

Studying The Effects of Persuasion Knowledge & Internet Literacy on User
Behaviour Online
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Abstract

The purpose of this research study is to evaluate if user behaviour is affected when Persuasion Knowledge is activated in an online environment compared to a mobile environment. To determine the answer to this research question, the researcher has chosen to use a 2 by 2-experimental design. The elements of the design are 2 environments (mobile vs. desktop) by 2 ad states (disclosed vs. non-disclosed).

The research study moves on to explore the information currently available on the topics of Persuasion Knowledge and Internet Advertising Literacy. One of the assumptions made in this study is that the more Internet-literate a consumer, the more influence this would have on their behaviour when Persuasion Knowledge is activated. The Literature Review examines critical pieces of work, where researchers have explored the various elements involved in creating an online environment, and advertising within that online environment. Further literature looks at the specifics of online advertising, and how consumers react to this relatively new medium of advertising. This literature is used to support the 7 hypotheses generated based on the assumption that Persuasion Knowledge does affect user behaviour, and that this behaviour is further affected by the satisfaction levels of the consumer with the search results, and the literacy levels of the consumer as well.

The experimental design used to collect data was in the form of an online survey distributed to anonymous participants by CINT, a panel management company. The researcher created a mock up of a search engine that would be familiar to regular Internet users, and placed ads in various positions in declared as well as non declared states to determine whether or not Persuasion Knowledge was activated for the participants, and which ad state caused a higher degree of click through behaviour.

The data was analysed using Hayes process for SPSS and yielded significant findings, although they were contrary to the expectations and hypotheses of this research study. Persuasion Knowledge was found to be activated while a consumer is in the online environment, and to be an influencer with regards to consumer behaviour. However, satisfaction levels were found to

be contrary to the expectation of this research study, where they were higher when the ads were clearly disclosed, however, satisfaction did not affect click behaviour at all.

Likewise, Internet Advertising Literacy was also found to be contrary to the expectations of this research study. Literacy was highest in the desktop environment, and this did not translate easily to the mobile environment, as different satisfaction and literacy levels on mobile did not affect the click through behaviour of consumers.

This research study is limited by the fact that it is addressing only pure text Paid Search ads. These concepts have an application to Content Advertising as well, and have been identified as a gap in research, with the potential to be explored in more detail.

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Attestation of Authorship

I hereby declare that this submission is my own work and that, to the best of my Knowledge and belief, it contains no material previously published or written by another person (except where explicitly defined in the acknowledgements), nor material which to a substantial extent has been submitted for the award of any other degree or diploma of a university or other institution of higher learning.

Signed

Jyotsna Poosalingam

AUT University - 2015

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Ethics Approval

For this research study, AUT Ethics Committee (AUTEC) clearance was obtained for the participants to complete the experiment-based survey, which would be distributed via CINT, a panel management company.

This research was approved by the Auckland University of Technology Ethics Committee on November 21 2013, AUTEC Reference number 13/344.

1. Introduction

The formal title of this research paper is “The Effect of Persuasion Knowledge & Internet Literacy on User Behaviour Online”. This research study aims at understanding how user behaviour is affected in an online environment when Persuasion Knowledge is activated vs. when Persuasion Knowledge has not been activated. In particular, this paper seeks to find out how users of search engines interact with the search engine and how that interaction affects their future behaviour with the same or similar sort of environment, if that initial and continued interaction generates a “learned behaviour” which is applied across similar environments to all forms of Online Advertising and across different devices.

Persuasion Knowledge is defined as the awareness of being presented with information that is designed to manipulate a user/consumer towards a certain response. In other words, consumers are recognizing efforts being made to persuade them towards executing certain behaviour (Friestad & Wright, 1994). This awareness or recognition of the attempts is developed over a period of time. Friestad and Wright (1994) were the first to propose and develop a conceptual model to study Persuasion Knowledge, called the Persuasion Knowledge Model or PKM.

For the purposes of this research study, advertising media will be segregated into and referred to as traditional and non-traditional mediums. Traditional media is identified as Print (Press, Magazines and Outdoor), Television and Radio. Non-traditional media (Digital Media) is identified as advertising via the Internet, accessed via various communication devices such as desktops, laptops, tablets, smartphones and smart watches as well as any other interactive gear classified in the digital space. While traditional media cannot perform any of the tasks normally designated to the online space, non-traditional media can incorporate traditional media tasks and advertising into the online space. For e.g. Print, TV or Radio cannot provide instant access to global communication with responses factoring in nanoseconds, however, the online space can be used to access digitized archives (or current digitized files) of newspapers and TV programming, giving digital media greater flexibility and greater reach in terms of having more usefulness for a consumer.

1.1 Motivation & Research Problem

Online interactions have become a commonplace activity in recent years, with the advent of more devices and methods of non-traditional means of communication like smartphones and tablets. With the expansion of online interactions comes the increase in advertising messages via these new mediums of communication. Given the ever-changing landscape of the digital world, advertising message and Persuasion tactics also adapt to suit the communication mediums and develop effective methods of reaching consumers. Louisa Ha defines Online Advertising as “deliberate messages placed on third-party web sites including search engines and directories available through Internet access” (Ha, 2008).

