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**Social media in advertising campaigns:
Examining the effects on perceived persuasive intent, campaign, and brand
responses**

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Abstract

Inspired by the increasing popularity of advertising on social media, and especially on social network sites (SNS), the aim of this study was to give insight into the effectiveness of SNS advertising. The first experimental study compares consumer responses to advertising on SNS and TV and demonstrates that while TV campaigns are evaluated more positively, SNS campaigns result in more favourable cognitive responses. Moreover, the persuasive intent of SNS campaigns is less recognized than for TV campaigns. Since SNS are often combined with traditional media in advertising campaigns, the second study examines whether campaigns combining TV and SNS lead to so-called synergy effects. Results showed that this was not the case: single-medium and multimedia campaigns were equally effective. The third study examines the role of perceived persuasive intent in this relationship and tests whether there is an indirect effect of type of campaign (multimedia or single medium) on consumer responses via perceived persuasive intent. Results show that SNS-TV campaigns are perceived as less persuasive than SNS-only and TV-only campaigns, resulting in more favourable campaign and brand responses. In sum, the paper provides empirical evidence for the value of integrating social media with traditional media in advertising campaigns.

Key words: social network sites, television, synergy, cross-media, persuasive intent

Social media in advertising campaigns:

Examining the effect on perceived persuasive intent, campaign, and brand responses

Companies are increasingly reaching out to their consumers via social network sites (SNS). SNS marketing campaigns are extensively used for promoting brands, products, and services (Fournier & Avery, 2001; Weinberg, 2009). Social networks are increasing their share of total online advertising spending (eMarketer, 2011a, 2011b) and SNS advertising will continue strong growth worldwide (eMarketer2012, 2013a). It is not surprising that SNS have become a popular advertising medium: SNS are popular among consumers as well, and especially among young adults (Stutzman, Gross, & Acquisti, 2013). For example in the United States, nearly three quarters (72%) of the young adults use SNS (Lenhart et al., 2010), and after games and weather apps social networking apps are the most used apps on smartphones (Nielsen, 2011).

Although SNS advertising spending increases (eMarketer, 2012), research on SNS campaigning is still in its infancy. Up till now, empirical studies focused on the viral aspect of SNS campaigns, that is, individuals in SNS sharing marketing messages with others in their network (e.g., Cordoba 2001), and mainly focused on the question why individuals forward SNS campaigns. However, the persuasiveness of SNS campaigns, in terms of consumer responses to the campaign itself and the brand behind a campaign is, received scant attention in previous research, and is poorly understood (Van Noort, Antheunis, & Van Reijmersdal, 2012). Because marketers have to decide whether to integrate this new emerging medium in their advertising strategy, it is important to gain more insight into the effectiveness of advertising on SNS as compared to advertising in traditional media, and to examine whether SNS and traditional media be complementary in accomplishing advertising goals.

Unfortunately, research has not investigated the relative effectiveness, in terms of cognitive, affective and behavioural responses, of advertising on SNS in comparison to

advertising in traditional media. In this comparison we focus on the traditional media format TV, because consumers increasingly use digital media, but are also still glued to the screen (eMarketer, 2013b; SPOT, 2012). Also, though brands are moving advertising budgets from TV to digital media, TV ad spending does not stop growing (SPOT, 2012). Therefore, the first aim of the current study is to examine whether SNS campaigns have a differential effect on campaign and brand responses than traditional advertising campaigns on TV. Based on differences between media characteristics, we will argue that SNS campaigns engender more favourable cognitive and affective responses. Also, based on literature on persuasion knowledge and new advertising formats (e.g., Van Noort, Antheunis, & Van Reijmersdal 2012; Van Reijmersdal, Neijens, & Smit, 2005), we argue that the persuasive intent of SNS campaigns is less recognized than for advertising in traditional media, and thus, people do not see campaigns on SNS as a form of advertising.

In examining the relative impact of SNS and TV campaigns, it is important to examine campaigns in which SNS and TV are combined. In daily practice SNS campaigns are normally not used as a replacement for advertising in traditional media. Most campaigns are cross-media campaigns in which multiple media are combined (Voorveld, Neijens, & Smit, 2011a). Based on cross-media research (e.g., Voorveld et al., 2011a; Chang & Thorson, 2004, Dijkstra, Buijtsels, & Van Raaij, 2005; Tang, Newton, & Wang, 2007; Voorveld 2011) one might expect a synergy effect, resulting in favourable responses to a cross-media (vs. single-medium) campaign. Therefore, the second aim of the study is to investigate whether campaigns in which SNS and TV are combined are more effective than campaigns in which only SNS or only TV is used.

