomes a key driving force in decisions regarding personal grooming, dieting, exercise, tanning, cosmetics, fashion and body adornment among others (Sarwer, Pertschuk and Wadden, 1998).

2.2 SKEPTICISM

2.2.1 The History of Skepticism

The word 'skepticism' dates back to ancient Greek times. Ancient Greek philosophers explained that the term 'sceptic' derives from a Greek noun, *skepsis*, which means examination, enquiry and consideration (Thorsrud, 2002). The meaning of skepticism itself has been a controversial topic in recent years because of the differences between ancient and modern forms of skepticism (see Annas (1986, 1996), Burnyeat (1984) and Bett (1993)). Nevertheless, the topic of skepticism is well explored in the area of academic research.

A review of scholarly articles depicts that skepticism is a versatile theory that has significance in many arms of research. In consumer-related research, however, the theory of skepticism has begun to gain popularity in the past decade. Ford, Smith and Swasy (1990) posited consumers' differential skepticism for search, experience and credence claims. Boush, Friestad and Rose (1994) examined adolescents' skepticism towards advertising and their beliefs about the persuasive tactics advertisers employ. Mangleburg and Bristol (1998) adopted a socialisation explanation for adolescents' skepticism towards advertising. Finally, Obermiller and Spangenberg (1998) developed the first empirical scale to measure CSA. Since then, many

research papers have adopted the use of Obermiller and Spangenberg's definition of consumers advertising skepticism to discover CSA.

2.2.2 CSA Claims Scale Development

CSA claims have received considerable attention in relation to advertising in the past decade (Boush, Friestad and Rose, 1994; Calfee and Ringold, 1994; Darley and Smith, 1993; Ford, Smith and Swasy, 1990; Smith and Swasy, 1988; Gaski and Etzel, 1986; Koslow and Beltramini, 2002; Mangleburg and Bristol, 1998; Moore-Shay and Lutz, 1988). This area studies the disbelief of stated claims by consumers (Darley and Smith, 1993; Ford, Smith and Swasy, 1990; Boush, Friestad and Rose, 1994; Smith and Swasy, 1988; Forehand and Grier, 2003). Obermiller and Spangenberg's scale was unidimensional and measured consumers' tendency towards the disbelief of advertising claims. Ensuing studies employed this scale in their studies but also revalidated and modified it.

Ford, Smith and Swasy (1990) reviewed consumer skepticism from the viewpoint of information economics and sought to show that advertising claims higher in subjective, experiential and credence attributes would generate greater levels of advertising skepticism than advertisements with objective claims. Although their hypotheses were supported, they nevertheless suggested further research to verify whether skepticism should be considered unidimensional. Boush, Friestad and Rose (1994) found that their items designed to measure advertising skepticism did not yield a unidimensional solution but rather a duo-dimensional one, with the dimensions interpretable as a mistrust of advertiser motives and disbelief in advertising

claims. Mangleburg and Bristol (1998) concurred with Boush, Friestad and Rose (1994), seeing advertising skepticism in terms of the perceived motivations of advertisers as well as the claims made by them.

2.2.3 Skepticism, Trust and Advertising

Although it is clear that a consumer can be skeptical of advertising claims (Mangleburg and Bristol, 1998; Boush, Friestad and Rose, 1994), disagreement centres on whether advertising skepticism should be conceptualised to also include the mistrust of an advertiser's motives or dislike of the intrusive nature of advertising (Obermiller and Spangenberg, 1998). Undeniably, the theory of advertising skepticism refers to the consumer's lack of trust in advertising (Boush, Friestad and Rose, 1994; Mangleburg and Bristol, 1998). However, there is a question as to whether to include advertisers' motives in the equation. These views of ad skepticism oppose those of Obermiller and Spangenberg (1998), who maintain that a consumer's skeptical advertising attitudes are limited to the sense of disbelief (Nan, 2006; Austin, Chen and Grube, 2006) and that advertising skepticism is a completely separate construct from a general attitude towards advertising, noting that "one may dislike advertising because one is skeptical of it, but skepticism and general attitude are conceptually separate".

Similarly, Hardesty et al. (2002) observed that the message source consists of a background variable that can be manipulated independently of advertising claim and should not be considered a dimension of advertising skepticism. The multidimensionality of advertising

skepticism takes into account factors related to advertising skepticism rather than dimensions inherent to advertising skepticism (Wonsun, 2010).

Obermiller and Spangenberg (1998) also articulated that the tendency to disbelieve any form of communications is generally a stable, learnt marketplace belief. This indicates that a consumer's extent of skepticism is a response to advertising. Skepticism is rather like a continuum. More skeptical consumers are more likely to examine the claims made in advertisements in a critical way (Mangleburg and Bristol, 1998) and less skeptical consumers are less critical and more accepting of advertisements. At the same time, when CSA prevails it is not resolutely steadfast (Obermiller and Spangenberg, 1998; Austin, Chen and Grube, 2006). This means a highly skeptical consumer may not disbelieve every advertising claim and a less skeptical consumer may not necessarily believe every advertising claim. Instead, there is the likelihood that the highly skeptical consumer will be more inclined to disbelieve and the less skeptical consumer more inclined to believe (Obermiller and Spangenberg, 1998).

2.3.4 Society's Influences on Skepticism

Researchers argue that consumers tend to value information perceived to be useful and valid (Ford, Smith and Swasy, 1990). However, as advertising is associated with selling and often leans towards exaggeration, and as claims become increasingly complicated and difficult to substantiate, consumers are socialising to be skeptical (Obermiller, Spangenberg and MacLachlan, 2005). Obermiller and Spangenberg (1998) confirmed that CSA is a separate construct from skepticism towards other sources of product information and consumers have

been found to be more skeptical towards advertising than towards other forms of communication (Obermiller, Spangenberg and MacLachlan, 2005). Consumers high in advertising skepticism show weaker brand beliefs consistent with advertising claims and have more negative attitudes towards advertisements. They retain different responses to emotional versus informational appeals, showing an inclination towards advertisements with emotional appeals. In addition, these skeptical consumers also maintain lower intentions to purchase.

The potential consequences of skepticism on product evaluation and purchase are extremely important for policy and theoretical reasons (Sher and Lee, 2009). Obermiller and Spangenberg (1998) pointed out that one's skeptical disposition towards advertising is a marketplace belief based on socialisation and experiences (Wonsun, 2010). However, situational factors, such as claim substantiation, prior knowledge, message variables and source characteristics, play roles in determining the acceptance of claims in specific advertisements. Obermiller and Spangenberg (1998) also verified several personality traits (cynicism, self-esteem) and social traits (marketplace knowledge) as antecedents to CSA. An extensive review of skepticism studies is available in Appendix 1.

2.3 SITUATIONAL FACTORS OF CSA

2.3.1 Cynicism

Two closely related constructs, skepticism and cynicism, explain individuals' reactions to communications (Chylinski and Chu, 2010). Although it is often used interchangeably, Kanter and Mirvis (1989) purported that it is critical to recognise that skepticism is conceptually distinct

from cynicism. Cynicism is the mistrust of others' motives (cynics tend to see the dark side of human nature), where selfishness is behind every action and is linked directly to the believability of advertising claims (Agger, Goldstein and Pearl, 1961; Kanter and Mirvis, 1989; Anson, Mann and Sherman, 1986), whereas skepticism is the tendency to disbelieve (Obermiller and Spangenberg, 1998). Skepticism may only be present in certain contexts. Sceptics are described as those who doubt what others are saying or doing but may be convinced by evidence or proof (Kanter and Mirvis, 1989; Chylinski and Chu, 2010). Cynicism, by contrast, may be characterised as a personality trait that is stable across contexts and through time. Skepticism is a cognitive response that varies depending on the context and content of the communication (Mohr, Eroglu and Ellen, 1998).

Cynical consumers pose a larger threat to marketers because they may avoid, tune out or react negatively to all advertising whether truthful or deceptive. By contrast, skeptical consumers tend to question the truth of advertising claims (Boush et al., 1993). An enduring personality trait of cynicism is likely to impact the level of skepticism experienced by an individual (Mohr, Eroglu and Ellen, 1998; Chylinski and Chu, 2010). For example, an individual with a stronger predisposition to doubt the motives for a commercial message (i.e., a cynic) would be more likely to doubt the substance of the message (i.e., be skeptical) than would a person with a low degree of cynicism (Mohr, Eroglu and Ellen, 1998). In addition, Obermiller and Spangenberg (1998) implied that the cynical person would be likely to be skeptical of advertising but a skeptical person may not necessarily be a cynic.

2.3.2 Self-Esteem

Consumer traits or self-concepts such as self-esteem have also been related to advertising skepticism in a multitude of research (McGuire, 1968; Prendergast, Liu and Poon, 2009). Branden (1994) defined self-esteem as one's reputation with oneself. Past research has shown that persons high in self-esteem often exhibit low conformity (Hovland and Janis, 1959) as well as low persuasibility (McGuire, 1968; Rhodes and Wood, 1992; Schmitt and Allik, 2005). People with higher self-esteem are more demanding, have more value in their own opinions and are more difficult to persuade (Kropp, Lavack, and Silvera, 2005). It is this self-concept that gives rise to ideal selves, and it is the gap between ideal and actual selves that induces the motivation for behaviour (Solomon, 2006). People with high self-esteem have a smaller gap between their actual and ideal selves (McMullin and Cairney, 2004; Heatherton and Wyland, 2003).

Franken (1994) stated that the self-concept (which includes self-esteem) is, perhaps, the basis for all motivated behaviour. This could mean that when consumers are highly motivated to reach their ideal states, they could discount the impression of skepticism. This notion is also supported by Franken (1994), who pointed out the growing body of research indicating that it is possible to change the self-concept. Through self-reflection, people often come to view themselves in a new, more powerful way, and it is through this new, more powerful way of viewing the self that people can develop ideal selves (Franken, 1994; Heatherton and Wyland, 2003).

This view is consistent with the results of the longitudinal research by Boush, Friestad and Rose (1994), which concluded that adolescents with high self-esteem are more skeptical towards television advertising than a matched group with low self-esteem. Consumers with high self-

esteem will trust their own beliefs and values (Schmitt and Allik, 2005; Heatherton and Wyland, 2003). They have no reason and motivation to conform and thereby they are less likely to be led by advertising claims. By contrast, consumers with low self-esteem lack self-confidence and thereby they are more inclined and motivated to rely on advertising information and the judgments of others.

2.3.3 Consumer's Susceptibility to Interpersonal Influence

CSII is defined as “the need to identify or enhance one's image with significant others through the acquisition and use of products and brands, the willingness to conform to the expectations of others regarding purchase decisions, and/or the tendency to learn about products and services by observing others and/or seeking information from others by Bearden, Netemeyer and Teel (1989). This is also cited by, Sun, Tai and Tsai (2009) and D’Rozario and Choudhury (2002) in their research. According to Ariely and Levav (2000), Belk (1988) and Ratner and Khan (2002), consumers expect others to evaluate their choice decisions, which leads them to make different choices from those they would have made in the absence of public scrutiny. Ratner and Khan (2002) suggested that this increased variety seeking of scrutinised consumers comes from a desire to make a favourable impression on others. However, people differ in the extent of their susceptibility to interpersonal influence, with some being constantly more susceptible to social influence than others are (D’Rozario and Choudhury, 2002; Murali, Laroche and Pons, 2005; Thakor and Goneau-Lessard, 2009).

Boush, Friestad and Rose (1994) hypothesised a link between CSII and ad skepticism; however, they only found only partial support. Mangleburg and Bristol (1998) suggested that this was because the two-dimensional nature of the CSII construct was not fully captured by Boush's, Friestad's and Rose's (1994) study. As depicted in the definition, the normative dimension of CSII represents a willingness to comply with the expectations of others, whereas the informational dimension summarises a willingness to accept and internalise information gathered from others. Mangleburg and Bristol (1998) found significant support for a positive link between informational peer influence and advertising skepticism among adolescents and a negative relationship between normative peer influence and advertising skepticism.

2.3.4 Marketplace Knowledge

Marketplace knowledge is defined by Mangleburg and Bristol (1998) as the consumer's level of knowledge of consumer-related factors such as prices, stores and shopping. They further mentioned that this knowledge helps consumers adapt to their roles as buyers. The persuasion knowledge theory by Friestad and Wright (1994) suggested that consumers are constantly learning and gaining experiences from the marketplace and, as a result, develop a persuasion knowledge that forms their cognitive response attitudes towards an object (ad, product and salesperson). Cognitive response to persuasion theory shows how people acquire and change their attitudes in response to persuasive communication (Cacioppo et al., 1996). The memory's structure implies that information from a message as well as other incoming information is initially represented in the short-term memory as cognitive responses. In turn, these cognitive

responses trigger the retrieval of further information from the long-term memory (Tybout et al., 1978).

When consumers are faced with the decision to accept or reject persuasive communication they attempt to relate the new information to their existing attitudes, knowledge and feelings. Through the association of past experiences and the learning of cognitive responses from socialisation and exposure to persuasion, consumers “acquire skills, knowledge, and attitudes relevant to their functioning as consumers in the marketplace” (Ward, 1974). This provides consumers a basis for explaining persisting effects of communication and the marketplace in terms of cognitive learning (Greenwald, 1968). Therefore, it is expected that the more experience a consumer has, his or her knowledge of the marketplace will be extensive and he or she will be further aware of the motives of marketers, which results in being more skeptical than his or her counterparts.

2.4 FACTORS INFLUENCED BY CSA

2.4.1 IMI

IMI are defined as consumer inferences that the advertiser is attempting to persuade by inappropriate, unfair or manipulative means (Campbell, 1995). Friestad and Wright (1994; 1995) believe that consumers are educated and aware of the psychology of persuasion and advertising, and that this knowledge affects how they respond to ad messages (Angst and Agarwal, 2009). Consumers’ persuasion knowledge includes the notions of which persuasion tactics are appropriate or fair (Chang, 2007; Friestad and Wright, 1994). When persuasion tactics are not

used appropriately, they are especially likely to encourage ad perceivers to ponder over why such tactics are employed and, in the process, will elicit perceptions of advertisers' manipulative intents (Campbell, 1995; Campbell and Kirmani, 2000).

Campbell (1995) focused on advertising tactics rather than on the attitudes of consumers and argued that consumers' perceptions of manipulation result from the structural characteristics of the ad (e.g., delayed identification of the sponsor). Although Campbell (1995) did not investigate the effect of perceived manipulative intent on belief in advertiser claims, it appears from her logic that some counterarguing may be a form of “coping” with persuasive attempts and take the form of advertising skepticism (Obermiller and Spangenberg, 1998). In addition, the standard learning hierarchy purports that a consumer first forms beliefs (through their knowledge bases) about an advertisement, product, brand or advertiser and later evaluates these beliefs based on attributes to form a feeling (Solomon, 2006; Trampe et al., 2010). As skepticism is defined as belief, a consumer's IMI are the effect that occurs after considering the attributes of an advertisement claim. After careful deliberation, consumers infer high manipulative intent to cope with the persuasive attempts of advertisers (Wentzel, Tomczak and Herrmann, 2010). Therefore, based on Campbell's (1995) notion, the more skeptical a consumer is towards advertising, the higher the IMI.

2.4.2 Aad

Fishbein (1967) defined an attitude as “a learned predisposition of human beings” (Lutz, 1985). Although Kolter (2000) stated that an attitude is “a person's enduring favorable or unfavorable

evaluations, emotional feelings, and action tendencies toward some object or idea", Aad may contain affective reactions (for example, ad-created feelings of happiness or dejection) and evaluations (for example, an ad's credibility or informativeness or unfavourable feelings of skepticism) (Baker and Lutz, 1988). In addition, there is clear evidence that the emotions that advertising arouse carry over to products and brands (Mitchell and Olson, 1981; Batra and Ray, 1986; MacKenzie and Lutz, 1985; Bruner and Kumar, 2000; Stevenson, Bruner and Kumar, 2000). Hence, consumers' experiences, feelings and evaluations influence them to respond to the situational object, idea, thing or opinion (Tsang, Ho and Liang, 2004).

Prior to the 1970s, research showed that the majority of respondents liked advertising and rated it as informative (Gallup, 1959; Bauer and Greyser, 1968). Consumer attitude research revealed positive results and the majority of survey respondents held favourable attitudes towards advertising (Bauer and Greyser, 1968). However, this trend changed after the 1970s (Zanot, 1981, 1984). Recurring research results have demonstrated that consumers are beginning to show less favourable attitudes to advertisements. Schlosser, Shavitt and Kanfer (1999) found that the majority of respondents considered television advertising seriously misleading. In addition, other studies have also provided supplementary evidence of the change in public attitude towards advertising (Alwitt and Prabhaker, 1994; Mittal, 1994). Although numerous results have also shown that consumers react positively towards the informational value of advertising, more responses were negative towards advertisements' manipulative, intrusive and deceptive natures (Shavitt, Lowrey and Haefner, 1998; Mehta, 2000). This implies that because of the increasing standards of education and awareness, consumers are gradually becoming more skeptical and

thereby are more dubious over ad claims. Obermiller and Spangenberg (1998) also theorised that CSA claims intersect the measures of overall attitudes towards advertising.

2.4.3 Product Judgement

Consumers use different cues in making judgments, which is why products are open to multiple interpretations of quality (Hoch and Deighton, 1989; Hoch and Ha, 1986). Any cue or type of information can have an impact on consumers' judgments such as ads, brands, countries of origin and many more (Chaiken, Liberman and Eagly, 1989; Shavitt 2002). Research has classified cues as being criterial (e.g., Hutchinson and Alba, 1991) or diagnostic (e.g., Dick, Chakravarti and Biehal, 1990; Purohit and Srivastava, 2001), based on the extent to which the cues pertain to the central nature of a product.

Previous studies have also demonstrated the harmful effects of negative information on consumer perceptions and judgements (Ahluwalia et al., 2000; Dean, 2004; De Matos and Rossi, 2007). Unfavourable information has more influence than favourable information does (Fiske 1980; Skowronski and Carlston, 1987; Chiou and Cheng, 2003). For example, Mizerski (1982) found that unfavourable product information (compared with favourable information) led to a stronger consequence towards product judgement. Prior researchers have argued that, when forming overall product judgements, negative information tends to be weighed more heavily than does positive information because consumers accept negative information as more indicative (Herr et al., 1991; Bone, 1995; Lee and Youn, 2009). For instance, negative product information helps consumers categorise a product as low quality because negative attributes are held mostly

by low-quality products (Skowronski and Carlston, 1987, 1989; Herr et al., 1991; Bone, 1995; Lee and Youn, 2009). By contrast, positive product information is perceived as more ambiguous (Herr et al., 1991; Bone, 1995; Lee and Youn, 2009). Because products can have any aspect of positive attributes, it is difficult to categorise the product as high quality simply by reading positive product information (Herr et al., 1991; Bone, 1995; Lee and Youn, 2009).

The effects of product judgement may differ with regard to skepticism towards IMI (Lee and Youn, 2009). In fact, the absence of negative information about a product may make consumers suspect that the communicator may have a manipulative intent and judge the product based on that (Schindler and Bickart, 2005).

2.4.4 Brand Familiarity

Brand familiarity indicates the extent of a consumer's direct and indirect experiences with a brand (Alba and Hutchinson, 1987; Kent and Allen, 1994). Brand familiarity captures the brand associations that exist within a consumer's memory (Campbell et al., 2003). Experience or any encounter with a brand leads consumers to memorise a brand (Campbell et al., 2003). In the case of familiar brands, consumers or their family or friends may have used the brand, they may have seen prior ads or marketing communications for the brand or they may know how the brand is positioned and packaged (Campbell et al., 2003).

Prior research has found that global brands are evaluated more favourably than are private or generic brands. Hence, brand familiarity has been proposed to moderate responses to

advertisements (Tellis, 1997) and affect product judgement (Hardesty, Carlson and Bearden, 2002). Dodds, Monroe and Grewal (1991) found that brand familiarity affects evaluations, with more familiar brands more positively evaluated relative to less familiar brands.

In addition, Campbell and colleagues (2003) found that knowledge differences between familiar and unfamiliar brands can cause consumers to have different processing goals. Ads for unfamiliar brands were processed more extensively than ads for familiar brands, and people tend to attempt to learn about and evaluate novel stimuli (Sujan, 1985). Thus, when consumers are exposed to an ad for an unfamiliar brand, they are more likely to have a goal of learning about and forming an accurate impression of the brand (Hilton and Darley, 1991). Campbell and colleagues (2003) also discovered that that attitude towards the ad had a greater influence on attitude towards the brand for unfamiliar brands compared with for familiar brands.

2.4.5 Perceived Risk

Risk is the perceived importance of avoiding negative purchase consequences and a consumer's subjective feeling of uncertainty about purchase consequences (Bauer, 1960; Cox, 1967). Risk perception may include the individual judgement of the likelihood that a consequent loss could occur and the seriousness of its likely consequences (Yeung and Morris, 2006). Fischhoff et al. (1978) identified the perception of risk as the severity of consequences, common dread or the chronic or catastrophic nature of the pending impact. This also includes perceptions of the extent to which subjects voluntarily expose themselves to risk in pursuit of some perceived benefit (Yeung and Morris, 2006).

Consumers are generally risk adverse and they will develop strategies to reduce risk and unanticipated outcomes (Bauer, 1960). Consumers handle risk with strategies such as purchasing branded or quality assured products, taking advice or seeking endorsements from trusted sources (Yeung, Yee and Morris, 2010). Some consumers also depend on cues such as brand loyalty, product testing and store image, and take advantage of special offers, money-back guarantees, shopping around, expensive products, celebrity endorsements and family/friend recommendations to reduce the perceived risk (Yeung and Yee, 2003; Yeung, Yee and Morris, 2010). The strategies employed by consumers are dependent on risk type, product category and purchase situation (Dowling, 1986). For example, Yeung and Yee (2003) revealed that well-known and popular brands are preferred because they give consumers quality assurance. Hence, this demonstrates the relationship between brand image and quality (which reduces perceived risk). According to Yeung, Yee and Morris (2010), this relationship tends to indirectly influence purchase intentions (see also Keiningham et al., 2005).

However, authors have found that consumers are usually willing to accept higher levels of actual or perceived risk if they simultaneously perceive a personal relative advantage, thereby trading off higher risk for higher net benefit (Bostrom et al., 1992). This finding is fascinating for the beauty product industry.

2.5 RESEARCH GAPS

Based on the preceding discussion, five key areas are identified as research gaps:

1. Lack of empirical validity of social and personal factors influencing CSA

Obermiller and Spangenberg (1998) defined skepticism towards advertising (ad skepticism) as the tendency to disbelieve the informational claims of advertising. They developed and validated a scale to measure the construct and demonstrated empirical support for a hypothesised nomological network. Their work proposed that ad skepticism is a marketplace belief, demonstrated its relationship to attitude towards advertising and attitude towards marketing and identified its consequence to certain personality characteristics, marketplace experiences, consumer socialisation and education (Obermiller and Spangenberg, 2000). Advertising skepticism was also shown to relate to global measures of evaluative responses to advertising. Further, Obermiller and Spangenberg (1998) suggested that cynicism should show a positive relationship to advertising skepticism. These issues while suggested for future research have not been empirically tested or validated.

2. Lack of empirical evidence that high skepticism leads to high IMI

Obermiller and Spangenberg (1998) purported that some advertising structures may invite more skepticism than others might, thereby engaging more IMI. Campbell's (1995)

research on IMI implied that the perceptions of the manipulative intent of advertisements may result in increased counterarguing, resistance to persuasion or decreased attitudes towards an advertiser or brand. Although Campbell did not explore the outcome of suspected manipulative intent on belief in advertising claims, doubts may result in skepticism (Obermiller and Spangenberg, 1998). Although inferred by Campbell (1995) and Obermiller and Spangenberg (1998), this gap was never proven. The logic of the speculations by previous researchers supports this research gap. However, instead of testing Obermiller and Spangenberg's (1998) suggestion, this research attempts to provide evidence that high sceptics may be more likely to infer manipulative intent.

3. Lack of CSII research in the mature consumer segment and CSA marketplace knowledge

Studies have reported that older consumers may have greater consumer affairs knowledge, are better able to analyse information in advertisements and have less favourable attitudes towards advertising than do younger consumers (Moschis and Churchill, 1978; Moschis and Moore, 1979). It has also been established that skills and beliefs (Moschis, 1985), knowledge and understanding about advertisers as persuaders and advertising tactics are gradually developing a complex structure as consumers learn more over time. Therefore, this research will contribute to the understanding of the influence of CSII and advertising skepticism among mature target audiences with more complex knowledge structures of the marketplace. Previously, CSII has only been tested

with the adolescent segment and was found to be negatively related to advertising skepticism (Boush, Friestad and Rose, 1994).

Marketplace knowledge is also expected to increase as older consumers gather more market experiences. Marketplace knowledge is defined by Mangleburg and Bristol (1998) in their study of adolescents (Clark et al., 2001). A more mature target audience may not hold a similar construct to that of adolescents. This study will further validate the market knowledge scale as well as extending it if the result holds true for mature consumers.

4. Lack of research on the mediating role between Aad and IMI

This study proposes that the credibility of the ad and Aad is related to IMI and product judgement. According to Lutz, MacKenzie and Belch (1983), there are five potential antecedents of Aad: (a) the credibility of the ad; (b) other perceptions of the ad; (c) attitude towards the advertiser; (d) attitude towards advertising in general; and (e) the recipient's general affective state or "mood" at the time of exposure. They purport that the credibility of the advertisement refers to how truthful or believable the audience perceives the assertions made about the brand to be. Aad refers to the audience's feelings about the advertiser. According to Campbell (1995), IMI are defined as consumer inferences that the advertiser is attempting to persuade by inappropriate, unfair or manipulative means.

Research has shown many variations in the definition of product judgment (Tien and Phau, 2009). Various factors affect product judgment, and these influence and act as indication cues of product benefits relative to alternative offerings (Malaviya, Kisielius and Sterthal, 1996; De Matos and Rossi, 2007; Nguyen, Nguyen and Barrett, 2008). These factors include country of origin, store image, price and brand, but this research focuses on the advertisement message. This study attempts to empirically validate whether dubious advertising claims affect product judgement.

5. Lack of research on the moderating roles of brand familiarity and perceived risk on product judgment

Risk is the perceived importance of avoiding negative purchase consequences and a consumer's subjective feeling of uncertainty about purchase consequences (Bauer, 1960; Cox, 1967). Bauer (1960) also mentioned that "consumer behaviour involves risk in the sense that any action of a consumer will produce consequences which he cannot anticipate with anything approximating certainty, and some of which at least are likely to be unpleasant." Brands are used to differentiate the products of a particular brand from products of various brands in a similar category (Aaker, 1991, 1996). Brand names are associated with a benefit and are what consumers think the product or service can do for them (MacInnis and Nakamoto, 1990). In their study of the history of development of brands, Low and Fullerton (1994) found that brands allowed consumers to assign identities to different manufacturers' products. Brand cues also might reduce the risk factors from beauty products, especially when it provides more benefit associations. For

these reasons, this study investigates the moderating roles of brand familiarity and perceived risk on product judgment.

2.6 CONCLUDING COMMENTS

The chapter reviewed the background on the research and literature of CSA. In addition, the variables of the proposed research model were discussed. Research gaps were identified and discussed to provide the setting of this study.

CHAPTER 3: THEORETICAL FRAMEWORK

3.0 OVERVIEW

This chapter discusses the components of the theoretical framework of this research. First, the objectives and the research question are presented. This is followed by the proposed research model. Next, the overarching theories that underpin the model and the relevant theories that support the hypotheses are presented. Finally, the chapter closes with a set of hypotheses formulated through the research gaps that emerged from the literature review.

3.1 OBJECTIVES

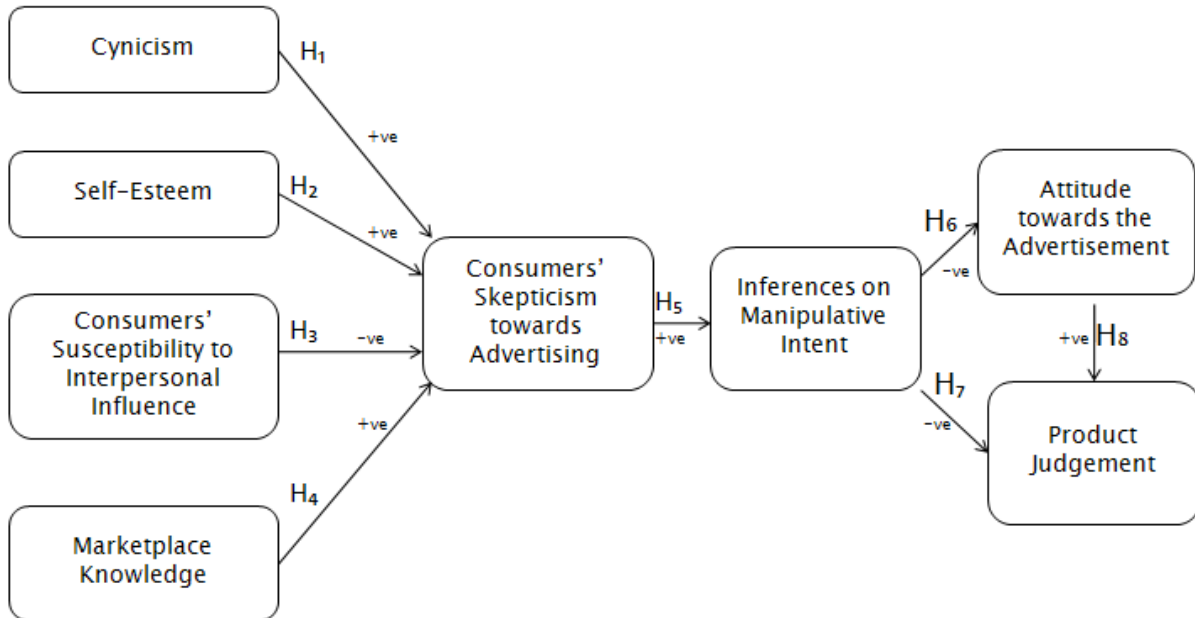
Based on the gaps in the literature review, the proposed research objectives are as follows:

- (1) To provide a framework to investigate how personal and social influences affect CSA (H₁, H₂, H₃ and H₄);
- (2) To investigate the influence of CSA on IMI (H₅);
- (3) To investigate the mediating role of Aad on IMI and product judgment (H₆, H₇ and H₈); and
- (4) To investigate the moderating roles of brand familiarity and perceived risk on CSA, IMI and product judgment (independent t tests).

3.2 PROPOSED RESEARCH MODEL

It is proposed that CSA is positively affected by personality traits such as cynicism and self-esteem (Obermiller and Spangenberg, 1998; 2000). Social traits such as CSII are expected to negatively affect consumers' skepticism, whereas marketplace knowledge is predicted to have a positive effect on CSA. CSA positively affects consumers' IMI. IMI are anticipated to have negative effects on both Aad and product judgement. Based on this, it is expected that Aad will be a partial or full mediator between IMI and product judgement.

Figure 3.1: Research Model



3.3 THEORIES

3.3.1 Underpinning Theories

The absence of theoretical knowledge on the underlying determinants of consumers' skepticism and their IMI has limited the practical identifications of vital conceptual and managerial implications. To address this, this research focuses on a specific industry, and key models relevant to this study have been identified to form the platform for the development of the research model. The research is underpinned by the PKM and ELM.

3.3.1.1 Persuasion Knowledge Model

It is hypothesised that a person's knowledge of persuasion strategies influences his or her responses to persuasion attempts (Friestad and Wright, 1994). Friestad and Wright (1994) defined persuasion knowledge as the learning that consumers use to "interpret, evaluate and respond to influence attempts from advertisers and salespeople".

The PKM is rationalised by both consumers and marketing agents having access to three categories of knowledge: knowledge of the topic (or product), knowledge of persuasion (beliefs about how persuasion occurs and what tactics are used or are effective) and knowledge of the agent (advertiser or manufacturer). Consumers use their sets of knowledge to maintain control over the outcome and thereby achieve goals that are salient to them (Friestad and Wright, 1994). Marketing agents, in turn, have knowledge of the topic, knowledge of persuasion and knowledge of the target (the consumer segment). The marketing agents rely on their knowledge bases to develop a persuasion attempt. Consumers, employing their sets of knowledge, counteract with a persuasion-coping response. When consumers identify a persuasion attempt, their sets of knowledge enable them to allocate their own cognitive resources among the three knowledge structures (persuasion, topic and agent) to process the stimulus efficiently according to their goal priorities. This occurs by using their inherent knowledge structures and cognitive processes in the form of the elaboration likelihood or heuristic systematic models to optimise the processing of the persuasive attempt (Taillard, 2000). An essential concern for agents is the adaptive nature of persuasion knowledge.

The 'change of meaning principle' potentially occurs when a person begins conceiving of an agent's action as a persuasion tactic (Friestad and Wright, 1994). In other words, once the agent's persuasive intention has been recognised, a persuasive attempt will take on a different meaning for consumers. Consumers will tend to 'disengage' themselves from the context created by the persuasion attempt, which is called the 'detachment effect' (Friestad and Wright, 1994). Although the relationship between marketer and consumer is not always conflicting, consumers may choose to believe and purchase the product advertised, but it is suspected that the most frequent coping response may be to disbelieve messages recognised as ads (Obermiller and Spangenberg, 1998; Campbell, 1995; Campbell and Kirmani, 2000).

The PKM is an encompassing construct of CSA claims. Obermiller and Spangenberg (1998) suggested that CSA claims evolve as persuasion knowledge develops. In addition, Obermiller and Spangenberg (1998) theorised that Friestad and Wright (1994) had developed a framework of varying levels of learned CSA claims. Obermiller and Spangenberg (1998) further indicated that arguments on the importance of consumer persuasion knowledge are a consideration of CSA claims. The notion is that with more exposure to marketing agents and their persuasion attempts, the more skeptical consumers become. The sources of persuasion knowledge identified by Friestad and Wright (1994) are conceivably the same factors that shape CSA claims. Examples of such factors are marketplace experiences, special interactions, education, family influences and observations of the media, particularly in advertising and marketing.

3.3.1.2 Elaboration Likelihood Model

Petty and Cacioppo (1981, 1986) introduced the ELM, which provides a framework for understanding the effectiveness of persuasive communication. Based on Petty and Cacioppo (1981, 1986), the attitudes of consumers may change through two routes of influence: the central route and the peripheral route. The routes are differentiated by the amount of thoughts of information processing or elaboration processing (Sher and Lee, 2009). The central route is taken when consumers critically evaluate the issue-related arguments and weigh the advantages and their relevance before forming an attitude about the advertisement or product. By contrast, the peripheral route is taken when consumers make less effort and rely on shortcuts such as the number of arguments and physical attractiveness of endorsers when forming an attitude (Petty and Cacioppo, 1986; Cacioppo et al., 1996).