As a part of this online world, with constant exposure to these deliberate messages, the current research study assumes that consumers would respond to Online Advertising in a similar manner to how they would respond to traditional mediums of advertising. Here, where advertising has taken on new forms and new rules (Zanot, 1985), there are perceived “negative trends”, where users prefer to avoid any sort of advertising on the Internet (Cho & Cheon, 2004). Studies by Cho & Cheon (2004) and Zanot (1985) show that people avoid ads in traditional media due to the sheer number of sponsored content they are being presented with. There are studies showing this behaviour being applied to Online Advertising as well. However, this research refers largely to the visual aspect of Online Advertising, referred to as “banner blindness” by Cho & Cheon (2004). The idea presented here is that the Internet is designed to generate task-oriented behaviour and the user chooses not to interact with ads in favour of reaching their goals faster. This is not the mindset when advertising is presented via traditional media (which is more entertainment oriented). Cho & Chen came to the conclusion that users did learn from experience with online advertising, and applied this learning when navigating similar online environments. Learned behaviour is especially relevant when applied to the concept of Search Engines.

Search Engines as described by Rajashekhar (1998) are designed to present potential website matches to a user searching for a particular phrase or string of words. In the same year, the

pay-per-click model of online advertising was developed. This model allowed for people selling products or services to have targeted ads (with specific advertising material in text format) show alongside the organic search results. This auction system ensured that these advertisers paid only when a user clicked on the ad (B.J. Jansen, 2006; Li, Lin, Lin, & Xing, 2014; Newstex, 2014).

Considering that previous studies have shown similarities in behaviour across traditional and online advertising mediums, the current research study assumes that consumers in an online environment are also subject to the effects of Persuasion Knowledge (Friestad & Wright, 1994), as they would be if they were to be exposed to a print or television advertisement. Advertisements in an online environment are clearly demarcated to let consumers know that they are sponsored messaging on the page. However, in situations where ads are not clearly stated to be paid search links, the structure of the links and messaging, being standardized across most online media, could be considered an indicator to their nature, allowing consumers to recognize these links.

Boush et al. (1994) are of the opinion that consumers are more aware of deception in an online environment. Tutaj & Reijmersdal (2012) discuss users avoiding any online content that could appear to be an advertisement as they apply behaviour learned in a similar environment, even when there were no Persuasion Knowledge triggers. Studies into advertising show that users are less receptive to persuasive messages when they are aware of the nature of these messages. However, these studies have focussed on the traditional advertising formats (Tutaj & Reijmersdal, 2012). However, since then, it has been observed that Persuasion Knowledge in advertising does affect how a user interacts with advertising and also has a direct effect on how much trust the user places in advertising. Friestad and Wright (1994) refer to Persuasion Knowledge as a consumer's identification of a Persuasion agent's (the advertisers) attempts to persuade them. In their 1994 study, they presented a model on Persuasion Knowledge that documented how the knowledge of the persuasion attempt affected consumers' responses to these attempts.

Much of the research in the Paid Search Marketing field is concentrated around the ad auction and the keywords used to trigger this auction (Ghose & Yang, 2009; Yoo, 2012).

However, there are no research studies directly related to Paid Search Marketing and user behaviour. Research into Persuasion Knowledge use traditional mediums of advertising like Radio, Television and Print. With visual mediums like Television and Print, all of the case studies or advertisements used were a combination of text and visual cues. In each of these studies, the results showed that the visual cues played a greater part in influencing users. There is no research focussed on pure text advertising and the effects of Persuasion Knowledge in this area.

Paid Search Marketing is pure text advertising and is a highly interactive medium compared to the traditional mediums of advertising. The expectation is that Persuasion Knowledge would apply here as well causing users to avoid Sponsored Links even when they are the most relevant results on the Search Engine Results Page. Since Search Behaviour is expected to differ across devices, another expectation is that the user would interact differently with Sponsored Links on a mobile device (Tossell et al., 2012).

A range of studies show evidence that the outcome of Persuasion Knowledge is predominantly negative, like avoidance, reactance, and counter arguing (S. Boush, 2009; Campbell & Kirmani, 2000; Obermiller, Spangenberg, & MacLachlan, 2005). Boush (2009) suggests that Persuasion Knowledge causes users to avoid advertisements even when these have the most relevant information for the user. There could be an assumption made that these effects of Persuasion Knowledge would also apply to the online sphere. However, there are no research studies into the specific effects as applied to the field of Paid Search Marketing.

In the following chapters, this research study will show the extent of research into search behaviour, types of search behaviour and content used in the online world (Hölscher & Strube, 2000; Hsieh-Yee, 2001; Bernard J. Jansen, Booth, & Spink, 2008; Bernard J. Jansen & Spink, 2006; Teevan, Alvarado, Ackerman, & Karger, 2004), where the focus has been the improvement of search queries and web results as a whole. Since the advent of AdWords in 2000, Paid Search Marketing has developed in leaps and bounds, with the major players in the field being Google, Yahoo! and Microsoft, to the extent that Sponsored Results (how Paid Search Marketing is referred to on a Search Engine Results Page) have become a common

occurrence on any Search Engine being used. With the smartphone being another source to interact with web applications, there is research on how Search Behaviour differs across different devices (Tossell, Kortum, Rahmati, Shepard, & Zhong, 2012; Yarmey, 2011). The expectation here is that screen size, method of input, type of usage and the physical location of the user would cause search behaviour on mobile to differ significantly from search behaviour on desktop.

Therefore, the primary assumption of this research study is that Persuasion Knowledge would function in the same manner in an online environment as it does in traditional advertising. The researcher has made the assumption that when a consumer realizes that there is a persuasive attempt in play, Persuasion Knowledge is activated, and the effect of this activation would be that consumers do not click on the advertisements being presented. Due to the highly targeted nature of Online Advertising, these sponsored links could be the most relevant result to the query a consumer has searched for, however, due to the activation of Persuasion Knowledge; consumers actively avoid clicking on these links.