In examining the persuasiveness of SNS campaigns, we do not only aim to demonstrate the impact on campaign and brand responses, we also intend to gain insight into the underling mechanism. Therefore, the third aim is to examine why SNS campaigns,

whether combined with TV or not, are persuasive. More specifically, based on persuasion knowledge models (Friestad & Wright, 1994), we examine whether the perceived persuasive intent is the mechanism by which differential effects of these types of advertising campaigns can be explained.

This paper will give important insights into consumer responses to SNS campaigns. However, it will not only have an important contribution to the scientific literature on social media, but also has important implications for practitioners. Advertisers, marketers and media planners should decide which media to include in their campaigns to reach their communication goals. The results of this study help these practitioners to make an informed decision on whether to integrate SNS in their campaigns.

Study 1

Comparing Advertising on SNS and TV

When choosing which medium to use in an advertising campaign it is important to know what characterizes media, since these characteristics influence consumer responses (Moriarty, 1996). When comparing TV commercials with SNS advertising at least four differences stand out. First, SNS advertising is internally paced, meaning that users themselves can decide about the way of using this form of online advertising (Dijkstra, et al., 2005). Consumers have no or less control over their exposure to TV commercials because of its external pacing. When consumers are feeling in control, they might perceive advertising as less intrusive, resulting in more positive consumer responses towards SNS campaigns than towards TV commercials (Li, Edwards, & Lee, 2002). Second, SNS advertising offers much more interactive possibilities than a TV commercial. Consumers can actively browse information and interact with the advertisement, for example by playing a game, forwarding a gadget to their friends or interacting with their friends in the SNS ad. This interactive

behaviour results in more elaborate processing of the advertisement which positively influences the persuasiveness of a campaign (Liu & Shrum, 2009; Van Noort, Voorveld, & Van Reijmersdal, 2012; Voorveld, Neijens, & Smit, 2011b; Voorveld, Van Noort, & Duijn, 2013). A third difference between SNS advertising and TV commercials is the fact that SNS advertising is still relatively new. People are overwhelmed with TV commercials which elicits irritation and annoyance (Bronner & Neijens, 2006), while SNS advertising might not evoke such negative reactions. The last difference is that SNS advertising is embedded in a social context where people stay in contact with friends, family and acquaintances (Van Noort et al., 2012), while TV commercials are embedded in a cluttered commercial context (Rotfeld, 2006). People generally feel positive when surrounded by (online) friends, and the positive experience of the context might transfer to the ads shown. These four differences between advertising on SNS and TV commercials likely result in more positive consumer responses to advertising on SNS than to TV commercials. Therefore, our first hypothesis states:

H1: Exposure to advertising on SNS results in more favourable cognitive and affective responses than exposure to advertising on TV.

Role of Perceived Persuasive Intent

Persuasion knowledge is the knowledge that consumers develop about persuasion and the tactics used in different persuasive attempts such as advertising (Friestad & Wright, 1994). This knowledge helps them to identify how, when and why marketers are trying to influence them (Panic, Cauberghe, & De Pelsmacker, 2012). Based on persuasion knowledge literature (e.g., Friestad & Wright, 1994), we suggest that the receivers' knowledge about the persuasive intent of advertising plays a critical role in explaining the relative impact of SNS campaigns. In prior studies it is demonstrated and argued that new advertising formats, such as brand placement or advergaming, are less recognized as commercial or persuasive, than more traditional formats (Van Reijmersdal et al., 2005, 2010; Panic et al., 2012). Similarly,

we suggest that SNS campaigns are a novel advertising format and therefore, as compared to advertising in traditional media, are perceived as less persuasive.

In addition, recognizing the persuasive intent of a message requires a certain amount of cognitive capacity (Campbell & Kirmani, 2000; Panic et al., 2012). However, the characteristics of SNS campaigns (internal pacing, interactivity) also require cognitive resources. Since people have only limited cognitive resources to process information (Lang, 2000), people might have more difficulties with recognizing the persuasive intent of an SNS campaign as compared to advertising on TV.

Moreover, in SNS, users forward campaign messages to their social connections and thereby diffuse the message over the SNS (e.g., Cordoba, 2001; Subramani & Rajagopalan 2003). Thus, SNS campaigns are often received from ‘friends’ in the network, and prior research demonstrated that receiving such messages from close friends affects the perceived persuasive intent of the SNS campaign (Van Noort et al., 2012). Consumers usually do not expect that friends are sending advertisements. This means that the social context in which the SNS campaign is embedded lowers the perceived persuasive intent of the campaign. For these reasons, we hypothesize:

H2: The perceived persuasive intent for advertising on SNS is lower than for advertising on TV.