In addition, Petty and Wegener (1999) suggested that the elaboration state of consumers also plays an important role in the routes taken. Consumers that are highly distracted regard the advertisement as low relevance and have low knowledge about the advertised product, and thereby they will have a lower elaboration state. Therefore, consumers in a low elaboration state tend to feel detached and less often critically evaluate; hence, their attitudes are based on peripheral cues. By contrast, when consumers are highly interested in and have more knowledge about a product, they will be in a high elaboration state and are more likely to thoughtfully process information and be persuaded by argument quality. Hence, it is assumed that elaboration likelihood moderates the effects of argument quality and peripheral cues on attitude change (Sher and Lee, 2009).

In addition, according to the ELM, elaboration likelihood is determined by an individual's motivation and ability to elaborate (Sher and Lee, 2009). Motivation refers to the individual's personal relevance to the persuasive message, whereas ability is manifest in the individual's cognitive competence or prior expertise with the attitude object (Petty and Cacioppo, 1986).

3.3.2 Hypotheses Development

3.3.2.1 Personality Traits

Personality traits are the consistent characteristics of an individual that are formed through responding to the environment (Allport, 1937; Costa and McCrae, 1992; Goldberg, 1993). A growing body of evidence indicates that personality traits are internal basic tendencies linked to underlying psychological response systems (e.g., Costa, Terracciano and McCrae, 2001; McCrae, 1996). They are strongly heritable (Bergeman et al., 1993; Jang et al., 1998) and surprisingly immune to parental and social influences (Asendorpf and Wilpers, 1998; Riemann et al., 1997). In addition, it is purported that personality traits are remarkably stable throughout adulthood (McCrae and Costa, 1990). After decades of confusion, the 1990s saw an emerging consensus that personality traits are organised within five broad factors: Extraversion, Neuroticism, Openness to Experience and Intellect, Agreeableness and Conscientiousness. Within these standard 'big five' traits, a shared variance in numerous other traits and myriads of narrower, more specific traits termed "facets" or "subcomponents" were categorised (John and Srivastava, 1999; Block, 1995). There is also advancing research demonstrating that self-identity is an important predictor of behavioural intentions (Cook et al., 2002; Mannetti, Pierro and Livi, 2004; Pierro, Mannetti and Livi, 2003; Sparks et al., 1995; Terry et al., 1999).

Cynicism and self-esteem are personality traits as classified by Obermiller and Spangenberg (1998). In the direction of this research, cynicism and self-esteem shape a consumer's belief in advertising (Obermiller and Spangenberg, 1998). Cynicism is defined as the suspicion of other people's motives, faithfulness and goodwill (Kanter and Wortzel, 1985). It reflects a basic philosophy about human nature, a general attitude that one cannot depend on other people to be trustworthy and sincere (Costa et al., 1986; Wrightsman, 1974). Although self-esteem is defined by Rosenberg (1965) as people's feelings about their self-worth or value of themselves, according to Korman (1970), an individual's self-esteem is the basis of the outcome he or she will seek to attain; when there are no external influences, individuals are motivated to act upon a situation through behaviour consistent with their self-esteem. Hence, consumers who are cynical and possess high self-esteem are expected to be skeptical towards advertising claims. Building on this, the following two hypotheses are presented:

H₁ Cynicism is positively related to CSA claims

H₂ Self-esteem is positively related to CSA claims

3.3.2.2 Social Traits

Social identity theory states that individuals are motivated to be engaged in in-group environments compared with out-group environments and create social boundaries to distinguish similarities and intergroup differences (Hogg and Abraham, 1988). An individual determines his or her social identity by categorising himself or herself and others by attaching value to different

social categories (Goldberg, 2001). Social identity theory is derived from the cognitive and motivational basis of intergroup differentiation (Tajfel and Turner, 1986). From a social identity perspective, when the salient basis for self-conception is a specific social identity, an individual's behaviour will become group-based and guided by the norms of that social category or group. It is justified by group membership, which creates self-categorisation and enhancement in ways that favour or support the in-group at the expense of the out-group (Tajfel, 1982; Tajfel and Turner, 1986). This connotes in-group favouritism, where individuals in a similar circle are accepted in a positive manner, whereas individuals that agree on similar opinions or are 'out-group' receive discrimination and are judged negatively.

The process of categorising oneself in terms of a particular social identity results in an accentuation of similarities between the self and other in-group members and differences between the self and out-group members. Thus, the behaviour and expectations of other group members will act as a guide for appropriate behaviour, especially when that social identity is central to the self-concept (Fielding et al., 2008). The underlying principle of social identity theory is that individuals classify themselves into social categories in ways that allow them to maintain positive self-identities.

In a marketplace setting, some consumers can be more susceptible to the pressure, whereas others are less affected. Through the association of past experiences and the learning of cognitive responses from socialisation and exposure to persuasion, consumers "acquire skills, knowledge and attitudes relevant to their functioning as consumers in the marketplace (Ward, 1974). Consumers who are more susceptible to interpersonal influences are more likely to feel the need

to comply with external information and value information or even share information with their peers. From the findings of previous studies, there is sufficient evidence to imply that CSII and marketplace knowledge have an influence on CSA. Building on this, the following two hypotheses are presented:

H₃ CSII is negatively related to CSA claims

H₄ Marketplace knowledge is positively related to CSA

3.3.2.3 Attribution Theory

In a persuasion situation, the essential criterion of effectiveness is the acceptance of content (Greenwald, 1968). Attribution theory is the basis for persuasion research and is concerned with how individuals interpret events and how this relates to their thinking and behaviour (Jones et al., 1972; Weiner, 1974, 1986). This also may be related to the PKM (see section 3.3.1.1).

Attribution theory assumes that people try to determine why people attribute causes to particular behaviours. This resonates with the concept of consumers' IMI, which are defined as consumer inferences that the advertiser is attempting to persuade by inappropriate, unfair or manipulative means (Campbell, 1995). Skepticism may also cause high IMI. Building on this, the following two hypotheses are presented:

H₅ CSA is positively related to IMI

H₆ IMI is negatively related to Aad

3.3.2.4 Reactance Theory

Reactance theory (Brehm 1966, 1972) explains the way individuals react when they are denied freedom of choice. When consumers are forced to take an option that they otherwise felt they have control over deciding themselves, they feel resentful and act against the 'forced' option, even if the option forced on the consumer is one he or she would have likely selected. Reactance theory postulates that people generally hate limitations that are untrustworthy or unfair. In light of this study, the case where expected freedoms are denied because of persuasion is important. Only some persuasion situations restrict freedom, particularly persuasive arguments that seem one-sided or unfair, when conclusions do not seem to follow from facts and when the persuader has a vested interest in the subject's choice (Koslow, 2000). However, because of the increase in advertising, more exaggeration and deception is beginning to take place. Hence, consumers seek to regain their lost freedom by going against what is suggested (Koslow, 2000; Brehm, 1966). In consumer situations, reactance can happen when advertisers make overt attempts to persuade consumers to buy (Clee and Wicklund, 1980), especially if consumers had decided manipulative intent on the part of advertisers. In a promotional setting (with sunglasses as a product example), Wicklund, Slattum and Solomon (1970) found that pressure to select a product led to a boomerang effect, causing decreasing keenness for the product. Building on the preceding discussion, the final two hypotheses are presented:

H₇ IMI is negatively related to product judgement

H₈ Aad is positively related to product judgement

3.4 CONCLUDING COMMENTS

In this chapter, three objectives together with the encompassing research question of the study were presented. A theoretically driven research model was also mapped out to examine the antecedents of CSA claims and their effects on the selected outcome variables. The underpinning theories of the research model were then explored and hypotheses built.

CHAPTER 4: METHODOLOGY









4.0 OVERVIEW

This chapter outlines the methodology employed in this study. The chapter begins with a description of the research design. Next, the questionnaire design and survey instruments used in the study are delineated and discussed in detail. Following that, the sample frame expected of the study and method of data collection are discussed. Finally, the procedural issues associated with data collection including ethics and data storage are discussed.

4.1 RESEARCH DESIGN

The research is based on a factorial design. It is presented in a $2 \times 2 \times 2$ model, involving three factors and eight cells. The three factors are 2 (Brands- Dior/Touché) \times 2 (Product Categories- Facial Rejuvenation/Body Image) \times 2 (Risk- High/Low). The eight cells are represented by Dior Anti Wrinkle Serum, Dior Anti Wrinkle Mask, Dior Slimming Pill, Dior Slimming Machine, Touché Anti Wrinkle Serum, Touché Anti Wrinkle Mask, Touché Slimming Pill and Touché Slimming Machine. The product categories and brands involved were derived from prior focus group study tests and the risk factor was derived from consumers' perceived risk levels. Consumers generally consider products that have to be directly applied onto the skin or consumed internally to be more invasive and thereby they will bear higher risks (e.g., wrinkle serum and slimming pills). A breakdown of the factorial design and examples of the ad stimulus follow.

Table 4.1: Factorial Design

Brand	Product Category	Risk/Consumption Orientation	Stimulus	Ad Stimulus Example
Dior (Real)	Facial Rejuvenation	High/ Internal	Dior Anti Wrinkle Serum	
		Low/ External	Dior Anti Wrinkle Mask	
	Body Image	High/ Internal	Dior Slimming Pill	
		Low/ External	Dior Slimming Machine	
Touché (Fictitious)	Facial Rejuvenation	High/ Internal	Touché Anti Wrinkle Serum	
		Low/ External	Touché Anti Wrinkle Mask	
	Body Image	High/ Internal	Touché Slimming Pill	
		Low/ External	Touché Slimming Machine	

4.2 QUESTIONNAIRE DESIGN

The questionnaire comprised five sections with eight established scales. Section A of the survey instrument comprised the antecedent scales measuring cynicism (Kanter and Wortzel, 1985), self-esteem (Rosenberg, 1965), CSII (Bearden, Netemeyer and Teel, 1989) and marketplace knowledge (Mangleburg and Bristol, 1998). Section B opened with the CSA scale (Obermiller and Spangenberg, 1998). Next, the respondents were exposed to a full colour fictitious print ad, with dubious advertising claims, designed as a stimulus to ad skepticism. Corresponding to the factorial design, eight stimuli were created; consequently, there were eight sets of questionnaires. Each respondent was exposed to only one ad stimulus to avoid the likelihood of revelation and confusion. In Section C, respondents then recorded their reactions on several scales, including the IMI scale (Campbell, 1995), Aad scale (MacKenzie and Lutz, 1989) and product judgement scale (Lee and Lee, 2009). Finally, Section D captured demographic information. The questionnaire instrument and scales are discussed in detail in the following section. A copy of the questionnaire can be found in Appendix 2.

4.2.1 Scales and Measurements

Eight previously established scales were used for this study. Table 4.2 presents the sources of the scales, number of items in each scale and their reliability coefficients. The range of coefficients represents the reliability from the eight cells.

Table 4.2: Scale and Measurements

Scale Measure	Source	Number of Items*	α Coefficient
Cynicism	Kanter and Worzel (1985)	6	0.712 – 0.824
Self Esteem	Rosenberg (1965);	10	0.710 – 0.809
Normative Susceptibility	Bearden, Netemeyer and Teel (1989)	8	0.818 – 0.938
Information Susceptibility	Bearden, Netemeyer and Teel (1989)	4	0.762 – 0.844
Marketplace Knowledge	Mangleburg and Bristol (1998)	3	0.737 – 0.872
Consumers' skepticism towards advertising (CSA)	Obermiller and Spangenberg (1998)	9	0.831 – 0.900
Inferences of Manipulative Intent (IMI)	Campbell (1995)	6	0.606 – 0.827
Attitude toward the Ad (Aad)	MacKenzie and Lutz (1989)	4	0.804 – 0.928
Product Judgement	Lee and Lee (2009)	5	0.708 – 0.825

* All scales rated on a 7 point Likert scale

4.3 SURVEY INSTRUMENT

4.3.1 Section A

4.3.1.1 Scale: Cynicism

To measure consumers' suspicion of other people's motives, faithfulness and goodwill in relation to the believability of advertising claims, in terms of both their source and their content, respondents were asked to rate six statements on a seven-point Likert scale, where "1" represented "Strongly Disagree" and "7" "Strongly Agree". This scale was adopted from Kanter and Wortzel (1985). Many authors (Mohr, Eroglu and Ellen, 1998; Mirvis and Kanter, 1991) have validated this scale in their studies and thereby it shows strong support for unidimensionality.

4.3.1.2 Scale: Self-esteem

Rosenberg's (1965) self-esteem scale is composed of five positively worded and five negatively worded items. Respondents were asked to rate their levels of agreement with the 10 items on a seven-point Likert scale where "1" represented "Strongly Disagree" and "7" "Strongly Agree". Although the scale is supposed to be a unidimensional scale, many authors such as Carmines and Zeller (1979) and Kaufman and colleagues (1991) have obtained a two-factor structure. Despite that, Rosenberg's (1965) self-esteem scale is still widely employed and accepted.

4.3.1.3 Scale: CSII

To determine the degree to which consumers are susceptible to their surroundings and peers, Bearden, Netemeyer and Teel (1989) developed and validated a 12-item two-factor scale. The normative factor was made up of eight items and the informational factor four items. Respondents were asked to rate the extent to which they agreed or disagreed on their purchase motives and behaviours on a seven-point Likert scale where “1” represented “Strongly Disagree” and “7” “Strongly Agree”. The scale was further validated and modified by Boush, Friestad and Rose (1994) and Mangleburg and Bristol (1998).

4.3.1.4 Scale: Marketplace Knowledge

Respondents were asked to state the extent to which they agreed or disagreed with three statements regarding their levels marketplace knowledge on a unidimensional, seven-point Likert scale where “1” represented “Strongly Disagree” and “7” “Strongly Agree”. The items were adapted from Bearden, Netemeyer and Teel (1989).

4.3.2 Section B

4.3.2.1 Scale: CSA

Obermiller and Spangenberg (1998) developed and validated a nine-item CSA scale. The scale was tested for unidimensionality. In this section, respondents were asked to rate their degrees of agreement to each statement regarding their attitudes towards skepticism on a seven-point Likert

scale where “1” represented “Strongly Disagree” and “7” “Strongly Agree”. Visual stimuli were inserted at this point to induce skepticism.

4.3.3 Section C

4.3.3.1 Scale: IMI

Campbell (1995) devised a six-item IMI scale containing attribution statements with responses ranging from “1” “Strongly Disagree” to “7” “Strongly Agree” on a seven-point Likert scale. This scale was confirmed to be unidimensional using factor analysis (Campbell, 1995). This questionnaire adopted Campbell’s (1995) scale, but the item ‘I think that this advertisement is unfair/fair’ was omitted because it directly intersected with an item on the Aad scale.

4.3.3.2 Scale: Aad

Respondents were asked to state the extent to which they agreed or disagreed with four statements regarding the levels of their likability of visual stimuli on a one-factor seven-point Likert scale where “1” represented “Strongly Disagree” and “7” “Strongly Agree”. The items were adapted from MacKenzie and Lutz (1989).

4.3.4 Section D

4.3.4.1 Scale: Product Judgement

Respondents were asked to evaluate their product judgements towards the advertised products on a seven-point Likert scale where “1” represented “Strongly Disagree” and “7” “Strongly Agree”. The five-item scale was adopted from Lee and Aaker (2004), Maheswaran (1994) and Lee and Lee (2009).

4.3.5 Section E

Section E gathered demographic information from the respondents: gender, age group, annual income level (per annum in AUD) and level of education. Respondents were also provided a section to add any comments (Caruana and Magri, 1996). Demographics questions were designed to be in the last section because respondents that are already engaged in the questionnaire tend to be more inclined to provide their personal details.

4.4 VISUAL STIMULI

Visual stimuli were created to induce advertising skepticism. Eight variations of the visual stimuli corresponded to the eight cells of the factorial design: Dior Anti Wrinkle Serum, Dior Anti Wrinkle Mask, Dior Slimming Pill, Dior Slimming Machine, Touché Anti Wrinkle Serum, Touché Anti Wrinkle Mask, Touché Slimming Pill and Touché Slimming Machine. Hence, eight

different sets of questionnaires with varying stimuli were developed and distributed for the purpose of data collection. All eight visual stimuli can be found in Appendix 3.

4.5 PRE-TEST STUDY

Burns and Bush (2003) recommend a pre-test study because it is extremely valuable to gain a perspective about the composition of the questionnaire and to revise scale items before it is distributed. Therefore, a pre-test study was conducted using convenience sampling. Convenience sampling provides a relatively homogeneous sample in terms of life stage and age and is representative of general consumers (Yavas, 1994). This sampling method was used for the pre-test study because it allowed information to be gathered quickly and efficiently. The pre-test study was used to ensure scale items were clear and easy to understand by the public and to delineate issues encountered by respondents (Zikmund, 2000). It was conducted in a large Western Australia University. Fifty respondents were added from the pre-test.

Some amendments were made to the questionnaire based on the information and comments accessed from the pre-test study. Minor changes were made to the structure of the questionnaire and some scale items were added to improve the composition of the questionnaire before it was distributed.

4.6 SAMPLE

The sample consisted of female and male respondents aged between 21 and 65. In the context of this study, male respondents also provided valuable responses. According to research, there is a rising trend of 'metrosexual' males (Gwenael, 2005; ACNielsen Study, 2004). Research has also proven that males have recently adopted the usage of beauty products (Miller, 2005; Durvasula and Lysonski, 2008). An increasing number of companies in the beauty industry are specifically targeting this new and profitable segment with innovative products for men. This explains why male respondents could offer relevant feedback. In addition, users and non-users of beauty products were also creditable respondents because this study's focus is CSA claims. The population under study is consumers across all cultures. The total sample size was approximately 900 respondents, with each cell comprising an average of 100 respondents.

4.7 MODE OF DATA COLLECTION

To ensure a thorough representation of the population, the survey instrument was administered in major department stores. Data were collected in four Western Australia metro major department stores: Westfield Carousel, Carillon City, Garden City and Westfield Whitfords. Questionnaire administrators were employed and were positioned mainly in the beauty product zone. The administrators were competently trained to deliver the questionnaires professionally and were specifically instructed not to impose interviewer bias on the respondents, which may skew the results. Data were collected on both weekdays and weekends to reach all spectrums of the target market.

Data were collected over four weeks. In the first week, data collections were administered in Westfield Carousel and Garden City. Two administrators took turns in alternate malls, on alternate days, to ensure that all eight sets of questionnaires were exposed to respondents. The administrators distributed the questionnaires daily during a four-hour shift. The shift times and the visual stimuli also varied to capture all segments of the market. For example, on Monday administrator A administered cell 1 surveys (Dior Anti Wrinkle Serum) during the first hour and cell 5 surveys (Touché Anti Wrinkle Serum) during the second hour at Westfield Carousel between 10 am and 12 pm. Meanwhile, administrator B administered cell 5 surveys (Touché Anti Wrinkle Serum) during the first hour and cell 1 surveys (Dior Anti Wrinkle Serum) during the second hour at Garden City between 10 am and 12 pm. On the following day, administrators A and B administered surveys at the other department stores between 2 pm and 4 pm. This cycle progressed until all cells were exhausted (i.e., reached 100 respondents or more). The cycle also continued for all department stores for four consecutive weeks. An average of 23 responses was collected on each stint, totalling 1012 questionnaires, with a mean of 127 for each cell. However, an average of 5% among the eight cells was unusable data, primarily because of incomplete or missing data. The data collection provided a 95% usable response rate, which was anticipated from previous verbal third party-administered questionnaires. The sample size was regarded as sufficient for analytical purposes (Mason and Perreault, 1991).

4.8 ETHICAL CONDITIONS

Throughout this research due care was taken to address all ethical issues associated with the collection of information based on attitudes and perceptions. Before the commencement of data collection, ethical approval was sought from the ethics committee of the Curtin Business School,

Curtin University of Technology. The survey instruments were presented to the ethics committee and gained approval. The study was classified as minimal risk and it addressed all ethical requirements. The ethics form can be found in Appendix 4. Each survey instrument was accompanied by a cover letter that described the purpose of the survey and advised that all measures would be taken to enforce a high standard of ethical behaviour. The cover letter also emphasised the voluntary nature of the study and addressed the issues of confidentiality and privacy. Respondents' confidentiality was respected through an anonymous response questionnaire. After the completion of data collection, the researcher remained contactable should the respondents have felt the need for additional information or wanted to offer constructive criticism about the questionnaire design. A copy of the cover letter and the questionnaire are attached in Appendix 5. In respect to ethical guidelines (Hussey and Hussey, 1997; Sekaran, 2003; Zikmund, 2000), the author critically ensured that all possible ethical considerations were enforced.

4.9 CONCLUDING COMMENTS

This chapter examined the methodology used in the research. An itemised list of the questionnaire was presented and discussed. The methodological approach of employing a $2 \times 2 \times 2$ factorial design, with three factors and eight cells was also discussed.

CHAPTER 5 - DATA ANALYSIS, RESULTS AND DISCUSSION

5.0 OVERVIEW

This chapter presents the data analysis, results of the analysis and discussion of the findings. The first part of this chapter is dedicated to examining the robustness of the data. There are eight sets of data as presented by the 2 x 2 x 2 factorial design. Each data set will be analysed and be recorded respectively. An overall profile of the sample is also presented. This will be individually ensued by a composite descriptive analyses and factor analyses plus reliability analyses for all eight sets. Next, the data analysis, including correlations, mediation and moderation as well as T-Test analyses is presented. This is followed by the results and discussion of the findings in conjunction with the hypotheses. All data was analysed using the Statistical Package for Social Sciences™ (SPSS) version 16.0.

5.1 RESPONSE RATE

Total data collected from four Western Australia metro major departmental stores namely; Westfield Carousel, Carillon City, Garden City and Westfield Whitfords were 1012. However 69 of the responses were rejected due to incomplete questionnaires or failure to pass the screening tests. The screening tests processes revealed that a handful of respondents did not fully comprehend the questions or had possibly become confused with the negatively worded items in the questionnaire. Some data were also rejected due to incomplete questionnaires or failure to pass manipulation checks, where respondents did not understand the questions or were not alert to several negatively worded items on the scales. Such errors in quantitative data are common and considered as the norm, as respondents may have varying levels and objective understanding of the questions.

Hence, to ensure optimum results, only 943 quality data were considered fit for analysis.

Table 5.1 summarises the response rates in the respective shopping centers.

Table 5.1: Overall Response Rates in Respective Shopping Centers

Mall	Surveys Completed	Surveys Rejected	Total
Westfield Carousel	249	17	232
Carillon City	279	24	255
Garden City	231	12	219
Westfield Wittfords	253	16	237
Total:	1012	69	943

5.1.1 Demographics

The sample consisted of a rather balanced mix of both genders, with 44.9% male respondents and 55.1% female respondents. In terms of age, there is an inequity of spread in this sample, with the majority of 76.9% being between the ages of 19 to 25 years old. This could possibly be explained with the fact that young adults spend relatively more time in departmental stores more than mature adults with families and full-time jobs. Hence, it is logical that results also show that majority of the respondents has income less than \$50,000 a year, which corresponds to the age majority. Out of the 943 respondents, the highest percentile for education is bachelor degree, with 47.9%. It is also interesting to note that 10.7% of the respondents were at a postgraduate level, concluding that majority of the respondents are educated as they possess a high education certificate. All the demographic frequencies are shown in table 5.2.

Table 5.2: Demographic Frequencies

Variables		Frequency	Valid Percentage
Gender	Male	423	44.9
	Female	517	55.1
Age	19 – 25	724	76.9
	26 – 35	159	16.7
	36 - 45	32	3.4
	46 - 55	17	1.8
	56 and above	11	1.2
Income	Under \$50,000	818	87.3
	\$50,000 - \$100,000	78	8.3
	\$100,001 and above	41	4.3
Education	Secondary Level	52	5.5
	Diploma or Certificate	326	34.7
	Bachelor Degree	450	47.9
	Postgraduate Level	101	10.7
	Others	11	2.1

5.2 DATA ANALYSIS METHOD

All eight data sets have been analysed independently using the Statistical Package for the Social Sciences (SPSS) version 13.0 software. The processes of analysis and their use are justified as follows;

5.2.1 Data

5.2.1.1 Exploratory Factor Analysis

The main purpose of factor analysis is to define the structure of the data set. This technique analyses the correlations between the variables by defining common sets of factors (Hair, Black, Babin, Anderson and Tatham, 2006). Exploratory factor analysis with Varimax rotation was used to define the underlying factor structure of the items that represents the nine key constructs (Cynicism, Self Esteem, Consumer Susceptibility to Interpersonal Influences (Normative and Informational), Marketplace knowledge, Consumer Skepticism toward Advertising, Inferences of Manipulative Intent, Attitude toward the Advertisement and Product Judgement).

In order to select the items and defining the factor structure accurately, the following criteria had to be met during the analysis; this is in accordance with Hair et al. (2006). The variance represents the degree of shared representation among the variables that make up the construct, and the higher the variance; the higher is the degree of shared representation. Eigenvalues must be greater than the value of 1.0 to be considered significant, communalities must have the value of greater than 0.3 to be selected and the Kaiser-Meyer-Olkin measure of sampling Adequacy (KMO) should have a test result of greater than 0.6. The test of Bartlett's Test of Sphericity will also be utilized to measure the significant correlations between variables in the correlation matrix.

5.2.1.2 Scale Reliability

Cronbach's alpha is a statistical procedure used to test scale reliability. Explained in simple terms, it is how well the items fit as a set and how well they are positively correlated to each other. The closer the Cronbach's alpha is to 1 the higher the reliability. According to Coakes and Steed (2003) Cronbach's alpha is one of the most commonly used measures of internal consistency. When measuring reliability, an alpha value of 0.5 is sufficient for basic research. This study has used the standard of 0.7 or more, which is regarded reliable by Nunnally (1967). When examining a scale, researchers must look at the number of items in the scale, the number of cases and the alpha value. Cronbach's alpha measures the overall individual items and analyse if they match harmoniously together to produce multi-item internal reliability. Some items have been omitted to produce the optimum reliability for the scale. The Cronbach's alpha measures for all nine scales across eight cells are above 0.7, signaling excellent reliability.

5.2.2 Analysis

5.2.2.1 Regression Analysis

Both linear and multiple analysis is used to identify linkages between independent variable(s) with a dependent variable. It is used to predict the relationships between variables. The regression analyses were used to test the validity of the hypotheses that have been identified in the previous chapter. The relationship is significant and the hypotheses will be accepted only when the p-value is less than 0.05 ($p < 0.05$) whilst, the b-value illustrates the direction of the relationship. The adjusted R^2 is the squared coefficient of determination that will give some information about the goodness-of-fit of a model. An R^2 of 1.0 indicates that the

regression line perfectly fits the data (Nagelkerke, 1991). Hence, the closer the R^2 is to 1.0, the better the fit.

5.2.2.2 Mediation Analysis

Multiple regression analysis is also used to examine the relationships between three variables to test for mediation (Baron and Kenny, 1986). There can be three possible outcomes in a mediation analysis, be it full mediation, partial mediation or no mediation. Testing for mediation follows a four-step process as explicated below.

In order to test for full or partial mediation between three constructs a four-step analysis was carried out as proposed by Baron and Kenny (1986). The four regression analyses were tested separately, for the instances where mediation was to be verified. The four steps are:

1. Regression analysis with the Independent variable (X) against the Dependent variable (Y), a significant relationship must be present in order for a mediation to exist.
2. Regression analysis with the Independent variable (X) against the Mediating variable (M), a significant relationship must be present for mediation to exist.
3. Regression analysis with the Mediating variable (M) against the Independent variable (Y), a significant relationship must be present for mediation to exist.
4. Multiple regression analysis running both the Independent variable (X) and Mediating variable (M) against the Dependent variable (Y). If both variables were found to have a significant relationship with the Dependent variable, a partial mediation is supported, if the Independent variable (X) is found to be insignificant while the Mediating variable (M) is still significant, a full mediation is supported.

5.2.2.3 T-test Analysis

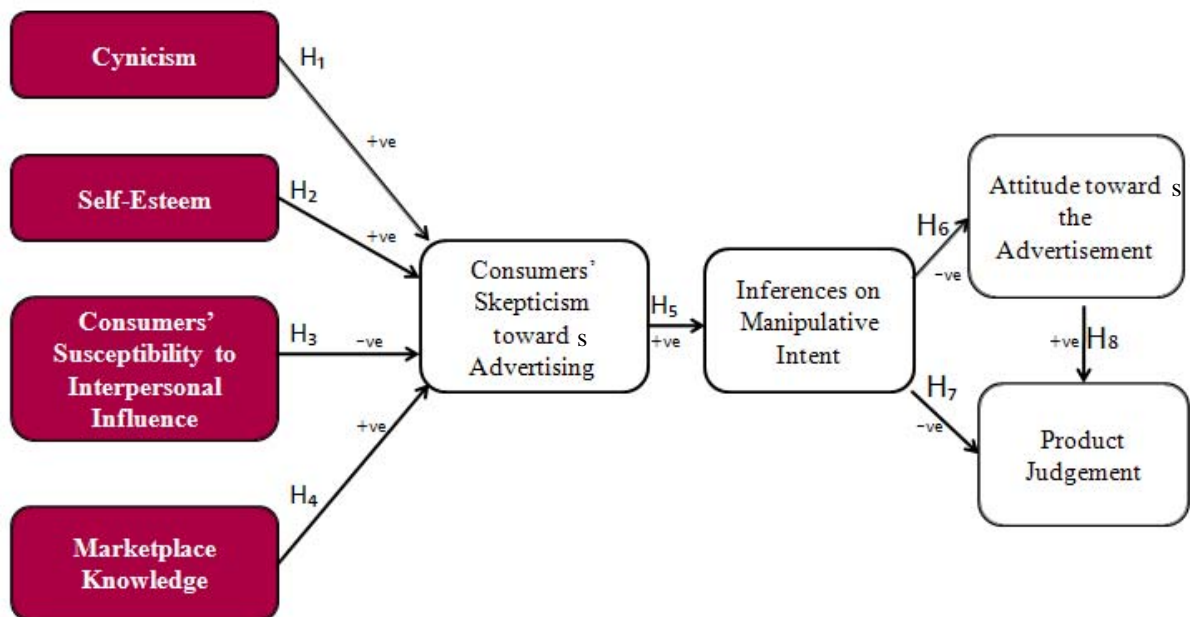
The t-test assesses whether the means of two groups are statistically different from each other. For the purpose of this research, the independent t-test is used to verify if there is a difference in consumers' responses with brands as a background variable. A significant difference ($p < 0.05$) between the means will indicate that consumers use brands as a cue to judge inference of manipulative intent, attitude toward the advertisement and product judgement.

5.3 DATA

5.3.1 Antecedents

For the purpose of the antecedent analysis, responses were drawn together from all eight cells of the antecedent scales of the research construct (i.e.; Cynicism, Self-Esteem, Consumer Susceptibility towards Interpersonal Influences and Marketplace knowledge). The figure below highlights the antecedents of the research model.

Figure 5.1: Research Model - Antecedents



5.3.1.1 Factor Analysis: Cynicism

The 6 items cynicism scale was analysed through factor analysis and produced only one component. The scale explains 45.433% of variance. The six items further made up one factor. It had a Cronbach's Alpha of 0.758 which is regarded reliable by Nunnally (1967), and was the highest when all six items were included (Eigenvalue = 2.726, KMO = 0.780, Sig. = 0.000).. This is presented in Table 5.3.1(A).

Table 5.3.1 (A): Factor Analysis - Cynicism

Items	Factor Loading
Most people are just out for themselves.	.760
People pretend to care more about one another than they really do.	.704
Most people are not really honest by nature.	.677
People claim to have ethical standards regarding honesty and morality, but few stick to them when money is at stake.	.665
Most people will tell a lie if they could gain by it.	.628
Most people inwardly dislike putting themselves out for other people.	.597
Eigenvalues	2.726
Cronbach's Alpha	0.758
KMO Measure of Sampling Adequacy	0.780
Bartlett's Test of Sphericity Significance	0.000

Items are positive valence, in correspondence to the scale.

5.3.1.2 Factor Analysis: Self Esteem

The 10 items that represented the self-esteem construct were analysed through factor analysis using the Varimax rotation. The reliability is 0.776 which is regarded appropriate by Nunnally (1967). Results produced that the factor analysis explains 34.449% of the variance; it gave Eigenvalues of 3.445, KMO of 0.784 and a Sig. of 0.000. This is presented in Table 5.3.1 (B).

Table 5.3.1 (B): Factor Analysis - Self Esteem

Item	Factor Loadings
I take a positive attitude toward myself.	.684
I feel that I have a number of good qualities.	.670
On the whole, I am satisfied with myself.	.663
I am able to do things as well as most other people.	.615
At times, I think I am no good at all.*	.608
I feel I don't have much to be proud of.*	.604
I feel that I'm a person of worth, at least on an equal plane with others.	.553
I certainly feel useless at times.*	.536
All in all, I am inclined to feel that I am a failure.*	.510
I wish I could have more respect for myself.*	.351
Eigenvalues	3.445
Cronbach's Alpha	0.776
KMO Measure of Sampling Adequacy	0.784
Bartlett's Test of Sphericity Significance	0.000

(*) Items had been reversed to produce a positive valence scale for analytical purposes.

5.3.1.3 Factor Analysis: Consumer Susceptibility toward Interpersonal Influence

The items that represented consumer susceptibility towards interpersonal influences (CSII) were analysed through factor analysis and had fitted perfectly into two factors. This revalidated the dimensionality of the scale that was established by Bearden, Netemeyer and Teel (1989). The initial 12 items explained 62.645% of the variance; it gave a Cronbach's Alpha of, 0.884, which is regarded reliable by Nunnally (1967), Eigenvalues of 5.461, KMO of 0.902 and a Sig. of 0.000.

After categorizing the 12 items into its respective component group, the normative and informational, the normative component showed the highest reliability with eight items as established by Bearden, Netemeyer and Teel (1989) and yielded a 60.497% in the variance; it had a reliability of Cronbach's Alpha of, 0.905 (Nunnally, 1967), Eigenvalues of 4.840, KMO of 0.915 and a Sig. of 0.000. This is presented in Table 5.3.1 (C)(i).