Specifically in relation to Search Engines and Search Engine Behaviour, advertisements on a Search Engine Results Page are clearly declared as such, to give the consumer full disclosure of the content on the page. This research study is an attempt to evaluate the extent of influence Persuasion Knowledge has on a consumer's behaviour and to answer three primary questions.

1. Do consumers with activated Persuasion Knowledge have less interaction with Paid Search/Sponsored Links, and does this interaction have a relation to the level of satisfaction with the Search Engine Results being presented?
2. Do consumers with a higher level of Internet Advertising Literacy apply this behaviour in the same manner across devices used to access the Internet, i.e. desktop and mobile interfaces?
3. Would consumers show the same level of Literacy being applied to a mobile environment?

1.2 Direction of the Thesis

This research study will attempt to evaluate both states by conducting an experiment to understand and analyse user behaviour on a controlled set of Search Engine Result Pages. The next few chapters in this research study detail the review of literature done by the researcher to determine prior research into this field, the experiment – how it was constructed and deployed, the analysis of the data and the results of this analysis. In concluding the research study, there will be a summary of the findings through this research study.

The Literature Review chapter explores Persuasion Knowledge and how it can be activated and lend itself to learned behaviour. The review details how consumers learn the triggers to Persuasion Knowledge and develop means to cope with or negate the persuasive attempt.

Part of the development of coping strategies is to understand how literacy develops in an online environment, specifically Internet Advertising Literacy. This chapter will also examine user behaviour on Search Engines across different devices. With the evolution of smartphone technology, Internet usage has become increasingly mobile based, and user behaviour is expected to change depending on the device. Differences in the physical aspect of access, i.e a desktop computer vs. a mobile device would affect how a consumer interacts with the same online environment.

Through the researchers exploration into existing studies, the Literature Review will also present the research hypotheses that have been derived for the purpose of the experiment. Since the current research topic has not been specifically addressed prior to this time (as discussed in depth within the Literature Review), this chapter will present the different aspects of prior research that have helped the researcher build the set of hypotheses used in this research experiment.

The Measures chapter shows the analyses of the results from the experiment. The data was analysed using a combination of Excel and SPSS, with cross tabulation and Hayes regression

models. By identifying common answers through the data set, the study shows trends of user behaviour.

This leads to the Results chapter, where the researcher presents the findings of the hypotheses presented at the core of this research study and answers the research questions presented earlier - Do users recognize advertisements when presented in an online format and does this recognition/learning apply to user behaviour even in online environments where advertisements are not explicitly stated to be advertisements. The secondary question here is whether this learning applies to online environments across devices such as mobile. Would users avoid ads with similar behaviour in a mobile context?

The results of the experiment determined that while there were significant differences in behaviour depending on the device and the state of the ads (disclosed or non-disclosed).

The main result was that disclosure of the ads was not the main determining factor in causing consumers to avoid clicking on sponsored links. Whether the ads were disclosed or not, ad avoidance was consistent across all levels of consumer advertising literacy. However, it was seen that consumers had a higher level of satisfaction when the ads were disclosed to them, as opposed to instances where the ads were not disclosed. While this disproves the main hypothesis of the research study, it does show that advertising literacy is crucial to how consumers interact with online advertising.

The final chapter of this research study presents an analysis of the research study and looks at the implications of the findings on the industry. Based on the readings done, and an understanding of the process of the experiment, the researcher has also presented the limitations found when conducting the experiment, such as the narrow reach of the experiment, the constrictions of choosing search terms that would be general enough to cater to a wider segment of internet users, and not having a control factor based on a participants product knowledge and familiarity with specific online activities. Through this, there are also identified opportunities for future research in the same field.

1.3 Main Contributions

The findings of this thesis contribute to the improvement in Online Advertising, not just in the academic realm, but also for consumers as well as advertisers in the market. Academically, this research paper addresses a gap in the literature surrounding paid search advertising, and provides an avenue for continued research into the influences of online advertising via various mediums. With the growth in the smartphone and accessibility sectors, advertising has the potential to continue evolving, and understanding its influence on consumers is crucial to the industry. For consumers, this research study attempts to answer the question of why sponsored links could be a trusted source of information. This could prove vital to how a consumer continues to interact with online sources of advertising and builds brand loyalty.

For advertisers, this research study seeks to better understand the avoidance of informational links that are highly relevant to a consumer's search query. Avoidance of these ads leads the consumer towards more navigation in order to reach a specific goal. Understanding the influence of Persuasion Knowledge would allow advertisers to create promotional messaging that caters exclusively to the consumer's search query and also allow for more regulated and truthful advertising.

2. Literature Review

This research study primarily aims at understanding how user behaviour is affected in an online environment when Persuasion Knowledge is activated vs. when Persuasion Knowledge has not been activated. This chapter covers the researchers reading of prior research articles and studies of similar topics to understand the nature and depth of the research efforts for this particular field. The researcher found that the specific angle of research that the current study is pursuing had not been previously examined as a whole. Individual studies touched upon and examined various elements that contribute to the overall purpose of this research study.

To gain a comprehensive overview of every aspect of the topic, the researcher structured the existing studies into the different elements affecting user behaviour. The Literature Review covers the studies concerning Persuasion Knowledge first, examining how this affects user behaviour, and whether the effect of Persuasion Knowledge has been tested in the realm of online advertising. From here, the researcher presents this research study's first set of hypotheses regarding Persuasion Knowledge and Online Advertising.