Method

In total 140 respondents (60% female) with an age between 12 and 16 ($M = 14.00$, $SD = 1.35$) participated in this study. Respondents were approached via SNS to participate. A link in the invitation redirected them to an online experiment. A single factor (advertising format) design was used, in which respondents were either exposed to a TV commercial, or to a viral SNS campaign that was designed for Hyves (the largest SNS in the Netherlands at the time of

the study). Respondents were instructed to watch and/or engage in the advertisement that was integrated in the online survey tool.

A campaign used in this study, was targeted especially to adolescents, was for a product category that is often advertised for on social network sites, and was broadcasted on TV and launched on the social network site simultaneously. The latter criteria was especially important to avoid pre-existing attitudes and cognitions. The campaign was for the game Xbox Kinect Dance Central was used. The TV commercial and SNS viral were identical in their central message, but differed in the format. The SNS campaign was entertaining, interactive, viral, and social: by using a webcam SNS users could show and record their dance moves and upload these movies to the social network,. SNS users could also create a dance crew by inviting connections in their network, the movies of all crew members were then mixed, resulting in a personal dance video for each crew. The TV commercial also demonstrated dancers and dance moves.

Brand claim recognition. Brand claim recognition was measured with four multiple-choice questions created for adolescents (Valkenburg & Buijzen, 2005; valid answers were coded 1, invalid answers were coded 0). Higher scores represent a better recognition of the brand and product claims.

Perceived persuasive intent. Understanding the advertising's intent was measured with two items ('Does this advertisement mean to entertain you?' and 'Does this advertisement mean to amuse you?', both reversed items; $\alpha = .75$, $M = 2.93$; $SD = 1.16$) on a 5-point Likert scale, suitable for adolescents (Rozendaal, Buijzen, & Valkenburg, 2008, 2009). Higher scores on this scale mean that the commercial is perceived as more persuasive.

Attitude toward the ad and brand. Attitudes toward the brand and the advertisement were assessed with two single items (1 = do not like it at all, 5 = like it a lot $M_{ad} = 3.92$, $SD = 0.94$; $M_{brand} = 4.15$, $SD = 0.91$).

Control variables. Individual differences such as brand and campaign familiarity were assessed to be able to avoid any pre-experimental bias that might influence the level of information processing (Blair and Innis 1996).

Results

Control variable did not correlate with the dependent variables, except for prior familiarity with the brand ($p < .05$). That variable was inserted as a covariate in the analyses. To test the hypotheses, three analyses of variance (ANCOVA) were conducted with advertising format as independent variable and brand claim recognition, attitudes and perceived persuasive intent as dependent variables (see Table 1). In support of H1, the results demonstrated that respondents in the SNS condition scored higher on recognition, than respondents in the TV condition ($F(1,137) = 13.05, p < .001, \eta^2 = .09$). However, respondents reported more favourable attitudes toward the brand and the advertisement in the TV condition, than in the SNS condition ($F_{\text{brand}}(1,137) = 6.37, p < .01, \eta^2 = .04$ and $F_{\text{ad}}(1,137) = 6.87, p < .01, \eta^2 = .05$). Moreover, in support of H2, the SNS viral was perceived as less persuasive ($F(1,137) = 9.97, p < .01, \eta^2 = .07$).

Insert Table 1 about here

Conclusion and Discussion Study 1

The results of the first study indicate that SNS advertising campaigns initiate more favourable cognitive responses and are perceived as less persuasive than TV campaigns. However, the results also demonstrate that TV campaigns initiate more favourable attitudes. In Study 2 we try to extend these findings by examining the impact on behavioral campaign responses. Moreover, the second experiment investigates how consumers respond to campaigns in which advertising on SNS in combined with advertising on TV since it is likely that marketers combine TV and SNS in their campaigns, instead of replacing ads in traditional ads by social media ads. In addition, we try to replicate the findings of the first study for a

campaign for a different product category , targeted at adults, to enhance the robustness of our conclusions.