The informational component of the scale generated a 59.252% in the variance; it had a reliability of Cronbach's Alpha of 0.755 (Nunnally, 1967), which was the highest with four items as established by Bearden, Netemeyer and Teel (1989). The factor analysis produced Eigenvalues of 2.370, KMO of 0.747 and a Sig. of 0.000. This is presented in Table 5.3.1 (C)(ii).

Table 5.3.1 (C)(i): Factor Analysis - Normative CSII

Item	Factor Loadings
If other people can see me using a product, I often purchase the brand they expect me to buy.	.854
When buying products, I generally purchase those brands that I think others will approve of.	.842
I achieve a sense of belonging by purchasing the same products and brands that they buy.	.818
It is important that others like the products and brands I buy.	.799
I often identify with other people by purchasing the same products and brands they purchase.	.775
If I want to be like someone, I often try to buy the same brands that they buy.	.761
I like to know what brands and products make good impression on others.	.699
I rarely purchase the latest fashion styles until I am sure my friends will approve of them.	.653
Eigenvalues	4.840
Cronbach's Alpha	0.905
KMO Measure of Sampling Adequacy	0.915
Bartlett's Test of Sphericity Significance	0.000

* Items are positive valence, in correspondence to the scale.

Table 5.3.1 (C)(ii): Factor Analysis - Informational CSII

Item	Factor Loadings
I often consult other people to help choose the best alternative available from a product class.	.863
If I have a little experience with a product, I often ask my friends about the product.	.825
I frequently gather information from friends or family about a product before I buy.	.788
To make sure I buy the right product or brand, I often observe what others are buying and using.	.568
Eigenvalues	2.370
Cronbach's Alpha	0.755
KMO Measure of Sampling Adequacy	0.747
Bartlett's Test of Sphericity Significance	0.000

*Items are positive valence, in correspondence to the scale.

5.3.1.4 Factor Analysis: Marketplace Knowledge

The three items that represented marketplace knowledge were analysed through factor analysis and was found to consist of only one factor. This finding confirms the uni-dimensionality of the construct. The three items explained 72.007% of the variance; and produced a Cronbach's Alpha of 0.805 (Nunnally, 1967). The reliability was the highest with all 3 items included and it had Eigenvalues of 2.160, KMO of 0.703 and a Sig. of 0.000. This is presented in Table 5.3.1 (D).

Table 5.3.1 (D): Factor Analysis - Marketplace Knowledge

Item	Factor Loading
I am a knowledgeable consumer.	.868
I know a lot about different types of stores.	.861
I am usually well-informed about what is the reasonable price to pay for something.	.816
Eigenvalues	2.160
Cronbach's Alpha	0.805
KMO Measure of Sampling Adequacy	0.703
Bartlett's Test of Sphericity Significance	0.000

*Items are positive valence, in correspondence to the scale.

5.3.2 Consumers' Skepticism toward Advertising Claims

The nine items that represented consumers' skepticism toward advertising (CSA) were analysed through factor analysis. The nine items explained 53.136% of the variance and produced a Cronbach's Alpha of 0.886 (Nunnally, 1967). Analysis also yielded Eigenvalues of 4.782, KMO of 0.907 and a Sig. of 0.000. This is presented in Table 5.3.1 (E).

Table 5.3.1 (E): Factor Analysis - CSA

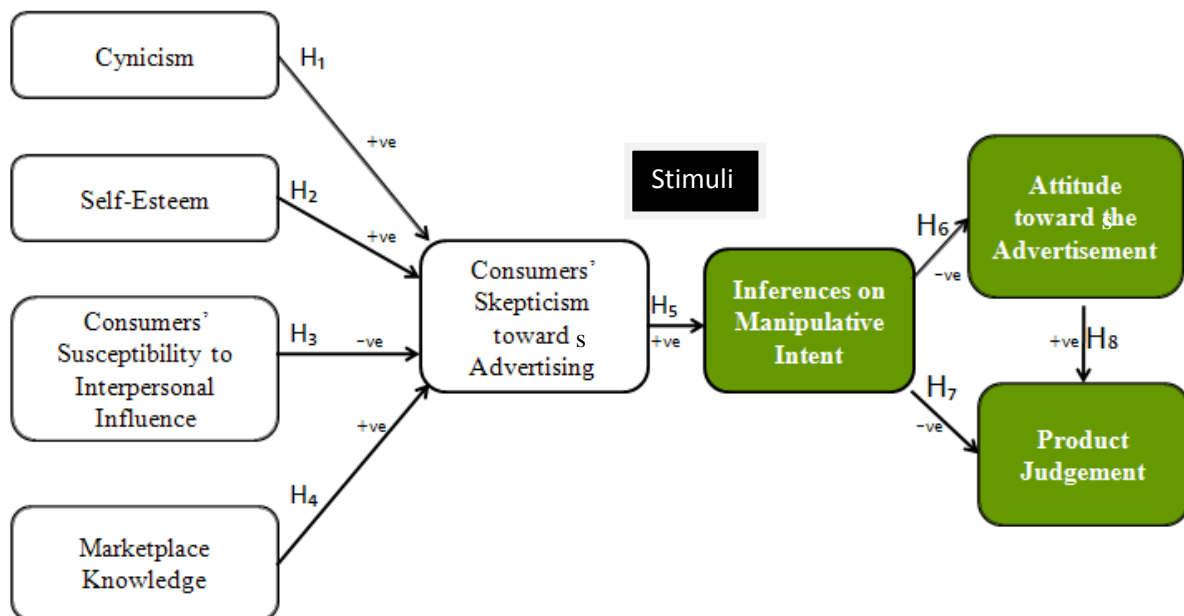
Items	Factor Loadings
Advertising is truth well told.	.807
Advertising is a reliable source of information about the quality and performance of products.	.805
I feel I've been accurately informed after viewing most advertisements.	.793
Advertising is generally truthful.	.769
In general, advertising presents a true picture of the product being advertised.	.753
Most advertising provides consumers with essential information.	.703
We can depend on getting the truth in most advertising.	.698
I believe advertising is informative.	.636
The aim of advertising is to inform the consumer.	.557
Eigenvalues	4.782
Cronbach's Alpha	0.886
KMO Measure of Sampling Adequacy	0.907
Bartlett's Test of Sphericity Significance	0.000

Items had been reversed to produce a negative valence scale for analytical purposes.

5.3.3 Outcome Variables

After being tested of their level of skepticism toward advertising claims, each respondent were exposed to only one (out of eight) advertising stimulus. The stimuli were created to induce consumer skepticism. Different responses and results of the outcome variables, which are the inferences of manipulative intent (IMI), attitude toward the advertisement (Aad) and product judgement (PJ) were expected with eight different visual stimuli. Hence, the outcome variables were analysed respectively according to their cells (i.e.; There are eight comparable analyses). The figure below depicts the outcome variables involved.

Figure 5.2: Research Model - Outcome variables



5.3.3.1 Cell 1 - Dior X-Capture: Anti Wrinkle Serum

IMI - The five items inferences of manipulative intent scale were analysed through factor analysis. Reliability was weak at 0.388 according to Nunnally's (1967) standards, thus two items had to be removed. Factor analysis for three item depicted that 63.033% of variance were explained and it had an optimum Cronbach's Alpha of 0.706 (Eigenvalue = 1.891, KMO= 0.670, Sig. = 0.000). This is presented in Table 5.3.2 (A)

Aad - The four items that represented the attitude toward the advertisement construct were analysed by the use of factor analysis through the Varimax rotation. The four items produced a one component factor. It was reliable at 0.856 (Nunnally, 1967). It is explained by 70.109% of the variance, gave Eigenvalues of 2.804, KMO of 0.772 and a Sig. of 0.000. This is presented in Table 5.3.2 (A).

PJ - The items that represented product judgement were analysed by using factor analysis. The initial 5 items explained gave a weak Cronbach Alpha of 0.593 according to Nunnally (1967). Hence, to obtain the highest reliability, an item had to be removed. Factor analysis then generated 54.212% of variances explained, with Eigenvalues of 2.168, KMO of 0.665 and a Sig. of 0.000. This is presented in Table 5.3.2 (A).

Table 5.3.2 (A): Factor Analysis - Cell 1

Cell 1	No. of Items	Eigenvalues	Cronbach's Alpha	KMO	Bartlett's Test
IMI	3	1.891	0.706	0.670	0.000
Aad	4	2.804	0.856	0.772	0.000
PJ	4	2.168	0.708	0.665	0.000

5.3.3.2 Cell 2 - Dior Kinerase: Anti Wrinkle Mask

IMI - The five items inferences of manipulative intent scale were analysed through factor analysis. Factor analysis result depicted that 59.407% of variance were explained by the items and it had a Cronbach's Alpha of 0.827 which is deemed appropriate according to Nunnally (1967). (Eigenvalue = 2.970, KMO = 0.714, Sig. = 0.000). This is presented in Table 5.3.2 (B).

Aad - The four items that represented the attitude toward the advertisement construct were analysed by the use of factor analysis through the Varimax rotation. The four items produced a one component factor. It explains 82.534% of the variance, gave Eigenvalues of 3.301, KMO of 0.829 and a Sig. of 0.000. It had a reliability of 0.928, which is deemed appropriate according to Nunnally (1967). This is presented in Table 5.3.2 (B).

PJ - The items that represented product judgement were analysed by using factor analysis. 66.524% of the variances were explained, with Eigenvalues of 2.661, KMO of 0.765 and a Sig. of 0.000. The reliability was 0.825 which is deemed appropriate according to Nunnally (1967). This is presented in Table 5.3.2 (B)

Table 5.3.2 (B): Factor Analysis - Cell 2

Cell 2	No. of Items	Eigenvalues	Cronbach's Alpha	KMO	Bartlett's Test
IMI	5	2.970	0.827	0.714	0.000
Aad	4	3.301	0.928	0.829	0.000
PJ	4	2.661	0.825	0.765	0.000

5.3.3.3 Cell 3 - Dior Avia: Slimming Pills

IMI -The five items inferences of manipulative intent scale were analysed through factor analysis. Factor analysis result depicted that 70.622% of variance were explained and it had a Cronbach's Alpha of 0.792, this is deemed reliable by (Nunnally, 1967) (Eigenvalue = 2.119, KMO = 0.687, Sig. = 0.000). This is presented in Table 5.3.2 (C).

Aad - The four items that represented the attitude toward the advertisement construct were analysed by the use of factor analysis through the Varimax rotation. The four items produced a one component factor. It is explained by 75.325% of the variance, gave Eigenvalues of 3.013, KMO of 0.821 and a Sig. of 0.000. The reliability is excellent at 0.821 according to Nunnally (1967). This is presented in Table 5.3.2 (C).

PJ - The items that represented product judgement were analysed by using factor analysis. 62.745% variances were explained, with Eigenvalues of 2.510, KMO of 0.706 and a Sig. of 0.000. The reliability is 0.795 deemed (Nunnally, 1967). This is presented in Table 5.3.2 (C).

Table 5.3.2 (C): Factor Analysis - Cell 3

Cell 3	No. of Items	Eigenvalues	Cronbach's Alpha	KMO	Bartlett's Test
IMI	3	2.119	0.792	0.687	0.000
Aad	4	3.013	0.891	0.821	0.000
PJ	4	2.510	0.795	0.706	0.000

5.3.3.4 Cell 4 - Dior Svelt: Slimming Machine

IMI - The five items inferences of manipulative intent scale were analysed through factor analysis. Factor analysis result depicted that 48.823% of variance were explained and it had a Cronbach's Alpha of 0.730 which is deemed reliable (Nunnally, 1967) (Eigenvalue = 2.441, KMO= 0.676, Sig. = 0.000). This is presented in Table 5.3.2 (D).

Aad - The four items that represented the attitude toward the advertisement construct were analysed by the use of factor analysis through the Varimax rotation. The four items produced a one component factor. The alpha is 0.877 which is deemed reliable Nunnally (1967). It is explained by 73.234% of the variance, gave Eigenvalues of 2.929, KMO of 0.824 and a Sig. of 0.000. This is presented in Table 5.3.2 (D).

PJ - The items that represented product judgement were analysed by using factor analysis and were found to be uni-dimensional. 5 items explained 60.421% of the variance; it gave a Cronbach Alpha of 0.810 (Nunnally, 1967), Eigenvalues of 3.021, KMO of 0.776 and a Sig. of 0.000. This is presented in Table 5.3.2 (D)

Table 5.3.2 (D): Factor Analysis - Cell 4

Cell 4	No. of Items	Eigenvalues	Cronbach's Alpha	KMO	Bartlett's Test
IMI	5	2.441	0.730	0.676	0.000
Aad	4	2.929	0.877	0.824	0.000
PJ	5	3.021	0.810	0.776	0.000

5.3.3.5 Cell 5 - Touché X-Capture: Anti Wrinkle Serum

IMI - The five item inferences of manipulative intent scale were analysed through factor analysis. Factor analysis result depicted that 59.407% of variance were explained and it had a Cronbach's Alpha of 0.827 which is deemed reliable by Nunnally (1967). (Eigenvalue = 2.970, KMO = 0.714, Sig. = 0.000). This is presented in Table 5.3.2 (E).

Aad - The four items that represented the attitude toward the advertisement construct were analysed by the use of factor analysis through the Varimax rotation. The four items produced a one component factor. The alpha is 0.807 which is deemed reliable by Nunnally (1967). It is explained by 65.322% of the variance, gave Eigenvalues of 2.613, KMO of 0.714 and a Sig. of 0.000. This is presented in Table 5.3.2 (E).

PJ - The items that represented product judgement was analysed by using factor analysis and were found to be uni-dimensional. However, one item has insignificant factor loading, thus had to be removed. The 4 items explained 58.801% of the variance; it gave a Cronbach Alpha of 0.763 (Nunnally, 1967), Eigenvalues of 2.352, KMO of 0.739 and a Sig. of 0.000. This is presented in Table 5.3.2 (E).

Table 5.3.2 (E): Factor Analysis - Cell 5

Cell 5	No. of Items	Eigenvalues	Cronbach's Alpha	KMO	Bartlett's Test
IMI	5	2.354	0.698	0.654	0.000
Aad	4	2.613	0.807	0.714	0.000
PJ	4	2.352	0.763	0.739	0.000

5.3.3.6 Cell 6 - Touché Kinerase: Anti Wrinkle Mask

IMI - The five items inferences of manipulative intent scale were analysed through factor analysis. Reliability was optimum when one item was removed from the scale. Factor analysis result depicted that 46.619% of variance were explained and it had a Cronbach's Alpha of 0.606 (Eigenvalue = 1.865, KMO = 0.695, Sig. = 0.000). This is presented in Table 5.3.2 (F).

Aad - The four items that represented the attitude toward the advertisement construct were analysed by the use of factor analysis through the Varimax rotation. The four items produced a one component factor. The alpha is 0.894 which is deemed reliable by Nunnally (1967). It is explained by 63.364% of the variance, gave Eigenvalues of 2.535, KMO of 0.764 and a Sig. of 0.000. This is presented in Table 5.3.2 (F).

PJ - The items that represented product judgement were analysed by using factor analysis. Reliability increased when an item was dropped; 54.290% variances were explained, with Eigenvalues of 2.172, KMO of 0.722 and a Sig. of 0.000. The alpha is 0.714 which is deemed reliable by Nunnally (1967). This is presented in Table 5.3.2 (F).

Table 5.3.2 (F): Factor Analysis - Cell 6

Cell 6	No. of Items	Eigenvalues	Cronbach's Alpha	KMO	Bartlett's Test
IMI	4	1.865	0.606	0.695	0.000
Aad	4	2.535	0.894	0.764	0.000
PJ	4	2.172	0.714	0.722	0.000

5.3.3.7 Cell 7 - Touché Avia: Slimming Pills

IMI - The five items inferences of manipulative intent scale were analysed through factor analysis. Factor analysis result depicted that 53.130% of variance were explained and it had a Cronbach's Alpha of 0.752 which is deemed reliable by Nunnally (1967). (Eigenvalue = 2.657, KMO = 0.698, Sig. = 0.000). This is presented in Table 5.3.2 (G).

Aad - The four items that represented the attitude toward the advertisement construct were analysed using of factor analysis through the Varimax rotation. The four items produces a one component factor. It is explained by 72.757% of the variance, gave Eigenvalues of 2.910, KMO of 0.789 and a Sig. of 0.000. It had a Cronbach's Alpha of 0.873 which is deemed reliable by Nunnally (1967). This is presented in Table 5.3.2 (G).

PJ - The items that represented product judgement were analysed by using factor analysis and were found to be uni-dimensional. Factor analysis produced that 56.057% variances were explained, with Eigenvalues of 2.803, KMO of 0.767 and Sig. of 0.000. It had a Cronbach's Alpha of 0.873 which is deemed reliable by Nunnally (1967). This is presented in Table 5.3.2 (G).

Table 5.3.2 (G): Factor Analysis - Cell 7

Cell 7	No. of Items	Eigenvalues	Cronbach's Alpha	KMO	Bartlett's Test
IMI	5	2.657	0.774	0.698	0.000
Aad	4	2.910	0.873	0.789	0.000
PJ	5	2.803	0.799	0.767	0.000

5.3.3.8 Cell 8 - Touché Svelt: Slimming Machine

IMI - The five items inferences of manipulative intent scale were analysed through factor analysis. Factor analysis result depicted that 51.580% of variance were explained and it had a Cronbach's Alpha of 0.765 which is deemed reliable (Nunnally, 1967). (Eigenvalue = 2.579, KMO = 0.766, Sig. = 0.000). This is presented in Table 5.3.2 (H).

Aad - The four items that represented the attitude toward the advertisement construct were analysed by the use of factor analysis through the Varimax rotation. The four items produced a one component factor. It is explained by 68.082% of the variance, gave Eigenvalues of 2.723, KMO of 0.712 and a Sig. of 0.000. It had a Cronbach's Alpha of 0.838 which is deemed reliable (Nunnally, 1967). This is presented in Table 5.3.2 (H).

PJ - The items that represented product judgement were analysed by using factor analysis and were found to be uni-dimensional. The 5 items explained 55.411% of the variance; it gave a Cronbach Alpha of 0.784 which is deemed reliable by Nunnally (1967). Eigenvalues of 2.771, KMO of 0.777 (Nunnally, 1967) and a Sig. of 0.000. This is presented in Table 5.3.2 (H)

Table 5.3.2 (H): Factor Analysis - Cell 8

Cell 8	No. of Items	Eigenvalues	Cronbach's Alpha	KMO	Bartlett's Test
IMI	5	2.579	0.765	0.766	0.000
Aad	4	2.723	0.838	0.712	0.000
PJ	5	2.771	0.784	0.777	0.000

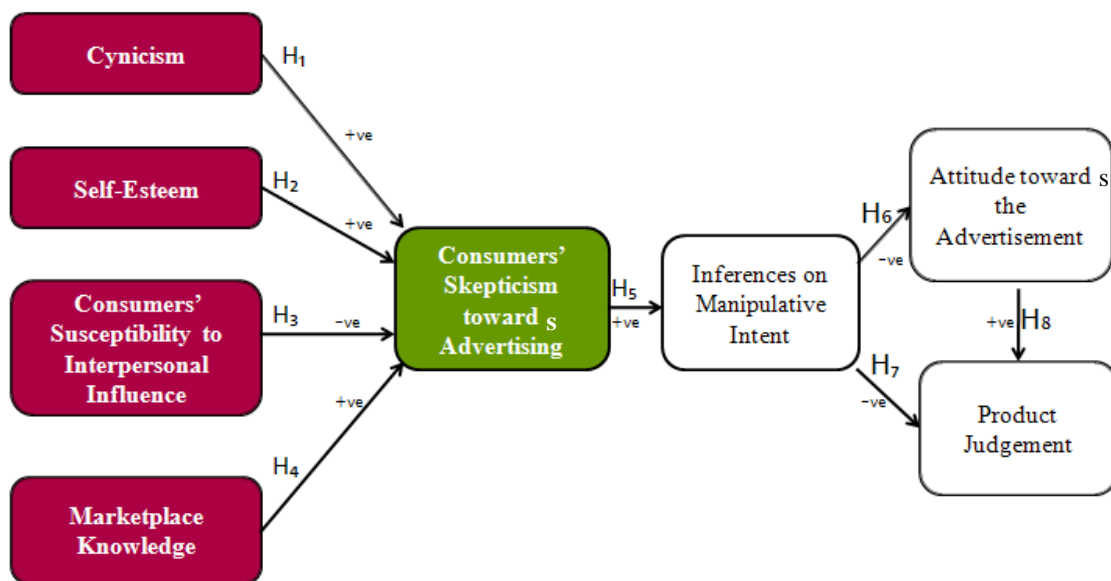
5.4 ANALYSES, RESULTS AND DISCUSSION

5.4.1 Regression Analysis

5.4.1.1 Multiple Regression: Hypotheses One to Five

The antecedents; cynicism, self-esteem, normative consumer susceptibility, informational consumer susceptibility and marketplace knowledge (independent variables) were regressed against consumer skepticism toward advertising (dependent variable) to test H₁, H₂, H₃ and H₄. This is as depicted in Figure 5.3 below.

Figure 5.3 Research Model: Antecedents to CSA



The hypotheses are;

H₁ Cynicism is positively related to CSA

H₂ Self-esteem is positively related to CSA

H₃ Consumers susceptibility to interpersonal influence is negatively related to CSA

H₄ Marketplace knowledge is positively related to CSA

The adjusted R² found was 0.119. It was found that normative consumer susceptibility toward interpersonal influences (p = 0.000, β = -0.313, t = -8.733) has a significant relationship with consumers' skepticism toward advertising, accepting H3 (i). Marketplace knowledge was significant (p = 0.01) however the direction of the relationship (β = -0.112) was against the hypothesis, thus, rejecting H₄. Whereas, cynicism, self-esteem and informational consumer susceptibility toward interpersonal influences were insignificant with consumers' skepticism toward advertising (p>0.05), thus rejecting H₁, H₂ and H₃ (ii). This is presented in Table 5.4.

Table 5.4: Regression - Antecedents to CSA

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
Cynicism	-.028	.034	-.026	-.816	.415
Self Esteem	.043	.038	.038*	1.125	.261
Normative CSII	-.239	.027	-.313*	-8.733	.000**
Informational CSII	.010	.029	.012	.344	.731
Marketplace Knowledge	-.095	.028	-.112	-3.371	.001**

a. Dependent Variable: Consumers' Skepticism toward Advertising claims

* Direction of the relationship is significant (Beta value)

** p < 0.05

5.4.1.1.1 Discussion

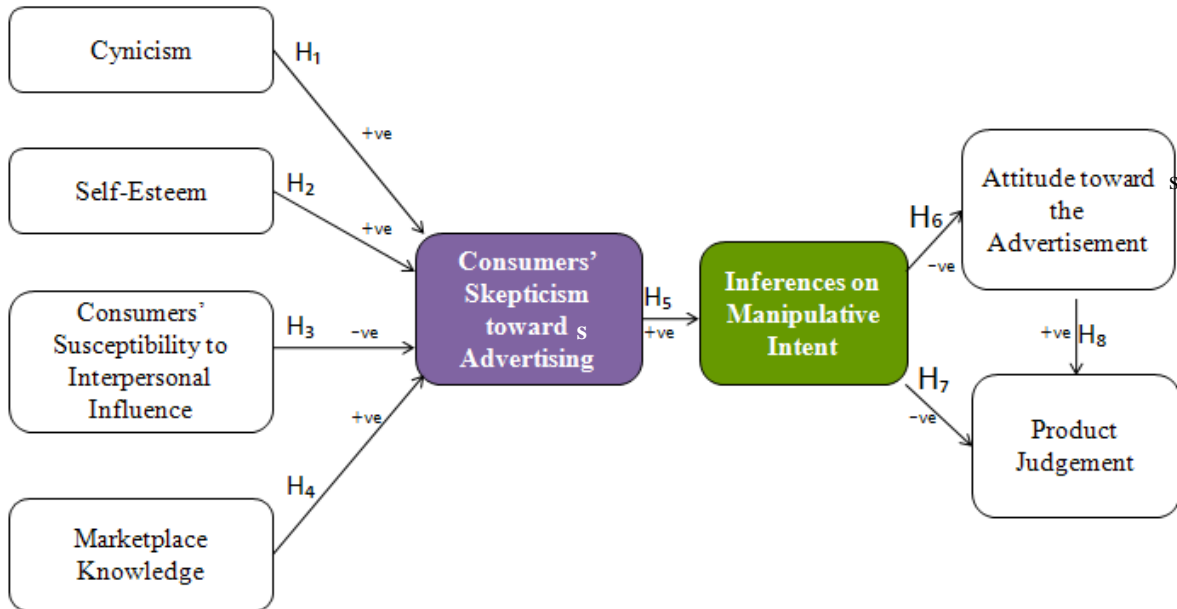
The result of the composite regression analysis revealed that consumers' *normative* susceptibility toward interpersonal influences (CSII.N) has a significant relationship to consumers' skepticism toward advertising. Hypothesis H3a was supported, which means that consumers remain susceptible to their peers, regardless of age and experience levels in the marketplace. Hence, this proves that consumers do socialize to be skeptical, as pointed out by

Obermiller, Spangenberg and McLachlan (2005). However the result of the composite regression analysis uncovered that cynicism, self-esteem, consumers' *informational* susceptibility towards interpersonal influences (CSII.I) and marketplace knowledge was insignificant to consumers' skepticism toward advertising. Although H_4 the p-value for H_4 was less than 0.05, the direction of the relationship is insignificant. Hence hypotheses H_1 , H_2 , H_{3b} and H_4 were rejected. This could mean that the antecedents chosen for this study may not fit the research model well. The insignificant relationships could also be attributed to the broad range of respondents' demographics, which included males and females of varying age from various countries and cultures. In addition to that, the employed method of data collection may have also affected the results.

5.4.1.2 Regression: Hypothesis Five

Regression analysis was executed between consumers' skepticism toward advertising claims (independent variable) against inferences of manipulative intent (dependent variable) to test H_5 . (Factor analysis of on consumers' skepticism toward advertising claims and inferences of manipulative intent had been identified, as presented in section 5.3.2). The analysis had to be conducted respectively for the eight cells; as eight stimuli to induce advertising skepticism were utilised. Each stimulus was exposed to an average of 120 respondents of their respective cells, after they had recorded responses to the antecedents and skepticism levels. This is as depicted in Figure 5.4.

Figure 5.4: Research Model - H₅



The hypothesis is:

H₅ CSA is positively related to Inferences of Manipulative Intent

Cell 1 - It was found that consumers' skepticism toward advertising was significant with inferences of manipulative intent ($p = 0.000$). Therefore H₅ is accepted. This is presented in Table 5.5.

Cell 2 - It was found that consumers' skepticism toward advertising was not significant with inferences of manipulative intent ($p > 0.05$), this translates to the rejection of H₅. This is presented in Table 5.5.

Cell 3 - It was found that consumers' skepticism toward advertising was significant with inferences of manipulative intent ($p = 0.000$), accept H₅. This is presented in Table 5.5.

Cell 4 - It was found that consumers' skepticism toward advertising was not significant with inferences of manipulative intent ($p > 0.05$), this translates to the rejection of H_5 . This is presented in Table 5.5.

Cell 5 - It was found that consumers' skepticism toward advertising was significant with inferences of manipulative intent ($p = 0.036$). Hence H_5 was accepted. This is presented in Table 5.5.

Cell 6 - It was found that consumers' skepticism toward advertising was not significant with inferences of manipulative intent ($p > 0.05$), this translates to the rejection of H_5 . This is presented in Table 5.5.

Cell 7 - It was found that consumers' skepticism toward advertising was not significant with inferences of manipulative intent ($p > 0.05$), this translates to the rejection of H_5 . This is presented in Table 5.5.

Cell 8 - It was found that consumers' skepticism toward advertising was significant with inferences of manipulative intent ($p = 0.001$). H_5 was accepted. This is presented in Table 5.5.

Table 5.5: Regression Analysis - H_5

Ad Stimulus	B-Value	Std. Error	Beta	Adjusted R ²	t-value	Sig.
Cell 1	.394	.091	.346	0.114	4.336	.000**
Cell 2	.093	.101	.085	-.001	.919	.360
Cell 3	.611	.084	.537	.238	7.234	.000**
Cell 4	.147	.086	.158	.017	1.712	.090
Cell 5	.164	.077	.220	.038	2.124	.036**
Cell 6	.127	.085	.148	0.012	1.494	.138
Cell 7	.139	.085	.139	0.012	1.629	.106
Cell 8	.324	.091	.325	0.097	3.570	.001**

** $p < 0.05$

5.4.1.2.1 Discussion

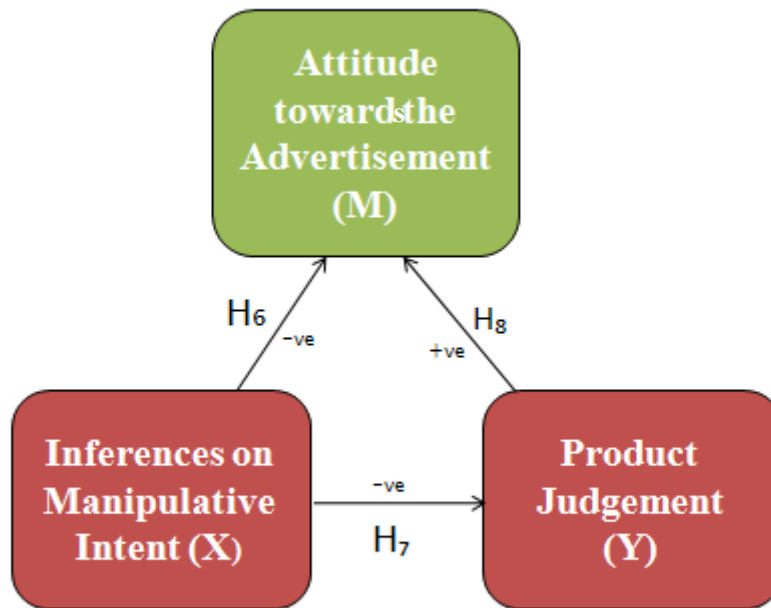
The results display that the eye serums and slimming pills were regarded as excessively manipulated and intended to deceive consumers. These products are categorized as high risk as they are meant for direct and internal consumption and have a high tendency of harming consumers' well being. This finding suggests that only the high risk products advertisement claims had high manipulative intents. This signifies that despite consumers' level of skepticism, consumers' consider high risk product advertisements to be intentionally manipulative, despite the brand.

On the other hand, the 'magnetic' eye mask (Cell 2 and Cell 6), aside of consumers' skepticism levels and brand influence, was regarded as not manipulative by consumers. This could be due to the fact that consumers discount the advertising claims of products that they consider not to be as harmful and have little to no perceived risks.

5.4.2 Mediation Analysis: Hypotheses Six to Eight

The next three hypotheses H_6 , H_7 and H_8 was a mediation analysis between inferences of manipulative intent (X), product judgement (Y) and attitude toward the advertisement (M). These relationships had to be tested using the individual cells. Attitude toward the advertisement (M) has a mediating effect between inferences of manipulative intent (X) and product judgement (Y) as depicted in Figure 5.5.

Figure 5.5: Mediation Relationship



The hypotheses are;

H₆ Inferences of manipulative intent is negatively related to attitude toward the advertisement (X against M)

H₇ Inferences of manipulative intent is negatively related to product judgement (X against Y)

H₈ Attitude toward the advertisement is positively related to product judgement (M against Y)

The mediation analysis was used to test attitude toward the advertisement as a mediating role between inferences of manipulative intent as the predictor and product judgement as the dependent. The four-step process as proposed by Baron and Kenny (1986) was hereby abided by accordingly.

1. Regression analysis with the inferences of manipulative intent (IMI) as the independent variable (X) against product judgement as the dependent variable (Y). A significant relationship must be present in order for a mediation to exist.

H₇ Inferences of manipulative intent is negatively related to product judgement

Cell 1 - The result for the analysis was found to be significant at p-value <0.05, however the direction of the relationship is insignificant ($\beta = 0.239$). This is presented in Table 5.6 (A).

Cell 2 - The result for the analysis was found to be significant at p-value <0.05, and the direction of the relationship is significant ($\beta = - 2.262$). This is presented in Table 5.6 (A).

Cell 3 - The result for the analysis was found to be significant at p-value <0.05, however the direction of the relationship is insignificant ($\beta = 0.572$). This is presented in Table 5.6 (A).

Cell 4 - The result for the analysis was found to be insignificant. Hence, there is *no mediation* (Sig. = 0.050, Beta = 0.183, t = 1.984). This is presented in Table 5.6 (A).

Cell 5 - The result for the analysis was found to be significant at p-value <0.05, however the direction of the relationship is insignificant ($\beta = 0.319$). This is presented in Table 5.6 (A).

Cell 6 - The result for the analysis was found to be significant at p-value <0.05, and the direction of the relationship is significant ($\beta = - 0.350$) (Sig. = 0.000, Beta = - 0.350, t = - 3.717). This is presented in Table 5.6 (A).

Cell 7 - The result for the analysis was found to be significant at p-value <0.05, however the direction of the relationship is insignificant ($\beta = 0.393$) (Sig. = 0.000, Beta = 0.393, t = 4.959).

This is presented in Table 5. 6 (A).

Cell 8 - The result for the analysis was found to be significant at p-value <0.05, however the direction of the relationship is insignificant ($\beta= 0.484$). This is presented in Table 5.6 (A).

Table 5.6 (A): IMI (X) against PJ (Y)

Ad Stimulus	B-Value	Std. Error	Beta	Adjusted R ²	t-value	Sig.
Cell 1	.249	.086	.239	.050	2.888	.004**
Cell 2	-.220	.076	-.262*	.061	-2.899	.004**
Cell 3	.586	.074	.572	0.322	7.914	.000**
Cell 4	.219	.111	.183	0.025	1.984	.050
Cell 5	.374	.118	.319	0.092	3.174	.002**
Cell 6	-.430	.116	-.350*	0.114	-3.717	.000**
Cell 7	.448	.090	.393	0.148	4.959	.000**
Cell 8	.498	.087	.484	0.227	5.751	.000**

* Direction of the relationship is significant (Beta value)

** p < 0.05

2. Regression analysis with the inferences of manipulative intent (IMI) as the predictor variable (X) against attitude toward the advertisement (Aad), the mediator variable (M). A significant relationship must be present for mediation to exist.

