

LENGTH DOES MATTER: THE EFFECTIVENESS OF LONG-FORM VERSUS SHORT-FORM VIDEO MARKETING ACCORDING TO ADVERTISING CONTEXT AND VIEWER AGE

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ABSTRACT

Since the advent of the internet, the marketing landscape has changed over time. Concepts such as e-commerce, digital marketing, and social media are inevitable in today's world. Marketers have to compete daily to attract the attention of potential consumers. The search for the most effective communication method is endless in this turbulent business environment. However, various researchers claim that video marketing is a promising marketing tool. Extensive research on this marketing phenomenon is not yet available, and various contradictions in existing literature indicate that there are still research gaps regarding this topic. This thesis attempts to provide enlightenment in the search for effective marketing tools by an experimental study that examines the effectiveness of advertisements concerning long-form (versus short-form) video. Furthermore, the study looked at whether a difference in context (emotional versus rational) and age could impact the relationship between the length of a video advertisement and its effectiveness. The effectiveness of a video advertisement was measured by (advertisement and brand) attitude, engagement, purchase intention, and brand recall. An online experiment was conducted in which respondents were asked to assess a self-made website, which was a cover story for the actual research objective. Respondents were randomly assigned to one of the four conditions (long- versus short-form video combined with an emotional- versus rational video context), after which they had to answer several questions. The results indicated no significant difference between the video length (long-form versus short-form) concerning the effectiveness of the video advertisement. Also, for the moderators age and context, it appeared that there was no significant influence on the relationship between video length (long-form versus short-form) and the effectiveness of the advertisement. Despite these null findings, this thesis offers theoretical and practical insights to help future research explore this relevant topic.

SAMENVATTING

Sinds de intrede van het internet is het marketinglandschap in een stroom versnelling terecht gekomen. Concepten zoals e-commerce, digital marketing, sociale media zijn niet meer weg te denken op de dag van vandaag. Marketeers moeten dagelijks concurreren om de aandacht van potentiële klanten te kunnen trekken. De zoektocht naar de meest effectieve communicatie methode is dan ook eindeloos in deze turbulente bedrijfsomgeving. Echter blijkt video marketing onder het toezicht van diverse onderzoekers een veel belovend marketing tool te zijn. Uitgebreid onderzoek naar dit marketing fenomeen is er nog niet en diverse contradicties in bestaande literaire werken wijzen uit dat er toch nog hiaten aanwezig zijn inzake dit onderwerp. Deze thesis probeert een verlichting te bieden in de zoektocht naar effectieve marketing tools door een experimenteel onderzoek te lanceren die de effectiviteit van reclame advertenties met betrekking tot long-form (versus short-form) video advertenties naging. Om het onderzoek nog wat verder uit te diepen werd er gekeken of een verschil in context (emotioneel versus rationeel) en leeftijd een impact zou kunnen hebben op de relatie tussen de lengte van een video advertentie en de effectiviteit ervan. De effectiviteit van een video advertentie werd gemeten aan de hand van (advertentie en merk) attitude, engagement, aankoopintensiteit, en merkherinnering. Er werd een online experiment uitgevoerd waarbij deelnemers werd gevraagd een zelfgemaakte website te beoordelen, maar dit was een dekmantel voor het echte doel van het onderzoek. Deelnemers werden willekeurig toegewezen aan één van de vier condities (long- versus short-form video en emotionele- versus rationele video context), waarna ze een aantal vragen moesten beantwoorden. Er was geen significant verschil tussen de videolengten (long-form versus short-form) wat betreft de effectiviteit van de videoadvertentie. Ook voor de moderatoren leeftijd en context bleek dat er geen significante invloed was op de relatie tussen de videolengte (long-form versus short-form) en de effectiviteit van de advertentie. Desondanks deze nulbevindingen biedt deze thesis toch belangrijke theoretische en praktische inzichten die toekomstige onderzoeken kunnen helpen om dit relevante onderwerp verder uit te diepen.

PREFACE

This master's thesis covers a small but significant part of my education as a Business Administration - Commercial Management student at Ghent University. This part intends to express my gratitude to the people who supported me throughout my education. Within my master's thesis framework, I would like to thank my promotor, Lana Mulier. Thank you for being constantly available to guide and support me with valuable information and feedback. My questions were answered passionately, and the guidance motivated me while writing this master's thesis.

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TABLE OF CONTENTS

ABSTRACT	III
SAMENVATTING	IV
PREFACE	V
TABLE OF CONTENTS	VI
LIST OF FIGURES	IX
LIST OF TABLES	X
1. INTRODUCTION	1
2. LITERATURE OVERVIEW	4
2.1 Video content	4
2.1.1 Online content consumption	5
2.1.2 Benefits for companies	5
2.2 Video length	7
2.2.1 Short-form videos	7
2.2.2 Long-form videos	8
2.3 Video purpose:	10
2.4 Video context:	11
2.4.1 Emotional appeals	12
2.4.2 Rational appeals	13
2.5 Age gaps	14
2.5.1 The younger consumers	15
2.5.2 The older consumers	16
2.6 Video marketing effectiveness:	17
2.6.1 Attitude	17
2.6.2 Engagement	21
2.6.3 Purchase intention	22
2.6.4 Brand recall	24
3. METHODOLOGY	26
3.1 Experimental design	26
3.2 Respondents	27
3.3 Stimuli	28

3.3.1	Pretest:	29
3.4	Procedure.....	33
4.	RESULTS.....	37
4.1	Summated scales.....	37
4.2	Manipulation check.....	38
4.3	Main effect.....	39
4.3.1	The impact of long-form (vs. short-form) video advertisements on advertisement attitude. 39	
4.3.2	The impact of long-form (vs. short-form) video advertisements on brand attitude.....	39
4.3.3	The impact of long-form (vs. short-form) video advertisements on engagement.....	40
4.3.4	The impact of long-form (vs. short-form) video advertisements on purchase intention ..	41
4.3.5	The impact of long-form (vs. short-form) video advertisements on brand recall	41
4.4	Moderation effect: advertising context (emotional vs. rational)	43
4.4.1	The impact of the advertising context (emotional vs. rational) on the relationship between video length (long-form vs. short-form) and advertisement attitude.....	43
4.4.2	The impact of the advertising context (emotional vs. rational) on the relationship between video length (long-form vs. short-form) and brand attitude.....	43
4.4.3	The impact of the advertising context (emotional vs. rational) on the relationship between video length (long-form vs. short-form) and engagement	44
4.4.4	The impact of the advertising context (emotional vs. rational) on the relationship between video length (long-form vs. short-form) and purchase intention.....	45
4.4.5	The impact of the advertising context (emotional vs. rational) on the relationship between video length (long-form vs. short-form) and brand recall	46
4.5	Moderation effect: Age	47
4.5.1	The impact of age on the relationship between video length (long-form vs. short-form) and advertisement attitude.....	47
4.5.2	The impact of age on the relationship between video length (long-form vs. short-form) and brand attitude.....	48
4.5.3	The impact of age on the relationship between video length (long-form vs. short-form) and engagement.....	48
4.5.4	The impact of age on the relationship between video length (long-form vs. short-form) and purchase intention.....	50
4.5.5	The impact of age on the relationship between video length (long-form vs. short-form) and brand recall	50

5. DISCUSSION AND CONCLUSION:	52
5.1 Findings and theoretical implications	52
5.2 Limitations and suggestions for further research	55
5.3 Managerial implications	57
5.4 Conclusion	57
6. REFERENCES	XI
7. APPENDIX	XXVI

LIST OF FIGURES

Figure 1: The usage of video marketing over time (Wyzowl, 2022)	6
Figure 2: The four categories where videos are subjected to (Oentoro, 2022).....	11
Figure 3: The evolution of global spending (in million U.S. dollars) on video advertisement (Statista, 2022) .	14
Figure 4: A representation of the 'Dove Real Beauty Sketches' campagne (Dove, 2013)	20

LIST OF TABLES

Table 1: The 10 different appeals that can be used in an advertisement (Saurav, 2020)	12
Table 2: The four conditions.....	26
Table 3: Number of respondents per condition after data cleaning, N = 216.....	27
Table 4: Data of the One-Sample T-Test pretest, impression of the website	30
Table 5: Data of the One-Sample T-Test pretest, perceived video length.....	31
Table 6: Data of the One-Sample T-Test pretest, perceived video context.....	32

1. INTRODUCTION

Bill Gates once said: "If your business is not on the internet, then your business will be out of business" (Sidana, 2019, Introduction). Based on this quote, Gates predicted that the way of doing business would not remain the same, and the internet would play an increasingly higher role throughout the years. His prediction became a reality and is still accurate nowadays. The internet has a penetration rate of 59.6 %, where its users spend roughly 7 hours per day surfing the internet (Kemp, 2021). Furthermore, Kemp (2021) suggests that when accumulating all those online hours, people spend approximately 42% of their lives online (if you do not take sleep into account). These numbers indicate that there is a shift in people's daily routines where the online presence becomes more and more prominent.

Furthermore, this evolution also presents itself in the operations of companies. Besides the inexhaustible source of information, the internet allows companies to gain awareness in this turbulent market environment (Poon & Swatman, 1997). Also, it serves as a communication tool to reach out to different consumer segments worldwide (Sur, 2018). Companies can implement this into their strategy and try to obtain as much value as possible that contributes to the organization's goals and vision. The upcoming online trend has influenced marketing as well. The internet made it possible to create e-commerce, which has become a place for businesses where they can sell, buy and even trade products or services all over the world (Bala & Verma, 2018). Freedman (2021) wrote in his article that data collection plays a prominent role within the marketing department in improving consumers' experiences and generating personalized content. Attaining consumers' individual preferences with adjusted promotions, advertisements, and offers is becoming standard marketing practice.

The introduction of the internet and the increased focus on data collection created automation within the marketing branch. Innovative technologies enabled segmenting consumers, launching broad marketing campaigns, and personalizing content even more (Desai, 2019). Companies must decide which channels they will use to communicate effectively with their target group to achieve those benefits. Overall, companies apply five main channels to their marketing strategy. Siddiqui (2020) labels those channels as follows: 1) SEO & SEA, 2) email marketing, 3) content marketing, 4) social media marketing, and 5) video marketing. This thesis will focus on video marketing due to its relevance and research gaps.

Mowat (2018, p. 2) wrote in his book that since the introduction of video marketing, robust marketing methods have changed the most in the past 50 years of their existence. He believes that video marketing can influence consumers' buying behaviour. Companies will not let this trend pass them by and re-direct monetary budgets in their strategies. Money flows out of other communication channels and into the pockets of video marketing campaigns. Nevertheless, videos have always been present since people started using the internet, only their availability was minimal (Scott, 2015, p. 55). Due to the technological advantages, these marketing tools are changing towards a more active experience. People can engage with different types of content by clicking, liking, and commenting on the video. This interaction makes it possible to analyze the online behaviour of consumers. The more a company can personalize the video content based on data analysis, the more the audience will engage with the meaningful message of the brand (Boman & Rajionkari, 2017).

The advantages of using videos within a marketing strategy are endless. It proved to be a highly discussed research topic among many researchers over time. It is a recurring topic where the findings are often contradictory. There is still no consensus on the most effective length of a video advertisement. Dasic (2021) mentioned in an article that although people's lives are busier than ever, they still make time to consume long-form content. It is a recent trend among online users. She indicates that approximately 50% of those users consume long-form videos daily.

On the other hand, Xiao et al. (2019) mention that people are more intent on favoring short-form content due to the vertical integration of videos on mobile devices. They address that short but vibrant content is a crucial element in attracting the attention of online consumers. Those findings suggest that there are still some gaps concerning this research topic. It is interesting to explore this further by examining the difference between long-form and short-form video advertisements. More concretely, the difference in impact a different length has on the advertisement effectiveness among consumers. This research topic will be central to this thesis. It forms the red thread when building this paper's research questions and hypothesis.

Given the vast scale of this topic, this thesis will focus on the advertising effectiveness of long-form versus short-form video marketing and what influence age and the context (emotional vs. rational) of the video advertisement have on the relationship between the length of the video and its effectiveness. An extensive literature overview has contextualized the framework of this research. Based on that information, two research questions could be constructed, followed up with fifteen hypotheses. After that, the methodology will discuss how the experiment took shape and collected the data. Next to that, the collected data was analyzed and discussed in the result section. In the end, a conclusion discussed the relevance of this research, its limitations, and its main findings.

Finally, the end section will discuss suggestions for possible future research and managerial approaches regarding the concept of video marketing.

2. LITERATURE OVERVIEW

2.1 Video content

The first set of moving images made its appearance in 1895. Louis and Auguste Lumière paved the way for the film industry with a camera projector they invented. These revolutionary siblings can mark themselves as the godfathers of video content when they made a series of short scenes of their daily life in France. With this daily footage, they can even crown themselves as the inventors of vlogging, but this assumption is open for discussion (Histor.com Editors, 2009). As mentioned before, technological advancements have shifted the marketing industry. The usage of video content within this branch is inevitable nowadays. The importance of this marketing tool proves its relevance even more since the pandemic outbreak. Due to the restrictions and governmental obligations to stay at home, video consumption increased by 120% (Coppola & Fishman, 2020). Furthermore, Balken (2022) indicates that 72% of the people at home use video content to reduce their stress levels and boost their happiness again.

Covid-19 not only disturbed individuals' daily lives but also impacted companies' overall strategies. Statista (2021) indicates that brands are willing to invest more than 183.40 billion dollars in this marketing segment, an increase of 23.3% since 2021. The increment in video advertisement is striving for a new record of 295.10 billion dollars in spending in 2026. Sedej (2019) states in her article that companies must be aware of this global trend and keep an eye out for upcoming competition. The continuous urge to follow up on changes within a business environment is essential but not as sufficient as it might be. Duncan (2006) addresses the importance of doing research and adjusting the company's strategy based on the threats and opportunities that occur to satisfy customers' needs.

Krämer and Böhers (2016) mentioned that video marketing is one of these opportunities to take into consideration while competing in the global market. It is a prominent tool within the digital age to communicate and interact with customers worldwide. Sheldon (2013) stated in his article that due to the internet, online video marketing could be a new and highly effective way to spread a message to an entire crowd at once. Unfortunately for companies, there is no one-size-fits-all message that immediately gains the attention of a specific target audience. Boman and Rajionkari (2017) mentioned that companies must be aware of how they will communicate with their audience based on their desired objectives. Once they have made a concrete marketing plan with clear targets and evaluation tools, they can work on a well-thought-out communication strategy.

The communication strategy aims to achieve marketing objectives by resonating the meaning of the brand, values, and opportunities a company has to offer (Vermeir, 2021). If the contemplated message awakens the interest of a (potential) consumer, it can trigger brand purchases and even brand loyalty (Keller, 2001). A good message on its own will not be enough. Marketers must select the channel where they can reach their audience best. There are different channels that companies can exploit to meet the expectations of the target group, with a lot of corresponding advantages and disadvantages. Additionally, companies must determine how likely (potential) consumers will interact with the selected channel and actively engage with the message companies are forecasting. A solution to minimize miscommunication is to educate oneself on how people consume online content.

2.1.1 Online content consumption

Based on the graphs presented by Kemp (2022), up-to-date data is available regarding online consumption. On average, people (aged between 16 and 64 years old) spend almost seven hours of their day surfing the internet. 35.2% of that surfing time people spent on multiple social media platforms. These numbers suggest an increase in surfing time of 1.4 % compared to last year. Diving deeper into the data, it shows that Facebook is the world's most-used and active platform, with more than 2.91 billion monthly users. YouTube is second in line with 2.56 billion global active users. Those numbers indicate the potential of the platforms and the reach they have on a global scale.

Kemp (2022) also calculated a user's monthly hours on a particular platform. Projecting the data on an annual scale, people spend almost twelve full days on YouTube, consuming content. Remember that most online internet users are active on more than one of these social media platforms, which results in even more hours of endless content consumption. Social media has never been as impactful as today and influences the culture, economy, and overall view of every user worldwide (Amedie, 2015). Nevertheless, findings like these evoked the business world's interest as well.

2.1.2 Benefits for companies

The annual video marketing data collection of Wyzowl (2022) shows the evolution among companies of implementing video content as a marketing tool. Data suggests that 86% of the questioned companies apply this form of content within their overall business strategies, see Figure 1. Part of these rising numbers is due to the pandemic; 64% of the companies confirmed that their video marketing plans were affected by Covid-19. The pandemic outbreak resulted in more than 66% of the marketers increasing their spending on video marketing for the upcoming years.