Study 2

Synergy between SNS and Traditional Media

Nowadays almost all advertising campaigns are so-called cross media campaigns; campaigns in which advertisements are placed in multiple media (Voorveld et al., 2011a). Various academic studies have provided empirical evidence for the positive influence of campaigns that combine several media. These multimedia campaigns may cause so-called synergy effects. Synergy effects are obtained when the combined effects of advertising in multiple media exceed the effects of advertising in individual media (Naik & Raman, 2003; Naik & Peters, 2009). Earlier studies revealed superiority of cross-media campaigns above single media campaigns. These effects were demonstrated for combinations of traditional media, and for combinations of traditional and online media (i.e., banners and websites) (e.g., Chang & Thorson, 2004; Dijkstra et al., 2005; Tang et al., 2007; Stammerjohan, Wood, Chang, Thorson, 2005; Voorveld et al., 2011a, Voorveld, 2011), but not for the combination of traditional and social media. More specifically, research did not examine whether combining TV and SNS leads to more positive consumer responses. The literature suggests that combining SNS and TV is more effective than SNS-only or only TV-only campaigns.

Several theoretical notions explain why combining media initiates synergy effects (for an overview see Stammerjohan et al., 2005 or Voorveld, 2013). For example, the differential attention hypothesis (Unnava & Burnkrant, 1991) states that individuals pay less attention to a message when they are exposed to the same message in the same medium repeatedly. Exposing individuals to variations of the same message in varied media reduces this inattention (Yaveroglu & Donthu, 2008). On the basis of the differential hypothesis we may

assume that individuals pay more attention to campaigns that integrate SNS and TV, than to SNS-only or TV-only campaigns. Another explanation is forward encoding. When consumers are exposed to multiple media in a campaign, the first medium stimulates forward encoding, by 'priming' the consumer's interest for and attention to an ad in the second medium (Voorveld et al., 2011a; Edell & Keller, 1989, 1999; Dijkstra, 2002). In other words, exposure to an ad one medium primes interest for the ad in a subsequent but different medium. On the basis of the principle of forward encoding, we may assume that individuals who are exposed to an ad in one medium gain interest in the same ad when being exposed to it in another medium. Finally, multiple source theory argues that when consumers are exposed to multiple media in a campaign they could perceive these media as independent sources of information. Independent sources are typically seen as more convincing and credible, which can enhance the persuasive power of a message (Voorveld et al., 2011a; Dijkstra, 2002; Harkins & Petty, 1987; Chang & Thorson, 2004).

In sum, based on earlier empirical research and several theoretical perspectives (i.e., differential attention hypothesis, forwarding encoding, multiple source theory) we argue that consumer responses to campaigns in which TV and SNS are combined are more favourable than consumer responses to campaigns in which only one medium is used. Therefore, the following hypothesis is formulated:

H3: A campaign that combines SNS and TV results in more positive consumer responses than a campaign using only one medium (TV or SNS advertising only).

Method

In total 94 respondents ($M_{\text{age}} = 31.21$, $SD = 12.13$) participated in this experiment. A single factor design was adopted to test our hypotheses. Respondents were either exposed to a multimedia campaign (TV-SNS, SNS-TV) or to a single medium campaign message. To keep the amount of information equal between conditions, in the single media conditions

respondents were exposed twice to the campaign, resulting in a TV-TV and SNS-SNS conditions (e.g. Chang & Thorson, 2004; Voorveld et al., 2011a). Like in Study 1, this campaign was chosen because it was simultaneously broadcasted on TV and launched on the social network and the researchers were notified by the social network in advance to avoid that respondents were exposed to the campaign prior to the experiment. Moreover the SNS campaign was again highly interactive, entertaining and social. The Hyves campaign used in this experiment was for a well-known beer brand. Therefore, only men with a minimum age of 18 were included in the sample. In the SNS campaign, participants could invite their friends to drink a beer together; when the friend filled in an e-card they would get the second beer for free. The TV ads of the campaign communicated the same theme as the SNS campaign, and had the same look and feel. After being exposed to the campaign materials, participants filled in a questionnaire to measure the brand and campaign responses and some control variables.

Attitude toward the campaign. Attitude toward the campaign was measured with a single item, “How do you evaluate the campaign?” (1 = negative, 7 = positive). Whereas multiple items measures are generally preferable, single item measures are sufficient to measure straightforward concepts (Rossiter, 2002).

Attitude toward the brand. Attitude toward the brand was measured with four items on a seven point scale (Chang & Thorson, 2004). The bipolar ends included ‘likeable/not likable’, ‘not interesting/interesting’, ‘bad/good’, and ‘not appealing/ appealing’ The items formed one reliable scale ($\alpha = .94$, $M = 4.90$, $SD = 1.20$).