The Literature Review moves on to explore Internet Advertising Literacy and its effect on user behaviour. The review looks at how advertising literacy develops and moves on to examine whether literacy development in an online environment would also extend to mobile/tablet interfaces as well. These sections of the chapter have the second set of hypotheses regarding user behaviour when combined with Advertising Literacy, with the element of mobile usage also being considered. Advertising Literacy is crucial to the online environment, considering that ad formats evolve at a much faster rate than traditional advertising, and familiarity with the online world is crucial to developing internet literacy.

The reason that consumers recognize that there is a persuasive attempt being made is because of their familiarity with the environment they are operating in, which in this case is a search engine. This recognition can be considered an aspect of literacy – where consumers are learning the environment they are navigating and developing ways and means to deal with elements within that environment. Persuasion Knowledge is related to how familiar a consumer

is with the online environment, and that is part of the question this research study is attempting to answer. When a consumer is more familiar with the page they are navigating, would they immediately recognize advertising attempts even when these attempts are not clearly labelled as advertising? Also, if they are able to recognize advertising elements, would this then trigger a higher degree of scepticism, or would the literacy levels bring about more trust in the advertising content? This research study will also investigate whether the environment used to access the Internet (desktop or mobile) would lead to changes in the reception and behaviour of Internet Advertising. Furthermore, Internet Advertising Literacy might also moderate whether Persuasion Knowledge gets activated or not.

The end goal here is to understand whether users deliberately avoid ads, with learned search behaviour on normal SERPs guiding them towards avoiding links in areas that are generally designated to be for sponsored content, even when these ads are not declared and are potentially the most relevant pieces information on the page.

Tutaj & Reijmersdal (2012) found that ads did activate scepticism when users recognized their presence on a SERP. However, their study focused on banner advertisements and other visual forms of online advertising. The current research study seeks to understand if users learn this SERP behaviour in terms of pure text, search based ads, and whether this learned behaviour is applied to similar formats of SERPs, when ads are in their non-declared states.

In referring to formats of SERPs, the current research study has chosen to study desktop SERPs, as this is the more traditional means of connecting to the Internet. However, an additional aspect being researched is mobile SERP results, as mobile devices are geared to parallel or even surpass desktop usage in a few years (Perlberg, 2015).

Cho and Cheon (Cho & Cheon, 2004; Edwards, Li, & Lee, 2002; Wang, Chen, & Chang, 2008) suggest that consumers do find advertisements to contain useful information, and therefore tolerate their presence amidst other content. However, this tolerance diminishes if the advertisements are perceived to be manipulative and highly suggestive. This process of consumers understanding and perceiving the nature of the promotional messaging is known as the activation of Persuasion Knowledge. In the following chapters, Persuasion Knowledge will

be explained and related to other aspects of Online Advertising such as Internet Advertising Literacy and mobile-based environments & literacy.

2.1 Persuasion Knowledge

Friestad & Wright (1994) developed the Persuasion Knowledge Model to evaluate how the phenomenon of consumers using Persuasion Knowledge - *developed by consistent exposure to Persuasion attempts* - affected consumer behaviour and their decision making processes.

Tutaj & Reijmersdal (2012) state that Persuasion Knowledge has been researched more in traditional advertising formats such as television and print, however, there is a lack of research in the field of online advertising. The assumption with Persuasion Knowledge is that when the consumer has more Knowledge/awareness/information about the nature/format of advertising, the less susceptible they tend to be to the manipulative message being presented (Livingstone & Helsper, 2006; Rozendaal, Buijzen, & Valkenburg, 2010).

However, there is some evidence showing that consumers find it harder to differentiate between sponsored and non-sponsored content when it is presented in an online environment (Flanagan & Metzger, 2000). Due to the nature of content on the Internet, and the constantly evolving sources of content – there is some ambiguity around the credibility of information procured from the Internet. Tutaj & Reijmersdal (2012) made an attempt to measure Persuasion Knowledge in online advertising with specific reference to sponsored content (promotional messaging incorporated into the design and layout of a website) as opposed to banner/display advertising (distinct, standalone advertisements often perceived as bright, flashy and gimmicky) across the Internet.

They found that with recognition of an advertisement, the persuasive intent employed with said advertisements was also recognized and this did activate scepticism, therefore triggering Persuasion Knowledge and the behaviours associated with it. However, banner/display ads caused more scepticism than the sponsored content, as they were often more easily distinguishable on a webpage.

Boush, Friestad and Wright (David M. Boush, Marian Friestad, & Gregory M. Rose, 1994; D. M. Boush, Friestad, & Wright, 2009) explore Persuasion and deception in an online environment. They state that consumers are aware of being more susceptible to deception in an online environment and are therefore more aware of potential manipulation by advertisers. Goldfarb & Tucker (2011) as well as Ghose & Yang (2009) present studies showing evidence that privacy concerns assist in tempering the consumer's appreciation of the information in an advertisement. This view is further supported by research studies done by Turow, (2009), Van Noort et al. (2008) as well as Wathieu & Friedman (2009)

Friestad and Wright showed that Persuasion Knowledge could be developed in the same manner as other day-to-day tasks are learnt and improved on. Since consumers learn to recognize Persuasion attempts in everyday life, they also develop coping strategies. This allows them to break down the Persuasion attempt/advertising message to properly analyse and execute the appropriate action in response to the stimulus. Goodstein (1993), Friestad and Thorson (1993) as well as Schmidt and Sherman (1984) (Friestad & Thorson, 1993; Goodstein, 1993; Schmidt & Sherman, 1984), postulated that memory of the Persuasion attempts as well as the Knowledge/understanding of the expectations around these Persuasion attempts was key to consumers developing and retaining their coping strategies. This also allowed consumers to voluntarily access Persuasion Knowledge in other situations, either to evaluate the agent or the attempt, or simply because they had a general interest in advertising and marketing strategies. The assumption was that this accumulated experience also allowed a consumer to develop coping strategies towards Persuasion Knowledge.