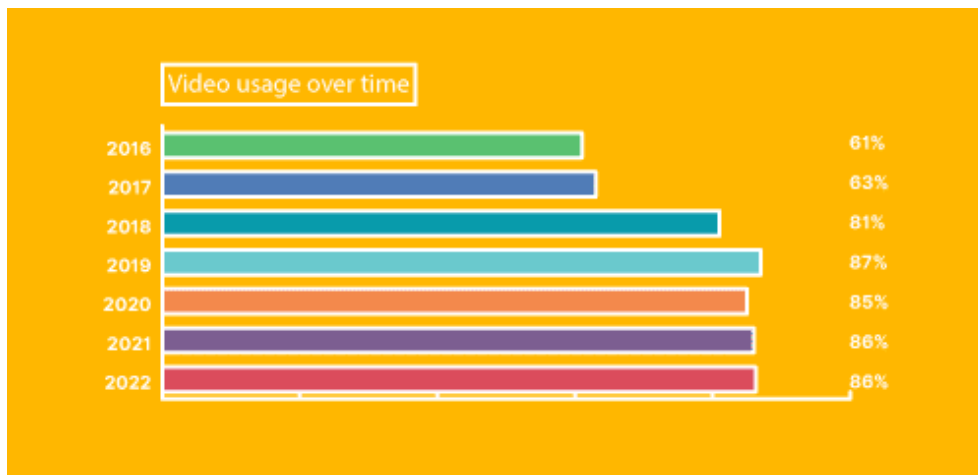


Figure 1: The usage of video marketing over time (Wyzowl, 2022)

By implementing a memorable message into the video and distributing it on different social media platforms, companies can keep their brand top-of-mind among viewers. MotionCue (2022) indicates that 63% of the consumers that see a branded video will link that brand to a specific industry, which makes it more likely that people will think of that brand when confronted with products linked to a particular industry. Furthermore, other communication channels, such as newsletters, blogs, and flyers, can also incorporate videos. By doing this, those channels also have the opportunity to increase the message's engagement (MotionCue, 2022).

Statista (2018) already forecasted a positive perception of video marketing among marketers worldwide. Statista found in 2017 that approximately 51% of the marketers believed that the potential of obtaining a higher ROI was more significant with a video campaign than with a traditional media campaign. That early projection proved to be correct, as an additional 36% of the marketers share this opinion on today's date (Hayes, 2022). Furthermore, providing a video on a company's website can push doubting consumers in their decision-making process. The data analysis of Mohsin (2022) mentioned that 8 out of 10 internet users had bought an item after watching a branded video advertisement. Research suggests that people gather information while watching a branded video which stimulates their purchase intention. Besides the beneficial impact of video marketing, Moshin (2022) suggests that video marketing can generate 66% more leads. Those qualified leads would increase a company's brand awareness by more than 54% among online consumers (Santora, 2019).

To summarize, these statistics underline how effective video marketing can be for different purposes in a company. Video marketing is nevertheless a comprehensive tool to carry out as a whole strategy. For this reason, companies must determine the length (long-form or short-form), purpose, and context (e.g., emotional or rational) of the video advertisement in advance, mainly to map out the advertisement effectiveness of this communication tool.

2.2 Video length

Holmes (2021) mentioned that selecting the right length of an advertisement can impact the following aspects: the consumer's memory, attitude towards the advertisement, attitude towards the brand, and purchase intention. These findings suggest that companies must adequately consider a specific advertisement duration to obtain desired effective results.

2.2.1 Short-form videos

Mosenene (2021) states that short-form videos are described as short if they can stay under a time limit of 10 minutes. She elaborates on that by mentioning that the interpretation of a short-form video is different based on a particular platform. Based on this assumption, she believes that there is no specific limit for a short duration. However, there is a shift in progress towards shortening videos extensively. The reduction from minutes to seconds is a new trend and describes itself as micro-content (Sagar, 2021). The term micro-content infiltrated the marketing segment as a worthy concept once the pioneer app Vine entertained the lives of millions of people. Vine, the mobile app that Twitter released in 2013, permitted users to make 6.5-second videos that could be distributed across the internet (Duguay, 2016). In less than seven seconds, online content creators needed to exploit their creativity to please their audience in just a fraction of their time. Liu et al. (2019) stated that since the release of this app, the concept of short-form videos entered people's lives and changed how they consume video content on today's date.

Vine officially shut down in 2017 on January 18, due to the lack of monetized incentives, high competition among creators, and troubles with Twitter (Failory, 2022). Nevertheless, short-form videos are still popular and used as an inspiration to build social media platforms (Wu et al., 2020). The downfall of Vine provided a head start for a new platform, which is called TikTok. Statista (2022) confirms that, since the launch of TikTok in 2017, it has built a community with more than 824 million users. Furthermore, research determined that 6 % of its users, accumulating to more than 49 million, spend over 10 hours per week on the platform.

The impact this short-form video content has on consumers did not go unnoticed by other social media platforms. Although they had their operating systems, some of these platforms adjusted them to implement short-form content to attract more users. Instagram is an example of a platform that joined the short-form bandwagon (Bretous, 2022). On August 5, 2020, Instagram officially launched its new video creation tool: Instagram Reels. They described it as a record and edit tool that lets creators make 15-second videos to share with their followers (Instagram, 2022). This short-form

feature has already been proven fruitful. The statistics of Kemp (2022) state that marketers can reach more than 675.3 million people if they adjust their advertisements into an Instagram Reels format. With such an adjustment, companies can use approximately 45.7% of Instagram's total advertising reach.

Following up, YouTube, which 68% of the time people use to watch videos, made a recent adaptation as well (MotionCue, 2022). On March 18, 2021, YouTube officially introduced its users to their new 60-second video experience: YouTube Shorts (Beveridge, 2022). The whole idea behind this new function is to allow creators to reach out to new audiences (YouTube, 2021). Data showed that more than 1 million YouTube Short videos were uploaded from 152,000 different accounts in the United States within the first week of its launch. Those videos now have more than 46.3 billion views in total and an engagement rate (likes, shares, and comments) of 2 billion. YouTube also invested in its new feature by raising a 100 million dollar fund payment plan. The idea behind the funding is to motivate content creators to make shorts.

The whole idea behind implementing those short-form videos into the app's features is to correspond with today's fast-paced life (Cao et al., 2021). Xiao et al. (2019) stated that short content has never been this accessible since most content is mobile-friendly. Just by clicking on the app, people can easily consume this micro-content at any time of the day. Also, they mentioned that the way people interact with short-form videos is more active. Things like face recognition and filters make those videos more entertaining. Advancements in artificial intelligence technologies make them even more enjoyable to use. Based on these findings, the future for marketers to use short-form videos looks promising. However, Bonacci (2022) mentions in her article that it is crucial not to overlook other types of video content, such as long-form videos. She indicates that the success of a marketing plan lies in finding the right balance between both lengths.

2.2.2 Long-form videos

People's short attention spans are changing, and they are willing to devote more time to watching longer video content on social media platforms (Google A.D., 2021). According to eMarketer (2021), by 2023, people will spend almost 11% of their time (awake) watching digital video content. The Digital Video Committee of the IAB (2009) characterizes long-form videos as a piece of content that can be divided into three parts. It has a beginning, a middle, and an end, with a running time of more than 10 minutes. However, the exact timing of those long-form videos is an unwritten rule and changes over time. Jones (2016) found in his study on YouTube commercials that people are less inclined to skip a long-form video. Due to the meaningful connection viewers experience with the brand, people stay away from the skip button. Furthermore, he indicates that if a brand puts time

into creating a video with an impressive story, it will create brand awareness and change how people think about the brand. The last suggestion Jones makes is to mention the brand throughout the video so that every consumer has the opportunity to connect with the message more efficiently. The reasoning behind this is that only 15% of the viewers are likely to finish a long-form advertisement on YouTube.

Due to the emphasis on the storytelling part of the video, long-form videos are increasing consumer engagement opportunities. Longer videos are less focused on viewing metrics but on building brand affinity. If a brand wants to accomplish this, people need to be interested in the content of the video and willing to pay attention (HuffPost, 2017). Companies are willing to invest vast amounts of money to market this type of video and gain the pre-stated benefits of their marketing plan based on that. A new way to market this longer content is by implementing social media influencer marketing (SMI) into the business strategy. The report of LINQIA (2020) mentioned that if a company uses SMI, it can build authentic connections with hard-to-reach consumers. For example, the survey of Folkvord et al. (2019) mentioned that 69% of the children indicated that they consume daily content on the internet produced by vloggers. 50% of those children reported that they had asked their parents to buy a product promoted in a certain vlog. By focusing on vlog marketing, marketers can target a marketing segment that only T.V. commercials could reach before.

The valuable aspects that long-form videos can provide have poked the interest of social media platforms in general. The article written by Stelzner (2022) states that Snapchat invested in a series of online shows with a longer running time. The platform wants to distribute those shows on the app and target the younger Gen Z generation. Furthermore, he indicates that TikTok, Facebook, and Instagram are each investing more than 1 billion dollars into creator funds to promote uploading long-form content. Those fundings aim to motivate creators to use the platforms extensively and bind them to the app for long-term success. The more milestones a creator can achieve, the more they can earn. This way, the app can have more control over the type of content that is distributed (Meta, 2021).

To illustrate, Instagram launched IGTV (Instagram T.V.) in 2018; this feature lets creators upload high-quality long-form videos adjusted to a mobile phone experience. By implementing this function, creators can cross the 60-second limit. Instagram wants to help companies and creators interact with new target groups and explore their creativity (Instagram,2018). For example, Netflix used this feature to promote shows they produced throughout the years. By uploading long-form video fragments such as interviews with famous actors or trailers of their new shows, they can reach up to millions of views, followed by hundreds of thousands of likes and comments. This feature allows

Netflix to engage with its consumers more directly and advertise its content, so people are more willing to watch it later on (Jerrick, 2013).

The debut weekend of the new season of Stranger Things is an ideal example to demonstrate this idea. Before the season's official release, Netflix started posting trailers and teaser videos on social media platforms. Due to this type of content, the new season of Stranger Things became Netflix's biggest debut of all time, with over 286.7 million hours of viewing time worldwide (Pallotta, 2022).

To finish this topic, these findings indicate the difference between both short-form and long-form video content. The literature section focusing on the effectiveness of video marketing will discuss the difference between both video lengths more in-depth. These findings resulted in understanding the impact a different duration can have on an advertisement and how companies can use it as a powerful communication tool. On the other hand, it is not clear which type of video length has the most considerable influence on the advertising effectiveness companies are looking for. These contradictory findings and lack of information form the base of this thesis. It will be the central topic and common thread throughout the entire research.

As mentioned earlier on, the length of a video advertisement is not the only concern in obtaining effective results among viewers. Marketers must be aware of the desires of the target audience to create an effective advertisement. By gathering information about those desires, marketers can shape the purpose of the video advertisement in order to fulfil the needs and wants of the selected target group.

2.3 Video purpose:

Based on the marketing objectives, some video types will fulfil that video purpose better than others. Oentoro (2022) states that companies rely on eight types of marketing videos, each with its characteristics and resources. Those eight video types correspond to different goals within a company's strategy. Oentoro (2022) divides the purpose of those videos into four categories and presents it as a funnel approach, see Figure 2. The individual purposes of a video can form a common thread throughout a consumer's buying journey and transform them into potential loyal consumers.

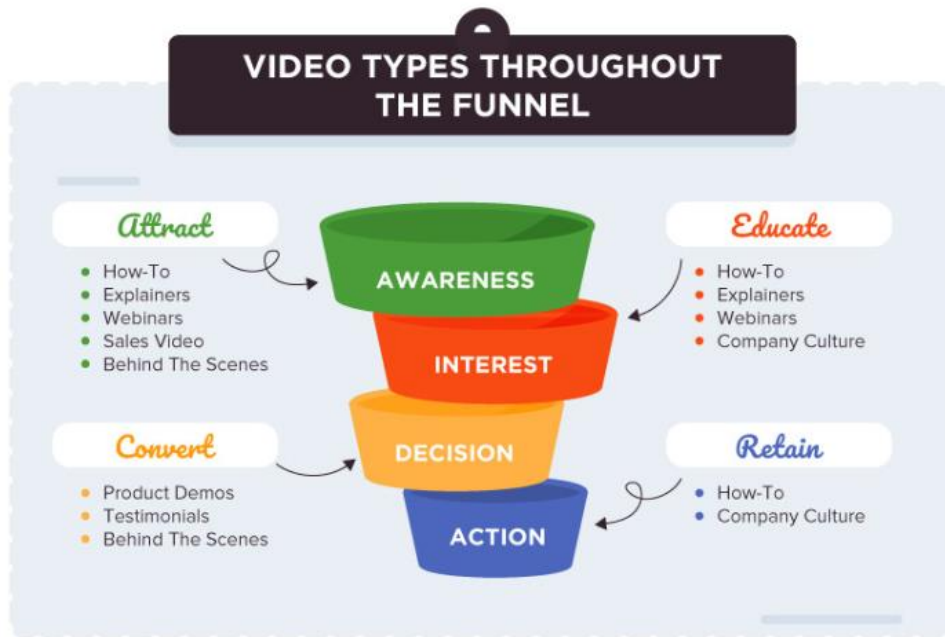


Figure 2: The four categories where videos are subjected to (Oentoro, 2022)

Costa-Sánchez (2017) shares the same vision in her research and compares videos with a language that uses images (and usually sounds) to interact with others. Furthermore, she indicates that the communication method companies want to project onto their audience originates from the videos' purpose. Her data shows that companies in different sectors prefer three main types of videos (advertising-, identity-, and product- or service videos). While investigating the data, she found that companies focus on these types of video content to attain extensive marketing and public relations strategies.

While selecting the purpose of the video, companies can think of what the undertone of their advertisement message will be. Focusing on a well-suited appeal while communicating can affect people's attitudes or even change their behaviour (Spotswood et al., 2012). Based on the preselected purpose of the advertisement, companies can choose between two appeals that will form the video context: emotional appeals or rational appeals.

2.4 Video context:

Manrai et al. (1992) confirmed in their article how important it is to implement the right appeal into a particular advertisement. They suggest that the appeal is the core of the advertisement and the reason why the buying motives of people get stimulated. They concluded that an appeal could differentiate a product from the competition and give it its unique selling points. These suggestions can determine how effective a particular campaign can be. Over time, research has studied the impact of several appeals and tried to label them. For instance, Saurav (2020) sums up ten different

advertising appeals that will attract consumers' attention and stimulate their buying intention based on the brand's characteristics, see Table 1.

Table 1: The 10 different appeals that can be used in an advertisement (Saurav, 2020)

Different appeals
1. Emotional appeals
2. Sexual appeals
3. Humor appeals
4. Musical appeals
5. Rational appeals
6. Fear appeals
7. Scarcity appeals
8. Bandwagon appeals
9. Favorable price appeals
10. Competitive advantage appeals

Although literature divides those appeals into smaller components, Rahman and Pial (2020) stated that every appeal could be brought back to only two core appeals: emotional and rational appeals.

2.4.1 Emotional appeals

- “Emotional advertising appeals convey messages that persuade the target audience through affective stimuli, appealing to emotions, independently of their positive or negative direction” (Casais et al., 2021, p.2).

Previous research indicated that advertisements for services or service-related products that focus on experiences are more effective when subjected to an emotional appeal (Ariyanto et al., 2018, p. 595). The emotional appeal can take on two different perspectives: a positive or negative approach. Strick et al. (2009) stated that a positive emotional appeal (humour, for example) could grab consumers' attention for a longer time. A longer attention span influences the following aspects positively: people's attitudes toward the brand or product, purchase intention, brand recall and brand awareness (Couvreer, 2015).

By contrast, other researchers question those findings. They state that negative emotions are more substantial. Negative emotions, like fear, impact viewers' memory better (Ariyanto et al., 2018, p. 595). Panda et al. (2013) mentioned that companies should use emotional appeals to persuade consumers within a market environment where companies have difficulties presenting the benefits of their products. Representing situations that people can relate to can trigger psychological needs among consumers. Those needs will focus on obtaining a reward or avoiding a loss if they buy the product they saw in the advertisement (Grigalianaite & Pileliene, 2016).

2.4.2 Rational appeals

- “Rational appeals, also called informational advertising appeals, are designed to persuade the target audience through rational thought processes” (Casais et al., 2021, p. 2).

Companies focusing on this appeal will concentrate on utilitarian benefits that provide rational information (Shimp & Andrews, 2013). While applying this appeal to the advertisement context, companies try to show the benefits consumers can obtain when they buy their products. The advertisement consists of objectivity and facts to illustrate the product's quality, value, performance, and reliability (Johar & Sirgy, 1991). Lin (2011) found in his research that choosing to build a rational context around an advertisement can positively influence the attitude towards the advertisement, which results in a higher purchase intention. The purchase intention is higher because people assume that the mentioned benefits in the advertisement will contribute to their own needs (Grigalianaite & Pileliene, 2016).

It is essential to transmit rational information attractively to trigger the attention span of consumers. If companies can do that, they could reduce uncertainties and stimulate the buying process. However, if the advertisement's message gets lost among other more attractive advertisements, the rational appeal will not attract any attention and the campaign loses its effectiveness (Belch & Belch, 2004). Kim et al. (2020) confirm this. They suggest that marketers must be aware of the different impacts of appeals before implementing them. Selecting any given appeal that does not align with the characteristics of a target audience would lead to repeated failure to transmit the right message. Companies need to embed this information while developing their marketing strategies to reap the benefits of an effective advertisement campaign.