Behavioural intentions. Behavioural intentions were measured with three items seven-point semantic differential scale (very unlikely/very likely, very improbable/very probable, very non-existent/ very existent) to answer the question, ‘How likely do you feel it

is that you would purchase the beer brand?' ($\alpha = .96$; Chang & Thorson, 2004; $M = 3.87$, $SD = 1.46$).

Control variables. Several background variables were measured to be able to control for confounds (e.g., SNS use, Internet use, familiarity with SNS campaigns).

Results

None of the control variables significantly correlated with the dependent measures, except for Hyves usage and familiarity with SNS. These variables were included in the analyses. Further, the two cross-media conditions did not significantly differ in their impact on the variables, therefore these conditions were collapsed. Because the cross-media condition consisted of twice as much cases, we weighted the cases to create equal groups, though weighting did not affect the magnitude or direction of the effects.

A MANCOVA was conducted with campaign format as predictor and attitude toward the campaign, attitude toward the brand, and behavioural intention as dependent variables (see Table 2). The results clearly demonstrate that the TV-only campaign was evaluated more positively than the cross-media and the SNS campaign ($F(2,138) = 11.87$, $p < .001$, $\eta^2 = .15$). The SNS-only condition was evaluated most negatively. Next, the brand was evaluated most positively in TV-only condition and in the cross-media condition ($F(2,138) = 3.73$, $p < .05$, $\eta^2 = .05$). Thus, it seems that for a positive attitude, consumers should have been exposed to a TV commercial at least once.

However, respondents in the SNS-only condition and in the cross-media condition were most likely to buy the beer brand ($F(2,138) = 7.83$, $p < .001$, $\eta^2 = .10$), as compared to respondents in the TV-only condition. Thus, at least one exposure to the SNS campaign was needed to induce high buying intentions. In sum, combining SNS and TV commercials in one campaign is not always more effective than using only one medium, but such campaigns are often equally effective to repeating the same message in one medium.

Insert Table 2 about here

Conclusion and Discussion Study 2

It can be concluded that combining SNS and TV in a campaign does not necessarily result in synergy, but can lead to consumer responses which are equal to repetitive exposure to the same medium. Regarding attitudes, both the cross-media condition and the TV-only condition resulted in the most positive consumer responses. In line with the results in Study 1, it can be concluded that individuals should be confronted with a TV ad at least once to increase positive evaluations. Regarding buying intention, the cross-media condition and the SNS-only condition resulted in the highest buying intentions. Thus, confronting individuals at least once with an SNS campaign engenders more favourable behavioural intentions. While it was expected that combining SNS and TV advertising is more effective than using only one medium, this was not confirmed by the data. To gain insight into the mechanism underlying these results, we report the results of a third and final experiment in which we used the same the design of Study 2 and measured the extent to which participants recognize the different campaigns as advertising or not.

Study 3

The Role of Perceived Persuasive Intent in Campaigns Combining SNS and TV

In contrast to expectations based on earlier cross-media research and theories, Study 2 failed to give convincing evidence that campaigns combining SNS and TV advertising are more effective than campaigns using only SNS or only TV. This study explores one possible explanation for the absence of such a synergy effect and poses that there might be an indirect effect. Based on persuasion knowledge literature, Study 1 showed that SNS campaigns are perceived as having a lower persuasive intent than TV commercials. Thus, while consumers clearly perceive TV commercials as a form of advertising, SNS campaigns are less clearly

perceived as advertising. Extending this line of reasoning to cross-media effects, it can be argued that, when advertising on SNS is combined with TV commercials, such a campaign is recognized less as advertising than a campaign using only TV commercials.

This difference in perceived persuasive intent of a campaign might subsequently influence campaign and brand responses. Empirical research and theory on persuasion knowledge explains that perceived persuasive intent is related to the persuasiveness of messages (e.g., Friestad & Wright, 1994; Van Reijmersdal et al., 2010). If a message is not perceived as persuasive it receives more attention, it is perceived as more credible, and it results in more favourable affective responses (e.g., Matthes, Schemer, & Wirth 2007). Furthermore, if consumers fully understand the nature of advertising, they use this knowledge as a defense mechanism to counter the persuasive attempts of advertising (Panic et al., 2012). Hence, if a message is perceived as persuasive the persuasive impact diminishes (Livingstone & Helsper, 2006). Given the results of Study 1, demonstrating that persuasion knowledge is higher for a TV campaign than for a SNS campaign, we argue that campaign that SNS-only and TV-SNS campaigns exert a stronger persuasive impact.