H₆ Inferences of manipulative intent is negatively related to attitude toward the advertisement (X against M)

Cell 1 - This relationship was found to be significant at p-value <0.05 and direction of the relationship is significant (Sig. = 0.000, Beta = -0.629, t = -9.506). This is presented in Table 5.6 (B).

Cell 2 - This relationship was found to be significant at p-value <0.05 and the direction of the relationship is significant (Sig. = 0.000, Beta = - 0.783, $t = - 13.510$). This is presented in Table 5.6 (B).

Cell 3 - This relationship was found to be significant at p-value <0.05 and direction of the relationship is significant (Sig. = 0.000, Beta = -0.854, $t = -18.619$). This is presented in 5.6 (B).

Cell 4 - According to Baron and Kenny (1986) the relationship between predictor X and dependent variable Y must be significant at p-value <0.05 , for a mediation to exist. In this scenario, consumers' skepticism toward advertising claims (X) as the predictor and product judgement (Y) as the dependent variable was insignificant ($p = 0.050$). Therefore, *no mediation* exists.

Cell 5 - This relationship was found to be significant at p-value <0.05 and direction of the relationship is significant (Sig. = 0.000, Beta = -0.454, $t = -4.805$). This is presented in Table 5.6 (B).

Cell 6 - This relationship was found to be significant at p-value <0.05 and direction of the relationship is significant (Sig. = 0.000, Beta = -0.514, $t = -5.964$). This is presented in Table 5.6 (B).

Cell 7 - This relationship was found to be significant at p-value <0.05 and direction of the relationship is significant (Sig. = 0.000, Beta = -0.596, $t = -8.615$). This is presented in Table 5.6 (B).

Cell 8 - This relationship was found to be significant at p-value <0.05 and direction of the relationship is significant (Sig. = 0.000, Beta = -0.764, $t = -9.833$). This is presented in Table 5.6 (B).

Table 5.6 (B): IMI (X) against Aad (M)

Ad Stimulus	B-Value	Std. Error	Beta	Adjusted R ²	t-value	Sig.
Cell 1	-.679	.071	-.629*	.391	-9.506	.000**
Cell 2	-.911	.067	-.783*	.610	-13.510	.000**
Cell 3	-.811	.044	-.854*	0.727	-18.619	.000**
Cell 5	-.628	.131	-.454*	0.197	-4.805	.000**
Cell 6	-.687	.115	-.514*	0.257	-5.964	.000**
Cell 7	-.680	.079	-.596*	0.350	-8.615	.000**
Cell 8	-.764	.078	-.687*	0.467	-9.833	.000**

* Direction of the relationship is significant (Beta value)

** $p < 0.05$

3. Regression analysis with the attitude toward the ad (Aad) as the mediating variable (M) against the product judgement as the independent variable (Y). A significant relationship must be present for mediation to exist.

H₈ Attitude toward the advertisement is positively related to product judgement (M against Y)

Cell 1 - This analysis was found to be significant at p -value < 0.05 , however the direction of the relationship is insignificant (Sig. = 0.025, Beta = - 0.280, $t = -3.427$). This is presented in Table 5.6 (C).

Cell 2 - This analysis was found to be significant at p -value < 0.05 and the direction of the relationship is significant (Sig. = 0.025, Beta = 0.209, $t = 2.277$). This is presented in Table 5.6 (C).

Cell 3 - This analysis was found to be significant at p -value < 0.05 , however the direction of the relationship is insignificant (Sig. = 0.000, Beta = - 0.521, $t = -6.927$). This is presented in Table 5.6 (C).

Cell 5 - This analysis was found to be significant at p-value <0.05, however the direction of the relationship is insignificant (Sig. = 0.000, Beta = - 0.500, t = -5.451). This is presented in Table 5.6 (C).

Cell 7 - This analysis was found to be significant at p-value <0.05, however the direction of the relationship is insignificant (Sig. = 0.000, Beta = - 0.355, t = -4.409). This is presented in Table 5.6(C).

Cell 8 - This analysis was found to be significant at p-value <0.05, however the direction of the relationship is insignificant (Sig. = 0.000, Beta = - 0.512, t = -6.197). This is presented in Table 5.6 (C).

Table 5.6 (C): Aad (M) against PJ (Y)

Ad Stimulus	B-Value	Std. Error	Beta	Adjusted R ²	t-value	Sig.
Cell 1	-.270	.079	-.280	.072	-3.427	.001**
Cell 2	.105	.066	.209	0.035	2.277	.025**
Cell 3	-.507	.073	-.521	.265	-6.927	.000**
Cell 5	-.424	.078	-.500	0.242	-5.451	.000**
Cell 6	.356	.085	.387	0.141	4.170	.000**
Cell 7	-.355	.081	-.355	0.119	-4.409	.000**
Cell 8	-.474	.077	-.512	0.255	-6.197	.000**

* Direction of the relationship is significant (Beta value)

** p < 0.05

4. Multiple regression analysis running both the Independent variable (X) and Mediating variable (M) against the Dependent variable (Y). If both variables were found to have a significant relationship with the Dependent variable, a partial mediation is supported, if the Independent variable (X) is found to be insignificant while the Mediating variable (M) is still significant, a full mediation is supported.

Inference of manipulative intent (X) and Attitude toward the advertisement (M) against Product Judgement (Y)

Cell 1 - The analysis showed that the adjusted R^2 is 0.720 and inference of manipulative intent (X) (Sig. = 0.326, Beta = 0.104, $t = 0.985$) and attitude toward the advertisement (M) (Sig. = 0.043, Beta = -0.215, $t = -2.044$). Hence, there is a *full* mediation. This is presented in Table 5.6 (D).

Cell 2 - The analysis showed that the adjusted R^2 is 0.052 and inference of manipulative intent (X) (Sig. = 0.083, Beta = -0.254, $t = -1.750$) and attitude toward the advertisement (M) (Sig. = 0.940, Beta = 0.011, $t = 0.075$). Hence, there is *no* mediation. This is presented in Table 5.6 (D).

Cell 3 - The analysis showed that the adjusted R^2 is 0.320 and inference of manipulative intent (X) (Sig. = 0.001, Beta = 0.469, $t = 3.377$) and attitude toward the advertisement (M) (Sig. = 0.388, Beta = -0.120, $t = -0.867$). Hence, there is *no* mediation. This is presented in Table 5.6 (D).

Cell 5 - The analysis showed that the adjusted R^2 is 0.244 and inference of manipulative intent (X) (Sig. = 0.264, Beta = 0.116, $t = 1.124$) and attitude toward the advertisement (M) (Sig. = 0.000, Beta = -0.44.8, $t = -4.354$). Hence, there is a *full* mediation. This is presented in Table 5.6 (D).

Cell 6 - The analysis showed that the adjusted R^2 is 0.164 and inference of manipulative intent (X) (Sig. = 0.057, Beta = -0.206, $t = -1.928$) and attitude toward the advertisement (M) (Sig. = 0.10, Beta = 0.218, $t = 2.634$). Hence, there is a *full* mediation. This is presented in Table 5.6 (D).

Cell 7 - The analysis showed that the adjusted R² is 0.464 and inference of manipulative intent (X) (Sig. = 0.005, Beta = 0.281, t = 2.879) and attitude toward the advertisement (M) (Sig. = 0.057, Beta = -0.187 0, t = -1.921). Hence, there is *no* mediation. This is presented in Table 5.6 (D).

Cell 8 - The analysis showed that the adjusted R² is 0.282 and inference of manipulative intent (X) (Sig. = 0.027, Beta = 0.251, t = 2.243) and attitude toward the advertisement (M) (Sig. = 0.003, Beta = -0.340, t = -3.043). Hence, there is a *partial* mediation. This is presented in Table 5.6 (D).

Table 5.6 (D): IMI (X) and Aad (M) against PJ (Y)

Ad Stimulus		B-Value	Std. Error	Beta	t-value	Sig.	Mediation
Cell 1	X to Y	.108	.110	.104	.985	.326	<i>full</i>
	M to Y	-.207	.101	-.215	-2.044	.043**	
Cell 2	X to Y	-.213	.122	-.254	-1.750	.083	<i>no</i>
	M to Y	.008	.104	.011	.075	.940	
Cell 3	X to Y	.481	.142	.469	3.377	.001**	<i>no</i>
	M to Y	-.117	.135	-.120	-.867	.388	
Cell 5	X to Y	.136	.121	.116	1.124	.264	<i>full</i>
	M to Y	-.379	.087	-.448	-4.354	.000**	
Cell 6	X to Y	-.253	.131	-.206	-1.928	.057	<i>no</i>
	M to Y	.258	.098	.281	2.634	.010**	
Cell 7	X to Y	.321	.111	.281	2.879	.005**	<i>full</i>
	M to Y	-.188	.098	-.187	-1.921	.057	
Cell 8	X to Y	.258	.115	.251	2.243	.027**	<i>partial</i>
	M to Y	-.315	.103	-.340	-3.043	.003**	

** p < 0.05

5.4.2.1 Discussion

The results of the mediation that was formed from the eight cells were; Cell 1 (Dior- Eye Serum and Cell 5 (Touché- Eye Serum) were found to have *full* mediation. This is perhaps consumers perceive high risk products to have a high manipulative intent. Eye Serums are high risk products that will be directly applied onto the sensitive areas around the eye. With high risk products as such, we can deduce that when consumers infer high manipulative intent, they will evaluate the advertisement more thoroughly and have an attitude toward the advertisement before judging the product, despite the brand name.

Results showed that Cell 4 (Dior- Slimming Machine) was found to have a *full* mediation while Cell 8 (Touché- Slimming Machine) was found to have a *partial* mediation. A Slimming Machine is perceived as low risk as it is used externally, and requires no direct application/consumption. This suggests that, when concerning a low risk product, consumers may jump into conclusions and judge a product before evaluating their attitude toward the advertisement, when brand familiarity is low. The difference in results of the two cells signifies that brand familiarity is important in advertising low risk beauty products.

Cell 2 (Dior- Eye Mask), Cell 3 (Dior- Slimming Pills), Cell 6 (Touché- Eye Mask) and Cell 7 (Touché- Slimming Pills) were found to have no mediation. The summary of the mediation results are presented in Table 5.7.

Table 5.7: Summary of Mediation Analysis

Cells	Mediation Type
Cell 1	<i>Full</i>
Cell 2	<i>No</i>
Cell 3	<i>No</i>
Cell 4	<i>Full</i>
Cell 5	<i>Full</i>
Cell 6	<i>No</i>
Cell 7	<i>No</i>
Cell 8	<i>Partial</i>

5.4.3 Independent T-Test Analysis

5.4.3.1 Eye Serum: Cell 1 (Dior) and Cell 5 (Touché)

IMI - The Levene's test shows that there is unequal variances ($p < 0.05$), rejecting the null Hypothesis. Results shows that on average, participants under the Dior condition ($M = 3.81$, $SE = .08$) compared to the Touché condition ($M = 3.97$, $SE = .06$) showing no significant change in inferences of manipulative intent $t(226.52) = -1.48$, $p > .05$) when they are evaluating the eye serum advertisement. This is presented in Table 5.8(A) (i) and (ii).

Aad - The Levene's test shows that there is equal variances ($p < 0.05$), rejecting the null Hypothesis. Results shows that on average, participants under the Dior condition ($M = 4.08$, $SE = .09$) compared to the Touché condition ($M = 3.87$, $SE = .08$) showing no significant

change in attitude toward the advertisement $t(224.71) = 1.62, p > .05$) when they are evaluating the eye serum advertisement. This is presented in Table 5.8 (A) (i) and (ii).

PJ - The Levene's test shows that there is unequal variances ($p < 0.05$), rejecting the null Hypothesis. Results shows that on average, participants under the Dior condition ($M = 3.79, SE = .09$) compared to the Touché condition ($M = 3.76, SE = .07$) showing no significant change in product judgement $t(228.98) = 0.27, p > .05$) when they are evaluating the eye serum. This is presented in Table 5.8 (A) (i) and (ii).

Table 5.8 (A)(i): T-Test Cell 1 & Cell 5

	Brand	Mean	Std. Error Mean
IMI	Dior	3.814	.086
	Touché	3.971	.062
Aad	Dior	4.076	.093
	Touché	3.870	.086
PJ	Dior	3.794	.089
	Touché	3.763	.072

Table 5.8 (A)(ii): T-Test Cell 1 & Cell 5

t-test for Equality of Means									
		Levene's Test						95% Confidence	
		Sig.	t	df	Sig. (2-tailed)	Mean	Std. Error	Lower	Upper
IMI	Equal variances assumed	.000	-1.330	229	.185	-.157	.118	-.389	.075
	Equal variances not assumed		-1.478	226.520	.141	-.157	.106	-.366	.052
Aad	Equal variances assumed	.001	1.527	229	.128	.205	.134	-.059	.471
	Equal variances not assumed		1.624	224.705	.106	.205	.126	-.044	.455
PJ	Equal variances assumed	.000	.245	229	.806	.030	.126	-.217	.279
	Equal variances not assumed		.267	228.983	.790	.030	.115	-.197	.258

5.4.3.2 Eye Mask: Cell 2 (Dior) and Cell 6 (Touché)

IMI - The Levene's test shows that there is unequal variances ($p < 0.05$), rejecting the null Hypothesis. Results shows that on average, participants under the Dior condition ($M = 3.84$, $SE = .10$) compared to the Touché condition ($M = 3.94$, $SE = .08$) showing no significant change in inferences of manipulative intent $t(209.72) = -0.80$, $p > .05$) when they are evaluating the eye mask advertisement. This is presented in Table 5.8 (B) (i) and (ii)

Aad - The Levene's test shows that there is equal variances ($p > 0.05$), confirming homogeneous sample groups. Results shows that on average, participants under the Dior condition ($M = 3.85$, $SE = .12$) compared to the Touché condition ($M = 4.11$, $SE = .10$) showing no significant change in inferences of manipulative intent $t(216) = -1.63$, $p > .05$) when they are evaluating the eye mask advertisement. This is presented in Table 5.8 (B) (i) and (ii)

PJ - The Levene's test shows that there is equal variances ($p > 0.05$), confirming homogeneous sample groups. Results shows that on average, participants under the Dior condition ($M = 5.06$, $SE = .08$) compared to the Touché condition ($M = 4.20$, $SE = .10$) showing significant change in product judgement $t(215) = 6.83$, $p < .05$) when they are evaluating the eye mask advertisement. This is presented in Table 5.8 (B) (i) and (ii)

Table 5.8 (B)(i): T-Test Cell 2 & Cell 6

	Brand	Mean	Std. Error Mean
IMI	Dior	3.841	.100
	Touché	3.943	.078
Aad	Dior	3.850	.116
	Touché	4.108	.104
PJ	Dior	5.062	.083
	Touché	4.195	.096

Table 5.8 (B)(ii): T-Test Cell 2 & Cell 6

t-test for Equality of Means									
		Levene's Test						95% Confidence	
		Sig.	t	df	Sig. (2-tailed)	Mean	Std. Error	Lower	Upper
IMI	Equal variances assumed	.024	-.783	216	.434	-.102	.130	-.358	.154
	Equal variances not assumed		-.802	209.719	.424	-.102	.127	-.352	.148
Aad	Equal variances assumed	.121	-1.628	216	.105	-.258	.158	-.571	.054
	Equal variances not assumed		-1.650	215.676	.100	-.258	.156	-.567	.050
PJ	Equal variances assumed	.810	6.829	215	.000	.866	.126	.616	1.117
	Equal variances not assumed		6.799	206.433	.000	.866	.127	.615	1.118

5.4.3.3 Slimming Pills: Cell 3 (Dior) and Cell 7 (Touché)

IMI - The Levene's test shows that there is equal variances ($p > 0.05$), confirming homogeneous sample groups. Results shows that on average, participants under the Dior condition ($M = 3.90$, $SE = .09$) compared to the Touché condition ($M = 3.89$, $SE = .08$) showing no significant change in inferences of manipulative intent $t(266) = 0.03$, $p > .05$) when they are evaluating the slimming pills advertisement. This is presented in Table 5.8 (C) (i) and (ii).

Aad - The Levene's test shows that there is equal variances ($p > 0.05$), confirming homogeneous sample groups. Results shows that on average, participants under the Dior condition ($M = 3.96$, $SE = .10$) compared to the Touché condition ($M = 4.00$, $SE = .09$) showing no significant change in inferences of manipulative intent $t(226) = -0.25$, $p > .05$) when they are evaluating the slimming pills advertisement. This is presented in Table 5.8 (C) (i) and (ii).

PJ - The Levene's test shows that there is equal variances ($p > 0.05$), confirming homogeneous sample groups. Results shows that on average, participants under the Dior condition ($M = 4.28$, $SE = .10$) compared to the Touché condition ($M = 4.51$, $SE = .09$) showing no significant change in inferences of manipulative intent $t(226) = -1.77$, $p > .05$) when they are evaluating the slimming pills. This is presented in Table 5.8 (C) (i) and (ii).

Table 5.8 (C)(i): T-Test Cell 3 & Cell 7

	Brand	Mean	Std. Error Mean
IMI	Dior	3.898	.093
	Touché	3.894	.081
Aad	Dior	3.963	.098
	Touché	3.998	.093
PJ	Dior	4.280	.095
	Touché	4.516	.093

Table 5.8 (C)(ii): T-Test Cell 3 & Cell 7

t-test for Equality of Mean									
		Levene's Test						95% Confidence	
		Sig.	t	df	Sig. (2-tailed)	Mean	Std. Error	Lower	Upper
IMI	Equal variances assumed	.172	.027	266	.979	.003	.123	-.240	.247
	Equal variances not assumed		.027	259.857	.979	.003	.124	-.241	.247
Aad	Equal variances assumed	.263	-.254	266	.800	-.034	.135	-.301	.232
	Equal variances not assumed		-.254	264.558	.800	-.034	.135	-.301	.232
PJ	Equal variances assumed	.980	-1.766	266	.078	-.236	.133	-.499	.027
	Equal variances not assumed		-1.766	265.425	.079	-.236	.133	-.499	.027

5.4.3.4 Slimming Machine: Cell 4 (Dior) and Cell 8 (Touché)

IMI - The Levene's test shows that there is equal variances ($p > 0.05$), confirming homogeneous sample groups. Results shows that on average, participants under the Dior condition ($M = 3.76$, $SE = .08$) compared to the Touché condition ($M = 3.85$, $SE = .09$) showing no significant change in inferences of manipulative intent $t(224) = -0.82$, $p > .05$ when they are evaluating the slimming machine advertisement. This is presented in Table 5.8 (D) (i) and (ii).

Aad - The Levene's test shows that there is equal variances ($p > 0.05$), confirming homogeneous sample groups. Results shows that on average, participants under the Dior condition ($M = 3.83$, $SE = .10$) compared to the Touché condition ($M = 3.86$, $SE = .10$) showing no significant change in inferences of manipulative intent $t(224) = -0.19$, $p > .05$) when they are evaluating the slimming machine advertisement. This is presented in Table 5.8 (D) (i) and (ii).

PJ - The Levene's test shows that there is equal variances ($p > 0.05$), confirming homogeneous sample groups. Results shows that on average, participants under the Dior condition ($M = 4.16$, $SE = .10$) compared to the Touché condition ($M = 4.46$, $SE = .09$) showing significant change in product judgement $t(224) = -2.26$, $p < .05$) when they are evaluating the slimming machine advertisement. This is presented in Table 5.8 (D) (i) and (ii).

Table 5.8 (D)(i): T-Test Cell 4 & Cell 8

	Brand	Mean	Std. Error Mean
IMI	Dior	3.756	.081
	Touché	3.854	.087
Aad	Dior	3.831	.102
	Touché	3.859	.096
PJ	Dior	4.162	.097
	Touché	4.461	.089

Table 5.8 (D)(ii): T-Test Cell 4 & Cell 8

		t-test for Equality of Means							
		Levene's Test						95% Confidence	
		Sig.	t	df	Sig. (2-tailed)	Mean	Std. Error	Lower	Upper
IMI	Equal variances assumed	.913	-.819	224	.414	-.09765	.11921	-.33257	.13727
	Equal variances not assumed		-.818	221.968	.414	-.09765	.11935	-.33285	.13755
Aad	Equal variances assumed	.343	-.192	224	.848	-.02719	.14155	-.30614	.25175
	Equal variances not assumed		-.193	223.787	.847	-.02719	.14124	-.30552	.25113
PJ	Equal variances assumed	.626	-2.251	224	.025	-.29975	.13315	-.56213	-.03737
	Equal variances not assumed		-2.258	223.231	.025	-.29975	.13275	-.56136	-.03814

5.4.3.5 Discussion

Brand - The analysis discovered that there were no significance difference between brands, for inferences of manipulative intent and attitude toward the advertisement. This is simply explained by the items measuring inferences of manipulative intent and attitude toward the advertisement, which did not signify that it was measuring any background variable of brand familiarity or trust. In its essence, inferences of manipulative intent is measuring if consumers feel that advertisers are trying to be manipulative in their attempts of persuasion and attitude toward the advertisement is merely measuring how consumers perceive an advertisement to be favourable or unfavourable. Hence, the findings were as expected. When forming feelings of manipulative intent, consumer responses are not influenced by the difference in brand, especially with high risk products. Often, a brand cue conveys extra information and benefit association. Brands are used to differentiate the products of a particular brand from products of various brands in the similar category (Aaker, 1991, Aaker, 1996) and brands are associated with a benefit and are what consumers think the product or service can do for them (MacInnis and Nakamoto, 1990). In addition to that, benefit associations of a brand essentially provides a central reason for consumer's choice of a specific brand over others a same product category (Keller, 1993). We assume that when a consumer is familiar with a brand, this would act as an advantageous product cue to discount unwanted or negative information that is portrayed in an advertisement. In this research, the brand Dior is employed as the well-known brand; while a fictitious brand, Touché represented the unfamiliar brand. Analysis revealed that brand Dior's benefit association, does influence consumers' preferences; this however is only observed with low risk products. Results show that despite the brand name, high risk products are still treated with manipulative intent and unfavourable judgements.

Similarly, with attitude toward the ad, respondents judge the advertisement without being affected by other feelings. This research had revealed an avenue for new brands to enter the well-saturated beauty market; as brand familiarity does not necessarily influence inferences of manipulative intent and attitude toward the advertisement. This is presented in Table 5.9

Product Category and Risk - Further, the T-test analysis reveals that brand familiarity has no leverage in the beauty product industry, when it involves high risk products like wrinkle serum (which is applied directly onto areas around the eyes) and slimming pills (which needs to be consumed). The results show no significance in the means of a well-known and a fictitious brand, for product judgement. This signifies that consumers do not purely judge the product based on the brand of the product. Hence, this implies that despite the brand (be it a well-known or an entirely new brand) of a high risk beauty product, consumers rely on the advertisement information to form opinions and judgements. Therefore, it is vital how advertisers in the beauty industry decide to advertise their products, and how they put thought into formulating their advertising campaigns. This research has proven that believable advertisement information is more important than having an established brand when it comes to selling high risk beauty products. This finding illustrates the value of having an honest and agreeable advertising campaign.

In terms of beauty products that are low risk, consumers responded with a significant preference in accordance to brands. In this research, the low risk products were operationalised through a magnetic eye mask positioned to remove wrinkles and a slimming machine that is positioned to form the ideal silhouette. The findings revealed that consumers prefer the Dior eye mask more than the Touché eye mask. This can be explained by the fact that the Dior brand monopolizes the beauty cosmetics market and the brand is well-known for their cosmetics particularly their youth enhancing serums. Hence, a Dior eye mask that

removes wrinkles fits perfectly as a brand extension and for that reason, consumers judge Dior to be a more favourable choice as compared to a brand that is not known. As for the slimming machines, consumer showed a preference to the Touché brand as it is not known for Dior to produce slimming machines. The result signifies that consumers relies on brand cues when judging low risk products and the product's brand extension fit functions as a significant component of consumers' product judgements.

All products that are high risk, reveals and insignificant result. This could possible indicate that high risk products, regardless of brands are treated with caution. Consumers evaluate high risk products carefully and do not submit to brand cues. This is presented in Table 5.9.

Table 5.9: T-Test Results

Cells		Product	Risk Factor	Significance	
Dior	Touché			IMI	No
Cell 1	Cell 5	Eye Serum	High	IMI	No
				Aad	No
				PJ	No
Cell 2	Cell 6	Eye Mask	Low	IMI	No
				Aad	No
				PJ	Yes
Cell 3	Cell 7	Slimming Pills	High	IMI	No
				Aad	No
				PJ	No
Cell 4	Cell 8	Slimming Machine	Low	IMI	No
				Aad	No
				PJ	Yes

5.5 CONCLUDING COMMENTS

The results and analyses of this research paper were presented. There are eight sets corresponding to the factorial design and each set of responses was analysed and recorded. The results of the analysis produced some interesting findings. The results of the study have shown some of the hypothesis being supported, and in most instances, these hypotheses had been either well-supported by the literature or be substantiated with sound arguments.

While certain hypotheses were rejected, they were also essential in the research as they had contributed to some important findings. The rejected hypotheses may possibly path future directions and further insights to the literature.

In summary, the research has concluded that in a beauty product industry, the level of consumers' skepticism conditionally affects consumers' inferences of manipulative intent. The relationship is only significant when concerning high risk products. This denotes that, skeptical consumers will assume that the advertisers of high risk products have high manipulative intentions. The results also found that attitude toward the advertisement mediate the relationship of inferences of manipulative intent and product judgement only when it concerns high risk products. It is reasonable that consumers take the time to significantly consider the advertisement claims of high risk products, while relying on the brand cues of the low risk products. From this research, we discovered that in the beauty product industry, consumers rely heavily on advertisement claims of high risk products, while, relying on the brand cues for low risk products.

The next chapter will present the contributions of the research and conclusion.

CHAPTER 6: CONTRIBUTIONS, LIMITATIONS AND FUTURE RESEARCH

6.0 OVERVIEW

The purpose of this chapter is threefold. Firstly, it discusses the general findings of this study in relation to the objectives set in Chapters 1 and 3. Secondly, the conceptual, methodological and managerial implications and contributions are outlined. Thirdly, the chapter concludes with the research limitations and indicates future research directions.

6.1 REVIEW OF RESEARCH OBJECTIVES AND FINDINGS

To recap briefly, outlined next are the key findings for each of the research objectives.

(1) To provide a framework to investigate how personal and social influences affect CSA (H₁, H₂, H₃ and H₄)

Past research has proposed that ad skepticism is a marketplace belief. Obermiller and Spangenberg (1998) demonstrated its relationship to attitude towards advertising and attitude towards marketing and identified its consequence to certain personality characteristics, marketplace experiences, consumer socialisation and education (Obermiller and Spangenberg, 2000). Furthermore, the authors suggested that cynicism shows a positive relationship to advertising skepticism. Regression analysis revealed that only *normative* CSII has a significant relationship to CSA. Therefore, consumers remain susceptible to their peers, regardless of age and experience levels in the marketplace. This proves that consumers socialise to be skeptical, as pointed out by Obermiller, Spangenberg and McLachlan (2005). However, the result of the regression analysis showed that cynicism, self-esteem, *informational* CSII and marketplace knowledge was insignificantly related to CSA.

(2) To investigate the influence of CSA on IMI (H₅)

Campbell's (1995) research on IMI implied that the perceptions of the manipulative intent of advertisements may result in increased counter arguing, resistance to persuasion or decreased attitudes towards an advertiser or brand. Although Campbell did not explore the outcome of suspected manipulative intent on belief in advertising claims, doubts may result in skepticism (Obermiller and Spangenberg, 1998). This study attempted to provide evidence that high sceptics are more likely to infer manipulative intent. The results showed that eye serums and slimming pills were regarded as excessively manipulated and intended to deceive consumers and thereby had a positive relationship to CSA claims.

(3) To investigate the mediating role of Aad on IMI and product judgment (H₆, H₇ and H₈)

Lutz, MacKenzie and Belch (1983) purported that credibility of the advertisement refers to how truthful or believable the audience perceives the assertions made about the brand to be. Aad refers to the audience's feelings about the advertiser. According to Campbell (1995), IMI are defined as consumer inferences that the advertiser is attempting to persuade by inappropriate, unfair or manipulative means. Advertising messages are one of the various factors that act as an indication cue for consumers to judge product benefits (Malaviya, Kisielius and Sterthal, 1996; De Matos and Rossi, 2007; Nguyen, Nguyen and Barrett, 2008). The results of the mediation analysis were that Cell 1 (Dior- Eye Serum and Cell 5 (Touché- Eye Serum) were found to have *full* mediation. Cell 4 (Dior- Slimming Machine) was found to have a *full* mediation and Cell 8 (Touché- Slimming Machine) was found to have a *partial* mediation.

(4) To investigate the moderating roles of, brand familiarity and perceived risk on CSA, IMI and product judgment (independent t tests)

Risk is the perceived importance of avoiding negative purchase consequences and a consumer's subjective feeling of uncertainty about purchase consequences (Bauer, 1960; Cox, 1967). Brand cues also may reduce the risk factors from beauty products, especially when they provide benefit associations. The analysis discovered that there were no significant differences between brands for IMI and Aad. In essence, IMI measures whether an advertisement is favourable or unfavourable. Hence, it does not measure the background variable of brand familiarity or perceived product risk. To further prove this, the analysis also discovered that only high-risk products advertisement claims were regarded as highly manipulative and unaffected by brand familiarity. This means that consumers are skeptical and imply manipulative intent based on product risk and not the brand.

6.2 RESEARCH CONTRIBUTIONS

6.2.1 Conceptual Contributions

The first research gap was to test several antecedents of CSA. The results revealed that normative CSII is significantly related to CSA. Hence, this research further revealed the similarity or disparity of CSII in more mature consumers' skepticism. This discovery means that consumers remain susceptible to their peers, regardless of age and experience levels in the

marketplace. Hence, this proves that consumers socialise to be skeptical. The result further uncovers that cynicism, self-esteem, CSII and marketplace knowledge are not significantly related to CSA. This could be attributed to the study fit or research model. These insignificant relationships could also be justified by the broad range of respondents' demographics, which included males and females of varying ages from various countries and cultures.

This is one of the first studies to test the effect of CSA on IMI. Most previous studies merely mentioned the connection between the two constructs. This research attempted to discover if prior attitudes of advertising skepticism lead to an increase in IMI. The results revealed that this is untrue. This study discovered that despite being skeptical, consumers infer manipulative intent depending on product type, risks or brands. This confirms Obermiller and Spangenberg's (1998) theory that consumer skepticism is not steadfast.

Brands are commonly used to differentiate the products of a particular brand from products of various brands in a similar category (Aaker, 1991, 1996) and brands are associated with what consumers think the product or service can do for them (MacInnis and Nakamoto, 1990). Analysis revealed that Dior's benefit association influences consumer preferences, but only with low-risk products. Despite the brand name, high-risk products are still treated with manipulative intent and unfavourable judgements. This research revealed an avenue for new brands to enter the well-saturated beauty market since brand familiarity does not necessarily influence IMI and Aad. This research also proves that believable advertising is more important than having an established brand when it comes to selling high-risk beauty products. This confirms Ford, Smith

and Swasy's (1990) opinion that consumers tend to value information perceived to be useful and valid.

In summary, this research had made some vital contributions and extended the body of literature on advertising skepticism. Firstly, it provides exploratory results on the social and personal antecedents of advertising skepticism. Secondly, it extends the CSII and the marketplace knowledge constructs to understand the differences between mature target audiences and adolescents. Thirdly, it empirically proves the relationship between CSA and IMI. Finally, it signifies that the levels of product risk, brand familiarity and advertisement campaign messages may be a vital point to consider in advertising, particularly for the beauty product industry.

6.2.2 Methodological Contribution

The research has also provided methodological contributions in the CSA body of knowledge. More studies regarding this topic are essential because the research of skepticism towards advertising has limitations (Obermiller and Spangenberg, 1995, 2000). The majority of such studies have also been exploratory and are limited in their generalisability (Glynn and Brodie, 1998). In addition, many researchers agree that research findings should hold external validity to be applicable to brand managers in different countries (Lynch, 1982, 1999; Calder, Phillips and Tybout, 1983; Gronhaug, Hem and Lines, 2002). Replications of this study with new aspects and constructs will test the model's robustness and the generalisability of previous findings (Lynch 1982; Gronhaug, Hem and Lines, 2002). Furthermore, previous research has criticised the fact that many marketing studies have paid inadequate attention to the importance of pre-testing

(Summers, 2001). This study was improved through its robust pre-testing procedures, which also served as a manipulation check and, therefore, added to the generalisability of this study.

In addition, real consumers were used in the study in order to improve ecological validity. The sample size consisted of males and females aged 21 to 65 to provide a widespread result. Moreover, this research used a $2 \times 2 \times 2$ model involving three factors and eight cells. Only one brand and one product category were presented to each respondent for evaluation. This enabled the examination of brand, product category and perceived risk without alerting respondents that not all of them were receiving the same information. It was unlikely that respondents would have surmised the true purpose of this study, which helps minimise potential bias. The results of the analysis revealed disparities between brands and product risks, which proves that the factorial design employed was essential for providing meaningful findings.

6.2.3 Managerial Contributions

Firstly, the advertising industry has a long history of creativity and innovation. Such innovation, by nature, leads to periods of dramatic change and restructuring (Rust and Oliver, 1994; Stewart, 1992). Although advertising is beneficial and enhances quality of life by providing healthy competition in the marketplace, simultaneously the persuasive nature of the advertising industry creates ethical dilemmas for agency personnel, advertising researchers and society as a whole. Moreover, the severe effects of advertising include wasted resources, increased pollution and confused consumers (Zinkhan and Watson, 1999). Claims are becoming increasingly hard to believe. IMI are often present and consumers tend to respond with skepticism (Campbell, 1995;

Obermiller and Spangenberg, 2005). Although IMI causes skepticism, skepticism does not lead to consumers' inferring manipulative intent. This confirms Ford, Smith and Swasy's (1990) opinion that consumers tend to value information perceived as useful and valid and proves that consumers do not translate their feelings of disbelief to manipulative intent. Thus, advertisers stand a fair chance of appealing to skeptical consumers by using a good advertising strategy. Some suggestions are listed below:

(a) There is a need for a campaign that is honest, down-to-earth and appeals to the target audiences. Advertisers need to be receptive and alert to consumer responses, and it is beneficial to learn and weigh consumer feedback. Previous research by De Meyrick (2001) indicated that a message is considered more effective if the target audience engages with the advertisement and experiences involvement. In recent times, online media seems to be an effective tool for building a brand (Barson, 2009). For example, social websites such as Facebook help consumers share their experiences of a brand or product, which provides added credibility (Barson, 2009). Social media allows consumers to speak freely and honestly about products and companies, which makes it a valuable advertising tool (Barson, 2009).