As such, both rational and emotional appeals prove to be valuable while constructing an idea of an advertisement. It would be interesting to link a video advertisement's length (short-form or long-form) with a particular appeal (emotional or rational) and measure the possible interactions. Based on this assumption, the following research question was built:

RQ 1: What is the influence of the advertising context (emotional vs. rational) on the relationship between video length (short-form vs. long-form) and advertising effectiveness?

The upcoming trend of mobile advertising is projected to grow further on. Statista (2022) assumes that in 2024, the global market is willing to spend up to 413 billion dollars on this marketing segment, see Figure 3. Companies are willing to invest due to the rapid smartphone adoption that affects all generations. Froehlich (2022) stated that all generations within our society use mobile apps, but companies must be aware that they use them differently. For example, Gen Zers (born between 1997 and 2012) explore those apps to consume, preferably, video content. Meanwhile, baby boomers (born between 1947 and 1964) are less interested in visual content. They instead search for better life qualities in the hope of building personal connections with others. By considering different age gaps while creating an advertisement, companies can target their audience more effectively.

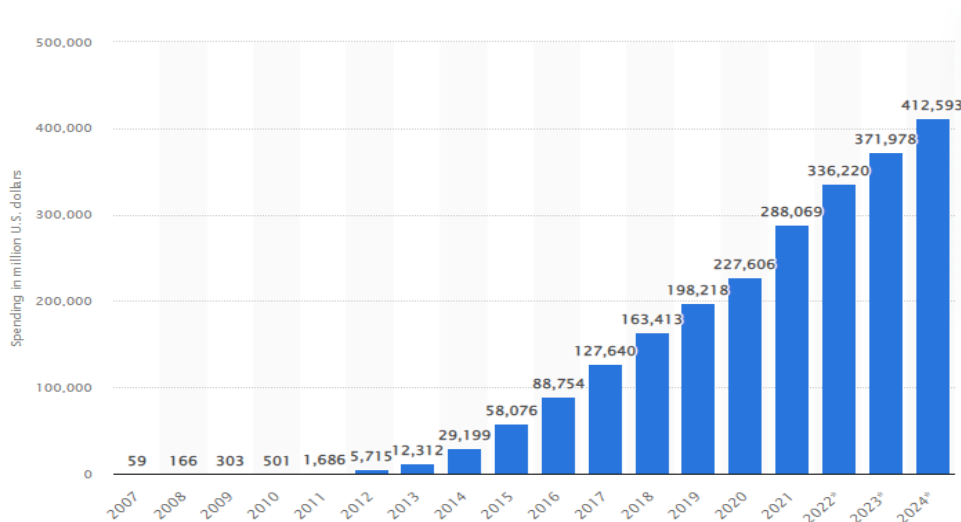


Figure 3: The evolution of global spending (in million U.S. dollars) on video advertisement (Statista, 2022)

2.5 Age gaps

In addition to digital changes, there are significant demographic shifts that marketers cannot ignore while designing a well-targeted video marketing strategy. The World Health Organization (2021) specified that there is an increase in people's life expectations worldwide. Nowadays, more than 1.4 billion people can expect to live a fruitful life on average until 60. The aging of our society and reduced birth rates unfolds in smaller labour forces, reduction in productivity, and higher national savings (Feldstein, 2006). On the other hand, living longer results in unique opportunities and can contain valuable aspects on many levels of our society. Those gifted extra years due to better health conditions can be filled in with further education and even taking the chance to start a new career (World Health Organization, 2021). Companies should bear those opportunities in mind while

defining a particular market segment as a possible target group.

Statista (2022) concluded that up to 32% of the online internet users worldwide cover one age segment: people within the age group of 25 to 34. The age segment of 18 to 24 is second in line, with a share of 18%. Based on these numbers, it is clear that most of the online users are part of a younger generation.

2.5.1 The younger consumers

Phillips and Stanton (2004) stated that this market segment overshadows the most significant part of the adult market. They define them as people looking for trends and adapting when confronted by new market changes. This buying behaviour explains why they are willing to try new products more often. Especially teenagers are searching to find their unique identity by exploring products to reduce uncertainties and feel socially accepted. As a company, it is essential to use clear communication with visual content to avoid brand rejection while marketing a product or service (Vermeir, 2021).

Next to teenagers, those young consumers also compose another generation: Millennials (people born between 1981 and 2001). Due to a (vast) income stream, this age group focuses on spending more money on essential items such as homes, cars, and expensive cleaning tools. They will be very sceptical when exposed to a specific advertisement tactic and look for the truth (Phillips & Stanton, 2004). They are aware of what choices they need to make to obtain their goals and prefer to do this independently. If companies want to market their products to this age segment, their approach needs to be adjusted. The advertisement should revolve around: real-life experiences, appeals that contribute to building a better future and diversity to connect with others. If companies can provide that, they will gain this generation's trust. Millennials will be more inclined to resonate that message with their beliefs and bind them with the brand (Vermeir, 2021).

As mentioned before, the fact that people are living longer is a global aspect and rising trend in our society. The United Nations Department of Economic and Social Affairs, Population Division (2019) mentioned in their report that the number of older people will rise to 1.5 billion at the end of 2050, accumulating up to 16 % of the world population that will be at least 65 years old. Older people mark their presence while consuming and become an important segment not to overlook while creating a marketing plan.

2.5.2 The older consumers

This type of consumer will dominate more market segments in the upcoming years and need a different approach to persuade while buying a product. They have more spare time compared to the younger generations, which is an opportunity to spend money on different items. Due to a higher disposable income due to long work experiences and education, they can finance their desires more extensively. This age segment cares a lot about their health and wants to be as active as possible (Phillips & Stanton, 2004). The first generation cohort that is part of this segment is the baby buster. This age group was born between 1965 and 1980, characterized by economic hard times. These hard times formed their sceptical and rather pessimistic view of the traditions that their (grand) parents grew up with. Baby busters want to find a balance in their career and family life and mark themselves as free agents of their time. Marketers should focus on stimuli that can provide that balance and opportunities to be flexible without long-term commitments (Vermeir, 2021).

Besides the baby buster, another age cohort looms over this segment, called the baby boomers. These are among the oldest consumers targeted with advertisements to influence their buying behaviour. These older people are born between 1947 and 1964. They faced enormous economic growth, political changes, and technological advancements (Herbig et al., 1993). These vast transformations made it hard for them to balance financial stability and fulfil their pleasure simultaneously (Roberts & Manolis, 2000). Boomers define themselves by their careers and work hard to provide a wealthy lifestyle for their family members (Vermeir, 2021). To attract this age group, marketers should implement clear information about the values that products can offer and less on the visual perception of the products. Clear communication works best to persuade this generation in their buying process (Roberts & Manolis, 2000).

Taking different perspectives into account over various age groups can identify reasons why some advertisements work better than others. It can help companies uncover contrast in several buying behaviours, which can be implemented as a tool when building a marketing strategy. It would be interesting to subject different age groups to the effectiveness of different video lengths and assess potential differences among generations. This resulted in the second research question included in this thesis:

RQ 2: Are there generational differences in the relationship between video length (long-form vs. short-form) and advertising effectiveness?

2.6 Video marketing effectiveness:

The factors mentioned above can have a different impact on the effectiveness of video advertisements. Nonetheless, they each work towards a common goal to persuade consumers to buy a product or connect with a brand. Companies need to get insights into these factors to understand the value they can have for their target audience. By defining the strengths and weaknesses of their marketing plan, companies can outline the potential success of the video advertisement in advance (Chaudhari, 2022). Nevertheless, measuring an advertisement's effectiveness is different for each company based on the objectives of the marketing plan. Due to the uniqueness of this marketing concept within the business environment, various dependent factors are relevant to consider while constructing a research design. However, this thesis will focus on five main factors that underpin the effectiveness of a video advertisement based on the above literature, namely:

- Advertisement and brand attitude;
- Engagement;
- Purchase intention;
- (aided and unaided) brand recall.

Those dependent variables will construct the effectiveness of video advertisements in this research, hoping to uncover new insights and knowledge regarding the concept of long- versus short-form video marketing.

2.6.1 Attitude

- **Advertisement attitude**

Lee et al. (2017) believe that the attitude towards the advertisement can influence the attitude towards the brand and impact the purchase intention. So, companies must consider how they will profile their products or services in the video advertisement while creating an advertisement. Focusing on the right factors within an advertisement can push a more favourable attitude towards the advertisement. Sallam and Algamash (2016) stated that the consumers' curiosity can be triggered while watching an advertisement based on the (moving) pictures and information provided in the advertisement. These elements can produce feelings of trust or credibility toward the pictured products. Those generated feelings motivate the viewer to delve deeper into knowing the product better. Even by selecting or timing the right words in the advertisement, marketers can stretch the

attention span of the consumers even further, which has an impact while developing a certain attitude.

Developing an attitude while consuming an advertisement is something that happens automatically. It describes itself as a judgment. People have learned that a specific judgment is based upon previously experienced events throughout their lives. When an event occurs the first time, the brain will internally register the released emotions during that event. The more similar events that happen throughout a person's life, the more stable those interrelated emotions become and form an anchor while evaluating a similar event. Based upon that anchor, people generate a stereotypical attitude that will be retrieved when exposed to specific feelings. An example of an anchor is the Halo-effect. The first thing people see or experience will pre-set their judgment for other products within the same category. Companies can even manipulate those judgments by focusing on specific emotions. For example, showing people laughing throughout an advertisement will give the audience a sense of happiness. People will anchor happiness with the advertisement and thus generate a positive attitude towards the advertisement as well. So, implementing affective appeals can influence people into liking a particular product while viewing the advertisement (Vermeir, 2021).

In his article, Szucs (2016) mentions that companies see children as a valuable target group nowadays. Youngsters have a less specific preference than older people due to a lack of experience. This makes it attractive for companies to focus on the younger consumers and exploit their ignorance while developing a television advertisement. This assumption proved to be correct. Younger children develop a much more positive attitude toward an advertisement. The older a respondent was, the less intense the positivity of the attitude. Based on this information, it is assumed that if an advertisement is broadcast, it is more likely to fetch a positive attitude among younger people. This assumption will be subjected to the research construct of this thesis and forms the base of the following hypotheses:

H1a: A long-form video advertisement creates a more positive attitude towards the advertisement than a short-form advertisement.

H1b: A long-form video advertisement creates a more positive attitude towards the advertisement in an emotional (vs. rational) advertising context than a short-form advertisement.

H1c: A long-form video advertisement creates a more positive attitude towards the advertisement among younger (vs. older) consumers than a short-form video advertisement.

- **Brand attitude**

Lammersma and Wortelboer (2017) stated that a brand could influence a consumer's opinion based on rational, behavioural, and emotional aspects. Those aspects will stimulate the consumer's attitude, which will construct the relationship between both. The relationship will be established based on how the consumer interacts with the forecasted stimuli. This could result in appreciating or despising the brand (Foxall et al., 1998). Suppose companies can anticipate the potential of how likely consumers will appreciate their brand; they can work their content out based on the desires of their target audience (Liu et al., 2019). The research of Liu et al. (2019) found that companies should focus mainly on a particular type of content they produce to influence the consumers' brand perception positively. They suggested that short, entertaining content is the ideal way to obtain those positive attitudes.

If the audience positively perceives the content, they are more likely to share the video, so it has the opportunity to go viral. If this happens, the audience that saw the video is more inclined to favour the portrayed brand. Providing the correct information within the video can even evoke a higher possibility of sharing the video, contributing again to the potential of going viral and building a positive attitude (Huang et al., 2012). Wyzowl (2022) stated that the top three most viral videos are all under 90 seconds and obtained billions of views. A side note must be taken into account here. Those videos are popular but not connected to a specific brand or product. Nevertheless, Wyzowl (2022) also mentioned that the deeper you delve into the list of most viral videos worldwide, the longer the content format gets and the more branded advertisements appear.

For example, the 'Dove Real Beauty Sketches', see Figure 4. This branded video advertisement has a running time of over 6 minutes and attracted much attention. The video obtained more than 15 million views in the first week. The idea behind the video was to show realistic beauty aesthetics and to boost women's self-esteem again. Such an emotional video provoked many emotions among women worldwide and made them feel connected with the brand. The campaign impacted an age cohort between 35 and 55 years old (Morris, 2017). The study by Lim and Zang (2021) mentioned that the campaign positively influenced the public's emotions and stimulated eWOM, which created much buzz around the brand.

If those stimuli positively affect the consumers, the relationship between both parties has the potential to be fruitful over time. Especially since the introduction of the internet, brands have many opportunities to communicate with their target audience to enhance their relationship and generate positive attitudes (Simmons et al., 2010). However, the relationship between a brand and an individual differs over time. Sikkel (2013) found in his research that people over 60 attach much

value to building a close relationship with a specific brand. The same applies to people under the age of 30. Those two age segments are willing to connect with a brand more quickly if the communication can influence their attitude positively. The research of LaMontagne (2015) specifies this effect even further. She found that 95% of the Millennials (age group 18-34 years old) are willing to follow a brand on social media, which is more than 60% compared to the older age segment (55 to 64 years old). If companies can provide entertaining content, the willingness to follow and like the brand grows even further.

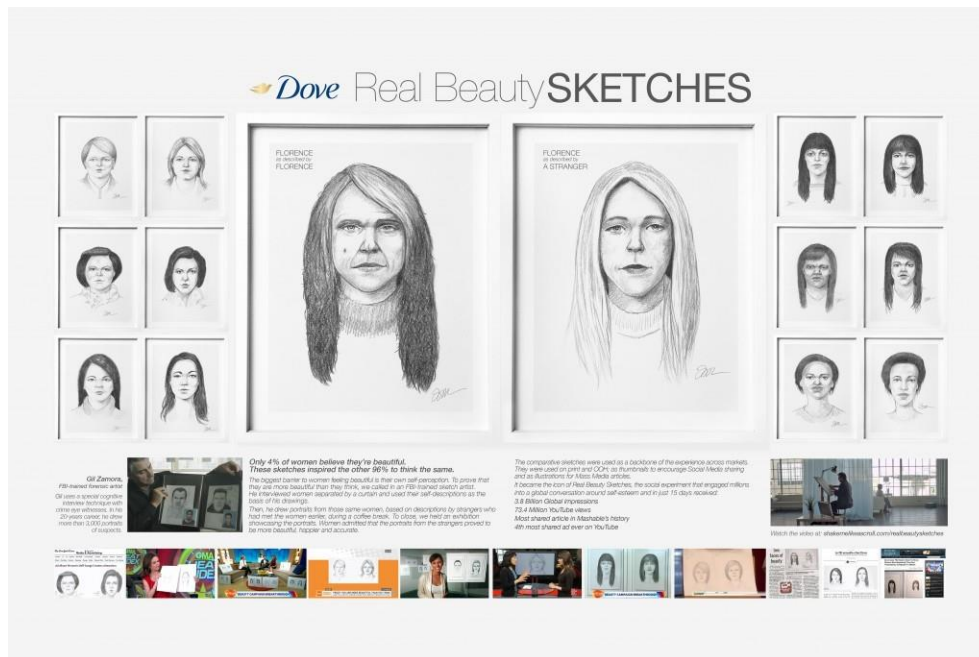


Figure 4: A representation of the 'Dove Real Beauty Sketches' campaign (Dove, 2013)

Next to building a relationship, Nambiar (2018) mentioned that the digital transformation had allowed companies to embrace long-format content more efficiently and use it to transfer a whole story to their target audience. He believes that short-form content restricts companies from broadcasting the true essence of a brand. Integrating a series of advertisements with a longer running time can have a high and positive impact on consumers while telling the brand's story. These conflicting findings suggest that further research is needed to understand this dependent variable thoroughly. This part of the literature constructed the following hypotheses:

H2a: A long-form video advertisement creates a more positive attitude towards the brand than a short-form advertisement.

H2b: A long-form video advertisement creates a more positive attitude towards the brand in an emotional (vs. rational) advertising context than a short-form advertisement.

H2c: A long-form video advertisement creates a more positive attitude towards the brand among younger (vs. older) consumers than a short-form video advertisement.

2.6.2 Engagement

Manic (2015) mentioned that mainly visual receptors stimulate human perception. He indicates that providing visual content as a marketing tool is faster, can break linguistic barriers, is more memorable, is more shareable, affects human emotions directly, and is easy to use due to developing technologies. He believes that providing short videos illustrating how to use a product can stimulate people's social engagement. Consumers' willingness to stay on the platform grows, and they are more intrigued with the message than in other marketing formats. It accelerates the decision-making process by 43% and boosts the eagerness to buy the product by more than 85% after being exposed to a video advertisement. People will interpret the brand as a more human aspect and project the message on their own life more efficiently, reinforcing the relationship between consumers and the brand.