Thus, the lower perceived persuasive intent of campaigns combining SNS and TV might indirectly lead to more positive consumer responses in terms of attitudes and behavioural intentions. Therefore, we formulate the following hypothesis:

H4: The perceived persuasive intent for campaigns including SNS is lower, than for campaigns using only advertising on TV, and consequently engenders more favourable affective and cognitive responses.

Method

In total 116 respondents (74.1% female) with an age between 15 and 54 ($M = 24.10$, $SD = 8.64$) participated in this study. Respondents were approached via Facebook to participate. A link in the invitation redirected them to an online experiment. A single factor

between subjects design (advertising format) was used. Participants were either exposed to a TV commercial twice, or to a viral SNS twice, to a TV commercial followed by a SNS campaigns, or to a SNS campaign followed by a TV commercial. In this third experiment, we did not make use of the Dutch social network site Hyves, but used Facebook, since this SNS is more internationally orientated. The campaign used in the experiment was for a Dutch well-known coffee brand. In the social media campaign, consumers could play a game in which they could compose a song to compete against a famous piano-player. In addition, they could also upload their profile picture. In the TV commercial, the famous piano player got new inspiration for a rock song after drinking a cup of coffee. After being exposed to the campaign materials, participants filled in a questionnaire measuring their campaign responses.

Attitude toward the brand. Brand attitude was measured similar to study 2 ($\alpha = .90$; $M = 4.78$, $SD = 1.08$).

Attitude toward the campaign. Attitude toward the campaign was measured with the same four items used to measure attitude toward the brand, supplemented with one additional item from the scale of Edell and Keller (1998): 'unclear/clear' ($\alpha = .81$; $M = 4.42$, $SD = 0.95$).

Behavioural intention. Behavioural intention was measured in line with study 2 ($\alpha = .85$; $M = 3.06$, $SD = 1.86$).

Perceived persuasive intent. Participants were asked about their recognition of advertising with 1 item on a seven-point scale. Participants were asked to what extent they perceived the coffee messages as advertising (Rozendaal, Buijzen, & Valkenburg, 2010). The response categories ranged from 1 (totally disagree) to 7 (totally agree; $M = 3.61$, $SD = 1.65$).

Control variables. Several background variables were measured to be able to control for confounds (e.g., SNS use, Internet use, familiarity with SNS campaigns).

Results

None of the control variables significantly correlated with the dependent measures, therefore no control variables were included in the analyses. Again, the two cross-media conditions did not significantly differ in their impact on the dependent variables, therefore these conditions were collapsed. The MANOVA did not show a significant direct effect of the experimental conditions on attitude towards the campaign ($F(2,113) = 2.08, p < .13, \eta^2 = .04$), attitude toward the brand ($F(2,113) = 1.74, p < .18, \eta^2 = .03$) and behavioural intention ($F(2,113) = 2.15, p < .12, \eta^2 = .04$). However, there was a significant effect on the perceived persuasive intent ($F(2,113) = 32.05, p < .001, \eta^2 = .36$). Participants perceived TV only campaigns most as advertising ($M = 5.21, SD = 1.71$), followed by SNS-only campaigns ($M = 3.76, SD = 1.22$) and cross-media campaigns ($M = 2.78, SD = 1.18$). Thus, while attitudes and behavioural intentions did not differ between the types of campaigns, participants see the campaign in which SNS and TV were combined as least persuasive.

To test whether the indirect effect of the experimental conditions via perceived persuasive intent on attitude toward the campaign, attitude toward the brand, and behavioural intention is significant, we used the MEDIATE macro developed by Hayes. This macro offers a statistical test of mediation, using bootstrapping and is suitable for categorical independent variables. The three experimental conditions were dummy coded with the cross-media condition as the reference category. Regarding attitude toward the campaign, the analysis showed a significant mediation effect of type of campaign on attitude toward the campaign, via perceived persuasive intent both when comparing the SNS –only condition to the cross-media condition ($B = .26, SE = .12, BC\ 95\% \text{ CI } [.08, .57]$), and when comparing the TV only-condition to the cross-media condition ($B = .44, SE = .19, BC\ 95\% \text{ CI } [.11, .85]$). Based on these results it can be concluded that the three different types of campaigns differ on perceived persuasive intent, which subsequently influences people's 'attitude toward the campaign. The same pattern was found for attitude toward the brand (SNS-only vs. cross-

media: $B = .25$, $SE = .15$, BC 95% CI [.04, .61]) (TV-only vs. cross-media: $B = .42$, $SE = .22$, BC 95% CI [.07, .93]) and behavioural intention (SNS-only vs. cross-media: $B = .24$, $SE = .16$, BC 95% CI [.00, .64]) (TV-only vs. cross-media: $B = .39$, $SE = .24$, BC 95% CI [.00, .91]). For that reason, H4 can be accepted.