(b) Advertisement claims should also communicate new, important and reliable information that engages the audience on a cognitive and affective level and is readily verifiable against the audience's own experiences. Hence, advertisers could employ emotional appeals in their advertising strategies rather than informational tactics. Advertisements that are accepted and considered by consumers increase the vitality of the advertising industry. For instance, Procter and Gamble advertises Tide as a product that consumers can develop an emotional relationship

with to induce better loyalty (Berner, 2006; Bülbül and Menon, 2010). According to Bülbül and Menon (2010), emotional states can drive consumers' long-term decision making and purchase behaviour.

(c) Research has proven that brands make or break products (Schmalensee, 1982; Dodds, Monroe and Grewal, 1991; Aaker, 1996; Ward and Lee, 2000). Research has also shown that when an existing brand is used to introduce a new product, consumers tend to use their existing value perceptions (as they relate to the original branded product) to evaluate the new offering (Aaker and Keller, 1990). Branded products are not only easily identifiable consumers also tend to allow discounts on their advertising claims, possibly believing that the product will work as advertised. Hence, products with an association consequentially increase their consumer reach with this decrease in CSA. Extending brands can also be profitable because consumers are more willing to pay additional money for the brand extension compared with a private label or unbranded product that offers the same functional benefits (Aaker, 1991). In addition, marketers can also take advantage of marketing efficiencies, such as lower new product introduction costs (Keller, 2008; Sattler et al., 2010).

(d) Despite the benefits and successes of brand extensions, findings show that peer influence plays a stronger role in influencing purchase. Analysis and past research also proves that despite experience levels in the marketplace and brand familiarity, consumers are susceptible to peer influence (Goodrich and Mangleburg, 2010). Hence, it is suggested that marketers employ product endorsers that are approachable, credible and down-to-earth to promote their advertising campaigns. An internationally successful campaign is the Dove ad campaign 'for real beauty'

(Clegg, 2005). Another example is Rodan + Fields Dermatologists, the company that developed Proactiv (skincare products). They leveraged on the celebrity culture to drive the brand (Barson, 2009). Advertisers may also use tactics that are testimonial-focused or use advertising that depicts peer praise upon product purchase (Goodrich and Mangleburg, 2010).

(e) To complement the advertising campaign, marketers should also facilitate a meeting forum where the company or product endorsers can be approached by consumers. Here, social media or an interactive company website can help consumers engage and feel connected to the brand (Powills, 2010). Briggs (2010, p. 48) stated that “effective social brands are like friends, you can trust them, you can build a community around them.” Hence, interaction with a brand helps consumers feel comfortable and relevant. Consumers will regard them as peers and eventually trust them, producing a healthy long-term relationship and brand loyalty.

The findings of the research provide useful information for advertisers to enhance their understanding of advertising skepticism. However, they are not limited to the beauty industry. With the help of these findings, marketers, strategists, business planners, advertisers, brand managers and product managers could determine the steps to undertake to promote a healthy advertising campaign.

6.3 LIMITATIONS AND FUTURE DIRECTIONS

Although the study has extended the body of knowledge of CSA claims from the perspective of the beauty industry, it is not without limitations. These limitations should be noted in preparation for future research directions.

The study is restricted by its sample frame. The collection of data was conducted using two methods, which were surveys administered by unbiased interviewers. Hence, the demographics of the sample, particularly age range, cultural background and life stages of the respondents, differ significantly. This means that the sample may not be homogeneous. Calder, Phillips and Tybout (1981) stated that homogeneous samples are favourable in theory testing because they allow accurate theoretical predictions because of the higher levels of internal validity. However, Roberts and Delvecchio (2000) argued that samples should represent general consumers or populations, which strengthens the rigor and thereby external validity of theory testing. Although the sample frame has external validity, there may be an issue with balance since the majority of the respondents were aged 19 to 25 and had a disposable income of less than AUD 50,000 per annum.

Generalisations must be drawn with caution because the brands and product category chosen for the purpose of the research are limited (Bhat and Reddy, 2001). Several respondents may have a strong loyalty towards Dior, whereas some may dislike or not recognise the brand. At the same time, a handful of respondents may be familiar with the chosen product category, whereas some may have no interest in the beauty industry. The gender of the sample frame could have also

been a limitation if male respondents showed little to no interest in the advertisements. The issues above pose a risk where the imbalance in respondent knowledge of the beauty industry or lack of product category involvement may have skewed the results of the research.

This study contributed to two aspects, mainly theoretical and managerial: to expand the knowledge of CSA claims and to understand how skepticism affects consumers of the beauty industry. Hence, many factors could be explored further depending on the focus of study, be it skepticism or the beauty industry.

To gain valuable information, the consumer profile has to be researched and justified before the study is conducted. Future studies should explore the options of the insight of what various consumer profiles may provide. For example, for a study of the beauty industry, it may be wise to conduct a study using gender bias and compare the results to see if opinions differ between populations. Different age groups could also be used to compare consumers with bigger buying power compared with consumers with a lower disposable income. Age could also be used as a measure to see if buying patterns and skeptical attitudes are different between young adults in the workforce compared with students or mature consumers. These are just a number of suggestions that may generate interesting results.

It might also be interesting to replicate the study using different forms of beauty product categories. Replicating the study in an entirely different industry may also produce valuable insights into product category involvement. Consumers have preferences and invest more interest in some things over others. Interested consumers tend to pay more attention to the

advertisements that are relevant to them. In addition, a background variable of consumer interest concerning perceived risk and involvement would be fascinating.

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APPENDIX 1
(A REVIEW OF THE LITERATURE)

Persuasion Knowledge Model/ Elaboration Likelihood Model

1.	Year	Author	Purpose	Product/ Services	Respondents	Findings
2.	1968	Greenwald	To investigate the assumption that the effectiveness of a persuasive communication is, at least in part, a function of the extent to which its content is learned and retained by its audience.	N/A	N/A	In the persuasion situation the essential criterion of effectiveness is acceptance of content. It remains an empirical question to determine whether acceptance of a persuasive communication is related to retention of its content.
3.	1978	Tybout, Sternthal and Calder	This paper uses self-perception theory to specify the nature of the initial opinion construct	N/A	N/A	The driving force in cognitive response theory is initial opinion. Yet the source of this opinion is not fully specified. While consumers may have stored opinions about some products/issues (possibly derived on the basis of their past behavior, circumstances surrounding that behavior etc.), for many products/issues no strong stored opinion may exist.
4.	1981	Petty and Cacioppo	To test the hypothesis of that the reactance roused by a forewarning of persuasive intent would affect the manner in which the communication was process.	College	Students	The cognitive response data were consistent to the reactance theory, where that forewarnings of persuasive intent on high involvement issues would inhibit persuasion by motivating counterarguments to the message.
5.	1989	Chaiken, Liberman, and Eagly	To explain the heuristic and systematic information processing within and beyond the persuasion context	N/A	N/A	The authors conceive of systematic processing as a comprehensive, analytic orientation in which perceivers and scrutinize all informational input for its relevance and importance to their judgement task and integrate all useful information to form their judgement.
6.	1991	Herr, Kardes and Kim	The effects of word-of-mouth (WOM) communications and specific attribute information on product evaluations were investigated.	Car features: (engine performance, transmission, handling, braking, ride, noise, displays, seating, and reliability)	Undergrads	The results suggest that diverse, seemingly unrelated judgmental phenomena—such as the vividness effect, the perseverance effect, and the negativity effect—can be explained through the accessibility diagnosticity model.
7.	1994	Friestad, and Wright	The authors present a model of how people develop and use persuasion knowledge to cope with persuasion attempts.	N/A	N/A	They discuss what the model implies about how consumers use marketers' advertising and selling attempts to refine their product attitudes and attitudes toward the marketers themselves.

8.	1995	Friestad and Wright	To explore the content of people's conceptions of how television advertising influences its audience.	Videotaped ads	Adults	The findings suggest that lay people and researchers share many basic beliefs about the psychology of persuasion but also indicate some dissimilarities in these groups' persuasion knowledge
9.	1997	Kirmani and Zhu	This article proposes that compared with a promotion regulatory focus, a prevention focus increases sensitivity to the advertiser's manipulative intent.	Digital cameras	Undergrads	When message cues make manipulative intent highly salient or when manipulative intent is not salient, brand evaluations do not differ across regulatory foci. In addition, externally priming suspicion of manipulative intent makes promotion-focused people react similarly to prevention-focused people, suggesting that regulatory focus affects vigilance against persuasion.
10.	1999	Friestad and Wright	This article discusses how beliefs about persuasion tactics get diffused within a culture, the role of researchers in that diffusion process, and the murky meaning of expertise in the domain of persuasion.	N/A	N/A	Initial discussions have concentrated on the target's role, that is how consumers try to cope with marketers' attempts to influence them. Researchers have not yet tried to lay out a parallel discussion of how persuasion agents (e.g., individual marketing professionals) draw on personal persuasion beliefs to create advertising, sales, and marketing campaigns.
11.	2000	Campbell and Kirmani	This article examines conditions that influence consumers' use of persuasion knowledge in evaluating an influence agent, such as a salesperson.	Role-playing sale scenarios	Undergraduate students	Study 1 demonstrated that when the salesperson's behavior does not make underlying persuasion motives accessible, the target of a sales attempt is less likely than an observer to use persuasion knowledge. Study 2 demonstrated that cognitive capacity accounts for this effect and provided process measures and mediation analyses of persuasion-knowledge use. Study 3 broadened the scope of the research to reveal that priming ulterior persuasion motives prior to a sales interaction can increase the busy target's use of persuasion knowledge, leading the target to temper evaluations of the salesperson's sincerity. Finally, study 4 further examined boundary conditions for the use of persuasion knowledge, illustrating that making non persuasion constructs accessible can decrease the use of persuasion knowledge. Study 4 also suggested that knowledge specific to persuasion motives must be accessible for the busy target to use persuasion

						knowledge in evaluating salesperson sincerity.
12.	2002	Patti	This session extends the previous work on the persuasion knowledge model in a variety of ways to increase the richness of the model itself, to use the model to offer insights into other consumer behavior research streams, and to offer public policy implications.	N/A	N/A	Researchers have examined knowledge about marketers' motives, goals and tactics in a variety of contexts including adolescent development of skepticism toward advertising (Boush, Friestad and Rose 1994), similarities and differences in beliefs among laypeople and researchers regarding television advertising techniques and strategies (Friestad and Wright 1995), and responses to persuasion in interpersonal sales settings (Campbell and Kirmani 2000).
13.	2002	Shavitt and Nelson	To discover the role of attitude functions in persuasion and social judgment.	Orange juice, flowers	N/A	It is recognised that functional theory offers implications not only for the study of persuasion but also for the understanding of other social processes, including person perception.
14.	2004	Lee and Aaker	This research demonstrates that people's goals associated with regulatory focus moderate the effect of message framing on persuasion.	Welch's grape juice, SUNSKIN™, SUPRANOX™	Students	The results of experiments show that appeals presented in gain frames are more persuasive when the message is promotion focused, whereas loss-framed appeals are more persuasive when the message is prevention focused.
15.	2006	Nan	The research investigates the impact of consumer skepticism on the relative persuasiveness of positive versus negative framing.	Traditional health communication	General consumers	This research provides supportive evidence that consumer skepticism plays an important role in determining the relative persuasiveness of positive versus negative framing.
16.	2007	Levit and Kidwell	The article offers a summary of the similarity tactic and purchase intentions. It mentions that interpersonal similarity increases intentions to help and comply with a certain request.	Similarity between a salesperson and a consumer	General	Results show that that persuasion knowledge (PK) moderated the relationship within individuals with high PK.
Cynicism						
	Year	Author	Purpose	Product/ Services	Respondents	Findings
17.	1985	Kanter and Wortzel	In this article we will report the results of a study that measured the degree to which cynicism and alienation, together with some related dimensions, were found	N/A	Women	The results of this study strongly suggest that, if cynicism and alienation are taken into account, many marketers may be positioning their offerings to reach only a minority of American women, perhaps as few as one-third.

			among American women.			
18.	1986	Anson, Mann, and Sherman	This article presents an empirical assessment of the reliability and predictive validity of a modified version of Niederhoffer's (1967) police officer cynicism scale.	Aspect of job performance	Police officers	The data provide empirical support for the argument that cynicism is functional in the police officer subculture and that it is positively reinforced by superiors and peers.
19.	1961	Agger, Goldstein, and Pearl	The purpose of this analysis is to explore some of the causes and consequences of political cynicism	Oregon city	Random sample	This study of the correlates of political cynicism leads to a model of the processes contributing to the maintenance of, or changes in, the level of political cynicism in the polity.
20.	1993	Boush, Kim and Batra	The authors examine patterns of correlation among personality variables that may be related to trust in advertising and to trust in other sources of product information.	Television, radio, newspaper advertising. Business reports, friends and relatives.	Head of household	Trust in sources of product information is positively related to consumer conformity and not related to general cynicism. In addition, trust in advertising decreases as education level increases, while trust in more objective sources such as Consumer Reports increases. This pattern of relationships suggests that mistrust in advertising reflects a skeptical, discerning attitude rather than a generally cynical one.
21.	2010	Chylinski And Chu	By examining the behaviours of cynical consumers and the factors that give rise to them, the paper's aim is to highlight the potential impact of consumer cynicism on firms and to investigate the possibility of influencing the evolution of those behaviours over time.	Series of scenarios	non-business undergraduate students	Progressive development in the frequency and severity of cynical behaviours results from repeated incongruence between consumers' goals or values and firm actions. Value incongruence has a greater effect on the severity of cynical behaviours. Recency effects remove cynical behaviours when the underlying drivers of cynicism are reversed.
Self-Esteem						
	Year	Author	Purpose	Product/ Services	Respondents	Findings
22.	1992	Rhodes and Wood	A meta-analytic review was conducted to determine whether message recipients' self-esteem or intelligence predicts influenceability.	N/A	Students	The findings highlight the importance of message reception in understanding the processes of opinion change.
23.	1994	Branden	Provides suggestions how to live your life in a way that maximizes your sense of self worth.	N/A	N/A	Six pillars of self esteem.

24.	2003	Heatherton and Wyland	The research measures central conceptual issues that are relevant to the measure of self-esteem, including the proposed source of self-esteem, possible gender differences in which factors are most important, and differential views of the dimensionality and stability of self-esteem.	N/A	Students	Some of the individual differences measures of self-esteem are briefly described: the revised Janis-Field Feelings of Inadequacy scale, the Rosenberg Self-Esteem scale, and the State Self-Esteem scale.
25.	2004	Mcmullin and Cairney	This paper explores the relationships among self-esteem, age, class, and gender. We ask whether relationships between self-esteem and gender are similar across age and class groups.	N/A	Canadian residents	Findings show that, contrary to some past research that suggests that age has little influence on self-esteem or that self-esteem increases with age, levels of self-esteem are lower in older age groups for both men and women.
26.	2005	Schmitt and Allik	The Rosenberg Self-Esteem Scale (RSES) was translated into 28 languages and administered to 16,998 participants across 53 nations.	N/A	College students, general members of the community	All nations scored above the theoretical midpoint of the RSES, indicating generally positive self-evaluation may be culturally universal. Because negatively worded items were interpreted differently across nations, direct cross-cultural comparisons using the RSES may have limited value.
Consumer Susceptibility towards Interpersonal Influences						
	Year	Author	Purpose	Product/ Services	Respondents	Findings
27.	1989	Bearden, Netemeyer and Teel	The development of a scale for measuring consumer susceptibility to interpersonal influence is described.	N/A	Undergrads	A series of studies provides evidence to support the convergent and discriminant validity of a two-dimensional scale.
28.	1997	Bristow and Kleindl	This paper presents the results of a multi-method research study, which incorporates survey and experimental methodologies, designed to further explore the underpinnings of cultural differences in consumer responses to advertising messages.	N/A	Japanese and US consumers	It was found that Japanese consumers would have lower self-esteem and higher susceptibility to social influence than would their US counterparts.
29.	2000	D'Rozario and	The impact of assimilation on a consumer's susceptibility to	N/A	Three geographic-	It was found that: (a) Chinese immigrants are more susceptible to interpersonal influence than are Anglo-

		Choudhury	interpersonal influence is assessed in samples of first-generation Armenian and Chinese immigrants to the US.		clusters of Armenian- and Chinese-Americans in the US	Americans who in turn are more susceptible to this influence than are Armenian immigrants, (b) Chinese immigrants are especially susceptible to the normative type of interpersonal influence and (c) Chinese immigrants' susceptibility to both types of interpersonal influence decreases significantly as they identificationally-assimilate, whereas Armenian immigrants' susceptibility to both types of interpersonal influence decreases significantly as they structurally-assimilate into the Anglo-American macro-culture.
30.	2005	Kropp, Lavack and Silvera	This cross-cultural study examines inter-relationships between values (using the list of values), collective self-esteem (CSE), and consumer susceptibility to interpersonal influence (CSII).	Australia, English-speaking Canada, Korea, and Norway	University students	Results indicate that external and interpersonal values are positively related to the normative component of CSII, while internal values are negatively related to the normative component of CSII. The CSE subscale measuring importance of the group to one's identity is positively related to normative CSII, while the CSE subscale of membership esteem is negatively related to normative CSII. Normative CSII was substantially higher among Korean participants than among participants from the other countries.
31.	2005	Mourali, Laroche and Pons	Seeks to speculate in this paper that, in addition to individual differences, susceptibility to interpersonal influence also varies systematically across cultures with varying degrees of individualism-collectivism.	N/A	French and English Canadian consumers	It is found that: French Canadians are significantly more susceptible to normative influence than English Canadians; French Canadians score significantly lower than English Canadians on measures of individualism; and individualism has a significant negative effect on consumer susceptibility to normative influence.
Marketplace Knowledge						
	Year	Author	Purpose	Product/ Services	Respondents	Findings
32.	1998	Moore-Shay and Lutz	A co-orientational model for examining dyadic interaction is advocated for the study of consumer socialization processes.	Brand preference: toothpaste, facial tissue, aspirin/pain reliever, peanut butter, spaghetti sauce, canned vegetables, coffee, and frozen juices.	Mothers and daughters	Brand visibility had a positive influence on both mother-daughter agreement and accuracy for brand preferences. Mothers' and daughters' relative accuracy in predicting one another's strategies reveals both the extent of learning and the direction of influence between generations. In general, mothers and daughters seemed to share fewer generalized

						beliefs about the marketplace than specific shopping strategies.
33.	2001	Clark Martin and Bush	The goal of the present research was to analyze the consumer socialization process of adolescents, utilizing social learning theory as a conceptual guide to understand how role models influence adolescents' materialism and marketplace knowledge.	N/A	Teenagers between the ages of 15 and 18	Results show that materialism and marketplace knowledge are associated with members of both direct and vicarious role model groups. Specifically for materialism, athletes and fathers were found to have the greatest impact. Teachers and athlete role models were found to have the greatest impact on adolescents' marketplace knowledge.
Skepticism						
	Year	Author	Purpose	Product/ Services	Respondents	Findings
34.	1990	Ford, Smith and Swasy	To test consumers' differential skepticism for search, experience, and credence claims	Print ads were selected from the March 1987 issues of Sports Illustrated, Business Week, U. S. News and World Report, Eiel and Stream, Playboy, People, Good Housekeeping, Family Circle, Reader's Digest, and Better Homes and Gardens.	Adult consumers	The results provide clear support for Nelson's (1970) hypotheses that consumers are more skeptical of experience than search attribute claims and more skeptical of subjective than of objective claims.
35.	1993	Bett	The difference between ancient and modern skepticism	N/A	N/A	Relations between philosophical reflections and everyday attitudes can be posed from different angles
36.	1994	Boush, Friestad and Rose	To examine adolescents' skepticism toward advertising and their beliefs about the persuasive tactics advertisers employ.	Advertiser tactics: show a popular TV, movie, or music star, be funny, show how a product works, and compare one product to another and three different effects; grab your attention, help you to learn about the product, make you like the ad)	Middle school students compared to undergraduate business students	Skeptical attitudes toward advertisers' motives showed no differences across grade levels; however, students generally became more disbelieving of advertising claims as the school year progressed. The level of skepticism toward advertising was high and was positively related to having a more adult understanding of advertising tactics.
37.	1996	Annas	Rationales of Greek skepticism	N/A	N/A	There are many different perspectives of the

						skepticism theory.
38.	1996	Feick and Gierl	To compare consumers from the former West Germany and the former East Germany in their skepticism toward advertising.	Ads that included a picture and a simple claim from 1993 (German) issues of Cosmopolitan, Brigitte, Stern, Ffiiir Sie, Haus und Garten, and Geo.	Women	The results support all of the hypotheses about West German consumers, and East German consumers were found to differ in most of the predicted ways from the West Germans.
39.	1998	Mangleburg and Bristol	To explanation adolescents' skepticism toward advertising in a socialization perspective.	N/A	High school students	Skepticism is an outcome of the socialization process, a negatively valenced attitude learned through interaction with the three socialization agents: parents, peers, and the mass media.
40.	1998	Obermiller and Spangenberg	A 9-item Likert-type scale was developed to measure consumer skepticism toward advertising Skepticism toward advertising, defined as the general tendency toward disbelief of advertising claims	Razor, Calculator, Nutrition Shake, Whirlpool appliances, gold jewelry, Kenmore dryer, Pony athletic shoes, Amoco Ultimate gasoline, Land o'Lakes butter, Colt automobile, Mont Blanc pen, Murray lawnmower, Mazda Miata automobile, Isuzu Truck, Dewar's whiskey and Invisible Fencing	MBA and undergrad Students, parents of university, university faculty and general population	The scale was internally consistent with a stable undimensional factor structure across several samples with dissimilar participant characteristics. The scale's construct validity was supported largely by evidence of a nomological validity within the proposed framework.
41.	2000	Obermiller and Spangenberg	Two studies were conducted to investigate the origin and distinctness of consumer skepticism toward advertising	N/A	Study 1: Undergraduate students and their parents Study 2: Parents	The first study examined the role of socialization in the family by comparing levels of ad skepticism across generations. Significant associations were strongest for female children with their fathers; less strong but apparent for male children with their mothers. Further, the associations diminished with age, which was considered a surrogate for time away from home. The second study explored the relationship between skepticism toward advertising and skepticism toward other sources of product information. The results indicated some overlap between skeptical beliefs about advertising and salespeople, but, otherwise, ad skepticism appeared

						to be a separate construct from skepticism toward other sources of product information.
42.	2002	Hardesty, Carlson and Bearden	To investigate the ability of skepticism toward advertising to moderate the effects of brand familiarity on evaluations (i.e., offer fairness, acquisition value, and purchase intentions) of advertisements containing external reference prices (i.e., invoice prices).	Lawnmower	Non-students	The results suggest that consumers high in skepticism toward advertising are positively influenced by a high invoice price (versus a low invoice price) when brand familiarity is high but not when brand familiarity is low. However, consumers that have low skepticism toward advertising are positively influenced by a high invoice price (versus a low invoice price) regardless of whether brand familiarity is high or low.
43.	2002	Koslow and Beltramini	This investigation tests Gilbert's alternative Spinozan model within an advertising context for the first time (the non-traditional conceptualizations of information processing)	New pharmaceutical brand called SynFOKtin	University students	Findings show that that it is more difficult to disbelieve than to believe advertising information. This research also has implications for the Persuasion Knowledge Model.
44.	2003	Forehand and Grier	To discover if firm-serving attributions lower evaluation of the firm only when they are inconsistent with the firm's expressed motive.	Anonymous company scenarios. Baby food, software, athletic apparel, and health insurance.	Students	Consumer evaluation of the sponsoring firm was lowest in conditions when firm-serving benefits were salient and the firm outwardly stated purely public-serving motives. This experiment also revealed that the potential negative effects of skepticism were the most pronounced when individuals engaged in causal attribution prior to company evaluation.
45.	2005	Mohr, Eroglu And Ellen	To investigate how consumer skepticism affects the response to "green" marketing claims would be facilitated by a reliable and valid measure of skepticism.	N/A	Students	This paper describes a two-stage research project and the resulting four-item measure of skepticism toward environmental claims made in advertising and on packages.
46.	2005	Obermiller , Spangenber g and Maclachlan	Three studies investigated the effects of consumer skepticism toward advertising on responses to ads.	Study 1: Whirlpool appliances, gold jewelry, Kenmore dryer, Pony athletic shoes, Amoco Ultimate gasoline, Land o' Lakes butter, Colt automobile, Mont Blanc pen, Murray	Study 1: MBA and undergrad students	The results generally support the hypothesis that more skeptical consumers like advertising less, rely on it less, attend to it less, and respond more positively to emotional appeals relative to informational appeals.

				<p>lawnmower, Mazda Miata automobile, Isuzu Truck service division, Dewars Scotch whiskey, and Invisible Fencing.</p> <p>Study 2: Allstate Life Insurance, Ernest and Julio Gallo Wine, Goodyear Tires, Hallmark Cards, Joy Dishwashing Liquid, Puffs Tissues, Sudafed Cold Medicine, and Vaseline Petroleum Jelly.</p> <p>Study 3: Consumer reports, Magazines, TVads, commercial</p>	<p>Study 2: MBA students</p> <p>Study 3: Adult</p>	
47.	2006	Austin, Chen and Grube	To investigate, using an information processing model, how persuasive media messages for alcohol use lead to concurring beliefs and behaviors among youths.	Alcohol ads	Youths	Results showed that skepticism was negatively associated with positive affect toward alcohol portrayals and positively with the desire to emulate characters portrayed in alcohol advertisements. These, in turn, predicted expectancies and liking of/desire for beer toys and brands, which predicted alcohol use.
48.	2007	Bailey	This article reports on a survey and an experimental study that were conducted to determine the extent to which public information about celebrity endorsers influences consumers' attitudes and perceptions, and whether this was moderated by an individual difference factor, consumer skepticism.	Celebrities	Students	Significant main and interaction effects of nature of information about a celebrity and consumer skepticism. It revealed that consumer skepticism has its greatest impact when information is neutral.
49.	2009	Jounghwa, Myengja	This study has two purposes: (a) to examine the roles of different	Media	College students	Results suggest that value-relevant involvement, rather than outcome-relevant involvement, is a

		and Chang	types of involvement in hostile media effect that is, value-relevant and outcome-relevant involvement, and (b) to explore relationships between hostile media perception and other media-related perceptions, such as congruency of perceived media influence, media skepticism, and perceived opinion climate.			critical predictor of HMP in the context of news coverage of the National Security Law in Korea.
50.	2009	Sher, and Lee	To test the effects of consumer skepticism on online consumers	A virtual shopping mall website - X Shopping Mall and 'A model' cell phone	Undergrads	Two findings emerged from the results. First, highly skeptical consumers tend to base their attitudes on intrinsic beliefs instead of situational factors; that is, they are biased against certain types of information and indifferent to the message quality. Second, consumers with low skepticism tend to adopt the peripheral route in forming attitude; that is, they are more persuaded by review quantity.
51.	2009	Singh, Kristensen and Villaseñor	This study, conducted in Norway, aims to investigate whether increasing consumers' familiarity by repeating cause related marketing (CRM) claims helps in reducing their skepticism towards CRM campaigns.	Cause related marketing ads	General	The findings support the hypothesized effects. Repeating claims helps in overcoming skepticism towards CRM claims and also reduces the adverse effects of skepticism towards advertising.
52.	2009	Thakor and Goneau-Lessard	To develop a measure of social advertising skepticism with desirable psychometric properties, and show that social ad skepticism is distinct from the (commercial) ad skepticism.	Risky activities; namely smoking, drinking and driving (Smith and Rosenthal 1995)	High school students	Results show that peer influence and reactance play a prominent role in an adolescent's skepticism of social and commercial ads. They also show that skeptical attitudes toward social ads are significantly correlated with reduced perceptions of the risks of some behaviors.
53.	2010	Wonsun	This study examines how children's skepticism toward online advertising is associated with their online behaviors and what parental factors affect the level of skepticism in children.	Internet ads	Children (grades 4-6) and their parents in Korea	Findings indicate that children high on online ad skepticism are less likely to disclose personal information on the Web and spend less time and money on commercial websites. Active parental mediation was found to be a positive and significant predictor of children's online ad skepticism.
Inferences of Manipulative Intent						
	Year	Author	Purpose	Product/ Services	Respondents	Findings

54.	1990	Dick, Chakravarti and Biehal	This study explores consumers' inference strategies in a mixed choice task involving memory, external information, and missing information on attribute values for some brands.	Cameras	N/A	Instructed inferences by low accessibility subjects conformed more to prior overall evaluations of the brands, displaying evaluative consistency. Instructed inferences by high accessibility subjects tended to follow a correlational rule linking missing information to other attribute information in memory, displaying probabilistic consistency. Choices conformed to inferences, and both were more variable when inferences were uninstructed.
55.	1995	Campbell	This research examines two attention-getting tactics commonly used in television advertising and explores how the use of these tactics might sometimes lead consumers to infer that the advertiser is attempting to manipulate the audience.	Ads of attractive people in enjoyable situations.	University students	The data show that inferences of manipulative intent are related to measures of personal benefits, personal investments and advertiser's investments as predicted and that these variables mediate the relationship between the attention-getting tactics and inferences of manipulative intent. Inferences of manipulative intent are found to lower advertising persuasion as measured by ad attitudes, brand attitudes, and purchase intentions.
56.	1999	Artz and Tybout	An experiment manipulated source expertise, source bias, and message format.	Fictitious microcomputer utility	MBA students	The findings reveal that expert sources are expected to quantify message claims whereas non-expert sources are not.
57.	1999	Coulter Cotte, and Moore	In this paper a conceptual framework that examines the congruency between representation (the advertisement) and consumers' responses in the context of guilt appeals.	Ad Scenarios	Consumers	When consumers perceive the advertiser as ill-intended, the intended emotion associated with the appeal (guilt) may be attenuated such that the consumer doesn't feel guilty, and that the consumer experiences emotions not intended (e.g., annoyance).
58.	2005	Cotte, Coulter and Moore	To test if a consumer's recognition of an emotional "tactic" in an ad can have a significant impact on an ad's intended effect.	Ads :(1) MCI, (2) Environmental Defense Fund (EDF), (3) Save the Children (STC), and (4) Wrigley's Gum (WG).	Undergrads	Results suggest that credible guilt advertisements that are not overtly manipulative induce guilt feelings and positive attitudes. However, when consumers infer manipulative intent by the marketer, consumers do not feel guilty, but do have negative attitudes toward the sponsor of the advertisement and the advertisement.
59.	2007	Malaviya	This article investigates the influence of the advertising context in which the ad is presented on the repetition effect.	Ads brand: jewelry, skin care, health care, a vacation place, camera	Undergraduate business students	Findings provide evidence for the distinct influence on evaluation of the amount and type of elaboration that an advertising message receives.
60.	2009	Angst and	This study attempts to answer the	Electronic health records	Individuals	Results show that an individual's concern for

		Agarwal	question: Can individuals be persuaded to change their attitudes and opt-in behavioral intentions toward EHRs, and allow their medical information to be digitized even in the presence of significant privacy concerns?		attending a conference called TEPR (Toward an Electronic Patient Record)	information privacy interacts with argument framing and issue involvement to affect attitudes toward the use of electronic health records.
61.	2010	Trampe, Stapel, Siero and Mulder	The research aims to examine the role of elaboration likelihood and product relevance in predicting the advertising effectiveness of physically attractive models.	Diet product, deodorant	Female participants	Results suggests that when elaboration likelihood is high, product relevance is consequential: An attractive model that advertises a product that is relevant for physical attractiveness affects product attitudes more favorably than does an attractive model that advertises a product that is less relevant for attractiveness.
62.	2010	Wentzel, Tomczak and Herrmann	This research examines how salience of manipulative intent affects the evaluation of ads that are presented in a narrative or expository format.	Fictitious brands: Bank, French restaurant	Adults	Findings show that when manipulative intent is not salient, narrative ads are evaluated more positively than expository ads because they trigger a narrative processing style.
Attitude towards Advertising						
	Year	Author	Purpose	Product/ Services	Respondents	Findings
63.	1968	Bauer, R.A., And Greyser	The focus is on what consumers think as distinguished from what various social critics, government officials, business apologists, alleged consumer spokesperson, or others may suggest the consumers think.	N/A	American consumers	Advertising is apparently one of those public issues which attract a good deal of attention in the arena of public discussion, but apply a peripheral place in the mind of most Americans.
64.	1981	Mitchell, A. A. & Olson	To discover if Product Attribute Beliefs the Only Mediator of Advertising Effects on Brand Attitude.	Facial tissue	Junior and senior undergraduate students	Results hinges on the conceptual meaning of the attitude towards the ad construct..
65.	1984	Zanot	This article looks at 38 public opinion surveys concerning advertising from the first public opinion surveys were undertaken during the Depression.	N/A	N/A	The changing attitudes of the American public regarding advertising.