The data analyses of Rogers (2014) examined over two million tweets to uncover what can reinforce a tweet's engagement (interaction). They found two elements that boost a tweet's attractiveness, leading to more engagement with online consumers. Adding photos or videos to a specific tweet was the most prominent attribute to increase engagement by more than 25%. People were more inclined to retweet that type of content compared to other tweets. These findings correspond with the assumptions Manic (2015) made on visual content.

Retaining consumers while exposing them to a video advertisement is one of the most challenging tasks as a marketer. This assumption is because people's avoidance of online advertisements increases yearly. Research by Yang and Smith (2009) found that up to 87% of digital consumers actively skip video advertisement, which reduces the chance to communicate effectively as a brand with a target audience. Implementing psychological knowledge involving emotions and behaviour appeals with a marketing strategy can be interesting in resolving this problem. The research found that people can be engaged while exposed to emotional video advertisements, especially when exposed to positive emotions such as happiness, joy, and surprise. The research of Teixeira et al. (2012) found that, notably, surprising content elevates the concentration and attention spans of the consumers. By igniting a concentration boost, brands can reduce the avoidance of an advertisement and influence the viewers' willingness to skip an ad negatively.

As mentioned, most internet users are part of the younger age cohorts. Moores (2017) follows this idea by indicating that people of a certain age are harder to reach online and are less present on social media platforms. Due to the limited presence of older consumers on social media platforms, it is harder for marketers to interact and build appealing relationships with them. Companies must rely on alternative communication methods to fuel the engagement rate among those elderly consumers. Based on the platform or communication methods companies use, the type of engagement can change over time. Arora (2022) indicates that video engagement can exist in many forms of interaction with a specific video campaign. The most common interactions are video views, likes, shares, and link clicks. Wyzowl (2022) confirmed those findings by insinuating that approximately 60% of marketers use video views and clicks as success metrics while evaluating a particular campaign. Those outcomes suggest that engagement is an interesting variable to take into account while studying the effectiveness of long- versus short-form video marketing. For this reason, engagement will be a dependent variable in this research construct and the foundation of the following hypotheses:

H3a: A short-form video advertisement has a more positive impact on engagement than a long-form video advertisement.

H3b: A short-form video advertisement has a more positive impact on engagement in an emotional (vs. rational) advertising context than a long-form video advertisement.

H3c: A short-form video advertisement has a more positive impact on engagement among younger (vs. older) consumers than a long-form video advertisement.

2.6.3 Purchase intention

The University of Massachusetts Dartmouth (2022) mentioned that people's decision-making process could divide itself into different steps that affect each other. Two steps are almost inevitable: gathering information and reviewing different alternatives while making a choice. Companies can quickly transform their target audience into consumers when they get a grip on the decision-making journey. When an advertisement captures the attention of a potential consumer, the journey begins. The search for the best product that can satisfy the needs of a consumer has begun. People will compare alternatives and look for information online to obtain the best purchasing value (Hsu et al., 2013). An important aspect to consider is that online users mostly trust user-generated feedback instead of company-generated feedback. User-generated feedback feels more trustworthy because the negative things about a product are also considered (Park et al., 2007).

The research of Yüksel (2016) found that user-generated product videos drastically impact the purchase intention and willingness to buy the product in the future. They found that credibility was the decisive factor in triggering the intention to purchase the illustrated product. The connection between credible information and purchase intention reinforces when people experience a positive feeling while watching the video. If companies can generate a positive attitude while presenting credible information, the purchase intention among the target is positively influenced.

Next to credibility, usefulness was another critical factor. If the video could provide relevant information that evoked feelings of reduced risk within the decision-making process, people would be more inclined to buy the product. When creating a video advertisement, research found that videos with a longer running time contribute more to consumer learning, positive attitudes, and purchase intentions than short-form videos (Sigh & Cole, 1993). These findings match with those of the research of Hegner et al. (2015). They found that when companies show videos with a more extended running time while forecasting a message, people will be more inclined to connect with it and be less irritated. The assumption that people are more favourable to pursue a purchase after watching long-form videos has also been proven right in the research of Morreale (2022).

The different phases within the decision-making process are not linear and do not go undisturbed. Haji and Stock (2021) found that, while surveying consumers, external factors such as family, friends, and social media influence their decision-making process Fekete-Farkas et al. (2022) mentioned in their results that the purchase behaviour over different age cohorts differs. They found that younger consumers are more willing to spend their money while shopping online than older consumers. They suggest that youngsters are more active on online platforms used as marketing communication tools. This online presence impacts their online buying behaviour. Understanding which factors can influence different age cohorts in their decision-making process as a company can be a valuable asset while converging new consumers. Due to the relevance of purchase intention as a dependent variable, this thesis will subject it to the research construct and formulate the following hypotheses:

H4a: A long-form video advertisement has a more positive impact on purchase intention than a short-form video advertisement.

H4b: A long-form video advertisement has a more positive impact on purchase intention in a rational (vs. emotional) advertising context than a short-form video advertisement.

H4c: A long-form video advertisement has a more positive impact on purchase intention among younger (vs. older) consumers than a short-form video advertisement.

2.6.4 Brand recall

As a brand, it can be interesting to be present in people's memories regarding a particular product category. The more present a brand name is within the minds of consumers, the faster people will consider its potential for fulfilling their needs. As a company, it can be valuable to invest in a memorable campaign to nestle more firmly into the memory of its target audience and achieve a top-of-mind status. When this happens, brand recall can be triggered more automatically, which is called unaided brand recall. When a company implements specific elements to draw attention, hoping the information lingers in people's minds, scientists speak of aided brand recall (Qualtrics, 2022).

The essence of achieving a top-of-mind status relies on a particular brand's exposure. If a consumer has never had the opportunity to interact with a specific brand in advance, it is hard to connect and build a relationship with it (Keller, 1993). The more interplay a consumer has with a brand throughout his life, the higher demand for the exposed brand will be (Aaker, 1997). The study of Dempsey (2019) focused on brand recall of products being shown in a music video. The results indicate that product placement throughout the music video significantly impacts the respondents' memory. More precisely, they found that people recalled the illustrated product better than others based on the music genre. They suggest that companies can implement this insight into their business strategy and use artists as a communication tool while promoting a product. This example underlines the effectiveness of brand recall of product placement in a video.

Baker et al. (1986) found that if companies want to reinforce brand recall among their target audience, advertisements with a longer running time support that. Video advertisements that put effort into transferring the message will positively influence the viewers' memory. The newly perceived information will collide with the previously made anchor points of the individual's memory. This makes it more likely that the advertisement's message will nestle in the retrievable memory. Although it must be taken into account that there is still some fluctuation in the relationship between video length and brand recall. For example, in the research of De Backer (2021), there was no consensus on which video length format had the most substantial brand recall. There was no significant difference between both lengths while evaluating the results.

Besides the length of the video, there is also some disagreement about the impact of the video context on brand recall. Mehta and Purvis (2006) mentioned that from the 70s till the 80s, scientists favoured rational appeals above emotional appeals to stimulate the brand recall of a particular product. On the other hand, they found that emotional appeals, used in the right setting, can boost recall. If marketers want to achieve this, they need to perfectly time emotional appeals within the video supported by audio cues. By doing that, the advertisement can retrieve a higher attention span

which positively influences brand recall (Metha & Purvis, 2006). Amber and Burne (1999, p.25) share the same vision in their research and elaborated even further on the effectiveness of emotional appeals in a video advertisement. They found that when a television campaign transfers a message with an emotional undertone, the message penetrates the viewers' long-term memory.

Thoma and Wechsler (2021) recently found a negative correlation between the aging of consumers and the effectiveness of the unaided brand recall. This assumption has also been proven right in the research of Lambert-Pandraud et al. (2017). They designed a research construct where participants aged 18 to 92-year-old had to list (unaided) twenty local radio stations. Based on the results, they found out that the older the respondent was, the less branded local radio station names they could come up with. Based on this and the insights mentioned above, the following hypotheses are formulated revolving around the research construct of this thesis:

H5a: A long-form video advertisement has a more positive impact on brand recall than a short-form video advertisement.

H5b: A long-form video advertisement has a more positive impact on brand recall in an emotional (vs. rational) advertising context than a short-form video advertisement.

H5c: A long-form video advertisement has a more positive impact on brand recall among younger (vs. older) consumers than a short-form video advertisement.

3. METHODOLOGY

The literature gave direction within the field of long- versus short-form video marketing and confirmed that there are still some research gaps concerning this research topic. Based on these gaps, this thesis constructed two general research questions and fifteen hypotheses that will be the foundation of the following experiment. The focal point of this part of the thesis will be to unravel these gaps in the hope of finding some answers to the research questions and examine if the hypotheses can be supported or not. The overall research of this thesis consists of two phases. The first phase involved a pretest, mainly to test if the design of the actual experiment was relevant and if the cover story felt realistic. Subsequently, the experiment was conducted based on the information gained from the pretest.

3.1 Experimental design

The purpose is to study the effect of the independent variable (long-form vs. short-form video advertisements) on the dependent variables that cover the effectiveness of an advertisement moderated by age and advertisement context (emotional vs. rational). Based on this information, the following design outlined the experiment: a 2 (the length of an advertisement: long-form vs. short-form) x 2 (advertisement context: emotional vs. rational) between-subjects design. This design aims to identify the differences between the four conditions, see Table 2.

Table 2: The four conditions

Long-form rational video advertisement	Short-form rational video advertisement
Long-form emotional video advertisement	Short-form emotional video advertisement

This between-subjects design made it possible to compare different groups of respondents equally, to assign each respondent randomly to only one condition. Also, this type of design is robust for design effects distortion (fatigue, boredom, training). Furthermore, it proves to be relevant when it is hard to distribute each respondent over all the given conditions. If the design should appear as a within-subject design, the respondents may unravel the underlying purpose of this experiment. This assumption would downgrade the credibility of the cover story that is implemented as well.

3.2 Respondents

Primary data will be the starting point for uncovering relevant information regarding this quantitative research. The launch of an online experiment made it possible to obtain those primary data points supported by the software of Qualtrics. The experiment was officially launched on 21 May 2022 and came to a close on 14 June 2022. During that period, the study distribution happened on social media platforms like Facebook, Instagram, LinkedIn, and WhatsApp. Due to the enormous scope of those platforms, the opportunity to gather a vast number of voluntary respondents with different characteristics in a relatively short time presented itself.

The experiment reached 577 people, but an important side note must be addressed here. While performing the first part of the data cleaning (filtering out missing values), it was clear that 345 respondents left missing values behind for questions where an answer was required. Based on this observation, the dataset only worked with respondents with no missing values for those questions. Now, a more accurate dataset of 232 respondents came into play.

The second part of the data cleaning happened with an attentive check at the end of the experiment. This check asked if the respondent had seen a video while participating. If the respondents' answer was negative, it was clear the respondent did not follow the instructions carefully and missed the target of the experiment. The respondent would be removed from the data set. Besides that, the study contained two controlling questions to unravel if the respondents were attentive while participating. Once again, a negative answer to these two questions made it possible to filter out inaccurate data. Based on this workflow, a group of 216 valid respondents constructed the actual dataset.

To summarize, a valid sample of 216 respondents ($M = 27.15$ years, $SD = 10.80$ years) was constructed after the data cleaning. 80 men (37%), 133 women (61.6%), and 3 respondents who identified themselves as non-binary (1.4%) represented the dataset. Table 3 below indicates how many respondents were part of a specific condition.

Table 3: Number of respondents per condition after data cleaning, $N = 216$

	Long-form video duration	Short-form video duration
Rational video context	$N = 42$	$N = 59$
Emotional video context	$N = 51$	$N = 64$

3.3 Stimuli

As mentioned in the introduction of the methodology, the experiment made use of a cover story. The cover story is intended to hide the research purpose among the respondents. In concrete terms, the respondents were asked to attentively scroll through and observe the content of a self-made website. With the help of Wix, the website took on its presence. The self-made website simulated a webshop for the new 'Galaxy Ultra S22' smartphone. The website contained two pages, the first page focused on the essential information of the smartphone. The second page contained a video advertisement for the smartphone. Based on one of the four allocated conditions, the context and duration of the video advertisement changed.

Nevertheless, regarding which condition the respondent was part of, the first page and layout of the website were identical for everyone. The idea was to expose every respondent equally to the exact same circumstances of the cover story. The layout of the website is added in appendix 1 and 2 of this thesis to visualize this reasoning more precisely.

While viewing the video advertisement, the between-subject design of this experiment ensured that the respondent saw only one type of video. Meanwhile, there were, in total, four different videos connected with a specific condition. The respondents that were part of the long-form rational video condition saw an advertisement for the Galaxy Ultra S22. The duration of this video was 3 minutes and 26 seconds. Following up, respondents who were part of the long-form emotional video condition saw an advertisement with a running time of 1 minute and 55 seconds. Once again, the content of the video revolved around the same smartphone. A side note, every video revolves around the same product, the Samsung Galaxy Ultra S22.

The respondents that saw a short-form rational video of the smartphone were part another condition. The content of the video was identical to the video that respondents saw in the long-form rational condition. Only the length of the video was now 35 seconds. Finally, the respondents that were part of the short-form emotional video condition saw a video with a running time of 40-seconds. The content of the video was identical to the content of the long-form emotional video condition. All videos were retrieved from the social media platform YouTube, see appendix 3.

Next, a pretest would discover how respondents would observe the predetermined stimuli. Besides the stimuli, it was necessary to indicate how realistic the cover story felt among the respondents to see if the self-made website could be of use in the experiment.

3.3.1 Pretest:

- Reasoning behind the pretest

There were three main goals to achieve while conducting the pretest:

- First goal: What is the impression of the self-made website?

This goal focused on the effectiveness of the cover story. The respondent must have a real-life experience when scrolling through the website's content. To measure that, three questions were included in this section and focused on: how user-friendly the website was, the attractiveness of the website, and how credible the website was.

- Second goal: Does the length of the predetermined video stimuli match the respondents' perception?

How respondents perceived the length of the presented video advertisement was also a relevant insight while developing the experiment. It was necessary to find stimuli that match the suitable duration of the conditions to measure the difference between them. Specifically, this part of the pretest focused on how the respondents experienced the length of the video advertisements they saw. Do they perceive a predetermined short-form video as short or not? This way of reasoning was the same for the videos with a long-form format.

- Third goal: Does the video context of the predetermined video stimuli match with the respondents' perception?

Because the context of the video would be a key element in this experiment, it was also interesting to test this in advance. By questioning this, it was possible to demonstrate the extent to which respondents experience the context of a video: is a predetermined rational video indeed experienced as rational or not? This reasoning was also the same for videos with an emotional context.

It was of significant interest to examine these three goals before experimenting. If one of the goals missed the target, then there was still room to adjust the design of the cover story or stimuli for the actual experiment.

- **Findings of the pretest:**

A total of 107 respondents participated in the pretest; after data cleaning, there was an overall group of 102 valid respondents to work with. Among the valid respondents, there were 53.9% men, 45.1% women and 1% that identifies as non-binary ($M_{age} = 24.22$, $SD_{age} = 8.26$). The pretest data collection occurred by implementing the pretest into an online lab study of the department of Marketing, Innovation, and Organization of Ghent University. For four days (19/04/2022 till 22/04/2022), the data collection happened using an anonymous survey link via the Qualtrics software. Based on the analysis of the collected data, the following results answered the previously stated goals:

- First goal: What is the impression of the self-made website?

As mentioned before, the goal was to determine how user-friendly, attractive, and credible the website felt. This was important to give the cover story a deep and realistic feeling during the experiment. A seven-point bipolar scale (1 = not user friendly, not attractive or not credible and 7 = very user-friendly, very attractive or very credible) was constructed for all the measurements.

The analyses of the data happened with the use of a One-Sample T-Test. To determine if the respondent had a positive impression of the website, the centre of the scale took on the role of the test value (= 4). If the value of the measurements was lower than 4, the respondent had a negative impression of the website. Otherwise, if the value was higher than 4, the website had a good impression among the respondents. The underneath Table 4 shows the values for the three measurements regarding the websites' impression:

Table 4: Data of the One-Sample T-Test pretest, impression of the website

<u>Impression</u>		<u>Mean and Standard Deviation</u>	<u>Significance</u>
	User-friendly	$M = 5.55$ $SD = 1.30$	$p = .001$
	Attractive	$M = 5.71$ $SD = 1.36$	$p = .001$
	Credible	$M = 4.90$ $SD = 1.46$	$p = .001$

Based on these results, the website could be of use as a trustworthy tool to reinforce the cover story.

- Second goal: Does the length of the predetermined video stimuli match the participants' perception?

Here, the respondents needed to perceive the length of the presented video similar to the predetermined length of the video within a given condition. An 8-point Likert scale (0 = very short and 7 = very long) was used to measure the respondent's perception regarding the duration of the video.