A great deal of the discussion and research around persuasive intent of advertisers is centred on advertising in traditional media as opposed to the wider/hybrid range of marketing communication, methods and mediums that consumers are normally exposed to in the 21st century (Cho & Cheon, 2004). In a study designed to understand why consumers actively avoided Online Advertising, Cho & Cheon presented three theories on online ad avoidance,

- 1.) **Perceived Goal Impediment** is when the consumer is utilizing the Internet to achieve a specific goal (such as buying a product or trying to find an address), and any deviation from that

path is considered a hindrance, therefore making ads a significant source of “noise”. This causes consumers to perceive ads as being a hindrance in completing their goals, so their method of coping with it would be to avoid advertisements in all similar situations. i.e every time they see an ad online thereafter, they avoid clicking on it.

2.) **Perceived Ad Clutter** is when the consumer is presented with an excessive number of advertisements in a given period of time. This could cause consumers to associate the Internet itself with the appearance of advertisements in multiple formats, therefore making it an exclusive advertising medium, causing consumers to avoid ads while on the Internet.

3.) **Prior Negative Experience** is when the consumer has had an adverse reaction to a prior experience of interacting with an online advertisement. This could include deception or lack of credibility of the advertiser/advertisement, or a lack of utility or incentive when clicking through to the website. This negative experience could cause a consumer to associate that emotional connection to all similar forms of Online Advertising (Cho & Cheon, 2004).

The major factor in recognizing and developing “coping techniques” is for a consumer to identify the persuasion attempt and the persuasion agent – or the person primarily considered to be driving the attempt to manipulate a consumer. According to Friestad & Wright (1994) the term “persuasion agents” is used to refer to individuals who make an attempt to persuade a consumer to partake in a product or service, by influencing their attitudes, decision-making processes, beliefs and their actions.

Consumers see the Persuasion agent to be the person designing (and possibly delivering) the manipulation to the general public. Identifying this person enables the consumer to develop an attitude or understanding of the agent’s persuasion tactics and competence (Nelson & Ham, 2012).

This is applicable to Online Advertising as well, in that a consumer’s experience with text ads on a Search Engine would allow them to understand and evaluate the experience of interacting with them, as well as allow them to develop a coping technique, whether that is avoidance or further interaction. In the context of Online Advertising, coping behaviour could be considered as:

- Active avoidance of clicking on any sponsored content, no matter how relevant to the consumer.
- Using software such as ad blockers to prevent ads being seen on consumers' personal digital devices.
- Identifying the website being advertised, locating it directly and navigating to the appropriate section of content rather than clicking on a sponsored link and being directed immediately to the appropriate content.

In order to identify "when" a consumer would activate Persuasion Knowledge voluntarily (or have it activated by the recognition of promotional messaging), it is necessary for researchers to understand what conditions/circumstances are in place to activate Persuasion Knowledge. To this end, Campbell & Kirmani (2000) sought to identify and test the various factors that could influence consumers and activate Persuasion Knowledge in different settings/interactions.

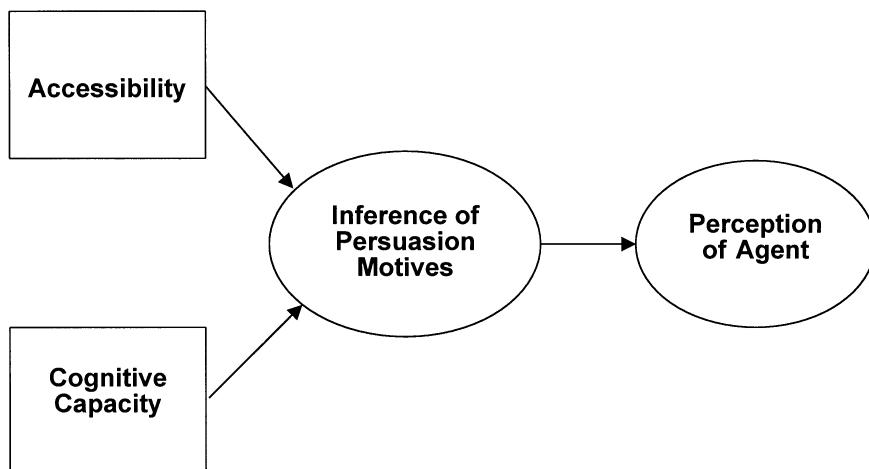


Figure 1 - Process Model of Consumer's Use of PK

They determined that a consumer's understanding of being influenced was based on the consumer's idea of what a Persuasion attempt looked/felt/sounded like as well as a consumer's understanding of how a Persuasion agent could go about presenting this influence (understanding the agent's Persuasion tactics) [See *Figure 1*.]. Putting this into the perspective of Search Engine Advertising, this would involve the consumer consistently being exposed to online advertising, and understanding the techniques used by online advertisers to manipulate a consumer's decision-making behaviour. In terms of Search Engine behaviour specifically, this would put the Search Engine in the role of Persuasion agent, as it is (indirectly – via the online

advertisers) creating and presenting the Persuasion tactic (online text advertisements for the purposes of this research study) to the consumer, and guiding/manipulating them towards a particular goal or action. Constant exposure to text ads, their structure and wording, as well as placement on the Search Engine Results Page (SERP) can all be considered factors that would influence a consumer, and in turn would also contribute towards a consumer's understanding of online Persuasion tactics/attempts.