Conclusion and Discussion Study 3

The third experiment clearly demonstrated that different types of campaigns have a different perceived persuasive intent. Campaigns in which SNS and TV are combined were perceived as least persuasive and less persuasive than SNS-only and TV-only campaigns. TV only-campaigns were most clearly recognized as advertising. The difference in recognition of the different campaigns as advertising subsequently influenced attitudes and behavioural intention. Thus, campaigns in which SNS and TV are combined are less perceived as advertising, and therefore people have more positive attitudinal and behavioural responses towards such campaigns. Therefore, it can be concluded that to evoke most positive consumer responses, campaigns should integrate SNS into their traditional campaigns rather than in substitution for messages in traditional media.

General Conclusion and Discussion

This study was not only the first to examine the relative persuasive impact of SNS campaigns, as compared to traditional advertising formats, but also the first that tested the effectiveness of integrating SNS into traditional advertising campaigns. The findings of three empirical studies demonstrate at least four intriguing findings regarding the impact of such campaigns. First, affective responses are more favourable regarding TV campaigns. Second, cognitive and behavioural responses are more favourable regarding SNS-only campaigns. Third, cross-media campaigns that combine TV and SNS formats can be equally effective or more effective to campaigns using only TV or only social media, but do not necessarily result

in direct synergy effects. Fourth, campaigns in which SNS are combined with messages in traditional media are perceived as less persuasive, and this difference in the perceived persuasive intent subsequently influences consumers' attitudes and buying intention. Thus, the overall conclusion is that social media can play an important and distinguishing role in advertising campaigns. On the one hand because they lead to enhanced buying intention and cognitive responses and on the other hand because consumers are not, or at least less, aware of the persuasive nature of campaigns on SNS. Therefore, for advertisers such campaigns are an interesting supplement to traditional advertising campaigns.

The current studies have important contributions to three streams of literature; the literature on consumer responses to different medium types, the literature on SNS and the literature on cross-media effects. First, the results showed that SNS have unique capacities to influence cognitive and behavioural responses, while the traditional medium TV still is superior in evoking affective responses. This last finding is in line with earlier media studies that showed that TV commercials are often selected for communicating emotional content (Leong, Huang, & Stanners, 1998). The medium TV is experienced as transformative, using the medium is relaxing, gives enjoyment, and a pleasant feeling. Hence, TV commercials are valued for eliciting affective responses (Bronner & Neijens, 2006). In conclusion, our research showed that in the current digital age, advertising on social media can supplement but not replace advertising in traditional media.

Second, the current findings contribute to social media research and more specifically to our understanding of SNS advertising effects. The results show that the advertising's intent of SNS advertising is less obvious, and therefore asserts a greater persuasive impact. This is in line with prior research on the effectiveness of SNS advertising. The persuasive intent of these advertising campaigns forwarded by strong ties in the network, such as family and close friends, is perceived as less obvious, increasing the persuasive impact (Van Noort et al.,

2012). Apparently, perceived persuasive intent is an important underlying predictor of SNS advertising effectiveness, not only because SNS users share advertising messages with their social network connections, but also because advertising in this medium is perceived as less intrusive as compared to commercial messages in traditional media. The fact that brands and their messages are not perceived as intrusive in the social network environment is also supported by other research, demonstrating that adolescent increasingly share their personal information with brand and advertisers in SNS (Stutzman et al., 2013). However, this seems to contradict studies on the uses and gratifications of SNS use, demonstrating that social connection (e.g., to keep in touch with friends and acquaintances) is among the most important motivations for using SNS (e.g., Dwyer, Hiltz, & Passerini, 2007; Joinson, 2008). Also, in line with what Fournier argued ‘In a context that is made by consumers, for consumers, ‘most brands seem inauthentic, their presence intrusive and out of place’ (Fournier & Avery, 2011, p. 1), one might expect that brands and their message are perceived as intrusive in the social environment of SNS. The findings of the current research indicate the opposite. This might be explained by the packaging of the SNS advertising messages: they are often designed in an interactive and entertaining way. Therefore the persuasive intent of the message might be hidden by the format, increasing its persuasive impact (Buijzen, Van Reijmersdal, & Owen, 2010; Van Reijmersdal et al., 2009, 2010; Panic et al., 2012).