Once again, the data were subjected to the analyses of a One-Sample T-Test. Here the centre of the scale was 3.5, which was once again the test value. Any values that scored under 3.5 were perceived as short-form videos. On the other hand, values that had a higher score than 3.5 were perceived as long-form videos. The following table shows the results involving the perceived duration of the video while subjected to one of the four conditions:

Table 5: Data of the One-Sample T-Test pretest, perceived video length

<u>Redetermined conditions</u>	<u>Results of perceived length</u>	<u>Significance</u>
Long-form rational video	<i>M</i> = 4.96 <i>SD</i> = 1.57 <i>N</i> = 24	<i>p</i> = .001
Long-form emotional video	<i>M</i> = 4.88 <i>SD</i> = 1.28 <i>N</i> = 26	<i>p</i> = .001
Short-form rational video	<i>M</i> = 2.58 <i>SD</i> = 0.90 <i>N</i> = 26	<i>p</i> = .001
short-form emotional video	<i>M</i> = 2.81 <i>SD</i> = 1.33 <i>N</i> = 26	<i>p</i> = .001

These results suggest that the respondents had a corresponding perception of the video length as the predetermined condition they were exposed to. So, the selected lengths of the videos were relevant stimuli to use within the experiment.

- Third goal: Does the video context of the predetermined video stimuli match with the respondents' perception?

To achieve this goal, respondents needed to perceive the context of the presented video, in a given condition, just like the predetermined context of the video. Like the previous goal, the same 8-point

Likert scale (0 = emotional and 7 = rational) was used. Definitions were presented in the question to prevent misinterpretation while filling in the question.

Once again, the data were subjected to the analyses of a One-Sample T-Test. The centre of the scale/test value was the same (3.5), just like the interpretation of the values. The following table shows the results involving the perceived context of the video while subjected to one of the four conditions:

Table 6: Data of the One-Sample T-Test pretest, perceived video context

<u>Predetermined conditions</u>	<u>Results of perceived length</u>	<u>Significance</u>
Long-form rational video	$M = 3.42$ $SD = 2.04$ $N = 24$	$p = .843$
Long-form emotional video	$M = 1.42$ $SD = 1.75$ $N = 26$	$p = .001$
Short-form rational video	$M = 3.19$ $SD = 1.88$ $N = 26$	$p = .411$
Short-form emotional video	$M = 1.27$ $SD = 1.48$ $N = 26$	$p = .001$

Based on these results, it is clear that the selected emotional stimuli are suited to be implemented in the experiment.

Regarding the rational stimuli, it appears that the results are not significant for both conditions ($p_{\text{long-form rational video}} = 0.84$; $p_{\text{short-form rational video}} = 0.41$). This means there are no significant differences regarding the rational stimuli, and people experience it as neutral. Based on these assumptions, it was unclear whether the selected rational stimuli could be used in the experiment. So, to determine if there was any actual difference between the sample means of the emotional stimuli and the rational stimuli, an Independent Samples T-Test was subjected to the obtained data.

The results identify that the difference in mean video context for a rational video ($M_{\text{rational video}} = 3.3$, $SD_{\text{rational video}} = 1.94$) and emotional video ($M_{\text{emotional video}} = 1.34$; $SD_{\text{emotional video}} = 1.61$) was significant ($t(95.18) = 5.53$; $p = .001$). This means that the perceived rational context differs from the perceived emotional context among the respondents. Therefore, it can be said that there is a clearly-perceived

difference between both the rational and the emotional video stimulus, which allows us to use both in the experiment.

Furthermore, a manipulation check was added to the pretest and probed to the familiarity of the videos. The check confirmed that the stimuli were relevant enough to use because only 8.8% of the respondents had seen the videos in advance. Overall, the stimuli are relatively unseen before and could be valuable assets to measure accurate responses in the experiment. In sum, the pretest findings accomplished the three goals, meaning that the experiment could use the design of the cover story and the same stimuli as the pretest.

3.4 Procedure

The following part of the methodology will discuss the procedure of the experiment. When respondents opened the study in Qualtrics, they were asked to participate voluntarily in this experiment. Besides that, **brief information** was given about what would happen with their data. Their data were stored anonymously, could be used for analyses, and used as input for reports. Lastly, the respondents were informed that they could stop participating at any given time. If the respondents read the information carefully and gave their consent, they were transferred to the instructions they had to follow during the experiment. On the other hand, if a respondent did not want to participate voluntarily, there was an option to redirect them to the end of the study.

The next section of the experiment was to **introduce the cover story**. Respondents were informed that the experiment would only take up to 12 minutes of their time. Next, they were told that they would see a website for a smartphone and that the researcher was eager to find out which impressions it left behind. Following up, **three steps** were explained to them.

The first step explained that the respondents would **receive a link**. They needed to click on that link. If they had clicked on the link, a new tab appeared with the **self-made website**. Once they arrived at the first page of the website, they had to go through the content carefully. Step two mentioned that after analysing the first page, respondents needed to click on the button in the left upper corner of the menu, 'Galaxy S22 Ultra', to be redirected to the second page of the website. If they completed this step, they could now see the video advertisement connected to one of the four conditions. Respondents were advised to observe the video advertisement attentively. The third step told the respondents to close the website after watching the video advertisement and return to the main study.

When the respondent had a grip on what was expected of them, the link to the website appeared. Once again, a short reminder was given to pay close attention to the content of the website and that they had to return to fill in the questions. Marketing-related measurement scales were applied to measure the different variables that are the foundation of this thesis.

The study started with **two decoy questions**. Those two questions focused on the impression of the website to **support the cover story** and distract the respondents. Decoy question one was constructed through a 7-point Likert scale (1 = totally disagree, 7 = totally agree). The upset of this question was to measure the **respondent's impression of the website** based on five random questions, which were: (1) "The website had a credible appearance", (2) "The website had an attractive layout", (3) "The website looked trustworthy", (4) "The website is user-friendly" and (5) "The website contained relevant information". An additional question was added to measure the attentiveness of the respondent: "Indicate here 'agree'". If the respondent indicated the wrong item, they could easily be removed from the data set. The second decoy question was more active here; respondents needed to order five website-related elements: (1) "The layout of the website", (2) "The content information of the product", (3) "The user-friendliness of the website", (4) "the confidence that the website radiates" and (5) "An easy purchase process". Those five elements needed to be ordered from most important to least important based on the respondents' personal preferences.

After answering the decoy questions, the **questions regarding the actual experiment** emerged. The questions that measured data concerning the dependent variables were randomly placed throughout the survey flow to avoid any design effects. The first dependent variable that was questioned was: **advertisement attitude**. To measure this variable a scale from Chen et al. (2016) was used, including four statements measured with a 7-point Likert scale (1 = totally disagree and 7 = totally agree). The four statements were: (1) "The video ad that I saw was very relevant to me", (2) "The video ad that I saw grasped my attention", (3) "The product that I saw in the video advertisement matched with my present needs and" and (4) "The product that I saw in the video advertisement is important to me". This measurement scale proved to be valid in the research of Chen et al. ($\alpha = .93$; 2016).

The second dependent variable was **engagement** based on two questions. The first question revolving around engagement was done with the help of an **NPS score** (net promoter score). The respondent had to give a score from 0 to 10. The number would measure to what extent a respondent was willing to recommend the product they saw in the video advertisement to a friend or colleague. The respondents were part of three groups based on the data analyses. The first group would describe itself as 'Promoters', the respondents that gave a score of 9 or 10. The second group marked itself as 'Passives'. They give a score of 7 or 8. The last group is called the 'Detractors'.

Those respondents gave a score between 0 and 6. Based on the following formula: $NPS = \% \text{ promoters} - \% \text{ detractors}$, a number between -100 and +100 will be achieved and described as the actual NPS score. A number close to -100 will indicate that respondents are less inclined to promote the product (low loyalty to the brand and can be seen as unhappy customers that are not going to buy the product). A number closer to +100 will suggest that the respondents are willing to promote the product (can be seen as loyal and happy customers, are very likely to mark themselves as brand ambassadors, and share positive product feedback with others (Qualtrics, 2022)). The second question that was used to measure engagement focused on the **Click-through intention** (CTI) of the respondents. For this purpose, the measurement scale of Zhao (2019) was used. A 7-point Likert scale (1 = totally disagree and 7 = totally agree) was constructed and measured three items concerning the CTI: (1) "I tend to click on the video advertisement", (2) "The probability that I would click on this video ad is high" and (3) "I have no problem clicking on this video advertisement" An extra question was added to measure the attentiveness of the respondent: "Indicate here 'disagree'". If the respondent indicated the wrong item, they could easily be removed from the data set.

The third dependent variable was **purchase intention**. To collect data for this variable, the measurement scale of Pornpitakpan (2004) was used. A 7-point Likert scale (1 = unlikely and 7 = likely) was constructed and included three statements. The respondent had to indicate to what extent they: (1) "Would like to know more about the product", (2) "would consider purchasing the product" and (3) "would buy the product".

Fourthly, **brand recall** was measured based on two separate questions. The first question probed to what extent the respondents remembered the brand spontaneously. In other words, it measured the **unaided brand recall**. This question was open, so the respondent could fill in the brand that came to mind while answering. As for the second question, the **aided brand recall** was measured. This question was constructed based on the research done by Gupta and Lord (1999). A visual aspect was used to help respondents recall the brand they saw in the video advertisement. In concrete, the respondents were presented with five different smartphone logos: (1) Lenovo, (2) Nokia, (3) Panasonic, (4) Samsung, and (5) Sony. All logos were ordered randomly and had the same layout design (black background with white letters). The purpose of the question was to indicate the logo they had seen in the video advertisement.

Brand attitude was the last dependent variable that was measured. The measurement scale of Spears and Singh (2004) was used due to the fact that it was very trustworthy ($\alpha = .97$). We measured brand attitude using 5 bipolar items on a 7-point semantic differential scale (1 = negative item, 7 = positive item). The five selected items were: (1) (un)comfortable, (2) cheap vs. luxurious, (3) bad vs. good, (4) (un)attractive, and (5) (un)pleasant.

Following up on the questions related to the dependent variables, a **attention check** and a **manipulation check** were added to the study. The first check revolved around the **attentiveness** of the respondent. It assessed whether the respondent had had the opportunity to watch a video advertisement while scrolling through the website. If the respondent indicated that they did not see a video advertisement, their data was invalid and could be removed from the data set while cleaning. Secondly, another manipulation check was performed for the moderator, **context** (rational versus emotional). The respondents had to indicate, based on definitions that were shown in the question to prevent misinterpretation, how they perceived the context of the video advertisement based on a slider constructed with a 7-point Likert scale (1 = emotional and 7 = rational). This check made it possible to measure to what extent the participant perceived the advertisement's context compared with the predetermined context.

Next, two control, one familiarity, one replay, one remark and one study purpose question was added. The **first control question** examined if the respondent was currently looking for a new phone. If the respondent answered 'yes' to this question, they were redirected to the **second control question**, which measured their willingness to pay. If the respondent answered no, they skipped the second control question. Secondly, the **familiarity** with the video advertisement was assessed to see to what extent the respondents saw the different video advertisements in advance. Furthermore, they were asked how many times they had viewed the video advertisement in the **replay question** as well. Lastly, the **remark question** allowed the respondents to address any difficulties they encountered while participating after being asked whether they had any idea of **the purpose** of the study.

Finally, **two demographic questions** were answered. After filling in the birth year and gender of the respondent, the experiment ended. Respondents had the opportunity to leave their e-mail behind to have a chance of winning some prizes (movie tickets, a party game: Crimibox or a or a voucher for a store: Fnac) for participating. Subsequently, respondents **were thanked** for their time and participation.

4. RESULTS

4.1 Summated scales

Before analysing the dataset to answer the research questions and test the hypotheses, summated scales were made to measure the effectiveness of the advertisements more adequately. The reasoning was to test if those scales were trustworthy to use while conducting further analyses.

First, the attitude towards the advertisement was subjected to this manner. As mentioned before, this variable was measured with the help of a four-item 7-point Likert scale. The Cronbach's alpha was used to assess the internal reliability among those four items. The results suggest that this variable was highly reliable ($\alpha = 0.78$).

Secondly, the second question that measured CTI among the respondent followed the same analysis. This independent variable used a three items 7-point Likert scale. The Cronbach's alpha was again used to assess the internal reliability among those three items. The results suggest that this variable was highly reliable ($\alpha = 0.88$).

Thirdly, purchase intention was measured with a three-item 7-point Likert scale followed the same reasoning. The Cronbach's alpha was again used to assess the internal reliability among those three items. The results suggest that this variable was highly reliable ($\alpha = 0.90$).

Lastly, brand attitude was measured with a five-item 7-point Likert. The Cronbach's alpha was again used to assess the internal reliability among those three items. The results suggest that this variable was highly reliable ($\alpha = 0.90$).

Based on these results, it is approved to assume that all subscales are internally consistent ($\alpha > 0.78$).

4.2 Manipulation check

The manipulation check was added to the study to determine if the perceived context matched the predetermined video context (rational or emotional) within a given condition. A Chi-Square Test with Cramer's V as effect size was used to measure this. The results suggest that there was a significant association between the perceived video context and the predetermined video context within the given condition, $\chi^2(6, N = 216) = 59.99, p = .001, V = 0.53$. Assumed from Cramer's V , there is a strong static association between both variables.

When the test was run again, but with only the respondents who had never seen the advertisements before ($N = 202$), the same conclusion appeared: There was a strong significant association between the perceived video context and the predetermined video context within a given condition ($\chi^2(6, N = 202) = 59.26, p = .001, V = 0.54$).

These results suggest that the context for both conditions (emotional and rational) was perceived correctly among the respondents.

4.3 Main effect

4.3.1 The impact of long-form (vs. short-form) video advertisements on advertisement attitude.

To measure the effect between long-form (vs. short-form) video advertisements regarding the advertisement attitude, an Independent-Sample T-Test was used. The length of the video advertisement was used as an independent variable, and advertisement attitude took on the role of a dependent variable. The results suggested that the advertisement attitude of a short-form video advertisement ($M = 4.00$, $SD = 1.20$) was higher than a long-form video advertisement ($M = 3.94$, $SD = 1.30$). Nevertheless, the difference between both lengths was not significant: $t(214) = -0.32$, $p = .748$.

When the test was run again, but now only with respondents that had never seen the video advertisements before ($N = 202$), the same conclusion appeared: The results suggested that the advertisement attitude of a short-form video advertisement ($M = 4.01$, $SD = 1.21$) was higher than a long-form video advertisement ($M = 3.92$, $SD = 1.31$). Nevertheless, the difference between both lengths was not significant: $t(200) = -0.51$, $p = .609$.

Based on these findings, **Hypothesis 1a can not be supported**. a long-form video advertisement does not create a more positive attitude towards the advertisement than a short-form advertisement.

4.3.2 The impact of long-form (vs. short-form) video advertisements on brand attitude

This effect was also measured with the help of an Independent-Sample T-Test. Here, The length of the video advertisement was used as an independent variable, and brand attitude took on the role of a dependent variable. The results suggested that the brand attitude toward a long-form video advertisement ($M = 5.28$, $SD = 1.25$) was higher than a short-form video advertisement ($M = 5.18$, $SD = 1.21$). Nevertheless, the difference between both lengths was not significant: $t(214) = 0.60$, $p = .552$.

When the test was run again, but now only with respondents that had never seen the advertisements before ($N = 202$), the same conclusion appeared: The results suggested that the brand attitude toward a long-form video advertisement ($M = 5.27$, $SD = 1.20$) was higher than the a short-form

video advertisement ($M = 5.19$, $SD = 1.24$). Nevertheless, the difference between both lengths was not significant: $t(200) = 0.47$, $p = .641$.

Based on these assumptions, **Hypothesis 2a can not be supported**. a long-form video advertisement does not create a more positive attitude towards the brand than a short-form advertisement.

4.3.3 The impact of long-form (vs. short-form) video advertisements on engagement

Two tests were implied to test if the independent variable long-form (vs. short-form) video advertisement affects the dependent variable engagement. The first test focused on the NPS among the respondents. Here a Chi-square test with Cramer's V as effect size was used. Only 1.4% of the respondents that were exposed to a long-form video advertisement were part of the group that marks themselves as promoters. The same appears for the respondents subjected to a short-form condition where only 2.3% of the respondents were part of the promoters group. Based on these low percentages, it is clear that only a small part of the respondents was willing to promote the product they saw in the video advertisement. Furthermore, the results show no statistically significant association between the long-form versus short-form video advertisement and engagement (NPS), $\chi^2(2, N = 216) = 0.31$, $p = .859$.

When the test was run again, but now only with respondents that never had seen the advertisements before ($N = 202$), the same conclusion appeared: there was no statistically significant association between the long-form versus short-form video advertisement and engagement (NPS), $\chi^2(2, N = 202) = 0.44$, $p = .801$.