In the case of traditional media, when a consumer was presented with a Persuasion tactic that was seen to be overly manipulative, or designed to coerce in an insincere manner – consumers were seen to have a higher degree of Persuasion Knowledge activation and less trust towards these advertisements. The illustration in Figure. 1 shows how consumers process Persuasion attempts to evaluate the motives of the Persuasion agent. Furthermore, if a consumer was perceived as “busy” or otherwise mentally engaged during the Persuasion attempt, then a lower degree of Persuasion Knowledge activation was suggested. However, in either situation, it was determined that the most common manipulation that would be recognized and processed by the consumer (without a conscious activation of Persuasion Knowledge) would be the tactics associated with salespeople and their attempts to influence a consumer towards purchasing a product (Campbell & Kirmani, 2000).

Supporting the findings in Tutaj & Reijmersdal’s study, Dekker & Reijmersdal (2013) too found that much of the research around Persuasion Knowledge and its effects on advertising has been around traditional media methods, or print (van Reijmersdal, Rozendaal, & Buijzen, 2012).

Traditional advertising regulations are far more stringent than Online advertising regulations (Zanot, 1985). However, there are new regulations being developed (some already in place, enforced by the various Search Engines themselves) for the purpose of being applied specifically to online advertising. These regulations helped activate and mitigate the effects of Persuasion Knowledge in relation to traditional advertising, and helped consumers develop a learning or literacy in relation to what traditional advertising looked like, and what was expected of it. With the initial lack of regulatory principles for Online Advertising and considering the rapid evolution of the digital era, consumers developed their own literacy for the online environment, which was assisted by repeated exposure to online promotional messaging as consumers

began to adopt the Internet as a more day-to-day activity – rapidly becoming as common as a television in every household.

With this in mind, research studies by Tutaj & Reijmersdal (2012) were taken in consideration for the current investigation where it was shown that learned search engine behaviour is applied to all online environments even where there are no Persuasion Knowledge triggers. Users avoid online content that appears to be advertisements, even though there is no disclosure of that particular content being an advertisement. However, there is a lack of literature surrounding this topic and this research gap is part of the question that this research study is attempting to answer.

Persuasion Knowledge was generally activated in traditional environments by the presence of a salesperson in store, by obviously manipulative/comparative text or images in magazines and other print media, and by specific marketing terminology when on the radio. To help consumers distinguish between advertisements in the online environment, the Federal Trade Commission (FTC) ordered search engines to clearly disclose paid search results to users in 2002. According to Fallow (Fallows, 2005), only 38% of online users knew that they were being marketed to via Online Advertising.

A study with the most direct correlation to the current research question and experiment is Chan Yun Yoo's (2009) exploration of the factors that affected the Click Through Rate of paid search ads in conjunction with Persuasion Knowledge activation. In 2009, at the time of this study, the estimate was that 84% of online users accessed a search engine as part of their online interactions. Prior research showed that advertising effectiveness was indeed negatively affected by the activation of Persuasion Knowledge.

In addition, Yun Yoo proposed that the complexity of the task undertaken as well as the strategy used to complete this task were also factors that influenced Persuasion Knowledge when a user clicked on Paid Search Results. Since Search Engines are predominantly used to find information, a user would have to employ cognitive processes to find and evaluate information, then modify or refine the search if required, and navigate the final set of results to find the information they were originally seeking. The greater the degree of cognitive processing, the

more complex the task was perceived to be. Strategy in searching for information online was broken into “holistic” (high task complexity) and “dimensional” (low task complexity) strategies. Holistic strategy indicated that the users were searching for generic information with no real understanding of where this information could be found, and dimensional strategy indicated that users were searching for specific pieces of information with the assistance of pre-set product or service attributes in mind. Therefore, Yun Yoo proposed that the more complex the task (holistic), the less Persuasion Knowledge was activated as the user was too busy processing other information to fully “cope with” or protect themselves against the manipulative nature of an online advertisement.

A secondary consideration from Yun Yoo’s research study was perceived fairness of search ads. This was presented as an additional factor that could affect users clicking on a paid search link. In the context of this research study, fairness of the ads could be assumed to lend itself to positive satisfaction levels of the user, which could be assumed to have an impact on whether a user could be persuaded to click on what is considered an honest online text advertisement. Previous research suggested that users had lower levels of Persuasion Knowledge activation when they saw a benefit to viewing the advertisements.

Prior studies proved that disclosing advertisements generally had a negative effect on the impact the ad could have on the consumer. However, Chan Yun Yoo identified that there was a lack of research on **how** this behaviour was affected in the online advertising model, which prompted his research study. However, since then, there have **not** been many more studies into Online Advertising specifically related to Persuasion Knowledge triggers, and this lack of research is what the current study is trying to address as well, leading to the first hypothesis of this research study.

H1. Participants with activated Persuasion Knowledge (disclosed ads) will be (a) less satisfied with the search results and (b) less likely to click on ads.

In conjunction with the research related to the development of Online Advertising, there is the added factor of having a new environment to access to Internet from. Mobile has added a different dimension to the research into the digital space and as such has huge potential for

research studies into various aspects. With mobile set to overtake desktop interactions soon (Smith, 2004) it is vital that current research considered the mobile aspect to every field, in this case advertising.

In their study on understand mobile search trends, Kamvar & Baluja (2007) reference the physical layout of mobile phones and the difficulties presented when using mobiles for Search based tasks. At the time of this study, mobile Internet was not being accessed via smartphones as presented in the current research study, but via cell phones that had more in common with PDA devices. This was because touchscreens and voice activated search functionalities had only just been introduced to the market, and was also considered a high-end expense at the time (the first iPhone was released by Apple Inc. in 2007). Despite this major upgrade in mobile technology from 2007 to the current time, the other differences between desktop and mobile remain the same.