66.	1986	Batra and Ray	This article argues that affective responses (ARs) should supplement the cognitive responses more often studied in communication research.	40 ads. The ads covered 10 product categories, two brands each, with two executions—one "affective," the other "rational"—per brand.	Women, aged 20 through 60	Three ARs are studied empirically; they appear to be antecedents of the attitude towards the ad and to have a weak but significant impact on brand attitudes
67.	1986	Hoch and Ha	This paper examines the influence of advertising on how and what consumers learn from product experience.	Six commercially available brands in each of two product categories, polo shirts and paper towels.	N/A	Advertising effects the perceptions of quality when consumers saw ambiguous evidence; judgement and product inspections behaviours protocols showed that advertising induce consumers to engage in confirmatory hypothesis testing and search.
68.	1986	Mackenzi, Lutz, and Belch	The authors describe a structural equations analysis of these four models, utilizing two data sets generated within a commercial pretest setting.	Media commercials	Undergraduate and master's-level business students	The results suggest that a dual mediation hypothesis, which postulates that Aad influences brand attitude both directly and indirectly through its effect on brand cognitions, is superior to the other three models under the particular set of conditions in the pretest setting.
69.	1993	Darley and Smith	The authors examine the role of advertising claim objectivity under central route processing conditions.	Automatic blanket	Students	Results show that both tangibility and factualness contribute to claim objectivity effects, that objective claims are more effective than subjective claims, and that no content differences emerge between print and radio media. Implications for marketing research and practice are discussed.
70.	1994	Alwitt, and Prabhaker	This research demonstrates that to identify people who dislike television advertising, one must consider specific interactions between demographics and viewers' reasons for their attitudes to television advertising.	TV programs and TV advertising	1,000 Market Facts Household Panel households	The results of the current research suggest that, within similar demographic groups, consumers have different reasons for their dislike of TV advertising. Viewer demographics, by themselves, are generally not good indicators of disliking TV advertising. This research is successful in finding a better way to identify people who dislike TV advertising in general by examining the interaction of specific demographic characteristics with specific reasons for their dislike.
71.	1994	Calfee and Ringold	To uncover the best available data on consumer beliefs about advertising during recent decades and to discover the dominant patterns in those data.	N/A	Consumers	We found a set of enduring consumer beliefs that were little affected by changes in regulation, save for a tendency for consumers to exhibit somewhat greater confidence in advertising in the 1980s than in the 1970s. This is particularly true regarding perceived credibility of advertising, if supporters of

						regulation are correct in their assumption that increased regulation would enhance advertising credibility.
72.	1994	Mittal	The purpose of this research is to examine consumer perceptions of TV advertising.	N/A	General consumers	One of every two consumers dislikes TV advertising, and a majority of viewers consider a majority of TV commercials to be lacking in information and honesty and to be deceptive, boring, annoying, insulting, and trivial. Add to this those one in four consumers who "feel neutral," or one in three who have learned to be "indifferent" and who "pay no attention" ("attention" is the first step in how an ad works!), and the emergent picture is really one of "advertising in crisis."
73.	2000	Baker and Lutz	The Relevance-Accessibility Model provides a framework for studying advertising effects on brand choice.	Advertisements embedded in radio shows	Students from Principles of Marketing course	The model predicts that an advertising message appeal is most likely to influence brand choice when it is both relevant and accessible.
74.	2000	Bruner and Kumar	The purpose of this study is to extend and replicate a previous study (Stevenson, Bruner, and Kumar, 2000) by further exploring the advertising hierarchy-of-effects and its antecedents in the context of the web.	Real state lottery website	Local community	It was found that webpage complexity influenced viewers' attitudes in two ways: a direct negative effect and an indirect positive effect. The present study found that increasing webpage complexity led to the pages being perceived as more interesting, interestingness, in turn, had a positive impact on viewers' attitudes-toward-the-website but webpage complexity had a negative effect.
75.	2007	Chang	To test the relative effectiveness of comparative and Noncomparative advertising , and the Gender Differences In Information-Processing Strategies	Electronic dictionary	College students	Drawing on gender differences in processing strategies and elaboration thresholds, this study showed that comparative advertising encouraged greater levels of brand-evaluation involvement among men but not among women.
76.	2009	Prendergast, Liu and Poon	The aim of the research reported in this paper was to identify for which types of products and services consumers find the advertising to lack credibility and in which media this effect is most serious.	Non-specific	Hong Kong shoppers	The results showed that ads for weight-loss products were considered the least credible. The broadcast media (radio, broadcast television and cable television) were considered the most credible advertising media, while direct mail and the internet were considered the least credible. Self-esteem was found to be positively related with skepticism towards advertising.
Product Judgment						
	Year	Author	Purpose	Product/	Respondents	Findings

				Services		
77.	1982	Schmalensee	This essay presents and explores a relatively simple market model in which rational buyer behavior face of imperfect information about product quality can give long-lived advantages to pioneering brands.	N/A	N/A	The assumption of static expectations used above no doubt understates buyer sophistication in many situations.
78.	1995	Bone	In this article, the effect of word-of-mouth (WOM) communications on product judgments is investigated.	Chocolate chip cookies	Students	These investigations show that WOM influences short-term and long-term judgments. This influence is greater when a consumer faces a disconfirmation experience and when the WOM communication is presented by an expert. Interestingly, personal characteristics such as susceptibility to interpersonal influence and product knowledge do not appear to moderate WOM.
79.	2001	Purohit and Srivastava	To examine how consumers assess product quality when confronted with multiple cues	Computer	Undergrads	It was found that that warranty is not used in judgments of product quality when a manufacturer with a poor reputation sells directly to consumers or sells through a retailer with a poor reputation. However, when the same manufacturer sells through a reputed retailer, then the warranty is used in making quality evaluations.
80.	2007	De Matos and Rossi	In order to evaluate the factors influencing consumers' responses to product recalls, two surveys were conducted among Brazilian automobile owners and two regression models tested.	Cars	Undergraduate students	Results indicated that (i) product judgement was significantly affected by corporate social responsibility (CSR), blame attributed to the company and whether or not consumers had a car made by the brand considered; and (ii) behavioural intentions were significantly affected by CSR, consumers' involvement with the message, perceived danger, product judgement and whether or not consumers had a car made by the brand considered.
81.	2009	Lee and Lee	This study examines the effects of country-of-origin (COO) cues on product evaluation and purchase intention by considering the role of product knowledge.	Laptops : "Manufactured in Japan" and "Manufactured in South Korea."	Undergrads	It was found that consumers with high product knowledge were less likely to be influenced by COO cues in their product evaluation than those with low product knowledge.
82.	2009	Lee and Youn	This study explores whether and how different online platforms to	An apartment	Undergrads	Findings indicated that, other things being equal, participants exposed to the review posted on the

			which electronic word of mouth (eWOM) communication is posted influence consumers' judgements of reviewed products.			personal blog were more likely to attribute the review to circumstances and less likely to recommend the product to friends than those who were exposed to the review either on the independent review website or the brands website.
Brand						
	Year	Author	Purpose	Product/ Services	Respondents	Findings
83.	1990	Aaker and Keller	Consumer evaluations of fit and quality of brand extensions	Light beer, wine, popcorn, skis, wallets, sportswear, watches, cottage cheese, candy bar, skin cream, suntan lotion, perfume, mouthwash, chewing gum, shaving cream, frozen fries, theme park and photo processing	Undergraduate business students	The experimental findings show that potentially negative associations can be neutralized more effectively by elaborating on the attributes of the brand extension than by reminding consumers of the positive associations with the original brand.
84.	1990	Macinnis and Nakamoto	This paper argues that consumers' judgments of fit between established brand names and new product extensions are determined by the associations that are activated and elaborated upon in a given situation.	Kellogg's, Kleenex Tree Nurseries, Haagen Dazs chocolate syrup, Alpo canned tuna.	Students	Salient associations have a strong impact on judgments about brand extensions and similarity between the established and extended brands seems to have a positive impact on fit judgments.
85.	1991	Aaker	To examine the advantages and potential pitfalls of brand extensions, including the good, the bad and the ugly	N/A	N/A	The good include: brand and quality associations; existing awareness and presence; encourage trial; and enhancement of core brand The bad include: the existing name fail to add value the extension; negative associations; name confusion; poor fit and quality perception; and the extension is not supported. The ugly include: the parent brand name is damaged; undesirable associations are created; existing associations are weakened; quality image is affected; and the brand franchise is cannibalized
86.	1991	Dodds, Monroe	The authors report a study of the effects of price, brand, and store	Calculator and stereo headset player	Undergraduate students	Results indicate that price had a positive effect on perceived quality, but a negative effect on perceived

		and Grewal	information on buyers' perceptions of product quality and value, as well as their willingness to buy.			value and willingness to buy. Favorable brand and store information positively influenced perceptions of quality and value, and subjects' willingness to buy.
87.	1996	Laroche Michel , Chankon Kim, Lianxi Zhou	this article examines the relationships among brand familiarity, confidence in brand evaluations, brand attitudes, and purchase intention.	Cough/cold syrup medications. (Dimetapp, Robitussin, Benylin, and Triaminic)	General consumers	The empirical results from structural equation modeling show that familiarity with a brand influences a consumer's confidence toward the brand, which in turn affects his~her intention to buy the same brand. In addition, a consumer's attitude toward a specific brand is affected by his~her familiarity with the brand.
88.	1998	Glynn and Brodie	To replicate Broniarczyk and Alba (1994) widely cited exploratory study which used a number of experiments to examine the influence of brand affect and brand-specific associations on brand extension evaluations	Soft drinks and breakfast cereals	Undergraduate students	The replication confirms the results of the original study. Thus it can be concluded that the relevance of the brand-specific association is important when managers are considering a brand extension strategy and that a relevant brand-specific association can reverse the initial brand name preference.
89.	2000	Vaidyanathan and Aggarwal	This study explored whether using a national brand ingredient can benefit a private brand without hurting the national brand.	SunMaid raisins (national brand), Heartland Raisin Bran Cereal (private brand)	University students	This study has empirically shown that the association of brand name ingredients with private-brand products can have a positive impact on consumer evaluations of an unfamiliar product.
90.	2000	Ward and Lee	Examines whether consumers use brands as sources of information when shopping on the Internet.	Popular Internet sites	Internet users	The results suggest that branding can facilitate consumers' acceptance of electronic commerce.
91.	2001	Bhat and Reddy	To test a proposed model specifying the role of parent brand attribute beliefs and affect in consumer's initial evaluation of a brand extension	Clocks and chocolate syrup	Graduate students and university staffs	The results suggest a more prominent role for parent brand attribute associations than for parent brand affect in extension attitude formation
92.	2002	Gronhaug, Hem and Lines	This paper examines the impact of product category risk and consumer knowledge on brand extensions.	Ford	General consumers	In a quasi-experimental study including three hypothetical brand extensions, it was found that evaluations of brand extensions co-vary positively with perceived similarity to, and reputation of, the parent brand. The reported findings also indicate that a firm may benefit from its recognised brand when the perceived risk in the product category extended into is high.

93.	2010	Sattler, Völckner, Riediger, and Ringle	This study analyzes (1) the extent to which consumers are willing to pay a price premium for the extension product and (2) the impact of potential success drivers on consumers' attitudes toward the extension and the extension price premium.	FMCG categories (food, drinks, detergents, and hygienic products)	Consumers	The results show, that perceived advertising support positively influences consumers' attitudes toward the extension, but it does not directly affect the magnitude of the brand extension price premium. Furthermore, this study reveals monetary effects associated with these success drivers (i.e., parent brand quality, perceived fit, marketing support for the brand extension, and consumer experience with the extension category), which offer important information regarding how to allocate resources to various success drivers.
94.	2010	Bülbül and Menon	To explore the role of affective appeals in advertising on time-dependent decisions—that is, decisions for the short term versus the long term.	Car	Undergrads	Findings show the distinction between abstract and concrete affect and, in two experiments, show that concrete affective appeals drive behavioral intentions more strongly in the short-term perspective, whereas abstract affective appeals appear to drive behavioral intentions more strongly in the longer-term perspective.

APPENDIX 2
(QUESTIONNAIRE INSTRUMENT)

CELL 1 - DIOR X-CAPTURE (ANTI WRINKLE SERUM)

Section A: Please refer to the following statements and circle the number that best represents the degree of agreement to each statement.

A		<i>Strongly Disagree</i>			<i>Strongly Agree</i>			
		1	2	3	4	5	6	7
1	Most people will tell a lie if they could gain by it.	1	2	3	4	5	6	7
2	People claim to have ethical standards regarding honesty and morality, but few stick to them when money is at stake.	1	2	3	4	5	6	7
3	Most people are just out for themselves.	1	2	3	4	5	6	7
4	People pretend to care more about one another than they really do.	1	2	3	4	5	6	7
5	Most people are not really honest by nature.	1	2	3	4	5	6	7
6	Most people inwardly dislike putting themselves out for other people.	1	2	3	4	5	6	7
7	I feel that I'm a person of worth, at least on an equal plane with others.	1	2	3	4	5	6	7
8	I feel that I have a number of good qualities.	1	2	3	4	5	6	7
9	All in all, I am inclined to feel that I am a failure.	1	2	3	4	5	6	7
10	I am able to do things as well as most other people.	1	2	3	4	5	6	7
11	I feel I don't have much to be proud of.	1	2	3	4	5	6	7
12	I take a positive attitude toward myself.	1	2	3	4	5	6	7
13	On the whole, I am satisfied with myself.	1	2	3	4	5	6	7
14	I wish I could have more respect for myself.	1	2	3	4	5	6	7
15	I certainly feel useless at times.	1	2	3	4	5	6	7
16	At times I think I am no good at all.	1	2	3	4	5	6	7
17	I rarely purchase the latest fashion styles until I am sure my friends will approve of them.	1	2	3	4	5	6	7
18	It is important that others like the products and brands I buy.	1	2	3	4	5	6	7
19	When buying products, I generally purchase those brands that I think other will approve of.	1	2	3	4	5	6	7

20	If other people can see me using a product, I often purchase the brand they expect me to buy.	1	2	3	4	5	6	7
21	I like to know what brands and products make good impression on others.	1	2	3	4	5	6	7
22	I achieve a sense of belonging by purchasing the same products and brands that they buy.	1	2	3	4	5	6	7
23	If I want to be like someone, I often try to buy the same brands that they buy.	1	2	3	4	5	6	7
24	I often identify with other people by purchasing the same products and brands they purchase.	1	2	3	4	5	6	7
25	To make sure I buy the right product or brand, I often observe what others are buying and using.	1	2	3	4	5	6	7
26	If I have a little experience with a product, I often ask my friends about the product.	1	2	3	4	5	6	7
27	I often consult other people to help choose the best alternative available from a product class.	1	2	3	4	5	6	7
28	I frequently gather information from friends or family about a product before I buy.	1	2	3	4	5	6	7
29	I am a knowledgeable consumer.	1	2	3	4	5	6	7
30	I know a lot about different types of stores.	1	2	3	4	5	6	7
31	I am usually well-informed about what is the reasonable price to pay for something.	1	2	3	4	5	6	7

Section B: The following statements examine your belief of advertising. Please circle the number that best represents the degree of agreement to each statement.

B		<i>Strongly Disagree</i>							<i>Strongly Agree</i>						
		1	2	3	4	5	6	7	1	2	3	4	5	6	7
1	We can depend on getting the truth in most advertising.	1	2	3	4	5	6	7	1	2	3	4	5	6	7
2	Advertising's aim is to inform the consumer.	1	2	3	4	5	6	7	1	2	3	4	5	6	7
3	I believe advertising is informative.	1	2	3	4	5	6	7	1	2	3	4	5	6	7
4	Advertising is generally truthful.	1	2	3	4	5	6	7	1	2	3	4	5	6	7
5	Advertising is a reliable source if information about the quality and performance of products.	1	2	3	4	5	6	7	1	2	3	4	5	6	7

6	Advertising is truth well told.	1	2	3	4	5	6	7
7	In general, advertising presents a true picture of the product being advertised.	1	2	3	4	5	6	7
8	I feel I've been accurately informed after viewing most advertisement.	1	2	3	4	5	6	7
9	Most advertising provides consumers with essential information.	1	2	3	4	5	6	7

- Please observe the advertisement before proceeding-

Dior

15 minutes : wrinkles are smoothed by up to 60%
1 hour : wrinkles are smoothed by up to 99%

Wrinkles: Repairing the unrepairable?
Capture R60/80™ XP

The best anti-wrinkle skincare product derived from DIOR research on stem cells is born.



Section C: The following statements examine your feelings toward the ad that you have just seen. Please circle the number that best represents the degree of agreement to each statement.

C		<i>Strongly Disagree</i>				<i>Strongly Agree</i>		
		1	2	3	4	5	6	7
1	The way this ad tries to persuade people seems acceptable to me.	1	2	3	4	5	6	7
2	The advertiser tried to manipulate the audience in ways that I don't like.	1	2	3	4	5	6	7
3	I was annoyed by this ad because the advertiser seemed to be trying to inappropriately manage or control the consumer audience.	1	2	3	4	5	6	7
4	I didn't mind this ad; the advertiser tried to be persuasive without being excessively manipulative.	1	2	3	4	5	6	7
5	The ad was fair on what was said and show.	1	2	3	4	5	6	7
6	I think that this advertisement was fair.	1	2	3	4	5	6	7
7	I think that the advertisement was good.	1	2	3	4	5	6	7
8	I think that the advertisement was pleasant.	1	2	3	4	5	6	7
9	I think that the advertisement was favourable.	1	2	3	4	5	6	7

Section D: Based on the advertisements, the following statements examine how you evaluate the wrinkle serum. Please circle the number that best represents the degree of agreement to each statement.

I think that the wrinkle serum is:

D									
		1	2	3	4	5	6	7	
1	Bad	1	2	3	4	5	6	7	Good
2	Unfavorable	1	2	3	4	5	6	7	Favorable
3	High quality	1	2	3	4	5	6	7	Low quality
4	Dislikable	1	2	3	4	5	6	7	Likable
5	Not at all useful	1	2	3	4	5	6	7	Very useful

Section E: Demographic Information

The following section contains demographic questions that are used to help classify information. Your responses will not be linked to you in anyway and will remain confidential.

1	What is your gender?					
[1]	Male	[2]	Female			
2	What is your age group? (Years)					
[1]	18 and under	[2]	19 – 25	[3]	26 – 35	
[4]	36- 45	[5]	46 – 55	[6]	56 and above	
3	What is your annual income? (Income per annum in AUD)					
[1]	\$ 50,000 and under	[2]	\$50,001 - \$100,000	[3]	\$ 100,001 - \$150,000	
[4]	\$ 150,001- 200,000	[5]	\$200,001-\$250,000	[6]	\$250,001 and above	
4	What is your education level?					
[1]	Secondary school	[2]	Diploma or certificate	[3]	Bachelor degree	
[4]	Postgraduate level	[5]	Others _____			

Thank you for taking the time to complete this questionnaire.

CELL 2: DIOR KINERASE - EYE MASK

Section A: Please refer to the following statements and circle the number that best represents the degree of agreement to each statement.

A		<i>Strongly Disagree</i>			<i>Strongly Agree</i>			
		1	2	3	4	5	6	7
1	Most people will tell a lie if they could gain by it.	1	2	3	4	5	6	7
2	People claim to have ethical standards regarding honesty and morality, but few stick to them when money is at stake.	1	2	3	4	5	6	7
3	Most people are just out for themselves.	1	2	3	4	5	6	7
4	People pretend to care more about one another than they really do.	1	2	3	4	5	6	7
5	Most people are not really honest by nature.	1	2	3	4	5	6	7
6	Most people inwardly dislike putting themselves out for other people.	1	2	3	4	5	6	7
7	I feel that I'm a person of worth, at least on an equal plane with others.	1	2	3	4	5	6	7
8	I feel that I have a number of good qualities.	1	2	3	4	5	6	7
9	All in all, I am inclined to feel that I am a failure.	1	2	3	4	5	6	7
10	I am able to do things as well as most other people.	1	2	3	4	5	6	7
11	I feel I don't have much to be proud of.	1	2	3	4	5	6	7
12	I take a positive attitude toward myself.	1	2	3	4	5	6	7
13	On the whole, I am satisfied with myself.	1	2	3	4	5	6	7
14	I wish I could have more respect for myself.	1	2	3	4	5	6	7
15	I certainly feel useless at times.	1	2	3	4	5	6	7
16	At times I think I am no good at all.	1	2	3	4	5	6	7
17	I rarely purchase the latest fashion styles until I am sure my friends will approve of them.	1	2	3	4	5	6	7
18	It is important that others like the products and brands I buy.	1	2	3	4	5	6	7
19	When buying products, I generally purchase those brands that I think other will approve of.	1	2	3	4	5	6	7

20	If other people can see me using a product, I often purchase the brand they expect me to buy.	1	2	3	4	5	6	7
21	I like to know what brands and products make good impression on others.	1	2	3	4	5	6	7
22	I achieve a sense of belonging by purchasing the same products and brands that they buy.	1	2	3	4	5	6	7
23	If I want to be like someone, I often try to buy the same brands that they buy.	1	2	3	4	5	6	7
24	I often identify with other people by purchasing the same products and brands they purchase.	1	2	3	4	5	6	7
25	To make sure I buy the right product or brand, I often observe what others are buying and using.	1	2	3	4	5	6	7
26	If I have a little experience with a product, I often ask my friends about the product.	1	2	3	4	5	6	7
27	I often consult other people to help choose the best alternative available from a product class.	1	2	3	4	5	6	7
28	I frequently gather information from friends or family about a product before I buy.	1	2	3	4	5	6	7
29	I am a knowledgeable consumer.	1	2	3	4	5	6	7
30	I know a lot about different types of stores.	1	2	3	4	5	6	7
31	I am usually well-informed about what is the reasonable price to pay for something.	1	2	3	4	5	6	7

Section B: The following statements examine your belief of advertising. Please circle the number that best represents the degree of agreement to each statement.

B		<i>Strongly Disagree</i>							<i>Strongly Agree</i>						
		1	2	3	4	5	6	7	1	2	3	4	5	6	7
1	We can depend on getting the truth in most advertising.	1	2	3	4	5	6	7	1	2	3	4	5	6	7
2	Advertising's aim is to inform the consumer.	1	2	3	4	5	6	7	1	2	3	4	5	6	7
3	I believe advertising is informative.	1	2	3	4	5	6	7	1	2	3	4	5	6	7
4	Advertising is generally truthful.	1	2	3	4	5	6	7	1	2	3	4	5	6	7
5	Advertising is a reliable source if information about the quality and performance of products.	1	2	3	4	5	6	7	1	2	3	4	5	6	7

6	Advertising is truth well told.	1	2	3	4	5	6	7
7	In general, advertising presents a true picture of the product being advertised.	1	2	3	4	5	6	7
8	I feel I've been accurately informed after viewing most advertisement.	1	2	3	4	5	6	7
9	Most advertising provides consumers with essential information.	1	2	3	4	5	6	7

- Please observe the advertisement before proceeding-



Dior

KINERASE™

Relax, rejuvenate and refresh
your eyes

15 minutes: wrinkles smoothen by up to 60%
1 hour: wrinkles smoothen by up to 99%

Wrinkles: Repairing the unrepairable?

DIOR KINERASE™ : MAGNETIC EYE MASK

Kinerase™ contains 18 x 1200 Gauss ceramic magnets which assists in enhancing blood circulation to the eye sphere, increasing Melatonin levels in the skin, rejuvenating skin cells.

Section C: The following statements examine your feelings toward the ad that you have just seen. Please circle the number that best represents the degree of agreement to each statement.

C		<i>Strongly Disagree</i>				<i>Strongly Agree</i>		
		1	2	3	4	5	6	7
1	The way this ad tries to persuade people seems acceptable to me.	1	2	3	4	5	6	7
2	The advertiser tried to manipulate the audience in ways that I don't like.	1	2	3	4	5	6	7
3	I was annoyed by this ad because the advertiser seemed to be trying to inappropriately manage or control the consumer audience.	1	2	3	4	5	6	7
4	I didn't mind this ad; the advertiser tried to be persuasive without being excessively manipulative.	1	2	3	4	5	6	7
5	The ad was fair on what was said and show.	1	2	3	4	5	6	7
6	I think that this advertisement was fair.	1	2	3	4	5	6	7
7	I think that the advertisement was good.	1	2	3	4	5	6	7
8	I think that the advertisement was pleasant.	1	2	3	4	5	6	7
9	I think that the advertisement was favourable.	1	2	3	4	5	6	7

Section D: Based on the advertisements, the following statements examine how you evaluate the wrinkle mask. Please circle the number that best represents the degree of agreement to each statement.

I think that the wrinkle mask is:

D									
1	Bad	1	2	3	4	5	6	7	Good
2	Unfavorable	1	2	3	4	5	6	7	Favorable
3	High quality	1	2	3	4	5	6	7	Low quality
4	Dislikable	1	2	3	4	5	6	7	Likable
5	Not at all useful	1	2	3	4	5	6	7	Very useful

Section E: Demographic Information

The following section contains demographic questions that are used to help classify information. Your responses will not be linked to you in anyway and will remain confidential.

1	What is your gender?					
	[1]	Male	[2]	Female		
2	What is your age group? (Years)					
	[1]	18 and under	[2]	19 - 25	[3]	26 – 35
	[4]	36- 45	[5]	46 - 55	[6]	56 and above
3	What is your annual income? (Income per annum in AUD)					
	[1]	\$ 50,000 and under	[2]	\$50,001 - \$100,000	[3]	\$ 100,001 - \$150,000
	[4]	\$ 150,001- 200,000	[5]	\$200,001-\$250,000	[6]	\$250,001 and above
4	What is your education level?					
	[1]	Secondary school	[2]	Diploma or certificate	[3]	Bachelor degree
	[4]	Postgraduate level	[5]	Others _____		

Thank you for taking the time to complete this questionnaire.

CELL 3 - DIOR AVIA (SLIMMING PILL)

Section A: Please refer to the following statements and circle the number that best represents the degree of agreement to each statement.

A		<i>Strongly Disagree</i>			<i>Strongly Agree</i>			
		1	2	3	4	5	6	7
1	Most people will tell a lie if they could gain by it.	1	2	3	4	5	6	7
2	People claim to have ethical standards regarding honesty and morality, but few stick to them when money is at stake.	1	2	3	4	5	6	7
3	Most people are just out for themselves.	1	2	3	4	5	6	7
4	People pretend to care more about one another than they really do.	1	2	3	4	5	6	7
5	Most people are not really honest by nature.	1	2	3	4	5	6	7
6	Most people inwardly dislike putting themselves out for other people.	1	2	3	4	5	6	7
7	I feel that I'm a person of worth, at least on an equal plane with others.	1	2	3	4	5	6	7
8	I feel that I have a number of good qualities.	1	2	3	4	5	6	7
9	All in all, I am inclined to feel that I am a failure.	1	2	3	4	5	6	7
10	I am able to do things as well as most other people.	1	2	3	4	5	6	7
11	I feel I don't have much to be proud of.	1	2	3	4	5	6	7
12	I take a positive attitude toward myself.	1	2	3	4	5	6	7
13	On the whole, I am satisfied with myself.	1	2	3	4	5	6	7
14	I wish I could have more respect for myself.	1	2	3	4	5	6	7
15	I certainly feel useless at times.	1	2	3	4	5	6	7
16	At times I think I am no good at all.	1	2	3	4	5	6	7
17	I rarely purchase the latest fashion styles until I am sure my friends will approve of them.	1	2	3	4	5	6	7
18	It is important that others like the products and brands I buy.	1	2	3	4	5	6	7
19	When buying products, I generally purchase those brands that I think other will approve of.	1	2	3	4	5	6	7

20	If other people can see me using a product, I often purchase the brand they expect me to buy.	1	2	3	4	5	6	7
21	I like to know what brands and products make good impression on others.	1	2	3	4	5	6	7
22	I achieve a sense of belonging by purchasing the same products and brands that they buy.	1	2	3	4	5	6	7
23	If I want to be like someone, I often try to buy the same brands that they buy.	1	2	3	4	5	6	7
24	I often identify with other people by purchasing the same products and brands they purchase.	1	2	3	4	5	6	7
25	To make sure I buy the right product or brand, I often observe what others are buying and using.	1	2	3	4	5	6	7
26	If I have a little experience with a product, I often ask my friends about the product.	1	2	3	4	5	6	7
27	I often consult other people to help choose the best alternative available from a product class.	1	2	3	4	5	6	7
28	I frequently gather information from friends or family about a product before I buy.	1	2	3	4	5	6	7
29	I am a knowledgeable consumer.	1	2	3	4	5	6	7
30	I know a lot about different types of stores.	1	2	3	4	5	6	7
31	I am usually well-informed about what is the reasonable price to pay for something.	1	2	3	4	5	6	7

Section B: The following statements examine your belief of advertising. Please circle the number that best represents the degree of agreement to each statement.

B		<i>Strongly Disagree</i>							<i>Strongly Agree</i>						
		1	2	3	4	5	6	7	1	2	3	4	5	6	7
1	We can depend on getting the truth in most advertising.	1	2	3	4	5	6	7	1	2	3	4	5	6	7
2	Advertising's aim is to inform the consumer.	1	2	3	4	5	6	7	1	2	3	4	5	6	7
3	I believe advertising is informative.	1	2	3	4	5	6	7	1	2	3	4	5	6	7
4	Advertising is generally truthful.	1	2	3	4	5	6	7	1	2	3	4	5	6	7
5	Advertising is a reliable source if information about the quality and performance of products.	1	2	3	4	5	6	7	1	2	3	4	5	6	7

6	Advertising is truth well told.	1	2	3	4	5	6	7
7	In general, advertising presents a true picture of the product being advertised.	1	2	3	4	5	6	7
8	I feel I've been accurately informed after viewing most advertisement.	1	2	3	4	5	6	7
9	Most advertising provides consumers with essential information.	1	2	3	4	5	6	7

- Please observe the advertisement before proceeding-

Dior

Within one week...

Intensify metabolism rate

Lose up to 10 pounds

Reform stretch marks

Enhance skin conditions

Dior
avia



130mg
60 capsules

Section C: The following statements examine your feelings toward the ad that you have just seen. Please circle the number that best represents the degree of agreement to each statement.

C		<i>Strongly Disagree</i>				<i>Strongly Agree</i>		
		1	2	3	4	5	6	7
1	The way this ad tries to persuade people seems acceptable to me.	1	2	3	4	5	6	7
2	The advertiser tried to manipulate the audience in ways that I don't like.	1	2	3	4	5	6	7
3	I was annoyed by this ad because the advertiser seemed to be trying to inappropriately manage or control the consumer audience.	1	2	3	4	5	6	7
4	I didn't mind this ad; the advertiser tried to be persuasive without being excessively manipulative.	1	2	3	4	5	6	7
5	The ad was fair on what was said and show.	1	2	3	4	5	6	7
6	I think that this advertisement was fair.	1	2	3	4	5	6	7
7	I think that the advertisement was good.	1	2	3	4	5	6	7
8	I think that the advertisement was pleasant.	1	2	3	4	5	6	7
9	I think that the advertisement was favourable.	1	2	3	4	5	6	7

Section D: Based on the advertisements, the following statements examine how you evaluate the slimming pills. Please circle the number that best represents the degree of agreement to each statement.

I think that the slimming pills are:

D									
1	Bad	1	2	3	4	5	6	7	Good
2	Unfavorable	1	2	3	4	5	6	7	Favorable
3	High quality	1	2	3	4	5	6	7	Low quality
4	Dislikable	1	2	3	4	5	6	7	Likable
5	Not at all useful	1	2	3	4	5	6	7	Very useful

Section E: Demographic Information

The following section contains demographic questions that are used to help classify information. Your responses will not be linked to you in anyway and will remain confidential.

1	What is your gender?					
[1]	Male	[2]	Female			
2	What is your age group? (Years)					
[1]	18 and under	[2]	19 - 25	[3]	26 – 35	
[4]	36- 45	[5]	46 - 55	[6]	56 and above	
3	What is your annual income? (Income per annum in AUD)					
[1]	\$ 50,000 and under	[2]	\$50,001 - \$100,000	[3]	\$ 100,001 - \$150,000	
[4]	\$ 150,001- 200,000	[5]	\$200,001-\$250,000	[6]	\$250,001 and above	
4	What is your education level?					
[1]	Secondary school	[2]	Diploma or certificate	[3]	Bachelor degree	
[4]	Postgraduate level	[5]	Others _____			

Thank you for taking the time to complete this questionnaire.

CELL 4 - DIOR SVELT (SLIMMING MACHINE)

Section A: Please refer to the following statements and circle the number that best represents the degree of agreement to each statement.

A		<i>Strongly Disagree</i>			<i>Strongly Agree</i>			
		1	2	3	4	5	6	7
1	Most people will tell a lie if they could gain by it.	1	2	3	4	5	6	7
2	People claim to have ethical standards regarding honesty and morality, but few stick to them when money is at stake.	1	2	3	4	5	6	7
3	Most people are just out for themselves.	1	2	3	4	5	6	7
4	People pretend to care more about one another than they really do.	1	2	3	4	5	6	7
5	Most people are not really honest by nature.	1	2	3	4	5	6	7
6	Most people inwardly dislike putting themselves out for other people.	1	2	3	4	5	6	7
7	I feel that I'm a person of worth, at least on an equal plane with others.	1	2	3	4	5	6	7
8	I feel that I have a number of good qualities.	1	2	3	4	5	6	7
9	All in all, I am inclined to feel that I am a failure.	1	2	3	4	5	6	7
10	I am able to do things as well as most other people.	1	2	3	4	5	6	7
11	I feel I don't have much to be proud of.	1	2	3	4	5	6	7
12	I take a positive attitude toward myself.	1	2	3	4	5	6	7
13	On the whole, I am satisfied with myself.	1	2	3	4	5	6	7
14	I wish I could have more respect for myself.	1	2	3	4	5	6	7
15	I certainly feel useless at times.	1	2	3	4	5	6	7
16	At times I think I am no good at all.	1	2	3	4	5	6	7
17	I rarely purchase the latest fashion styles until I am sure my friends will approve of them.	1	2	3	4	5	6	7
18	It is important that others like the products and brands I buy.	1	2	3	4	5	6	7
19	When buying products, I generally purchase those brands that I think other will approve of.	1	2	3	4	5	6	7

20	If other people can see me using a product, I often purchase the brand they expect me to buy.	1	2	3	4	5	6	7
21	I like to know what brands and products make good impression on others.	1	2	3	4	5	6	7
22	I achieve a sense of belonging by purchasing the same products and brands that they buy.	1	2	3	4	5	6	7
23	If I want to be like someone, I often try to buy the same brands that they buy.	1	2	3	4	5	6	7
24	I often identify with other people by purchasing the same products and brands they purchase.	1	2	3	4	5	6	7
25	To make sure I buy the right product or brand, I often observe what others are buying and using.	1	2	3	4	5	6	7
26	If I have a little experience with a product, I often ask my friends about the product.	1	2	3	4	5	6	7
27	I often consult other people to help choose the best alternative available from a product class.	1	2	3	4	5	6	7
28	I frequently gather information from friends or family about a product before I buy.	1	2	3	4	5	6	7
29	I am a knowledgeable consumer.	1	2	3	4	5	6	7
30	I know a lot about different types of stores.	1	2	3	4	5	6	7
31	I am usually well-informed about what is the reasonable price to pay for something.	1	2	3	4	5	6	7

Section B: The following statements examine your belief of advertising. Please circle the number that best represents the degree of agreement to each statement.