On the other hand, there was another question that also measured the engagement rate among the respondents, being the click-through intention (CTI) among the respondents. By means of an Independent-Samples T-Test, the effect of a long-form (vs. short-form) video advertisement on CTI was measured. Once again, the length of the advertisement took on the role of the independent variable, and CTI was marked as the dependent variable. The results suggested that the CTI of the long-form video advertisement ($M = 4.30$, $SD = 1.31$) was lower than the short-form video advertisement ($M = 4.51$, $SD = 1.41$). Nevertheless, the difference between both lengths is not significant: $t(214) = -1.12$, $p = .264$

When the test was run again, but now only with respondents that had never seen the advertisements before ($N = 202$), the same conclusion appeared: The CTI of the long-form video advertisement ($M = 4.32$, $SD = 1.31$) was lower than the short-form video advertisement ($M = 4.60$, $SD = 1.38$). Nevertheless, the difference between both lengths was not significant: $t(200) = -1.47$, $p = .143$.

Based on these assumptions, **Hypothesis 3a can not be supported**. a short-form video advertisement does not have a more positive impact on engagement than a long-form video advertisement.

4.3.4 The impact of long-form (vs. short-form) video advertisements on purchase intention

To measure the effect between long-form (vs. short-form) video advertisements on purchase intention, an Independent-Sample T-Test was used. The length of the video advertisement was used as an independent variable, and purchase intention took on the role of a dependent variable. The results suggest that the purchase intention of the long-form video advertisement ($M = 4.16$, $SD = 1.56$) was higher than the one of the short-form video advertisement ($M = 3.92$, $SD = 1.53$). Nevertheless, the difference between both was not significant: $t(214) = 1.18$, $p = .241$.

When the test was run again, but now only with respondents that had never seen the advertisements before ($N = 202$), the same conclusion appeared: the results suggested that the purchase intention of long-form video advertisements ($M = 4.16$, $SD = 1.52$) was higher than the one of the short-form video advertisements ($M = 3.91$, $SD = 1.52$). Nevertheless, the difference between both lengths was not significant: $t(200) = 1.12$, $p = .263$.

Based on these assumptions, **Hypothesis 4a can not be supported**. a long-form video advertisement does not have a more positive impact on purchase intention than a short-form video advertisement.

4.3.5 The impact of long-form (vs. short-form) video advertisements on brand recall

As discussed in the procedure, brand recall was divided into two parts, unaided and aided brand recall. A Chi-square Test with Cramer's V as effect size was used to get a grip on the possible effect between long-form (vs. short-form) video advertisements on unaided brand recall. Due to the design of a 2X2 table, it was necessary to interpret the values concerning the continuity correction. The

results show that 94.6% of the respondents who saw a long-form video advertisement recalled the product brand in the video advertisement. Regarding the short-form condition, a total of 94.3% recalled the brand unaided. Based on this high percentage of people that recalled the brand unaided, it was not surprising that there was no significant difference registered between the long-form versus short-form video advertisements concerning the unaided brand recall, $\chi^2(1, N = 216) = .00, p = 1.000$.

When the test was run again, but now only with respondents that had never seen the advertisements before ($N = 202$), the same conclusion appeared: there was no significant difference registered between the long-form versus short-form video advertisement condition in terms of unaided brand recall, $\chi^2(1, N = 202) = 0.00, p = 1.000$.

Next to this aspect, aided brand recall was measured as well. Once again, a Chi-square Test with Cramer's V as effect size was used to measure the effect. The following results indicate that 98.9% of the respondents subjected to a long-form video condition recalled the brand's logo. Again high percentages were obtained regarding the respondents that were subjected to the short-form condition, 98.4%. Again, the Chi-square Test found no significant difference between the long-form versus short-form video advertisements regarding the aided brand recall, $\chi^2(2, N = 216) = 0.80, p = .670$.

When the test was run again, but now only with respondents that had never seen the advertisements before ($N = 202$), the same conclusion appeared: there was no significant difference between the long-form and short-form video advertisements regarding the aided brand recall, $\chi^2(2, N = 202) = 2.06, p = .357$.

Based on these assumptions, **Hypothesis 5a can not be supported**. a long-form video advertisement does not have a more positive impact on brand recall than a short-form video advertisement.

As mentioned in the literature, achieving a top-of-mind status among consumers can be of great value, which means that a respondent can automatically recall a brand within a product category. Based on this assumption, this thesis will only work further with the variable unaided brand recall, based on its relevance.

4.4 Moderation effect: advertising context (emotional vs. rational)

4.4.1 The impact of the advertising context (emotional vs. rational) on the relationship between video length (long-form vs. short-form) and advertisement attitude

A 2 (video length: long-form vs. short-form) X 2 (advertising context: emotional vs. rational) between-subjects ANOVA with advertisement attitude (Aad) as the dependent variable was conducted. There was no significant main effect of video length, $F(1, 212) = 0.07, p = .790, \eta^2 = .000$ ($M_{long-form} = 3.92, SD_{long-form} = 0.13; M_{short-form} = 4.00, SD_{short-form} = 0.12$) or video context, $F(1, 212) = 0.01, p = .940, \eta^2 = .000$ ($M_{rational} = 3.95, SD_{rational} = 0.13; M_{emotional} = 3.97, SD_{emotional} = 0.12$) on Aad.

Also, there was no significant interaction between the video length and the video context, $F(1, 212) = 0.55, p = .461, \eta^2 = .003$ on Aad. The results of the pairwise comparisons indicate that a long-form video does not perform better in an emotional ($M = 3.88, SD = 0.18$) versus a rational ($M = 4.02, SD = 0.19$) context ($t(212) = 0.54, p = .591$). The same findings occur for short-form video advertisements. A short-form video does not perform better in an emotional ($M = 4.05, SD = 0.16$) versus a rational ($M = 3.94, SD = 0.16$) context ($t(212) = 0.50, p = .613$). In concrete terms, these results suggested that the length of the video on the attitude towards the advertisement was not influenced by the context of the video advertisement.

When the test was run again, but with only the respondents who had never seen the advertisements before ($N = 202$), the same conclusion appeared: there was no significant main effect of video length, $F(1, 198) = .07, p = .663, \eta^2 = .001$, or video context, $F(1, 198) = .01, p = .912, \eta^2 = .000$, on Aad. Also, there was no significant interaction between video length and video context, $F(1, 198) = .82, p = .368, \eta^2 = .004$ on Aad.

These results indicate that **hypothesis 1b is not supported**: a long-form video advertisement does not create a more positive attitude towards the advertisement in an emotional (vs. rational) advertising context than a short-form advertisement.

4.4.2 The impact of the advertising context (emotional vs. rational) on the relationship between video length (long-form vs. short-form) and brand attitude

A 2 (video length: long-form vs. short-form) X 2 (advertising context: emotional vs. rational) between-subjects ANOVA with brand attitude (Ab) as the dependent variable was conducted. There was no significant main effect of video length, $F(1, 212) = .41, p = .522, \eta^2 = .002$ ($M_{long-form} = 5.28, SD_{long-form} = 0.13; M_{short-form} = 5.20, SD_{short-form} = 0.12$), or video context, $F(1, 212) = 0.99, p = .320, \eta^2 = .005$ ($M_{rational} = 5.30, SD_{rational} = 0.13; M_{emotional} = 5.17, SD_{emotional} = 0.12$), on Ab.

Also, there was no significant interaction between video length and video context, $F(1, 212) = 0.09$, $p = .767$, $\eta^2 = .000$ on Ab. The results of the pairwise comparisons indicate that a long-form video does not perform better in an emotional ($M = 5.18$, $SD = 0.17$) versus a rational ($M = 5.40$, $SD = 0.19$) context ($t(212) = 0.86$, $p = .393$). The same findings occur for short-form video advertisements. A short-form video does not perform better in an emotional ($M = 5.12$, $SD = 0.15$) versus a rational ($M = 5.24$, $SD = 0.16$) context ($t(212) = 0.54$, $p = .594$). In concrete terms, these results suggested that the length of the video on the attitude towards the brand was not influenced by the context of the video advertisement.

When the test was run again, but with only the respondents who had never seen the advertisements before ($N = 202$), the same conclusion appeared: There was no significant main effect of video length, $F(1, 198) = .22$, $p = .630$, $\eta^2 = .001$, or video context, $F(1, 198) = .524$, $p = .470$, $\eta^2 = .003$, on Ba. Also, there is no significant interaction between video length and video context, $F(1, 198) = .004$, $p = .948$, $\eta^2 = .000$ on Ab.

These results indicate that **hypothesis 2b is not supported**: a long-form video advertisement does not create a more positive attitude towards the brand in an emotional (vs. rational) advertising context than a short-form advertisement.

4.4.3 The impact of the advertising context (emotional vs. rational) on the relationship between video length (long-form vs. short-form) and engagement

- NPS

A 2 (video length: long-form vs. short-form) X 2 (advertisement context: emotional vs. rational) between-subjects ANOVA with NPS as the dependent variable was conducted. There is no significant main effect of video length, $F(1, 212) = 0.13$, $p = .716$, $\eta^2 = .001$ ($M_{long-form} = 1.33$, $SD_{long-form} = 0.06$; $M_{short-form} = 1.30$, $SD_{short-form} = 0.05$), or video context, $F(1, 212) = 2.76$, $p = .098$, $\eta^2 = .013$ ($M_{rational} = 1.37$, $SD_{rational} = 0.06$; $M_{emotional} = 1.26$, $SD_{emotional} = 0.05$), on NPS.

However, there was a significant interaction between video length and video context, $F(1, 212) = 5.95$, $p = .016$, $\eta^2 = .027$ on NPS. The results of the pairwise comparisons indicate that a long-form video does perform better in a rational ($M = 1.48$, $SD = 0.08$) versus emotional ($M = 1.18$, $SD = 0.07$) context ($t(212) = 2.70$, $p = .007$). Meanwhile the findings for short-form video advertisements state that: A short-form video does not perform better in an emotional ($M = 1.33$, $SD = 0.07$) versus a rational ($M = 1.27$, $SD = 0.07$) context ($t(212) = 0.59$, $p = .553$). In concrete terms, these results suggested that a long-form video advertisement influenced by a rational video context has a more positive impact on the NPS among consumers. Nevertheless, on average the respondents are part of the detractors group which means they have no intent to promote the product among friends or colleagues.

When the test was run again, but with only the respondents who had never seen the advertisements before ($N=202$), the same conclusion appeared: there was no significant main effect of video length, $F(1, 198) = 0.16, p = .689, \eta^2 = .001$, or video context, $F(1, 198) = 2.12, p = .147, \eta^2 = .011$, on NPS. However, there was a significant interaction between video length and video context, $F(1, 198) = 5.58, p = .019, \eta^2 = .027$ on NPS.

- CTI

A 2 (video length: long-form vs. short-form) X 2 (advertisement context: emotional vs. rational) between-subjects ANOVA with CTI as the dependent variable was conducted. There was no significant main effect of video length, $F(1, 212) = 1.47, p = .227, \eta^2 = .007$ ($M_{long-form} = 4.30, SD_{long-form} = 0.14$; $M_{short-form} = 4.60, SD_{short-form} = 0.13$), or video context, $F(1, 212) = 0.13, p = .719, \eta^2 = 0.001$ ($M_{rational} = 4.42, SD_{rational} = 0.14$; $M_{emotional} = 4.49, SD_{emotional} = 0.13$), on CTI.

Also, there was no significant interaction between video length and video context, $F(1, 212) = 1.54, p = .216, \eta^2 = .007$. The results of the pairwise comparisons indicate that a long-form video does not perform better in an emotional ($M = 4.44, SD = 0.19$) versus a rational ($M = 4.14, SD = 0.21$) context ($t(212) = 1.06, p = .291$). The same findings occur for short-form video advertisements. A short-form video does not perform better in an emotional ($M = 4.43, SD = 0.17$) versus a rational ($M = 4.60, SD = 0.18$) context ($t(212) = 0.67, p = .502$). In concrete terms, these results suggested that the difference in length of a video advertisement regarding the CTI among respondents was not influenced by the context of the video advertisement.

When the test was run again, but with only the respondents who had never seen the advertisements before ($N=202$), the same conclusion appeared: there was no significant main effect of video length, $F(1, 198) = 2.46, p = .118, \eta^2 = .012$, or video context, $F(1, 198) = 0.14, p = .711, \eta^2 = .001$, on CTI. Also, there was no significant interaction between video length and video context, $F(1, 198) = 1.49, p = .223, \eta^2 = .007$ on CTI.

These results indicate that **hypothesis 3b is not supported**: short-form video advertisement does not have a more positive impact on engagement in an emotional (vs. rational) advertising context than a long-form video advertisement.

4.4.4 The impact of the advertising context (emotional vs. rational) on the relationship between video length (long-form vs. short-form) and purchase intention

A 2 (video length: long-form vs. short-form) X 2 (advertisement context: emotional vs. rational) between-subjects ANOVA with purchase intention (P_i) as the dependent variable was conducted.

There was no significant main effect of video length, $F(1, 212) = 1.51, p = .220, \eta^2 = .007$ ($M_{long-form} = 4.17, SD_{long-form} = 0.16$; $M_{short-form} = 3.91, SD_{short-form} = 0.14$), or video context, $F(1, 212) = 0.85, p = .358, \eta^2 = .004$ ($M_{rational} = 4.14, SD_{rational} = 0.16$; $M_{emotional} = 3.94, SD_{emotional} = 0.15$), on Pi.

Also, there is no significant interaction between video length and video context, $F(1, 212) = 0.27, p = .603, \eta^2 = .001$ on Pi. The results of the pairwise comparisons indicate that a long-form video does not perform better in an emotional ($M = 4.03, SD = 0.22$) versus a rational ($M = 4.33, SD = 0.24$) context ($t(212) = 0.95, p = .341$). The same findings occur for short-form video advertisements. A short-form video does not perform better in an emotional ($M = 3.88, SD = 0.19$) versus a rational ($M = 4.00, SD = 0.20$) context ($t(212) = 0.30, p = .760$). In concrete terms, these results suggested that the context of the video advertisement does not influence the difference in length of a video advertisement regarding the purchase intention.

When the test was run again, but with only the respondents who had never seen the advertisements before ($N = 202$), the same conclusion appeared: there was no significant main effect of video length, $F(1, 198) = 1.43, p = .234, \eta^2 = .007$, or video context, $F(1, 198) = 0.82, p = .366, \eta^2 = .004$, on Pi. Also, there was no significant interaction between video length and video context, $F(1, 198) = 0.55, p = .461, \eta^2 = .003$ on Pi.

These results indicate that **hypothesis 4b is not supported**: a long-form video advertisement does not have positive impact on purchase intention in a rational (vs. emotional) advertising context than a short-form video advertisement.

4.4.5 The impact of the advertising context (emotional vs. rational) on the relationship between video length (long-form vs. short-form) and brand recall

A binary logistic regression was performed to ascertain the effects of the interaction effect of video length and video context on the likelihood that the respondent would recall the brand unaided. The binary logistic regression model was nevertheless not statistically significant, $\chi^2(1) = 0.004, p = .952$. This indicates that the data with the interaction effect does not fit the data significantly better than the model without it. In concrete terms, these results suggest that the difference in length of a video advertisement regarding the unaided brand recall was not influenced by the context of the video advertisement.

When the test was run again, but with only the respondents who had never seen the advertisements before ($N = 202$), the same conclusion appeared: the difference in length of a video advertisement regarding the Unaided brand recall was not influenced by the context of the video advertisement, $\chi^2(1) = 0.15, p = .702$.

These results indicate that **hypothesis 5b is not supported**: a long-form video advertisement does not have a more positive impact on brand recall in an emotional (vs. rational) advertising context than a short-form video advertisement.

The overall findings of these results can give an answer to RQ1: There is no significant impact of the advertising context (emotional vs. rational) on the relationship between video length (long-form vs. short-form) and advertising effectiveness.

4.5 Moderation effect: Age

4.5.1 The impact of age on the relationship between video length (long-form vs. short-form) and advertisement attitude

With a simple moderation analysis (Hayes, 2018, PROCESS model 1, 5000 bootstraps, 95% confidence interval), age was examined as a moderator in the relationship between long-form (vs. short-form) video advertisement and advertisement attitude (Aad). The following results were found:

The effect of the video length on Aad was put to the test. The effect of video length on Aad appeared to be not significant ($p = .685$). Secondly, the effect of age on Aad was put to the test. The results indicated that younger consumers perceived a higher Aad than older consumers. However, the effect of the moderator age on Aad was not significant ($p = .685$). Finally, the results indicated that age was not found to be a significant moderator in the relationship between long-form (vs. short-form) video advertisements and Aad ($\Delta R^2 = .002$, $F(1, 212) = 0.32$, $p = .575$). The effect of video length on Aad does not differ for younger and older consumers.

When the test was run again, but now only with respondents that never had seen the advertisements before ($N = 202$), the same conclusion appeared: age was not a significant moderator for advertisement attitude ($\Delta R^2 = .001$, $F(1, 198) = 0.26$, $p = .609$). The effect of video length on Aad does not differ for younger and older consumers.