- Mobile device screen sizes were much smaller than desktops, starting out at 3.7 inches in width for Google's Nexus One Smartphone and currently at 5.5 inches for Apple's latest release, iPhone 6 Plus.
- Mobile devices had integrated touchscreen/digital keyboards as opposed to full functionality QWERTY keyboards on desktop machines. Combination functionalities available on physical keyboards are traditionally hidden behind specific buttons on a digital keyboard.
- All interactions on mobile are touch based, including common movements like scrolling through pages, clicking on buttons and selecting links or options. There are no hover options, and selections become less precise depending on the layout of the website/app. In addition, smartphones now use gesture based signals to perform or complete tasks (Hart, 2014).

In her research on evaluating who smartphone users are, Andromeda Yelton (2012) concluded that as of 2010 about 12% of the adult population in the United States of America accessed the Internet wirelessly via a mobile device (phone, tablet, e-Readers, MP3 Players or PDAs). While assessing the quality of the experience on mobile versus desktop/laptop computers, she presented the theory that the mobile experience for "in the moment" searches like location based information, social media or even headlines were better built out. However, the user

experience when completing more intensive tasks like reading whole news articles, completing forms or completing any sort of transactions online was considered terrible on mobile devices simply because the mobile environment was not set up for in depth user interaction functionality. In Yelton's words, "cell-only Internet access is good for entertainment and social connection and some forms of current awareness. But it's terrible for many forms of research and civic engagement. The cell phone Internet experience can be hostile in a way that's totally invisible to people whose experience of the Internet is desktop- or laptop-only."

The current research study takes into account usage of mobile phones in the current environment. Despite the mobile interface evolving considerably over the last two decades and while the mobile interface is more interactive, there are still limitations in terms of usage. These limitations and varied degrees of exposure to the mobile interface would also affect the choices a consumer makes when accessing the Internet - specifically Search Engines – via mobile.

In contributing to the debate on the digital divide, Yelton (2012) proposed that the divide did not just consist of whether an individual had access to the Internet or not, but should also consider the experience of the Internet for each user depending on the kind of device used to access the Internet, leading to the next hypothesis.

H2. Participants will display less Knowledge on a mobile interface and will be (a) less satisfied with the search results but (b) more likely to click on ads.

Understanding how literacy develops in a digital space provides researchers with the means to evaluate how said literacy could affect user behaviour.

There are a very limited number of studies/research papers around literacy specifically in terms of the digital landscape. Hargittai (2005) attempted to develop a scale or measure to evaluate an individual's web literacy skills. In her research, she found evidence of prior research into the advent of the Internet into the inclusion of the Internet in the daily lives of consumers worldwide (Fallows, 2004; Howard & Jones, 2004; Wellman & Haythornthwaite, 2008), and also how online behaviour can differ when dealing with people across different population demographics (DiMaggio, Hargittai, Celeste, & Shafer, 2004). However, all of these research studies accept

an individual's estimation of their level of computer and Internet literacy, referred to as "self-efficacy" by Bandura (1977) with no formal scale having been developed to standardize measures of a consumer's level of development.

The purpose of Hargittai's research was to evaluate an individual's competency in online navigation by means of observing their actions, as well as a survey/interview.

In this 2005 research study, the author references her previous research in the same field, where she experimented a two-fold means of determining how skilled participants were in digital literacy. First, participants were tasked with finding specific pieces of content online. The participants were evaluated on the number of tasks completed correctly as well as the time taken to complete these tasks. Second, the participants were presented with a survey that evaluated digital literacy with four types of measures. The four measures are:-

- a. four yes or no self-report questions about digital literacy
- b. 38 five-point (self-reported) ratings of degree of understanding of digital literacy-related items
- c. 37 multiple choice tests of digital literacy (subsample only)
- d. an overall (self-report) rating of Internet skill

The outcome of survey results showed that self-reported knowledge was acceptable as a measure of an individual's level of digital literacy. In addition, the outcome of the practical element showed that participants with better understanding of the terms were able to find content easier and quicker, also supporting the theory of using self-reported knowledge as a measure of digital literacy. A consideration presented here is that participants with more online usage and longer access to the Internet will have better digital literacy. This lends support to the fact that skills and behaviour in the online space can be learned over time and with enough exposure to the digital space.

Hargittai's conclusion was that just the presence and accessibility of search engines to navigate the Internet was not enough to guarantee that consumers would start to develop digital literacy

(Hargittai, 2005) and suggested the specific survey method she developed (as discussed above) as a means to evaluating digital literacy on a large scale for future studies/experiments.

Rutz & Trusov (2010) conducted a research study into evaluating consumer to Paid Search Advertising specifically as seen on search engines such as Google or Bing with a particular focus on text based ads as presented on a Search Engine Results Page (SERP).

In their research study, Rutz & Trusov explain the concepts and working of Paid Search Advertising, (specifically in relation to the Google Search Engine), including the auction-based model that determines which ads are displayed on a SERP, the structure of the ads displayed – the headline, body and Display URL as well as the grouping of keywords in a thematic manner known as campaigns.