B		<i>Strongly Disagree</i>							<i>Strongly Agree</i>						
		1	2	3	4	5	6	7	1	2	3	4	5	6	7
1	We can depend on getting the truth in most advertising.	1	2	3	4	5	6	7	1	2	3	4	5	6	7
2	Advertising's aim is to inform the consumer.	1	2	3	4	5	6	7	1	2	3	4	5	6	7
3	I believe advertising is informative.	1	2	3	4	5	6	7	1	2	3	4	5	6	7
4	Advertising is generally truthful.	1	2	3	4	5	6	7	1	2	3	4	5	6	7
5	Advertising is a reliable source if information about the quality and performance of products.	1	2	3	4	5	6	7	1	2	3	4	5	6	7

6	Advertising is truth well told.	1	2	3	4	5	6	7
7	In general, advertising presents a true picture of the product being advertised.	1	2	3	4	5	6	7
8	I feel I've been accurately informed after viewing most advertisement.	1	2	3	4	5	6	7
9	Most advertising provides consumers with essential information.	1	2	3	4	5	6	7

- Please observe the advertisement before proceeding-

DIOR *Svelt*

Only with a click of a button, banish unsightly bulges

Heat therapy

Dilates the blood vessels and increases the flow of blood, oxygen into the cells to boost metabolism rate.

Vibration

Stimulates vital accupressure points to improve blood circulation and cleanse the body of toxins.

Kneading

Delivers a simultaneous massage to your waistline and tummy area to break down stubborn fats that would later form cellulite.



Section C: The following statements examine your feelings toward the ad that you have just seen. Please circle the number that best represents the degree of agreement to each statement.

C		<i>Strongly Disagree</i>				<i>Strongly Agree</i>		
		1	2	3	4	5	6	7
1	The way this ad tries to persuade people seems acceptable to me.	1	2	3	4	5	6	7
2	The advertiser tried to manipulate the audience in ways that I don't like.	1	2	3	4	5	6	7
3	I was annoyed by this ad because the advertiser seemed to be trying to inappropriately manage or control the consumer audience.	1	2	3	4	5	6	7
4	I didn't mind this ad; the advertiser tried to be persuasive without being excessively manipulative.	1	2	3	4	5	6	7
5	The ad was fair on what was said and show.	1	2	3	4	5	6	7
6	I think that this advertisement was fair.	1	2	3	4	5	6	7
7	I think that the advertisement was good.	1	2	3	4	5	6	7
8	I think that the advertisement was pleasant.	1	2	3	4	5	6	7
9	I think that the advertisement was favourable.	1	2	3	4	5	6	7

Section D: Based on the advertisements, the following statements examine how you evaluate the slimming machine. Please circle the number that best represents the degree of agreement to each statement.

I think that the slimming machine is:

D									
1	Bad	1	2	3	4	5	6	7	Good
2	Unfavorable	1	2	3	4	5	6	7	Favorable
3	High quality	1	2	3	4	5	6	7	Low quality
4	Dislikable	1	2	3	4	5	6	7	Likable
5	Not at all useful	1	2	3	4	5	6	7	Very useful

Section E: Demographic Information

The following section contains demographic questions that are used to help classify information. Your responses will not be linked to you in anyway and will remain confidential.

1	What is your gender?					
[1]	Male	[2]	Female			
2	What is your age group? (Years)					
[1]	18 and under	[2]	19 - 25	[3]	26 – 35	
[4]	36- 45	[5]	46 - 55	[6]	56 and above	
3	What is your annual income? (Income per annum in AUD)					
[1]	\$ 50,000 and under	[2]	\$50,001 - \$100,000	[3]	\$ 100,001 - \$150,000	
[4]	\$ 150,001- 200,000	[5]	\$200,001-\$250,000	[6]	\$250,001 and above	
4	What is your education level?					
[1]	Secondary school	[2]	Diploma or certificate	[3]	Bachelor degree	
[4]	Postgraduate level	[5]	Others _____			

Thank you for taking the time to complete this questionnaire.

CELL 5 - TOUCHÉ X-CAPTURE (ANTI WRINKLE SERUM)

Section A: Please refer to the following statements and circle the number that best represents the degree of agreement to each statement.

A		<i>Strongly Disagree</i>			<i>Strongly Agree</i>			
		1	2	3	4	5	6	7
1	Most people will tell a lie if they could gain by it.	1	2	3	4	5	6	7
2	People claim to have ethical standards regarding honesty and morality, but few stick to them when money is at stake.	1	2	3	4	5	6	7
3	Most people are just out for themselves.	1	2	3	4	5	6	7
4	People pretend to care more about one another than they really do.	1	2	3	4	5	6	7
5	Most people are not really honest by nature.	1	2	3	4	5	6	7
6	Most people inwardly dislike putting themselves out for other people.	1	2	3	4	5	6	7
7	I feel that I'm a person of worth, at least on an equal plane with others.	1	2	3	4	5	6	7
8	I feel that I have a number of good qualities.	1	2	3	4	5	6	7
9	All in all, I am inclined to feel that I am a failure.	1	2	3	4	5	6	7
10	I am able to do things as well as most other people.	1	2	3	4	5	6	7
11	I feel I don't have much to be proud of.	1	2	3	4	5	6	7
12	I take a positive attitude toward myself.	1	2	3	4	5	6	7
13	On the whole, I am satisfied with myself.	1	2	3	4	5	6	7
14	I wish I could have more respect for myself.	1	2	3	4	5	6	7
15	I certainly feel useless at times.	1	2	3	4	5	6	7
16	At times I think I am no good at all.	1	2	3	4	5	6	7
17	I rarely purchase the latest fashion styles until I am sure my friends will approve of them.	1	2	3	4	5	6	7
18	It is important that others like the products and brands I buy.	1	2	3	4	5	6	7
19	When buying products, I generally purchase those brands that I think other will approve of.	1	2	3	4	5	6	7

20	If other people can see me using a product, I often purchase the brand they expect me to buy.	1	2	3	4	5	6	7
21	I like to know what brands and products make good impression on others.	1	2	3	4	5	6	7
22	I achieve a sense of belonging by purchasing the same products and brands that they buy.	1	2	3	4	5	6	7
23	If I want to be like someone, I often try to buy the same brands that they buy.	1	2	3	4	5	6	7
24	I often identify with other people by purchasing the same products and brands they purchase.	1	2	3	4	5	6	7
25	To make sure I buy the right product or brand, I often observe what others are buying and using.	1	2	3	4	5	6	7
26	If I have a little experience with a product, I often ask my friends about the product.	1	2	3	4	5	6	7
27	I often consult other people to help choose the best alternative available from a product class.	1	2	3	4	5	6	7
28	I frequently gather information from friends or family about a product before I buy.	1	2	3	4	5	6	7
29	I am a knowledgeable consumer.	1	2	3	4	5	6	7
30	I know a lot about different types of stores.	1	2	3	4	5	6	7
31	I am usually well-informed about what is the reasonable price to pay for something.	1	2	3	4	5	6	7

Section B: The following statements examine your belief of advertising. Please circle the number that best represents the degree of agreement to each statement.

B		<i>Strongly Disagree</i> <i>Strongly Agree</i>						
		1	2	3	4	5	6	7
1	We can depend on getting the truth in most advertising.	1	2	3	4	5	6	7
2	Advertising's aim is to inform the consumer.	1	2	3	4	5	6	7
3	I believe advertising is informative.	1	2	3	4	5	6	7
4	Advertising is generally truthful.	1	2	3	4	5	6	7
5	Advertising is a reliable source if information about the quality and performance of products.	1	2	3	4	5	6	7

6	Advertising is truth well told.	1	2	3	4	5	6	7
7	In general, advertising presents a true picture of the product being advertised.	1	2	3	4	5	6	7
8	I feel I've been accurately informed after viewing most advertisement.	1	2	3	4	5	6	7
9	Most advertising provides consumers with essential information.	1	2	3	4	5	6	7

- Please observe the advertisement before proceeding-

Touché

15 minutes : wrinkles are smoothed by up to 60%
1 hour : wrinkles are smoothed by up to 99%

Wrinkles: Repairing the unrepairable?

Capture R60/80™ XP

The best anti-wrinkle skincare product derived from TOUCHÉ research on stem cells is born.



Section C: The following statements examine your feelings toward the ad that you have just seen. Please circle the number that best represents the degree of agreement to each statement.

C		<i>Strongly Disagree</i>				<i>Strongly Agree</i>		
		1	2	3	4	5	6	7
1	The way this ad tries to persuade people seems acceptable to me.	1	2	3	4	5	6	7
2	The advertiser tried to manipulate the audience in ways that I don't like.	1	2	3	4	5	6	7
3	I was annoyed by this ad because the advertiser seemed to be trying to inappropriately manage or control the consumer audience.	1	2	3	4	5	6	7
4	I didn't mind this ad; the advertiser tried to be persuasive without being excessively manipulative.	1	2	3	4	5	6	7
5	The ad was fair on what was said and show.	1	2	3	4	5	6	7
6	I think that this advertisement was fair.	1	2	3	4	5	6	7
7	I think that the advertisement was good.	1	2	3	4	5	6	7
8	I think that the advertisement was pleasant.	1	2	3	4	5	6	7
9	I think that the advertisement was favourable.	1	2	3	4	5	6	7

Section D: Based on the advertisements, the following statements examine how you evaluate the wrinkle serum. Please circle the number that best represents the degree of agreement to each statement.

I think that the wrinkle serum is:

D									
1	Bad	1	2	3	4	5	6	7	Good
2	Unfavorable	1	2	3	4	5	6	7	Favorable
3	High quality	1	2	3	4	5	6	7	Low quality
4	Dislikable	1	2	3	4	5	6	7	Likable
5	Not at all useful	1	2	3	4	5	6	7	Very useful

Section E: Demographic Information

The following section contains demographic questions that are used to help classify information. Your responses will not be linked to you in anyway and will remain confidential.

1	What is your gender?					
[1]	Male	[2]	Female			
2	What is your age group? (Years)					
[1]	18 and under	[2]	19 - 25	[3]	26 – 35	
[4]	36- 45	[5]	46 - 55	[6]	56 and above	
3	What is your annual income? (Income per annum in AUD)					
[1]	\$ 50,000 and under	[2]	\$50,001 - \$100,000	[3]	\$ 100,001 - \$150,000	
[4]	\$ 150,001- 200,000	[5]	\$200,001-\$250,000	[6]	\$250,001 and above	
4	What is your education level?					
[1]	Secondary school	[2]	Diploma or certificate	[3]	Bachelor degree	
[4]	Postgraduate level	[5]	Others _____			

Thank you for taking the time to complete this questionnaire.

CELL 6 - TOUCHÉ KINERASE (ANTI WRINKLE MASK)

Section A: Please refer to the following statements and circle the number that best represents the degree of agreement to each statement.

A		<i>Strongly Disagree</i>			<i>Strongly Agree</i>			
		1	2	3	4	5	6	7
1	Most people will tell a lie if they could gain by it.	1	2	3	4	5	6	7
2	People claim to have ethical standards regarding honesty and morality, but few stick to them when money is at stake.	1	2	3	4	5	6	7
3	Most people are just out for themselves.	1	2	3	4	5	6	7
4	People pretend to care more about one another than they really do.	1	2	3	4	5	6	7
5	Most people are not really honest by nature.	1	2	3	4	5	6	7
6	Most people inwardly dislike putting themselves out for other people.	1	2	3	4	5	6	7
7	I feel that I'm a person of worth, at least on an equal plane with others.	1	2	3	4	5	6	7
8	I feel that I have a number of good qualities.	1	2	3	4	5	6	7
9	All in all, I am inclined to feel that I am a failure.	1	2	3	4	5	6	7
10	I am able to do things as well as most other people.	1	2	3	4	5	6	7
11	I feel I don't have much to be proud of.	1	2	3	4	5	6	7
12	I take a positive attitude toward myself.	1	2	3	4	5	6	7
13	On the whole, I am satisfied with myself.	1	2	3	4	5	6	7
14	I wish I could have more respect for myself.	1	2	3	4	5	6	7
15	I certainly feel useless at times.	1	2	3	4	5	6	7
16	At times I think I am no good at all.	1	2	3	4	5	6	7
17	I rarely purchase the latest fashion styles until I am sure my friends will approve of them.	1	2	3	4	5	6	7
18	It is important that others like the products and brands I buy.	1	2	3	4	5	6	7
19	When buying products, I generally purchase those brands that I think other will approve of.	1	2	3	4	5	6	7

20	If other people can see me using a product, I often purchase the brand they expect me to buy.	1	2	3	4	5	6	7
21	I like to know what brands and products make good impression on others.	1	2	3	4	5	6	7
22	I achieve a sense of belonging by purchasing the same products and brands that they buy.	1	2	3	4	5	6	7
23	If I want to be like someone, I often try to buy the same brands that they buy.	1	2	3	4	5	6	7
24	I often identify with other people by purchasing the same products and brands they purchase.	1	2	3	4	5	6	7
25	To make sure I buy the right product or brand, I often observe what others are buying and using.	1	2	3	4	5	6	7
26	If I have a little experience with a product, I often ask my friends about the product.	1	2	3	4	5	6	7
27	I often consult other people to help choose the best alternative available from a product class.	1	2	3	4	5	6	7
28	I frequently gather information from friends or family about a product before I buy.	1	2	3	4	5	6	7
29	I am a knowledgeable consumer.	1	2	3	4	5	6	7
30	I know a lot about different types of stores.	1	2	3	4	5	6	7
31	I am usually well-informed about what is the reasonable price to pay for something.	1	2	3	4	5	6	7

Section B: The following statements examine your belief of advertising. Please circle the number that best represents the degree of agreement to each statement.

B		<i>Strongly Disagree</i>							<i>Strongly Agree</i>						
		1	2	3	4	5	6	7	1	2	3	4	5	6	7
1	We can depend on getting the truth in most advertising.	1	2	3	4	5	6	7	1	2	3	4	5	6	7
2	Advertising's aim is to inform the consumer.	1	2	3	4	5	6	7	1	2	3	4	5	6	7
3	I believe advertising is informative.	1	2	3	4	5	6	7	1	2	3	4	5	6	7
4	Advertising is generally truthful.	1	2	3	4	5	6	7	1	2	3	4	5	6	7
5	Advertising is a reliable source if information about the quality and performance of products.	1	2	3	4	5	6	7	1	2	3	4	5	6	7

6	Advertising is truth well told.	1	2	3	4	5	6	7
7	In general, advertising presents a true picture of the product being advertised.	1	2	3	4	5	6	7
8	I feel I've been accurately informed after viewing most advertisement.	1	2	3	4	5	6	7
9	Most advertising provides consumers with essential information.	1	2	3	4	5	6	7

- Please observe the advertisement before proceeding-



Touché

KINERASE™

Relax, rejuvenate and refresh
your eyes

15 minutes: wrinkles smoothen by up to 60%
1 hour: wrinkles smoothen by up to 99%

Wrinkles: Repairing the unrepairable?

TOUCHÉ KINERASE™ : MAGNETIC EYE MASK

Kinerase™ contains 18 x 1200 Gauss ceramic magnets which assists in enhancing blood circulation to the eye sphere, increasing Melatonin levels in the skin, rejuvenating skin cells.

Section C: The following statements examine your feelings toward the ad that you have just seen. Please circle the number that best represents the degree of agreement to each statement.

C		<i>Strongly Disagree</i>				<i>Strongly Agree</i>		
		1	2	3	4	5	6	7
1	The way this ad tries to persuade people seems acceptable to me.	1	2	3	4	5	6	7
2	The advertiser tried to manipulate the audience in ways that I don't like.	1	2	3	4	5	6	7
3	I was annoyed by this ad because the advertiser seemed to be trying to inappropriately manage or control the consumer audience.	1	2	3	4	5	6	7
4	I didn't mind this ad; the advertiser tried to be persuasive without being excessively manipulative.	1	2	3	4	5	6	7
5	The ad was fair on what was said and show.	1	2	3	4	5	6	7
6	I think that this advertisement was fair.	1	2	3	4	5	6	7
7	I think that the advertisement was good.	1	2	3	4	5	6	7
8	I think that the advertisement was pleasant.	1	2	3	4	5	6	7
9	I think that the advertisement was favourable.	1	2	3	4	5	6	7

Section D: Based on the advertisements, the following statements examine how you evaluate the wrinkle mask. Please circle the number that best represents the degree of agreement to each statement.

I think that the wrinkle mask is:

D									
1	Bad	1	2	3	4	5	6	7	Good
2	Unfavorable	1	2	3	4	5	6	7	Favorable
3	High quality	1	2	3	4	5	6	7	Low quality
4	Dislikable	1	2	3	4	5	6	7	Likable
5	Not at all useful	1	2	3	4	5	6	7	Very useful

Section E: Demographic Information

The following section contains demographic questions that are used to help classify information. Your responses will not be linked to you in anyway and will remain confidential.

1	What is your gender?					
[1]	Male	[2]	Female			
2	What is your age group? (Years)					
[1]	18 and under	[2]	19 - 25	[3]	26 – 35	
[4]	36- 45	[5]	46 - 55	[6]	56 and above	
3	What is your annual income? (Income per annum in AUD)					
[1]	\$ 50,000 and under	[2]	\$50,001 - \$100,000	[3]	\$ 100,001 - \$150,000	
[4]	\$ 150,001- 200,000	[5]	\$200,001-\$250,000	[6]	\$250,001 and above	
4	What is your education level?					
[1]	Secondary school	[2]	Diploma or certificate	[3]	Bachelor degree	
[4]	Postgraduate level	[5]	Others _____			

Thank you for taking the time to complete this questionnaire.

CELL 7 - TOUCHÉ AVIA (SLIMMING PILL)

Section A: Please refer to the following statements and circle the number that best represents the degree of agreement to each statement.

A		<i>Strongly Disagree</i>			<i>Strongly Agree</i>			
		1	2	3	4	5	6	7
1	Most people will tell a lie if they could gain by it.	1	2	3	4	5	6	7
2	People claim to have ethical standards regarding honesty and morality, but few stick to them when money is at stake.	1	2	3	4	5	6	7
3	Most people are just out for themselves.	1	2	3	4	5	6	7
4	People pretend to care more about one another than they really do.	1	2	3	4	5	6	7
5	Most people are not really honest by nature.	1	2	3	4	5	6	7
6	Most people inwardly dislike putting themselves out for other people.	1	2	3	4	5	6	7
7	I feel that I'm a person of worth, at least on an equal plane with others.	1	2	3	4	5	6	7
8	I feel that I have a number of good qualities.	1	2	3	4	5	6	7
9	All in all, I am inclined to feel that I am a failure.	1	2	3	4	5	6	7
10	I am able to do things as well as most other people.	1	2	3	4	5	6	7
11	I feel I don't have much to be proud of.	1	2	3	4	5	6	7
12	I take a positive attitude toward myself.	1	2	3	4	5	6	7
13	On the whole, I am satisfied with myself.	1	2	3	4	5	6	7
14	I wish I could have more respect for myself.	1	2	3	4	5	6	7
15	I certainly feel useless at times.	1	2	3	4	5	6	7
16	At times I think I am no good at all.	1	2	3	4	5	6	7
17	I rarely purchase the latest fashion styles until I am sure my friends will approve of them.	1	2	3	4	5	6	7
18	It is important that others like the products and brands I buy.	1	2	3	4	5	6	7
19	When buying products, I generally purchase those brands that I think other will approve of.	1	2	3	4	5	6	7

20	If other people can see me using a product, I often purchase the brand they expect me to buy.	1	2	3	4	5	6	7
21	I like to know what brands and products make good impression on others.	1	2	3	4	5	6	7
22	I achieve a sense of belonging by purchasing the same products and brands that they buy.	1	2	3	4	5	6	7
23	If I want to be like someone, I often try to buy the same brands that they buy.	1	2	3	4	5	6	7
24	I often identify with other people by purchasing the same products and brands they purchase.	1	2	3	4	5	6	7
25	To make sure I buy the right product or brand, I often observe what others are buying and using.	1	2	3	4	5	6	7
26	If I have a little experience with a product, I often ask my friends about the product.	1	2	3	4	5	6	7
27	I often consult other people to help choose the best alternative available from a product class.	1	2	3	4	5	6	7
28	I frequently gather information from friends or family about a product before I buy.	1	2	3	4	5	6	7
29	I am a knowledgeable consumer.	1	2	3	4	5	6	7
30	I know a lot about different types of stores.	1	2	3	4	5	6	7
31	I am usually well-informed about what is the reasonable price to pay for something.	1	2	3	4	5	6	7

Section B: The following statements examine your belief of advertising. Please circle the number that best represents the degree of agreement to each statement.

B		<i>Strongly Disagree</i>							<i>Strongly Agree</i>						
		1	2	3	4	5	6	7	1	2	3	4	5	6	7
1	We can depend on getting the truth in most advertising.	1	2	3	4	5	6	7	1	2	3	4	5	6	7
2	Advertising's aim is to inform the consumer.	1	2	3	4	5	6	7	1	2	3	4	5	6	7
3	I believe advertising is informative.	1	2	3	4	5	6	7	1	2	3	4	5	6	7
4	Advertising is generally truthful.	1	2	3	4	5	6	7	1	2	3	4	5	6	7
5	Advertising is a reliable source if information about the quality and performance of products.	1	2	3	4	5	6	7	1	2	3	4	5	6	7

6	Advertising is truth well told.	1	2	3	4	5	6	7
7	In general, advertising presents a true picture of the product being advertised.	1	2	3	4	5	6	7
8	I feel I've been accurately informed after viewing most advertisement.	1	2	3	4	5	6	7
9	Most advertising provides consumers with essential information.	1	2	3	4	5	6	7

- Please observe the advertisement before proceeding-

Touché

Within one week...

Intensify metabolism rate

Lose up to 10 pounds

Reform stretch marks

Enhance skin conditions

Touché
avia



Section C: The following statements examine your feelings toward the ad that you have just seen. Please circle the number that best represents the degree of agreement to each statement.

C		<i>Strongly Disagree</i>				<i>Strongly Agree</i>		
		1	2	3	4	5	6	7
1	The way this ad tries to persuade people seems acceptable to me.	1	2	3	4	5	6	7
2	The advertiser tried to manipulate the audience in ways that I don't like.	1	2	3	4	5	6	7
3	I was annoyed by this ad because the advertiser seemed to be trying to inappropriately manage or control the consumer audience.	1	2	3	4	5	6	7
4	I didn't mind this ad; the advertiser tried to be persuasive without being excessively manipulative.	1	2	3	4	5	6	7
5	The ad was fair on what was said and show.	1	2	3	4	5	6	7
6	I think that this advertisement was fair.	1	2	3	4	5	6	7
7	I think that the advertisement was good.	1	2	3	4	5	6	7
8	I think that the advertisement was pleasant.	1	2	3	4	5	6	7
9	I think that the advertisement was favourable.	1	2	3	4	5	6	7

Section D: Based on the advertisements, the following statements examine how you evaluate the slimming pills. Please circle the number that best represents the degree of agreement to each statement.

I think that the slimming pills are:

D									
1	Bad	1	2	3	4	5	6	7	Good
2	Unfavorable	1	2	3	4	5	6	7	Favorable
3	High quality	1	2	3	4	5	6	7	Low quality
4	Dislikable	1	2	3	4	5	6	7	Likable
5	Not at all useful	1	2	3	4	5	6	7	Very useful

Section E: Demographic Information

The following section contains demographic questions that are used to help classify information. Your responses will not be linked to you in anyway and will remain confidential.

1	What is your gender?					
[1]	Male	[2]	Female			
2	What is your age group? (Years)					
[1]	18 and under	[2]	19 - 25	[3]	26 – 35	
[4]	36- 45	[5]	46 - 55	[6]	56 and above	
3	What is your annual income? (Income per annum in AUD)					
[1]	\$ 50,000 and under	[2]	\$50,001 - \$100,000	[3]	\$ 100,001 - \$150,000	
[4]	\$ 150,001- 200,000	[5]	\$200,001-\$250,000	[6]	\$250,001 and above	
4	What is your education level?					
[1]	Secondary school	[2]	Diploma or certificate	[3]	Bachelor degree	
[4]	Postgraduate level	[5]	Others _____			

Thank you for taking the time to complete this questionnaire.

CELL 8 - TOUCHÉ SVELT (SLIMMING MACHINE)

Section A: Please refer to the following statements and circle the number that best represents the degree of agreement to each statement.

A		<i>Strongly Disagree</i>			<i>Strongly Agree</i>			
		1	2	3	4	5	6	7
1	Most people will tell a lie if they could gain by it.	1	2	3	4	5	6	7
2	People claim to have ethical standards regarding honesty and morality, but few stick to them when money is at stake.	1	2	3	4	5	6	7
3	Most people are just out for themselves.	1	2	3	4	5	6	7
4	People pretend to care more about one another than they really do.	1	2	3	4	5	6	7
5	Most people are not really honest by nature.	1	2	3	4	5	6	7
6	Most people inwardly dislike putting themselves out for other people.	1	2	3	4	5	6	7
7	I feel that I'm a person of worth, at least on an equal plane with others.	1	2	3	4	5	6	7
8	I feel that I have a number of good qualities.	1	2	3	4	5	6	7
9	All in all, I am inclined to feel that I am a failure.	1	2	3	4	5	6	7
10	I am able to do things as well as most other people.	1	2	3	4	5	6	7
11	I feel I don't have much to be proud of.	1	2	3	4	5	6	7
12	I take a positive attitude toward myself.	1	2	3	4	5	6	7
13	On the whole, I am satisfied with myself.	1	2	3	4	5	6	7
14	I wish I could have more respect for myself.	1	2	3	4	5	6	7
15	I certainly feel useless at times.	1	2	3	4	5	6	7
16	At times I think I am no good at all.	1	2	3	4	5	6	7
17	I rarely purchase the latest fashion styles until I am sure my friends will approve of them.	1	2	3	4	5	6	7
18	It is important that others like the products and brands I buy.	1	2	3	4	5	6	7
19	When buying products, I generally purchase those brands that I think other will approve of.	1	2	3	4	5	6	7

20	If other people can see me using a product, I often purchase the brand they expect me to buy.	1	2	3	4	5	6	7
21	I like to know what brands and products make good impression on others.	1	2	3	4	5	6	7
22	I achieve a sense of belonging by purchasing the same products and brands that they buy.	1	2	3	4	5	6	7
23	If I want to be like someone, I often try to buy the same brands that they buy.	1	2	3	4	5	6	7
24	I often identify with other people by purchasing the same products and brands they purchase.	1	2	3	4	5	6	7
25	To make sure I buy the right product or brand, I often observe what others are buying and using.	1	2	3	4	5	6	7
26	If I have a little experience with a product, I often ask my friends about the product.	1	2	3	4	5	6	7
27	I often consult other people to help choose the best alternative available from a product class.	1	2	3	4	5	6	7
28	I frequently gather information from friends or family about a product before I buy.	1	2	3	4	5	6	7
29	I am a knowledgeable consumer.	1	2	3	4	5	6	7
30	I know a lot about different types of stores.	1	2	3	4	5	6	7
31	I am usually well-informed about what is the reasonable price to pay for something.	1	2	3	4	5	6	7

Section B: The following statements examine your belief of advertising. Please circle the number that best represents the degree of agreement to each statement.

B		<i>Strongly Disagree</i>							<i>Strongly Agree</i>						
		1	2	3	4	5	6	7	1	2	3	4	5	6	7
1	We can depend on getting the truth in most advertising.	1	2	3	4	5	6	7	1	2	3	4	5	6	7
2	Advertising's aim is to inform the consumer.	1	2	3	4	5	6	7	1	2	3	4	5	6	7
3	I believe advertising is informative.	1	2	3	4	5	6	7	1	2	3	4	5	6	7
4	Advertising is generally truthful.	1	2	3	4	5	6	7	1	2	3	4	5	6	7
5	Advertising is a reliable source if information about the quality and performance of products.	1	2	3	4	5	6	7	1	2	3	4	5	6	7

6	Advertising is truth well told.	1	2	3	4	5	6	7
7	In general, advertising presents a true picture of the product being advertised.	1	2	3	4	5	6	7
8	I feel I've been accurately informed after viewing most advertisement.	1	2	3	4	5	6	7
9	Most advertising provides consumers with essential information.	1	2	3	4	5	6	7

- Please observe the advertisement before proceeding-

TOUCHÉ *Svelt*

Only with a click of a button, banish unsightly bulges

Heat therapy

Dilates the blood vessels and increases the flow of blood, oxygen into the cells to boost metabolism rate.

Vibration

Stimulates vital accupressure points to improve blood circulation and cleanse the body of toxins.

Kneading

Delivers a simultaneous massage to your waistline and tummy area to break down stubborn fats that would later form cellulite.



Section C: The following statements examine your feelings toward the ad that you have just seen. Please circle the number that best represents the degree of agreement to each statement.

C		<i>Strongly Disagree</i>				<i>Strongly Agree</i>		
		1	2	3	4	5	6	7
1	The way this ad tries to persuade people seems acceptable to me.	1	2	3	4	5	6	7
2	The advertiser tried to manipulate the audience in ways that I don't like.	1	2	3	4	5	6	7
3	I was annoyed by this ad because the advertiser seemed to be trying to inappropriately manage or control the consumer audience.	1	2	3	4	5	6	7
4	I didn't mind this ad; the advertiser tried to be persuasive without being excessively manipulative.	1	2	3	4	5	6	7
5	The ad was fair on what was said and show.	1	2	3	4	5	6	7
6	I think that this advertisement was fair.	1	2	3	4	5	6	7
7	I think that the advertisement was good.	1	2	3	4	5	6	7
8	I think that the advertisement was pleasant.	1	2	3	4	5	6	7
9	I think that the advertisement was favourable.	1	2	3	4	5	6	7

Section D: Based on the advertisements, the following statements examine how you evaluate the slimming pills. Please circle the number that best represents the degree of agreement to each statement.

I think that the slimming pills are:

D									
1	Bad	1	2	3	4	5	6	7	Good
2	Unfavorable	1	2	3	4	5	6	7	Favorable
3	High quality	1	2	3	4	5	6	7	Low quality
4	Dislikable	1	2	3	4	5	6	7	Likable
5	Not at all useful	1	2	3	4	5	6	7	Very useful

Section E: Demographic Information

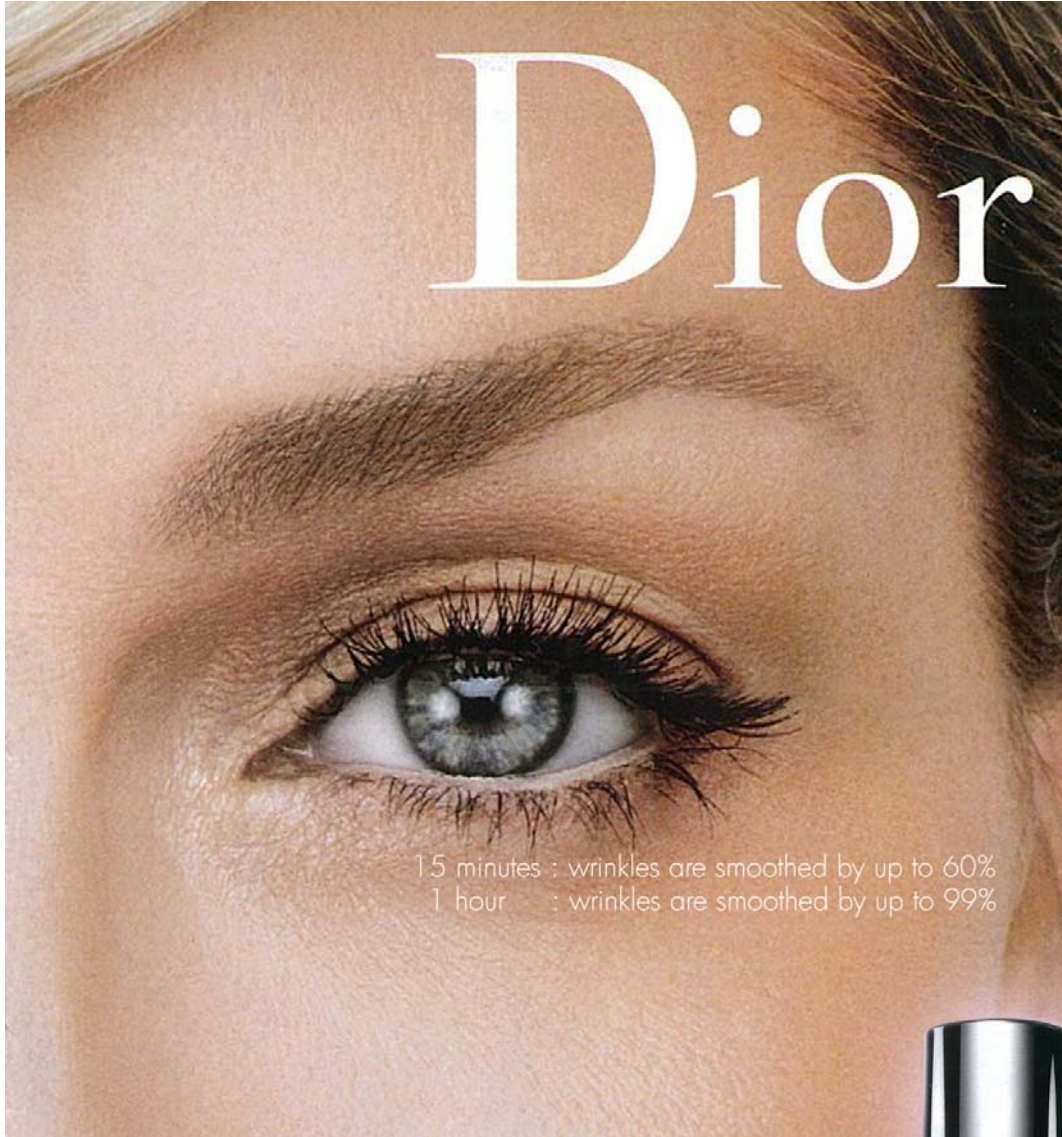
The following section contains demographic questions that are used to help classify information. Your responses will not be linked to you in anyway and will remain confidential.

1	What is your gender?					
[1]	Male	[2]	Female			
2	What is your age group? (Years)					
[1]	18 and under	[2]	19 - 25	[3]	26 – 35	
[4]	36- 45	[5]	46 - 55	[6]	56 and above	
3	What is your annual income? (Income per annum in AUD)					
[1]	\$ 50,000 and under	[2]	\$50,001 - \$100,000	[3]	\$ 100,001 - \$150,000	
[4]	\$ 150,001- 200,000	[5]	\$200,001-\$250,000	[6]	\$250,001 and above	
4	What is your education level?					
[1]	Secondary school	[2]	Diploma or certificate	[3]	Bachelor degree	
[4]	Postgraduate level	[5]	Others _____			

Thank you for taking the time to complete this questionnaire.