These results indicate that **Hypothesis 1c is not supported**: a long-form video advertisement does not create a more positive attitude towards the advertisement among younger (vs. older) consumers than a short-form video advertisement.

4.5.2 The impact of age on the relationship between video length (long-form vs. short-form) and brand attitude

With a simple moderation analysis (Hayes, 2018, PROCESS model 1, 5000 bootstraps, 95% confidence interval), age was examined as a moderator of the relationship between long-form (vs. short-form) video advertisement and brand attitude (Ab).

The effect of the video length on Ba was put to the test. The effect of video length on Ab appeared to be not significant ($p = .218$). Secondly, the effect of age on Ab was put to the test. The results indicated that younger consumers perceived a higher Ab than older consumers. However, the effect of the moderator age on Ab was not significant ($p = .452$). Finally, the results indicated that age was not found to be a significant moderator in the relationship between long-form (vs. short-form) video advertisements and Ab ($\Delta R^2 = .006$, $F(1, 212) = 1.20$, $p = .275$). The effect of video length on Ab does not differ for younger and older consumers.

When the test was run again, but with only the respondents who had never seen the advertisements before ($N = 202$), the same conclusion appeared: age was not a significant moderator for Ab ($\Delta R^2 = .007$, $F(1, 198) = 1.30$, $p = .257$).

These results indicate that **Hypothesis 2c is not supported**: a long-form video advertisement does not create a more positive attitude towards the brand among younger (vs. older) consumers than a short-form video advertisement.

4.5.3 The impact of age on the relationship between video length (long-form vs. short-form) and engagement

- NPS

With a simple moderation analysis (Hayes, 2018, PROCESS model 1, 5000 bootstraps, 95% confidence interval), age was examined as a moderator of the relationship between long-form (vs. short-form) video advertisement and NPS.

The effect of the video length on NPS was put to the test. The effect of video length on NPS appeared to be not significant ($p = .949$). Secondly, the effect of age on NPS was put to the test. The results indicated that younger consumers perceived a lower NPS than older consumers. However, the effect of the moderator age on NPS was not significant ($p = .686$). Finally, the results indicated that age was not found to be a significant moderator in the relationship between long-form (vs. short-form) video advertisements and NPS ($\Delta R^2 = .000$, $F(1, 212) = 0.03$, $p = .900$). The effect of video length on NPS does not differ for younger and older consumers.

When the test was run again, but with only the respondents who had never seen the advertisements before ($N = 202$), the same conclusion appeared: age was not a significant moderator for NPS ($\Delta R^2 = .000$, $F(1, 198) = 0.00$, $p = .986$).

- CTI

With a simple moderation analysis (Hayes, 2018, PROCESS model 1, 5000 bootstraps, 95% confidence interval), age was examined as a moderator of the relationship between long-form (vs. short-form) video advertisement and CTI.

The effect of the video length on CTI was put to the test. The effect of video length on CTI appeared to be not significant ($p = .750$). Secondly, the effect of age on CTI was put to the test. The results indicated that younger consumers perceived a higher CTI than older consumers. However, the effect of the moderator age on CTI was not significant ($p = .911$). Finally, the results indicated that age was not found to be a significant moderator in the relationship between long-form (vs. short-form) video advertisements and CTI ($\Delta R^2 = .000$, $F(1, 212) = 0.01$, $p = .918$). The effect of video length on CTI does not differ for younger and older consumers.

When the test was run again, but with only the respondents who had never seen the advertisements before ($N = 202$), the same conclusion appeared: age was not a significant moderator for CTI ($\Delta R^2 = .000$, $F(1, 198) = 0.00$, $p = .996$).

These results indicate that **Hypothesis 3c is not supported**: a short-form video advertisement does not have a more positive impact on engagement among younger (vs. older) consumers than a long-form video advertisement.

4.5.4 The impact of age on the relationship between video length (long-form vs. short-form) and purchase intention

With a simple moderation analysis (Hayes, 2018, PROCESS model 1, 5000 bootstraps, 95% confidence interval), age was examined as a moderator of the relationship between long-form (vs. short-form) video advertisement and purchase intention (Pi).

The effect of the video length on Pi was put to the test. The effect of video length on Pi appeared to be not significant ($p = .534$). Secondly, the effect of age on Pi was put to the test. The results indicated that younger consumers perceived a higher Pi than older consumers. However, the effect of the moderator age on Pi was not significant ($p = .611$). Finally, the results indicated that age was not found to be a significant moderator in the relationship between long-form (vs. short-form) video advertisements and Pi ($\Delta R^2 = .000$, $F(1, 212) = 0.04$, $p = .843$). The effect of video length on Pi does not differ for younger and older consumers.

When the test was run again, but with only the respondents who had never seen the advertisements before ($N = 202$), the same conclusion appeared: age was not a significant moderator for Pi ($\Delta R^2 = .000$, $F(1, 198) = 0.02$, $p = .784$).

These results indicate that **Hypothesis 4c is not supported**: a long-form video advertisement does not have a more positive impact on purchase intention among younger (vs. older) consumers than a short-form video advertisement.

4.5.5 The impact of age on the relationship between video length (long-form vs. short-form) and brand recall

A binary logistic regression was performed to ascertain the effects of the interaction effect of video length and age on the likelihood that the respondent would recall the brand unaided. The binary logistic regression model was nevertheless not statistically significant, $\chi^2(1) = 0.39$, $p = .533$. This indicates that the data with the interaction effect does not fit the data significantly better than the model without it. Based on these results, it was clear that age was not found to be a significant moderator for unaided brand recall.

When the test was run again, but with only the respondents who had never seen the advertisements before ($N = 202$), the same conclusion appeared: age was not a significant moderator for unaided brand recall, $\chi^2(1) = 0.35$, $p = .554$. The effect of video length on unaided brand recall does not differ for younger and older consumers.

These results indicate that **Hypothesis 5c is not supported**: A long-form video advertisement does not have a more positive impact on brand recall among younger (vs. older) consumers than a short-form video advertisement.

The overall findings of these results can give an answer to RQ2: There are no generational differences in the relationship between video length (long-form vs. short-form) and advertising effectiveness

5. DISCUSSION AND CONCLUSION:

As mentioned previously, there has been a shift in the way companies operate throughout the years. Companies must compete and follow trends on a global scale to obtain market share and stay relevant among consumers. Qian (2021) stated that if a company wants to stay ahead of its competition, it must comprehend how valuable digital marketing is nowadays. Recently, Video marketing has been gaining more and more attention within different channels of digital marketing. Sedej (2019) states that implementing video content in a business strategy can be seen as an opportunity to attract and understand consumers in today's turbulent business environment. The issue among researchers is how to use this communication tool effectively. This thesis wants to contribute to this issue by studying the effectiveness of long-form versus short-form video marketing. More specifically, it examined how age and the context of a video advertisement (emotional versus rational) moderated the relationship between the length (long-form versus short-form) of a video advertisement and its effectiveness. Five dependent variables measured the effectiveness of a video advertisement:

- Advertisement attitude
- Brand attitude
- Engagement (NPS and CTI)
- Purchase intention
- Brand recall (aided and unaided)

5.1 Findings and theoretical implications

The construction of the literature resulted in some contradictions between certain hypotheses. Hypotheses associated with a specific variable concerning the effectiveness of a video advertisement did not share the same vision regarding the differences in length, context, and age. For example, H1b predicted that a *long-form* video advertisement creates a more positive attitude towards the advertisement in an *emotional* (vs. rational) advertising context than a short-form advertisement. Meanwhile, H3b predicted that a *short-form* video advertisement has a more positive impact on engagement in an *emotional* (vs. rational) advertising context than a long-form video advertisement. So, based on the nature of the dependent variable, the predictions regarding the independent variable and moderators differed. On the contrary, there was some consistency between certain hypotheses connected with a specific variable.

The hypotheses concerning the variables: advertisement attitude, brand attitude, and brand recall corresponded. Meanwhile, those of engagement and purchase intention had a different take on their predictions. The fact that the literature underpins the contradiction between those hypotheses made it relevant to include them in the research design of this study. Unfortunately, the results of the analyses showed that none of the hypotheses was supported through the absence of significant relations. However, this study still provides meaningful information that can be used for further research regarding this topic.

Nambiar (2018) substantiated that a longer running time of a video advertisement generates a much more positive attitude towards a brand among consumers than a short-form video. He states that a long-form video can grasp the attention span of consumers longer, which is an opportunity for brands to transfer a message more precisely. Sallam and Algammash (2016) share the same vision and indicate that if marketers can stimulate curiosity among consumers, the search for knowledge regarding the promoted product is activated. Based on that, a positive attitude towards the advertisement develops itself. Yüksel (2016) elaborates on that. By providing trustworthy information in a video, the intention of buying a product reinforces. The extensive information provided in a long-form video pushes consumers' purchase intention even further. The more product information that is scattered online, the more potential a consumer has to interact with it. Based on this assumption, Keller (1993) stated that consumers will build a much faster relationship with a specific brand with whom they had much interaction beforehand. This makes it more likely that a respondent will recall that brand faster when asked about it.

On average, the respondents in this study also developed a slightly more positive attitude towards the brand when exposed to a long-form video condition. The same conclusion could be drawn for purchase intention and brand recall. Respondents that saw a long-form video had, on average more intent to buy the smartphone. Next to that, they also recalled the brand a little bit better. The opposite effects were observed regarding the results of the attitude towards an advertisement and the engagement among consumers. Respondents exposed to a short-form video condition generally developed a more positive attitude towards the advertisement. Also, within a short-form condition, respondents were slightly more inclined to promote the advertised smartphone (NPS) and had more intention to click through (CTI). These findings also underline the contradictory predictions mentioned earlier on. However, no significant difference were found between the video lengths while analysing the results. The idea that this conclusion would occur because some respondents had seen the video advertisement in advance and therefore left inaccurate data behind is refuted by a second analysis. All the analyses were run a second time, but now only with respondents who had never seen the advertisement in advance. Unfortunately, the same results presented themselves. There

were again no significant differences between the two video lengths while analysing the results filtered on familiarity.

From the literature, it emerged that the attitude towards the advertisement, the attitude towards the brand, the engagement, and brand recall among consumers are positively influenced when marketers add emotional appeals into their video advertisements. Concerning purchase intention, Park et al. (2007) suggested that people add value to user-generated feedback and credible information in the decision-making process. If companies want to stimulate consumers' intention to buy their products, they need to focus on providing appeals that forecast trust and usefulness (Yüksel, 2016). Based on this assumption, it is believed to target the audience with rational appeals if a company wants to convert them into consumers. These findings suggest how impactful a different context can be on the effectiveness of a video advertisement. Due to its relevance, this thesis uses the context of the video advertisement as a moderator for the relationship between video length (long-form versus short-form) and the advertisement effectiveness. Besides that, it was the input for constructing the first research question.

The results suggest that when a respondent was exposed to a short-form video condition that involved emotional appeals, it had, on average, a slightly better impact on the attitude towards the advertisement. Considering the attitude towards the brand, NPS, and purchase intention on average, the respondents exposed to a long-form video advertisement with rational appeals were slightly perceived better. Regarding the CTI, it appeared that a rational short-form video advertisement impacted this variable better. The contradictory findings are once again underlined within these findings. Unfortunately, none of these findings indicate context as a significant moderator in the relationship between video length (long-form versus short-form) and the advertisement's effectiveness. Even after the second analysis that filtered the data on familiarity, the differences in the length of a video advertisement regarding its effectiveness were not influenced by the context of the video advertisement.

The predictions concerning the impact of age on the relationship between the video advertisement length (long-form and short-form) and its effectiveness were consistent. Every variable showed that when a younger consumer was exposed to a specific video length, the effectiveness of the video advertisement would be increased. The results confirmed this effect for the attitude towards the brand and advertisement, CTI, and purchase intention. Nevertheless, these effects were not significant. The same conclusion could be made when age was used as a moderator. The results show no significant influence of age on the relationship between video length and the advertisement's effectiveness. Even after the second analysis that filtered the data on familiarity, the difference in the length of a video advertisement regarding its effectiveness were not influenced by age. These findings contradict the existing literature where e.g., Moores (2017) indicated that when

people are getting older, their online presence diminishes as well. Social media platforms are taken over by younger consumers nowadays, which makes it more reasonable that they confront digital marketing tools, such as video marketing, more frequently.

Nevertheless, due to the aging of our society, confirmed by the World Health Organization (2021), older people are gaining more and more dominance in the consumer market. Due to their spare time and higher disposable income, they consume differently, which makes it an exciting target group to consider as a company (Phillips & Stanton, 2004). Overall, a long-form video format has the opportunity to transfer the story of the brand more thoroughly. Simmons et al. (2013) mentioned that when a brand puts effort into the relation-building process with consumers, it affects their attitudes positively. Significantly, younger consumers can appreciate this effort (LaMontagene, 2015). Lee et al. (2017) also mentioned that when an audience perceives a positive relation with the advertisement, it positively reinforces the attitude towards the brand and purchase intention. These findings indicated the relevance of this topic and were used as input to construct the second research question of this thesis.

5.2 Limitations and suggestions for further research

A possible reason for the absence of significant relationships in this study could be explained by the different video content formats to which the respondents were exposed. When a respondent used a smartphone while participating, the video advertisement format was cropped compared to the format on a desktop computer. When the respondents wanted to enlarge the content format, they had to rotate their smartphones and click on the enlarge icon at the bottom of the screen in the right corner. It could be assumed that these extra efforts to enlarge the format or the cropped viewing experience are potential reasons for these findings.

Maurer et al. (2010) stated that surfing on the internet has impacted people's lives in many ways and has become a daily habit. Technological developments made it possible to surf on mobile phones nowadays. Companies also noticed this trend and started to tailor their website to mobile standards to fit the content to smaller screens. Although surfing habits change due to technological advancements, people still prefer the original content of standard websites instead of the tailored mobile ones.

On the other hand, since the introduction of the laptop in the 80s, more flexibility has been added to work on complicated tasks that require complex software. Research indicates that people still prefer large-screen devices to work on job-related tasks (Bouchrika, 2019). Lido (2022) mentioned that more than 60% of online video consumption originates from mobile usage. Nevertheless, Goldstein and Hajaj (2022) stated that after the online content exposure, the conversion rate is lower when

people use a mobile device than a desktop computer. On the other hand, Mulier et al. (2021) stated that mobile is still on the rise as a medium and brings a lot of trends with them that can result in a higher return for companies. These different findings indicate the importance of adapting the content to the correct format within a specific business environment. It can be interesting to explore the potential of mobiles versus desktops regarding video marketing in future research.

Next to the video content format, the complexity of the research design could be optimized. The respondents had to process much information before they could participate adequately. On the other hand, the instructions were to ensure that the respondent would interact correctly with the cover story and return to the study. The external link and extensive instructions could be too complex and may also explain the vast amount of missing values in the dataset. The research of van der Linden et al. (2003) stated that when people are not engaged with a complex task, the actions to master the complexity appear neither effective nor efficient, especially among fatigue people. When reduced engagement occurs, people will rely on automatic cognitive processes and try to do the task with the knowledge they already have. Based on this assumption, these researchers believe that people will be more distracted and put less effort into accomplishing the task. If their findings are projected onto this study, it could be assumed that respondents found the instructions too complex and left missing or invalid data behind. Nonetheless, the pretest findings suggested that the procedure was approved. Future research could reduce the study design's complexity, for example, with a more compact list of instructions or by implementing the cover story in the study itself. In this case, people do not have to leave the study and return later. Everything would be integrated as a whole, reducing respondents' likelihood of leaving the study.

The last limitation that could have influenced the results was the famous brand Samsung used for the stimuli (more than 90% of the respondents recalled the brand). Lin (2022) indicates that Samsung is the most popular phone brand among consumers, with over 276 million units sold in 2022. Chovanová et al. (2015) mentioned that a brand does not exist just like that. People need to interact with the brand in advance and start building impressions and relationships with it over time. Once the consumer's experience is optimistic concerning the brand's products or services, people will start using that specific brand to categorize other brand products in their decision-making process. The experience that respondents could have had with the well-known brand could have influenced the attitude of the respondents while exposed to the stimuli. Based on that, respondents could have built an anchor while evaluating the brand and reflected it on the presented stimuli and answers in this study. A less known or fictive brand could have been used to avoid this somewhat biased anchor effect among respondents. Future researchers could try to implement this way of reasoning if they would apply this research design to their study.

5.3 Managerial implications

Despite these null findings, several recommendations retrieved from the literature can help future marketers explore the benefits of video marketing more efficiently. Videos can facilitate the underlying meaning of the campaign's message (Sheldon, 2013). Taking different preferences among different age segments into account can further optimize the message's intent (Vermeir, 2021). While marketers are drafting a marketing plan and determining which communication channels they will use, it is recommended to implement videos. It can drastically elevate the message's engagement rate and brand awareness among consumers (MotionCue, 2022; Santora, 2019). Short-form video formats are more adequate if companies want to create buzz around their brand in a short time. Due to people's fast-paced lifestyles, short-form content can easily be consumed anytime. The viewing experience of those short-form videos can reach a new high when interactivity, with the help of AI, is implemented as well (Xiao et al., 2019).