Third, while the cross-media literature often concludes that campaigns combining multiple media are more effective than campaigns using only one medium, or even induce synergy effects (for an overview see Voorveld, 2013), the study did not show such direct synergistic effects. The results of the current study showed that campaigns combining SNS and TV can be equally effective than campaigns using only TV or only SNS. Moreover, it showed that there are indirect effects via perceived persuasive intent; it was the first that showed that cross-media campaigns are less recognized as advertising which has an indirect

positive influence on campaign effects. This is a unique contribution to the cross-media literature since it was never investigated nor proven before that cross-media campaigns are perceived as having a lower persuasive intent.

While the current paper has important contributions it is not without its limitations. Most importantly, all three empirical studies investigated only two medium types: SNS and TV. While we believe the results might hold for other types of social media and other types of traditional media, results should only cautiously be generalized to other media. Other forms of social media or other forms of traditional media have different characteristics, and these characteristics could result in different results for different media combinations. Future research could investigate other forms of social media such as Twitter and blog sites, and other traditional media such as print advertising to test whether the conclusions of the current study can be extended to other media.

Another weakness of the method employed is the way people were exposed to the cross-media combinations. Both the exposure to the social media campaigns and the television commercials took place in an online environment. Thus, participants were not actually exposed to TV commercials on a television, but on a computer. While this issue is probably the major drawback of our study, this practice is not uncommon in the field of cross-media research. For example, studies of Voorveld Neijens, and Smit, 2011 & 2012) used the same approach for testing synergistic effects of TV commercials and websites, and for testing the synergistic effects of radio commercials and banners (Voorveld, 2011). In the current experiments we asked participants to imagine that they watched a television program on a television and that this commercial was aired between two programs. In the questionnaire we also constantly referred to the TV commercial, to make sure that participants were constantly reminded of the fact that they have watched a TV commercial instead of an online video.

Future research might replicate the current study exposing participants to TV commercials on a real TV instead of a computer

The current study has important practical implications for media managers. When one medium has to be chosen to be implemented, the choice should be dependent on the advertising campaign goals set by advertisers, or other groups that aim to influence persuasion such as governmental organizations or health promoters. If the aim is to entertain or to create positive brand and campaign evaluations organizations should focus on using TV. If the goal is to establish new brand associations, or to inform, than SNS campaigns might be more useful, as cognitive responses are more favourable towards advertising in SNS. It seems that the interactive possibilities in SNS create opportunities to inform and learn. However the ultimate advice that can be formulated based on the three empirical studies is that it is often most effective to combine SNS and traditional media for two reasons. First, this can lead to campaigns which are more or equally effective than campaigns using only TV, while being more cost-effective. Usually the cost of developing and airing TV commercials are much higher than the costs of developing a SNS campaign. Second, campaigns in which SNS and TV are combined are less perceived as advertising, which subsequently has a positive influence on affective and behavioural consumer responses. Thus, the current study provides empirical evidence for the value of integrating social media into advertising campaigns.

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Tables

Table 1. Mean scores between campaign format conditions (study 1).

	Campaign Format	
	TV	SNS
Brand claim recognition	2.62 _a	3.14 _b
	<i>0.89</i>	<i>0.79</i>
Abrand	4.34 _a	3.96 _b
	<i>0.82</i>	<i>0.95</i>
Aad	4.13 _a	3.72 _b
	<i>0.82</i>	<i>1.00</i>
Persuasive intent	3.22 _a	2.62 _b
	<i>1.08</i>	<i>1.15</i>

Note. Abrand = attitude toward the brand, Aad = attitude toward the campaign. Different subscripts in the same row represent significant differences for the SNS condition compared with the TV condition. Standard deviations are reported in italics.

Table 2. Mean scores between campaign format conditions (study 2).

	Campaign Format		
	TV-TV	SNS-SNS	Cross-media
Abrand	5.23 _a	4.64 _b	5.09 _a
	<i>1.06</i>	<i>0.85</i>	<i>1.31</i>
Aad	5.44 _a	4.31 _b	4.87 _c
	<i>1.00</i>	<i>1.49</i>	<i>1.16</i>
Buying intentions	3.35 _a	4.26 _b	4.28 _b
	<i>1.50</i>	<i>1.29</i>	<i>1.37</i>

Note. Abrand = attitude toward the brand, Aad = attitude toward the campaign. Different subscripts in the same row represent significant differences for each condition compared with the TV only condition. Standard deviations are reported in italics.