APPENDIX 3
(VISUAL STIMULI)

CELL 1 - DIOR X-CAPTURE (ANTI WRINKLE SERUM)



15 minutes : wrinkles are smoothed by up to 60%
1 hour : wrinkles are smoothed by up to 99%

Wrinkles: Repairing the unrepairable?
Capture R60/80™ XP

The best anti-wrinkle skincare product derived from DIOR research on stem cells is born.



CELL 2 - DIOR KINERASE (ANTI WRINKLE MASK)



Dior

KINERASE™

Relax, rejuvenate and refresh
your eyes

15 minutes: wrinkles smoothen by up to 60%
1 hour: wrinkles smoothen by up to 99%

Wrinkles: Repairing the unrepairable?

DIOR KINERASE™ : MAGNETIC EYE MASK

Kinerase™ contains 18 x 1200 Gauss ceramic magnets which assists in enhancing blood circulation to the eye sphere, increasing Melatonin levels in the skin, rejuvenating skin cells.

CELL 3 - DIOR AVIA (SLIMMING PILL)



Dior

Within one week...

- Intensify metabolism rate
- Lose up to 10 pounds
- Reform stretch marks
- Enhance skin conditions

Dior
avia

100%
Genuine

CELL 4 - DIOR SVELT (SLIMMING MACHINE)

DIOR *Svelt*

Only with a click of a button, banish unsightly bulges

Heat therapy

Dilates the blood vessels and increases the flow of blood, oxygen into the cells to boost metabolism rate.

Vibration

Stimulates vital accupressure points to improve blood circulation and cleanse the body of toxins.

Kneading

Delivers a simultaneous massage to your waistline and tummy area to break down stubborn fats that would later form cellulite.



CELL 5 - TOUCHÉ X-CAPTURE (ANTI WRINKLE SERUM)

Touché

15 minutes : wrinkles are smoothed by up to 60%
1 hour : wrinkles are smoothed by up to 99%

Wrinkles: Repairing the unrepairable?

Capture R60/80™ XP

The best anti-wrinkle skincare product derived from TOUCHÉ research on stem cells is born.



CELL 6 - TOUCHÉ KINERASE (ANTI WRINKLE MASK)



15 minutes: wrinkles smoothen by up to 60%
1 hour: wrinkles smoothen by up to 99%

Touché

KINERASE™

Relax, rejuvenate and refresh
your eyes

Wrinkles: Repairing the unrepairable?

TOUCHÉ KINERASE™ : MAGNETIC EYE MASK

Kinerase™ contains 18 x 1200 Gauss ceramic magnets which assists in enhancing blood circulation to the eye sphere, increasing Melatonin levels in the skin, rejuvenating skin cells.

CELL 7 - TOUCHÉ AVIA (SLIMMING PILL)

A romantic couple embracing on a beach. The woman is wearing a white long-sleeved shirt and the man is wearing a white short-sleeved shirt. They are both smiling and laughing. The background is a bright blue sky and ocean. In the bottom right corner, there is a clear plastic bottle filled with white, round pills.

Touché

Within one week...

- Intensify metabolism rate
- Lose up to 10 pounds
- Reform stretch marks
- Enhance skin conditions

Touché
avia

CELL 8 - TOUCHÉ SVELT (SLIMMING MACHINE)

TOUCHÉ *Svelt*

Only with a click of a button, banish unsightly bulges

Heat therapy

Dilates the blood vessels and increases the flow of blood, oxygen into the cells to boost metabolism rate.

Vibration

Stimulates vital accupressure points to improve blood circulation and cleanse the body of toxins.

Kneading

Delivers a simultaneous massage to your waistline and tummy area to break down stubborn fats that would later form cellulite.



APPENDIX 4
(ETHICS FORM)

Form C
Application for Approval of Research with Low Risk
(Ethical Requirements)

Office Use Only: Date Added to Database: _____ Application No: SOM2009
Approved: Yes No 015

This form should be completed by students/staff undertaking research involving humans with **low risk**, defined as research where participants have the potential to suffer no harm, but where there is potential to suffer only inconvenience or discomfort". Research may not commence without written notification of approval. This form must be submitted along with the checklist in the Application Guidelines. Please complete this document electronically save it, print it, and have it signed, then submit it.

Please note that if your application involving humans is not classed as **low risk** you will need to complete a Form A "Application for Ethical Approval of Human Research" <http://research.curtin.edu.au/ethics/human.cfm#application>

SECTION 1 TO BE COMPLETED BY APPLICANT

1. Investigator Name(s) CHERYL MARILYN TIEN Supervisor Name (if applicable) ASSO. PROF. IAN PHAU

Phone: - Wk: - Mb: 0433362210

Email chenyltien@gmail.com

Mailing Address 145B RENOU ST, East Cannington, 6107 WA

School or research group School of Marketing

2. Project Title Consumer's Skepticism Toward Advertising

3. Plain English summary of project (100 words or less)
people's attitudes when they see view an ad and how PKM and IMI influences their attitudes.

4. Aims of project (100 words or less)
To identify why consumers still purchase despite to understand skepticism toward advertising as to how consumers evaluate and react to advertisements based on interpersonal and social influences and to establish the relationship between consumers' skepticism toward adv and inferences of manipulative intent and examine responses through to product judgement.

5. Project Type Funded research Source of Funds inferences of manipulative intent and examine responses through to product judgement.
Unfunded research
 Project as part of degree (e.g. Undergraduate, Honours, Coursework Master's degree)
 Name of degree Masterc by Research

6. Recruitment Procedures follow guidelines as stated in the National Statement

7. Participants Describe the population from which participants/sample will be recruited/and how they are to be Recruited:
sample are students randomly selected from White Pages.

8. Participant Data Identified OR Re-identifiable (eg linked code) OR Non-identifiable

9. Sources of Data directly from individuals Curtin University data private organisation
government organisation other source

10. Data Collection Method(s) (e.g. observation, physical activity, interviews, survey) _____
Anonymous surveys - self administered.

Please confirm the following:

11. Privacy & Confidentiality

- i. Data will be stored in a secure location (state where)..... Sch o.f. MKT
- ii. Data will be stored for: years
- iii. Access to data will be restricted to student and supervisor
- iv. Data will only be used for purposes as described in the Information sheet.....
- v. Data will only be published in the format as stated in the Information sheet

12. Information Sheet

- i. Participants will be given an information sheet written in plain, clear language
- ii. Information sheet will contain all items listed on the attached guidelines

Attach written justification if an Information sheet is not being used

13. Consent form

- i. Consent form not required.....
- ii. Participants sign a consent form
- iii. Participants consent verbally.....
- iv. Consent assumed if participants return a questionnaire

14. Attachments

- Research Methods & Ethical Issues
- Information Sheet
- Consent form
- Instrument (eg survey)
- Signed checklists in Form C Application Guidelines.....

Signature: _____

Chips

Supervisor Signature (if applicable) _____

IAN PHAM

Date: _____

18/05/09

RESEARCH METHOD (where co-investigator is a higher degree by research student)

- Application for Candidacy was approved by the Faculty Graduate Studies Committee at the meeting held on _____ Date
- or
- Application for Candidacy has been submitted to the Faculty Graduate Studies Committee for consideration at the meeting scheduled for _____ Date
- or
- Application for Candidacy has not been submitted to the Faculty Graduate Studies Committee but will be submitted for consideration at the meeting scheduled _____ Date

Applicants have you:

- 1. Completed and attached the Form C Application Guidelines.....
- 2. Obtained all relevant signatures for both the Form C Application and the Ethics Checklist

END OF SECTION 1

SECTION 2 TO BE COMPLETED BY RESEARCH ETHICS COORDINATOR/REVIEWER

(1) Project meets ethical requirements and is granted approval

From:	18/5/2009	To:	18/5/2012
-------	-----------	-----	-----------

OR

(2) Project requires amendment, to be resubmitted to reviewer for approval)
(attach list of amendments)

Summary of amendments required:

OR

(3) Applicant instructed to submit an Application Form A to the HREC for approval

Name of reviewer (Block Letters) _____

Signature: _____ **Date:** _____

Checklist

- 1. Completed the attached Form C Checklist for Reviewers
- 2. Details added to the Ethics Form C Database
- 3. Letter sent to Applicant.....

END OF SECTION 2

FORM C REVIEWER CHECKLIST

- 1. Information Sheet in plain language appropriate to age/culture or participant
- 2. Consent Form/s
- 3. Consent Form/s and Information Sheet/s allow INFORMED CONSENT
- 4. Description of Methods
- 5. Is it necessary to use humans to get the results desired?
- 6. Is it low risk?
Yes No

If Yes Form C to be reviewed, If No – notify researcher that they must submit a Form A rather than Form C.

- 7. If yes, is the risk justified?
- 8. Plain Language Statement
- 9. Contact details for researchers
- 10. Any special information needed? YES No
- If YES, is this identified and provided?
- 11. All parts of the form completed

Name of reviewer
(Block Letters)

MICHAEL LWIN

Signature:



Date:

18/5/2009

GUIDELINES

PLEASE NOTE THESE GUIDELINES MUST BE COMPLETED AND ATTACHED TO YOUR FORM C APPLICATION
(without these guidelines your application will not be reviewed)

Submission

Please download the most recent version of this form from the Research and Development website:
<http://research.curtin.edu.au/ethics/human.cfm>

Submit Form C to the ethics coordinator in the relevant School/Faculty.

Before completing Form C, applicants should first check with their research ethics coordinator to see if there are school guidelines regarding the kinds of research that can be approved within the school/Faculty. For example, a school may decide that for its discipline(s), all research conducted at a particular level will require that the applicant to complete a **Form A** for submission to the Human Research Ethics Committee.

Low risk

The Form C is for research that involves low or negligible risk. This is research where participants have the potential to suffer no harm, but where there is potential to suffer only inconvenience or discomfort. (See National Statement on Ethical Conduct in Human Research Section 2). There is no objective measure of risk that covers all situations. Different people interpret harm and risk in different ways. When considering the harm that may result from your research (for participants, researchers, the public etc) take into account the following types of harm: psychological, physical, privacy infringement, "labelling" [reputation], economic.

If your research is NOT low risk you must fill in Form A "Application for Ethical Approval" and submit it to the Secretary, HREC (Level 1, Bldg 100)

Recruitment of participants must not involve coercion. Participation must be voluntary. If contact details are needed, the researcher must have authorised access to the contact details of participants. See the References section to access a copy of the NHMRC *National Statement on Ethical Conduct in Human Research*.

Participants must be given an information sheet, unless they are incapable of understanding written information, for example, young school children, or if it is culturally inappropriate.

A consent form may not be required if participation is completely anonymous (no personal details recorded) and information is not sensitive i.e. unlikely to cause embarrassment, pain, distress, emotional or spiritual discomfort.

Informed Consent

A consent form and information sheet must be provided to participants in all but exceptional circumstances. In preparing these documents reference should be made to the *NHMRC National Statement on Ethical Conduct in Human Research* <http://www.nhmrc.gov.au/publications/synopses/e72syn.htm> (see paragraph on **Consent 2.2**).

Respect for human beings involves giving due scope to people's capacity to make their own decisions. In the research context, this normally requires that participation be the result of a choice made by participants – commonly known as "the requirement for consent".

This requirement has the following conditions: consent should be a voluntary choice, and should be based on sufficient information and adequate understanding of both the proposed research and the implications of participation in it.

Other main points to note from the National Statement are listed below:

- A participant may refuse to participate without giving a reason or justification (paragraph 2.2.19).
- A participant's consent must be clearly established, and the consent of all properly interested parties obtained (paragraph 2.2.12). When appropriate, consent may need to be sought at both an individual and an organisation level.
- Consent must not be the subject of coercion or to any inducement or influence which could impair its voluntary character (paragraph 2.2.9).

- Circumstances in which consent from participants may not be necessary include: the use of non-identifiable data in epidemiological research, observational research in public places, or the use of anonymous surveys (paragraph 2.3).
- A participant must be free at any time to withdraw consent to further involvement in the research.

Consent Form

A consent form would normally include the details listed below:

- title of project
- statements of confirmation, such as -
 "I have been informed of and understand the purposes of the study."
 "I have been given an opportunity to ask questions."
 "I understand I can withdraw at any time without prejudice."
 "Any information which might potentially identify me will not be used in published material."
 "I agree to participate in the study as outlined to me."
- name of participant, signature and date.

Information Sheet

The main purpose of the *Information Sheet* is to provide participants with a plain language statement that clearly describes the aims of the project and the nature of involvement of participants. Participants should be clearly informed of their rights and any risks associated with participation. At all times the researcher must observe the welfare of the participants and respect the dignity and personal privacy of the individual.

An Information Sheet must include the following:

- The aims of the project;
- A description of what will be required of the participants (include details of amount of time required of participants);
- A statement which addresses confidentiality and security of information. Details of who will have access to personal information and the purpose(s) for which participant information will be used, including whether participants would be potentially identifiable in any published material;
- A statement that advises participation is completely voluntary; participants are at liberty to withdraw at any time without prejudice or negative consequences; non-participation will not affect an individual's rights/access to other services/care (eg in the case of patients);
- Any risks / benefits to participants;
- The contact details of the investigators (and supervisor where the principal investigator is a student) should the participant require further information;
- The contact details of the Human Research Ethics Committee (Secretary) should participants wish to make a complaint on ethical grounds (phone: 9266 2784 or hrec@curtin.edu.au or in writing C/- Office of Research and Development, Curtin University of Technology, GPO Box U1987, Perth WA 6845);
- Confirmation that the project has been approved by the Curtin University Human Research Ethics Committee, including the approval number.

NOTES FOR RESEARCHERS

Confidentiality - The applicant must indicate in detail how confidentiality and privacy will be maintained. For example, what procedures and safeguards will be employed. A simple statement of intent to maintain confidentiality is not sufficient.

Anonymity and Identifiable Participants - researchers have a responsibility to take all reasonable steps to protect participants' privacy and to inform participants fully, prior to participation, of any possible risks regarding identification in published material. Researchers should give participants the opportunity to review draft material before it is published, including interview transcripts, to further ensure that the rights and privacy of participants are protected.

Access to Curtin Staff and Students – researchers requiring access to Curtin staff or students to invite them to participate in a research study will require both the approval of (i) the Human Research Ethics Committee and (ii) the Pro Vice-Chancellor, Academic Services, in that order.

Recruitment – The applicant must demonstrate that there is no possibility of undue influence on potential participants through eg power relations such as that between clinician and patient.

Risks/Benefits - The proposed benefits of the study must outweigh any potential risk, and any such risks to participants must be minimised and fully communicated to participants before consent is obtained. See Q 3 of Form A.

Adequacy of Method - Applicants should ensure that proposals provide sufficient detail in order to demonstrate to the Committee that the project is justified, relevant and that all methods are clearly outlined.

Invasive Techniques - Any proposals involving invasive techniques should automatically be referred to the Human Research Ethics Committee in order to be vetted by a suitably qualified expert.

External Institutional Approval - Proposals that require external institutional approval, ie approval from institutions outside Curtin University of Technology should be referred by formal submission to the Human Research Ethics Committee.

Use of Sensitive Tests

- Researchers have a duty of care if their research uncovers information about individual subjects that has a bearing on their wellbeing. If the data are valid at the individual level, the researcher has a duty of care to those discovered to be at risk.
- Diagnostic tests and procedures should only be used if they are specific to the research questions asked. Diagnostic tests should only be analysed by persons with the appropriate qualifications and competence to interpret the results.
- If the instrument used in collecting information from the participant is a diagnostic test, and has been collected by someone professionally able to interpret it diagnostically, then the duty of care may require feedback to the individual concerned or to someone responsible for the individual (such as their physician or in the case of school children, the school principal) if the individual is identified as being at risk.
- If the instrument is not diagnostic, but is still indicative or raises concerns about the individual's well-being (eg traits, states, conditions or tendencies), then feedback may still be necessary if a participant's score is extreme.
- If the instrument is non-diagnostic or non-indicative, it is recommended that data should be collected in ways that would not allow an individual's score to be identified, ie, collected anonymously.
- The Information Sheet to participants should clearly state whether the information is to be collected anonymously. If collected anonymously, it should state clearly that individual scores will not be identifiable or made available for any purpose. If not collected anonymously, the researcher should "inform potential subjects of the possibility of diagnosis and the way the results will be handled. In particular, the researcher must outline to whom and how results, which indicate that the subject of the research is 'at risk', will be communicated."
- Where feedback to an individual or carer of the individual is warranted, extreme care is necessary to avoid possible negative consequences such as 'false alarms'.
- The researcher's duty of care to participants pertains only to the information that is central to the purpose of the research.

REFERENCE PUBLICATIONS and WEBSITES

Applicants should refer to the following publications where applicable to assist with their application:

- NHMRC, "National Statement on Ethical Conduct in Human Research"
<http://www.nhmrc.gov.au/publications/synopses/e72syn.htm>
- Joint NHMRC/Universities Australia "Australian Code for the Responsible Conduct of Research"
<http://www.nhmrc.gov.au/publications/synopses/r39syn.htm>
- Where a researcher would like to use data that has already been collected by a Commonwealth agency, the researcher will need to consult the following publication:
- NHMRC "Guidelines under Section 95 of the Privacy Act 1988"
<http://www.nhmrc.gov.au/publications/synopses/e43syn.htm>

Other resources

- The Australian Privacy Commissioners Website
<http://www.privacy.gov.au/>
 - Australian Association for Research in Education (AARE), Code of Ethics (pp1-5)
<http://www.swin.edu.au/aare/>
 - NHMRC "Guidelines on Ethical Matters in Aboriginal and Torres Strait Islander Health Research"
<http://www.nhmrc.gov.au/publications/synopses/e52syn.htm>
- Oral History Association of Australia "Guidelines of Ethical Practice"
<http://www.ohaa.net.au/guidelines.htm>

Ethical Issues Checklist Research Involving humans

Research involving humans should always comply with current ethical standards. In Australia, the ethical standards for such research are set by the National Health and Medical Research Council (*the NHMRC*) *National Statement on Ethical Conduct in Human Research* and those proposing to carry out research should be familiar with publications of the NHMRC. See <http://www.nhmrc.gov.au/publications/synopses/e72syn.htm>

The aim of ethical review of human research is to ensure that participants in research are not put at risk of harm, are not disadvantaged and are made aware that they may withdraw without prejudice.

Broadly, the process of ethical review concentrates on three main areas:

- A Gathering informed consent to participate in research projects**
- B Protection of privacy and confidentiality of records**
- C Risk of harm to subjects or to groups in the community**

In the following section you are asked to answer a number of questions under each of these three headings in order to identify any ethical considerations that may arise from your proposed research. Following this set of questions there is a further check list relating to types of research that have previously been identified as likely to raise ethical questions. In the second check list each of the types of research is cross referenced to a chapter of the NHMRC guidelines for you to read.

The following checklist is designed to alert you to the major types of ethical issues in your research. If you answer Yes to any of these questions, be sure to explain and clarify the issue elsewhere in the document.

A: Informed consent.

Research subjects must be able to give consent to their participation in research in such a way that ensures that they are fully informed of relevant aspects of the research and that they are confident to give consent for the research to be undertaken.

Researchers should ensure that individuals are not directly or indirectly pressured or coerced into participation through unequal power relationships or payments or inducements. The use of deception in any form in a research protocol has the potential to prevent the subject from giving consent that is truly well-informed.

Does your research involve:

(please tick)

1	Processes that potentially exclude and/or disadvantage a person or group, such as the collection of information which may expose the person/group to discrimination or misrepresentation?	YES <input type="checkbox"/> NO <input checked="" type="checkbox"/>
2	Collection or disclosure of personal information by a Commonwealth, State or Territory agency that might involve a breach of an Information Privacy Principle (as defined by the Commonwealth Privacy Act 1988 and the Australian Standard)?	YES <input type="checkbox"/> NO <input checked="" type="checkbox"/>
3	Collection or disclosure of personal information by a private sector organisation [that might involve a breach of a National Privacy Principle (as defined by the Commonwealth Privacy Act 1988)]?	YES <input type="checkbox"/> NO <input checked="" type="checkbox"/>
4	Payments or inducements, other than reasonable recompense, to participants for their participation?	YES <input type="checkbox"/> NO <input checked="" type="checkbox"/>
5	Deception of the participants including concealment and covert observation?	YES <input type="checkbox"/> NO <input checked="" type="checkbox"/>
6	Disclosure of the response outside the research which could place the participants at risk of criminal prosecution or civil liability or be damaging to their financial standing, employability, professional or personal relationships?	YES <input type="checkbox"/> NO <input checked="" type="checkbox"/>
7	Any form of passive consent?	YES <input type="checkbox"/> NO <input checked="" type="checkbox"/>

B: Risks to privacy and confidentiality.

The privacy of individuals and the confidentiality of data are both vital. The research must take special care to protect the privacy and confidentiality of subjects and the data obtained from them.

Does your research involve:

8	The participation of minors (under 18 years), other than in the observation of normal school activity?	YES <input type="checkbox"/> NO <input checked="" type="checkbox"/>
9	Participants who are in a dependent situation, such as students or residents of an institution (such as a hospital, nursing home or prison or patients highly dependent on medical care), other than those who are being observed in their normal environment where such observation is considered innocuous?	YES <input type="checkbox"/> NO <input checked="" type="checkbox"/>
10	Participants who may be unable to give or are incapable of giving informed consent?	YES <input type="checkbox"/> NO <input checked="" type="checkbox"/>
11	The participation of Aboriginal or Torres Strait Islanders, or other peoples from identifiable cultural, ethnic or minority groups?	YES <input type="checkbox"/> NO <input checked="" type="checkbox"/>
12	a) Acquisition of data about organisations or individuals through any form of database at any stage of the research? b) Organisations or individuals who are directly or indirectly identifiable by the researcher within the database?	YES <input type="checkbox"/> NO <input checked="" type="checkbox"/> YES <input type="checkbox"/> NO <input checked="" type="checkbox"/>
13	Use of questionnaires or interviews which may be linked either directly (eg through recording of names) or indirectly (eg through a cross-linked code) to the individual/participant/researcher at any stage of the research, including the obtaining of data?	YES <input type="checkbox"/> NO <input checked="" type="checkbox"/>
14	Use of questionnaires, interviews, or procedures, irrespective of the recording of the individual's identity, which might reasonably be expected to cause discomfort, embarrassment, or psychological or spiritual harm to the participants?	YES <input type="checkbox"/> NO <input checked="" type="checkbox"/>

C: Is there a risk of harm to subjects or groups in the community?

Individuals may be put at risk through the use of new and untried procedures, invasive procedures, the administration of drugs, or the use of procedures likely to cause pain or suffering. Individuals and groups in the community may be also be harmed through damage to their cultural security or through processes which might expose them to discrimination or misrepresentation.

Does your research involve:

15	Any novel procedure in the therapy or management of patients in a clinical setting?	YES <input type="checkbox"/> NO <input checked="" type="checkbox"/>
16	Any form of physically invasive procedure such as blood collection, exercise regimens or physical examination, and which is not part of clinical management?	YES <input type="checkbox"/> NO <input checked="" type="checkbox"/>
17	Any form of physically invasive procedure on volunteer participants such as body fluid collection (eg blood, urine, semen), exercise regimens or physical examination?	YES <input type="checkbox"/> NO <input checked="" type="checkbox"/>
18	The administration of any form of drug, medicine (other than in the course of standard medical procedure) or placebo?	YES <input type="checkbox"/> NO <input checked="" type="checkbox"/>
19	Physical pain, beyond mild discomfort?	YES <input type="checkbox"/> NO <input checked="" type="checkbox"/>
20	Obtaining and storage of blood, body fluid or tissue samples from the participants?	YES <input type="checkbox"/> NO <input checked="" type="checkbox"/>
21	Any other ethical issue of the study which has not been addressed in this Checklist?	YES <input type="checkbox"/> NO <input checked="" type="checkbox"/>
If Yes, please indicate:		

FINAL CHECKLIST

As a final check, please respond to the following list of research areas that commonly raise ethical concerns. Research involving any of the categories listed below is subject to compliance with the provisions of the NHMRC *National Statement on Ethical Conduct in Human Research*. If you answer Yes, or Possibly, please ensure that you have explained and clarified each item elsewhere in the document and that you have both read the relevant chapter of the National Statement (<http://www.nhmrc.gov.au/publications/synopses/e72syn.htm>) and addressed the specific considerations therein.

Does this proposal involve: -

Please tick answers to ALL questions

1. minors i.e., under the age of 18 (chapter 4.2)?
2. persons with an intellectual or mental impairment (chapter 4.5)?
3. persons highly dependent on medical care (chapter 4.4)?
4. persons in dependent or unequal relationships (chapter 4.3)?
5. collectivities (such as other specified racial groups) (chapter 4.8)?*
6. separate identification of, or focus on, Aboriginal and Torres Strait Islander peoples (chapter 4.7)?*
7. ionising radiation (X-rays, fluoroscopy or radioisotopes) (chapter 3)?**
8. assisted reproduction technology (chapter 3)?
9. clinical trials (chapter 3)?
10. innovative therapy or intervention (chapter 3)?
11. epidemiological research (chapter 3)?
12. use of human tissue samples (chapter 3.4)?
13. human genetic research (chapter 3.5)?
14. any perceived, possible or actual conflicts of interest

YES	POSSIBLY	NO
<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
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<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

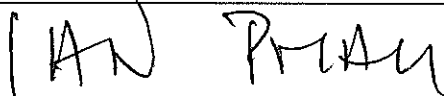

*If you answered yes to questions 5 or 6, have you consulted the Guidelines for Ethical Conduct in Aboriginal and Torres Strait Islander Health Research. (<http://www.nhmrc.gov.au/publications/synopses/e52syn.htm>) YES NO
 This provides good guidance on dealing with cultural groups and their sensitivities

**For research involving ionising radiation, microwaves, lasers or ultraviolet light, researchers must submit a separate application to the Radiation Safety Officer, for consideration of approval by the Radiation Safety Committee. Research cannot commence without such approval.

Please indicate the National Statement chapters you have consulted.

For each item to which you have ticked **Yes** or **Possibly**, please state briefly how your research complies with the relevant section of the National Statement.

Investigator Signature:		Staff ID:	
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Supervisor Signature:		Staff ID:	
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Date:	18/5/09
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PLEASE NOTE THESE GUIDELINES MUST BE COMPLETED AND ATTACHED TO YOUR FORM C APPLICATION
 (without these guidelines your application will not be reviewed)

Study on Attitudes

Dear respondent:

I am a student undertaking the Master of Philosophy (Marketing) from Curtin University. The purpose of the study is to assess consumer attitude toward advertising and how attitude influences decisions. The findings will provide some insights to academics and practitioners. We appreciate if you could take 10 minutes of your valuable time to answer all the survey questions.

You have a choice to participate in this study and that you may end the survey at any time without giving a reason or justification. In this instance, your data will be deleted. Completion of the survey will be taken as evidence of consent to participate in this study.

In addition, the Curtin University Ethics Committee has cleared the survey instrument in line with the Curtin University of Technology policy on research with low risk involving human participants. The approval registration number is SOM2009015.

Please answer all the questions in this survey form and give the response which most accurately reflects your views. There is no right or wrong answers. Please note that your answer will be treated in the strictest confidence. If you have any questions, please contact the undersigned.

Researcher: Cheryl Marilyn Tien
043 336 2210
cheryltien@gmail.com

Supervisor: Associate Professor Ian Phau
089 266 4014
ian.phau@cbs.curtin.edu.au

Section A:

Please refer to the following statements and circle the number that best represents the degree of agreement to each statement.

A		<i>Strongly Disagree</i>			<i>Strongly Agree</i>			
		1	2	3	4	5	6	7
1	Most people will tell a lie if they could gain by it.	1	2	3	4	5	6	7
2	People claim to have ethical standards regarding honesty and morality, but few stick to them when money is at stake.	1	2	3	4	5	6	7
3	Most people are just out for themselves.	1	2	3	4	5	6	7
4	People pretend to care more about one another than they really do.	1	2	3	4	5	6	7
5	Most people are not really honest by nature.	1	2	3	4	5	6	7
6	Most people inwardly dislike putting themselves out for other people.	1	2	3	4	5	6	7
7	I feel that I'm a person of worth, at least on an equal plane with others.	1	2	3	4	5	6	7
8	I feel that I have a number of good qualities.	1	2	3	4	5	6	7
9	All in all, I am inclined to feel that I am a failure.	1	2	3	4	5	6	7
10	I am able to do things as well as most other people.	1	2	3	4	5	6	7
11	I feel I don't have much to be proud of.	1	2	3	4	5	6	7
12	I take a positive attitude toward myself.	1	2	3	4	5	6	7
13	On the whole, I am satisfied with myself.	1	2	3	4	5	6	7
14	I wish I could have more respect for myself.	1	2	3	4	5	6	7
15	I certainly feel useless at times.	1	2	3	4	5	6	7
16	At times I think I am no good at all.	1	2	3	4	5	6	7
17	I rarely purchase the latest fashion styles until I am sure my friends will approve of them.	1	2	3	4	5	6	7
18	It is important that others like the products and brands I buy.	1	2	3	4	5	6	7
19	When buying products, I generally purchase those brands that I think other will approve of.	1	2	3	4	5	6	7
20	If other people can see me using a product, I often purchase the brand they expect me to buy.	1	2	3	4	5	6	7
21	I like to know what brands and products make good impression on others.	1	2	3	4	5	6	7
22	I achieve a sense of belonging by purchasing the same products and brands that they buy.	1	2	3	4	5	6	7
23	I often identify with other people by purchasing the same products and brands they purchase.	1	2	3	4	5	6	7
24	To make sure I buy the right product or brand, I often observe what others are buying and using.	1	2	3	4	5	6	7
25	If I have a little experience with a product, I often ask my friends about the product.	1	2	3	4	5	6	7
26	I often consult other people to help choose the best alternative available from a product class.	1	2	3	4	5	6	7
27	I frequently gather information from friends or family about a product before I buy.	1	2	3	4	5	6	7
28	I am a knowledgeable consumer.	1	2	3	4	5	6	7
29	I know a lot about different types of stores.	1	2	3	4	5	6	7
30	I am usually well-informed about what is the reasonable price to pay for something.	1	2	3	4	5	6	7

Section B: The following statements examine your belief of advertising. Please circle the number that best represents the degree of agreement to each statement.

B		<i>Strongly Disagree</i>				<i>Strongly Agree</i>		
		1	2	3	4	5	6	7
1	We can depend on getting the truth in most advertising.	1	2	3	4	5	6	7
2	Advertising's aim is to inform the consumer.	1	2	3	4	5	6	7
3	I believe advertising is informative.	1	2	3	4	5	6	7
4	Advertising is generally truthful.	1	2	3	4	5	6	7
5	Advertising is a reliable source if information about the quality and performance of products.	1	2	3	4	5	6	7
6	Advertising is truth well told.	1	2	3	4	5	6	7
7	In general, advertising presents a true picture of the product being advertised.	1	2	3	4	5	6	7
8	I feel I've been accurately informed after viewing most advertisement.	1	2	3	4	5	6	7
9	Most advertising provides consumers with essential information.	1	2	3	4	5	6	7

- Please refer to the following advertisement before proceeding -

Dior

15 minutes : wrinkles are smoothed by up to 60%
1 hour : wrinkles are smoothed by up to 99%

Wrinkles: Repairing the unrepairable?

Capture R60/80™ XP

The best anti-wrinkle skincare product derived from DIOR research on stem cells is born.



Section C: The following statements examine your feelings toward the ad that you have just seen. Please circle the number that best represents the degree of agreement to each statement.

C		Strongly Disagree					Strongly Agree	
		1	2	3	4	5	6	7
1	The way this ad tries to persuade people seems acceptable to me.	1	2	3	4	5	6	7
2	The advertiser tried to manipulate the audience in ways that I don't like.	1	2	3	4	5	6	7
3	I was annoyed by this ad because the advertiser seemed to be trying to inappropriately manage or control the consumer audience.	1	2	3	4	5	6	7
4	I didn't mind this ad; the advertiser tried to be persuasive without being excessively manipulative.	1	2	3	4	5	6	7
5	The ad was fair on what was said and show.	1	2	3	4	5	6	7
6	I think that this advertisement was fair.	1	2	3	4	5	6	7
7	I think that the advertisement was good.	1	2	3	4	5	6	7
8	I think that the advertisement was pleasant.	1	2	3	4	5	6	7
9	I think that the advertisement was favourable.	1	2	3	4	5	6	7

Section D: Based on the advertisements, the following statements examine how you evaluate the wrinkle serum. Please circle the number that best represents the degree of agreement to each statement.

I think that the wrinkle serum is:

D		1	2	3	4	5	6	7	
1	Bad	1	2	3	4	5	6	7	Good
2	Unfavorable	1	2	3	4	5	6	7	Favorable
3	High quality	1	2	3	4	5	6	7	Low quality
4	Dislikable	1	2	3	4	5	6	7	Likable
5	Not at all useful	1	2	3	4	5	6	7	Very useful

Section E: Demographic Information

The following section contains demographic questions that are used to help classify information. Your responses will not be linked to you in anyway and will remain confidential.

1	What is your gender?		
[1]	Male	[2]	Female
2	What is your age group? (Years)		
[1]	Under 18	[2]	19 - 25
[3]	26 - 35	[4]	36- 45
[5]	46 - 55	[6]	56 and above
3	What is your annual income? (Income per annum in AUD)		
[1]	Under \$50,000	[2]	\$50,000 - \$100,000
[3]	\$ 100,001 - \$150,000	[4]	\$ 151,000- 200,000
[5]	\$200,001-\$250,000	[6]	\$250,001 and above
4	What is your education level?		
[1]	Secondary school	[2]	Diploma or certificate
[3]	Bachelor degree	[4]	Postgraduate level
[5]	Others _____		

APPENDIX 5
(COVER LETTER)

Study on Attitudes

Dear respondent:

I am a student of Curtin University, undertaking the Masters of Philosophy (Marketing). The purpose of the study is to assess consumers' attitude toward advertising and how attitude influences decisions. The findings will provide insights to academics and practitioners. We appreciate if you could take 10 minutes of your valuable time to answer all the survey questions.

You have a choice to participate in this study and that you may end the survey at any time without giving a reason or justification. In this instance, your data will be deleted. Completion of the survey will be taken as evidence of consent to participate in this study.

In addition, the Curtin University Ethics Committee has cleared the survey instrument in accordance with the Curtin University of Technology policy on research as low risk involving human participants. The approval registration number is SOM2009015.

Please answer all the questions in this survey form and give the response which most accurately reflects your views. There is no right or wrong answers. Please note that your answer will be treated in the strictest confidence. If you have any questions, please contact the undersigned.

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Supervisor: Professor Ian Phau
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