On the other hand, if a company is looking for a slightly more profound bond with its consumers, a long-form video format is recommended. Nambiar (2018) underpins this statement. He believes that a long-form video has the opportunity to transfer the whole story of the brand instead of a meaningless snapshot. Finally, applying the proper context to a video advertisement can stimulate the buying motives among consumers. When a company provides services, it is advised to implement more emotional appeals to attract consumers' attention (Ariyanto et al., 2018, p. 595). When the benefits of a product are more obvious, rational appeals are preferred to promote the product among consumers (Lin, 2011).

5.4 Conclusion

To conclude, none of our hypotheses were supported based on the findings in the analyses of the results. There was no significant difference between the video lengths (long-form versus short-form) regarding the effectiveness of the video advertisement. As well as for the moderators age and context, it appeared that there was no significant influence of the moderators in the relationship between video length (long-form versus short-form) and the advertisement's effectiveness. The same conclusions were drawn when a second analysis was performed, but now only with respondents that never had seen the video advertisement in advance. The different content formats, the complexity of the study, and the well-known brand, Samsung, could be the reason for a less successful manipulation in this study. Based on our suggestions, future research can put this research construct again to the test and hopefully unravel relevant insights regarding this research topic.

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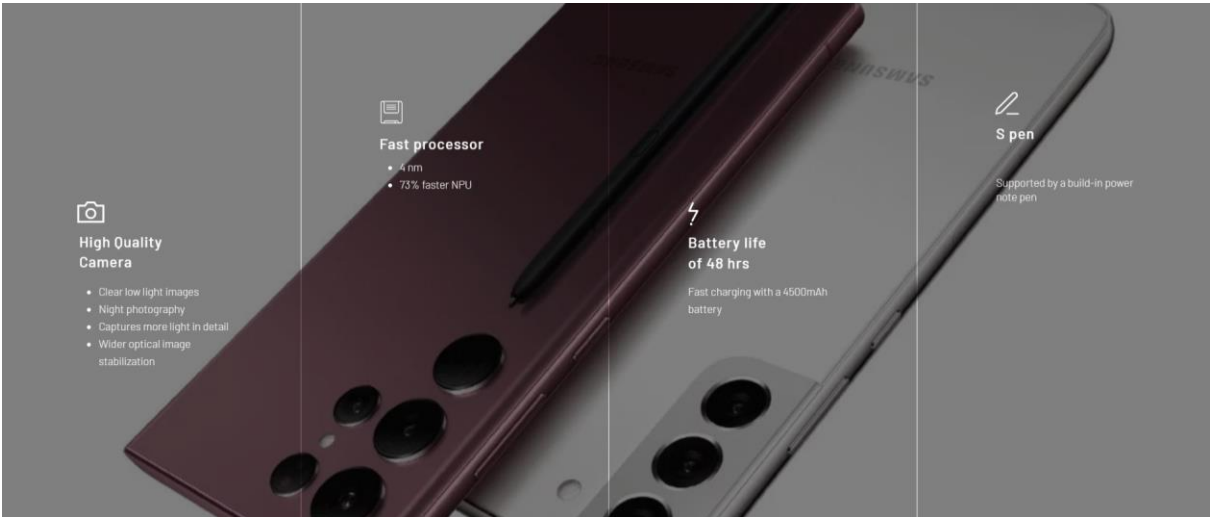
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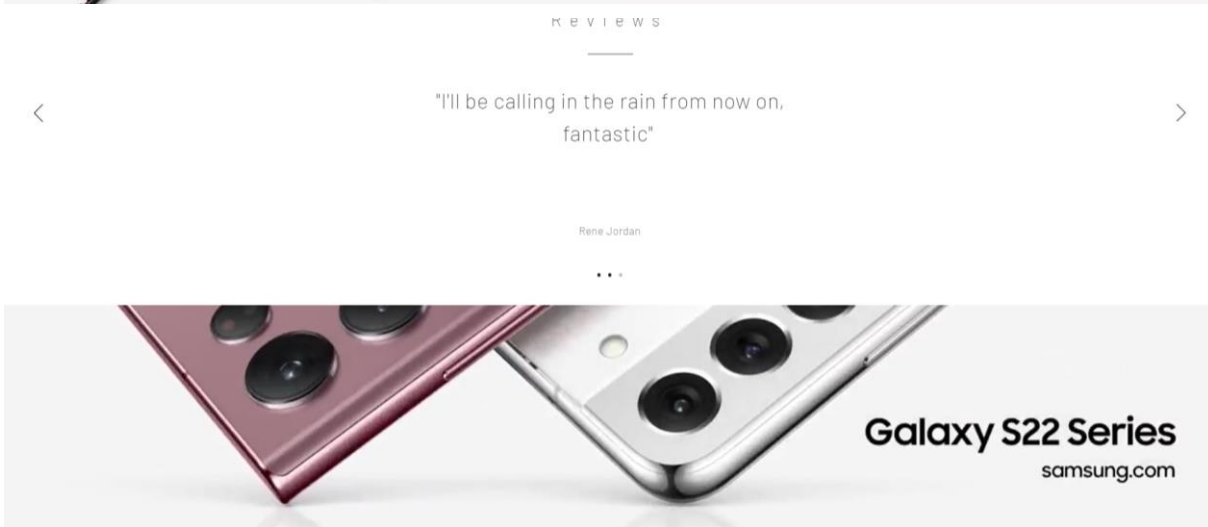
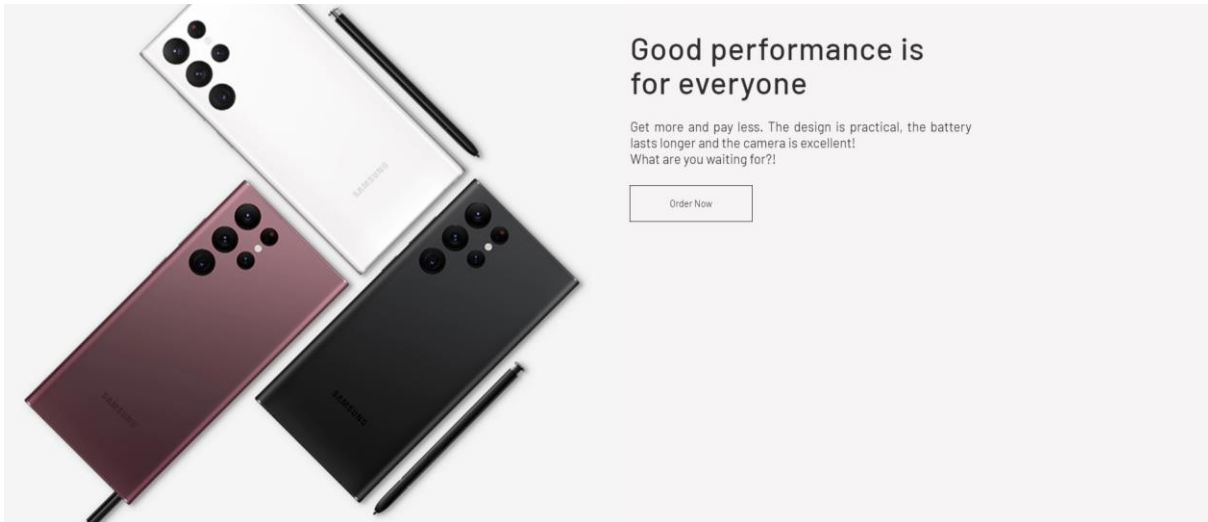
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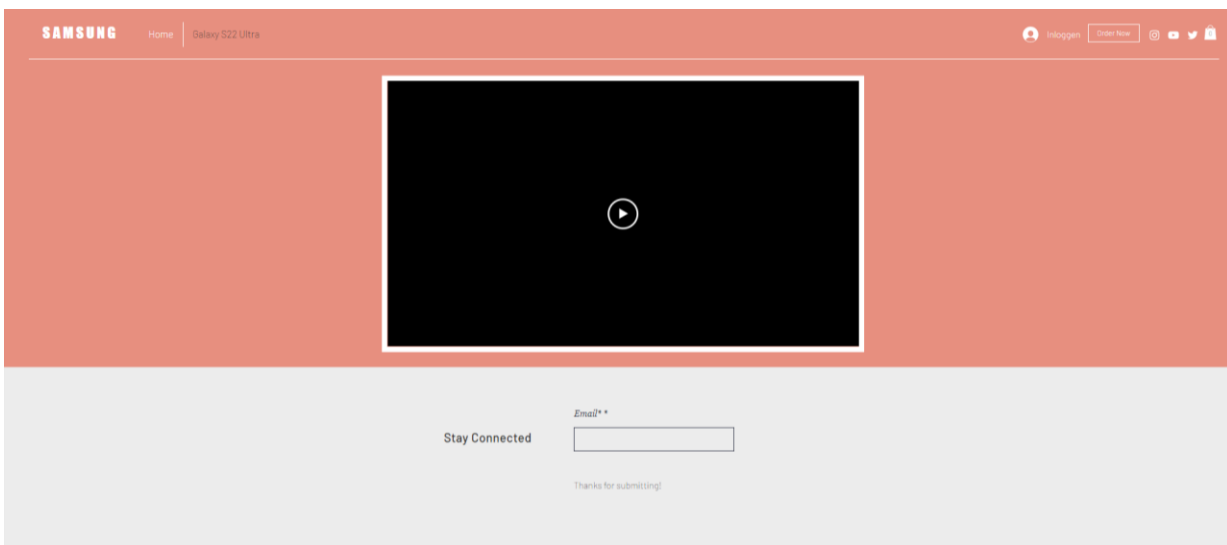
7. APPENDIX

Appendix 1: Visualization of the self-made website, first page (information about the smartphone)





Appendix 2: Visualization of the self-made website, second page (video advertisement regarding the Galaxy S22 Ultra)



Appendix 3: An overview of the advertisement that were used in the four conditions

Condition	URL
Long-form rational video advertisement	https://www.youtube.com/watch?v=2Jdpwb_0F5w
Long-form emotional video advertisement	https://www.youtube.com/watch?v=GaF3pH1bPg4
Short-form rational video advertisement	https://www.youtube.com/watch?v=G7YUK947LI8 (The video was extended up to 1 minute and 55 seconds with the help of the editing program Wondershare Filmora)
Short-form emotional video advertisement	https://www.youtube.com/watch?v=G7YUK947LI8 (The video was brought down to 40 seconds with the help of the editing program Wondershare Filmora)

Appendix 4: The questions of the study in Qualtrics

Afleiding1_website Geef jouw persoonlijke beoordeling van de website aan de hand van volgende stellingen:

	Helemaal niet akkoord (1)	Niet akkoord (2)	Eerder niet akkoord (3)	Neutraal (4)	Eerder akkoord (5)	Akkoord (6)	Helemaal akkoord (7)
De website heeft een geloofwaardige uitstraling. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
De website heeft een aantrekkelijke lay-out. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
De website ziet er betrouwbaar uit. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Duid hier 'akkoord' aan. (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
De website is gebruiksvriendelijk. (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
De website bevat relevante informatie. (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Page Break

Afleiding2_website Plaats volgende website-gerelateerde elementen in een chronologische volgorde van meest belangrijk tot minst belangrijk, volgens uw persoonlijke voorkeur:

- _____ De lay-out van de website (1)
- _____ De inhoudelijke informatie over het product (2)
- _____ De gebruiksvriendelijkheid van de website (3)
- _____ Het vertrouwen dat een website uitstraalt (4)
- _____ Een makkelijk aankoopproces (5)

End of Block: Afleidingsvragen_Website

Start of Block: Afhankelijke variabelen

Ad_Attitude In welke mate sluit u zich aan met onderstaande stellingen die betrekking hebben op de geziene videoadvertentie?

	Niet mee eens		Neutraal		Helemaal mee eens		
	1	2	3	4	5	6	7
De geziene videoadvertentie was zeer relevant voor mij. ()							
De geziene videoadvertentie greep mijn aandacht. ()							
Het product dat ik zag in de videoadvertentie past goed bij mijn huidige behoeften. ()							
Het product dat ik zag in de videoadvertentie is belangrijk voor mij. ()							

Page Break

Engagement_NPS Hoe waarschijnlijk is het dat u het geziene product zou aanbevelen aan een vriend of collega?

- 0 (0)
- 1 (1)
- 2 (2)
- 3 (3)
- 4 (4)
- 5 (5)
- 6 (6)
- 7 (7)
- 8 (8)
- 9 (9)
- 10 (10)

Page Break

Purchase_intention Met betrekking tot het in de videoadvertentie afgebeelde product, geef aan in welke mate u...

	-3 (1)	-2 (2)	-1 (3)	0 (4)	1 (5)	2 (6)	3 (7)
Meer zou willen te weten komen over het product. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
De overweging zou maken om het product aan te schaffen. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Het product zou aankopen. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Page Break

Brandrecall_Unaided Welk merk heeft u gezien in de videoadvertentie?

Page Break

Engagement_CTI Vul onderstaande vragen in gebaseerd op wat u voordien zag in de videoadvertentie:

	Helemaal niet akkoord (1)	Niet akkoord (2)	Eerder niet akkoord (3)	Neutraal (4)	Eerder akkoord (5)	Akkoord (6)	Helemaal akkoord (7)
Ik heb de neiging om op deze videoadvertentie te klikken. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Duid 'Niet akkoord' aan. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
De waarschijnlijkheid dat ik op deze videoadvertentie zou klikken is groot. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik heb geen enkel probleem om op deze videoadvertentie te klikken. (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Page Break

Brand_attitude Wat vindt u van het merk dat u zojuist zag in de videoadvertentie?

	-3	-2	-1	0	1	2	3	
	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
Onaangenaam	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Aangenaam
Goedkoop	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Luxeus
Slecht	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Goed
Onaantrekkelijk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Aantrekkelijk
Onprettig	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Prettig

Page Break



Brandrecall_Aided Welk merk heeft u in de video gezien? Deze keer krijgt u enkele logo's te zien. Het is de bedoeling dat u **slechts één logo** aanduidt.

- Image:1.png (1)
- Image:2.png (2)
- Image:3.png (3)
- Image:4.png (4)
- Image:5.png (5)

Page Break

End of Block: Afhankelijke variabelen

Start of Block: Manipulatiecheck

Manip-check_Ad Heeft u tijdens het bezichtigen van de website de mogelijkheid gehad om de videoadvertentie te zien?

- Ja, ik heb de videoadvertentie gezien (1)
- Nee, ik heb de videoadvertentie niet gezien (2)

Skip To: End of Survey If Heeft u tijdens het bezichtigen van de website de mogelijkheid gehad om de videoadvertentie te zien? = Nee, ik heb de videoadvertentie niet gezien

Page Break

Definitie_Ads Om de vooropgestelde vragen juist te kunnen beantwoorden is het van belang dat u eerst onderstaande **definities leest en begrijpt**.

Rationele of affectieve videoadvertentie?

Een **rationele videoadvertentie** is een video die zodanig ontworpen is om op de ratio of het verstand van de ontvanger in te spelen. Dit door gebruik te maken van objectieve informatie die een merk of product zijn attributen, functies en/of voordelen beschrijft/weergeeft.

Een **affectieve videoadvertentie** is een video die zodanig is ontworpen om in te spelen op de emoties van de ontvanger door gebruik te maken van drama, de gemoedstoestand, muziek en andere emotie oproepende strategieën.

Manip-check_Context De context van de geziene videoadvertentie beschouw ik als...



End of Block: Manipulatiecheck

Start of Block: Controle vragen

Cov_PI_1 Bent u op dit moment op zoek naar een nieuwe smartphone?

- Ja (1)
- Nee (2)

Display This Question:

If Bent u op dit moment op zoek naar een nieuwe smartphone? = Ja

Cov_PI_2 Hoeveel zou u bereid zijn te betalen voor de Samsung Galaxy S22 Ultra?

Page Break

Familiarity Heeft u de videoadvertentie al eens eerder gezien?

Ja (1)

Nee (2)

Replay Hoeveel keer heeft u de videoadvertentie bekeken?

Opmerking Heeft u enige opmerkingen die betrekking hebben tot het doorlopen en invullen van deze studie? (Optioneel)

Page Break

Study_purpose Heeft u een idee wat er onderzocht werd gedurende het onderzoek?

Page Break

End of Block: Controle vragen

Start of Block: Demografische vragen

Geboortjaar Bedankt voor uw deelname, het onderzoek eindigt met twee demografische vragen.

Wat is uw **geboortjaar**?

Geslacht Wat is uw genderidentiteit?

- Man (1)
- Vrouw (2)
- Non-binair (3)
- Verkies om niet te antwoorden (4)

End of Block: Demografische vragen

Start of Block: Email

Email_prijs Laat hier zeker je e-mailadres na als je kans wilt maken op één van de verschillende prijzen!

End of Block: Email