The focus of their research paper was to evaluate if the position of ads (at the top of the page, bottom of the page or on the right hand side of the page) made a difference to the choices made by users visiting that particular SERP. In addition, they also sought to understand if users responded to the actual text of the ad copy as well. While there have been studies around the effects of visual and/or traditional advertising on users, there is not much research on pure text based properties. In this research paper, the researchers attempt to measure a consumer's response to a "Call to Action" embedded in the ad. In the context of Online Advertising, a call to action is terminology designed to instigate the consumer into performing a desired action, such as signing up for a newsletter, buying something online or learning about new services or products. Since text is the only medium that has no researched triggers normally associated with colour, sound or shapes, the only means for an advertiser/Persuasion agent to persuade/manipulate the consumer with pure text ads would be via specific terminology or "action words".

However, most of these triggers are learned and researched in a desktop environment and there is very limited knowledge or research available on what happens if a user encounters the same situation in a less common environment. This particular aspect of research (or lack of research) is part of the current research study as well, where the researcher is attempting to understand how online advertising as well as the disclosure of online advertising on a webpage

can influence a consumer's behaviour in certain situations, specifically while on a SERP across both desktop and mobile environments, leading to an interaction effect hypothesis.

H3: In the mobile (desktop) environment participants who get ads disclosed will be (a) more (less) satisfied with the search results. Furthermore they will be (b) clicking on more (less) ads. However, if the ads are not disclosed, participants in the mobile environment will click on significantly more ads than when compared to the other conditions.

2.2 Internet Advertising Literacy

Rutz & Trusov discuss the modelling techniques used by previous research studies, which is a segmentation technique that assumes all consumers have the same reaction to every ad displayed on a SERP. These research studies assume that what a consumer clicks on is based on a series of decisions affected by factors around the consumer at that point of time. To model the data accordingly, Rutz & Trusov used the Bayesian framework, adapted from the model developed by Musalam et al.(2009). The adaptation allowed Rutz & Trusov to build a two-stage consumer-level model allowing for the variation in consumer responses. While the model built in this paper is not used in the current research study, the exploration of literature and the findings are relevant to what the current research study is attempting to explore.

Rutz & Trusov identified the gap in academic literature with regard to the effects of different design attributes on the performance of paid search ads. Previous studies have focused on Paid Search performance only in terms of the keywords being used, the connection between keywords and ad copy, the rank of an ad as well as the level of product involvement by the consumer (Yoo, 2012). In other words, the design of the webpage (in this case, the Search Engine Results Page) enables a consumer to get more familiar with the various aspects presented on different areas of the webpage. However, this aspect and its influence on a consumer's choice to click on a paid search link have not been explored previously. This research gap addresses part of what the current research study is attempting to answer, with respect to the various manipulations being used in the experiment.

The findings of this research paper indicate that position does affect the Click Through Rate (CTR is defined as the average number of click-throughs per hundred ad impressions, expressed as a percentage) of ads in a Paid Search environment. Ads in a higher position get more traffic to the website, than ads lower down on a SERP. The inclusion of a call to action term improved the CTR by over 30% for the terms and conditions of this particular research paper. This is a positive indication towards the actual text properties affecting user behaviour, which is directly relevant to the current research undertaking. While position has not been used as a variable to measure literacy and CTR in the current study, it has been used to mitigate single message effects among the manipulations created for the research experiment.

To understand the activation of and effects of Persuasion Knowledge, it is important to understand how literacy can be developed and thus affected in an online environment.

2.2.1 Advertising Literacy

The concept of literacy is directly applicable to Internet Literacy and to this research study in particular, as it attempts to understand how users interact with commercial and informational messaging while in an online environment – specifically when navigating a Search Engine Results Page (SERP). In particular, the phenomenon of Internet Literacy and Search Engine behaviour being affected when related to each other was investigated, along with the development of Internet Literacy in terms of understanding how Search Engines work. Additionally, this study delves deeper into the influence of advertisements on the attitude or the decision-making processes of the individual concerned. The aim of this research undertaking experiment is to establish that behaviour learned over time on a Search Engine Results Page could then be applied to other similar online environments, even when advertisements are not clearly declared to be commercial/promotional content. This indicates that Persuasion Knowledge is activated for a consumer when they enter or view any website with a structure similar to the primary source of their Internet Literacy, which in this study is taken to be a Search Engine.

This is the crossover where Persuasion Knowledge is shown as being related to Internet Literacy and how it can influence the way consumers respond to internet advertising/Persuasion attempts, and in particular their response to Search Engine Advertising which was established in early 2000 and has flourished over the past decade and a half. Since advertising literacy, as with any other form of literacy, is considered to change and evolve as the concept evolves, the same theory can be applied to Internet Literacy as well, which would necessarily have to evolve to keep pace with changing digital technologies. With the Internet and online communications taking over as the primary means of person-to-person interactions, Internet Literacy too has to evolve to help consumers recognize a Persuasion attempt and develop a coping strategy suited to the online environment.

In this chapter, the relationship of Persuasion Knowledge and Internet Literacy is examined. In examining this relationship, this research study also investigates how Persuasion Knowledge could influence not just the behaviour of users online, but also the performance of search advertising/websites. This study aims to observe whether users react only to the placement of advertisements on a Search Engine Results Page (SERP), or if there are other factors such as 1.) A declaration of a link/text/map/image being an advertisement, 2.) The physical location/placement of the advertisement on the SERP, 3.) The structure of the website itself or 4.) The device being used to access the Internet, such as a smartphone or tablet.

The concept of “literacy” has traditionally been applied to language and linguistic learning, something that is universal and mandatory to humans understanding and interacting with the world around them. With new media, the concept of Computer Literacy was developed to allow for the process of users learning to interact with digital technology (in increasing numbers over the years, until the early 21st century where children were considered to be born into the Computer or Technological Age and it was more common than not for every person to have access to or Knowledge of computing skills and techniques). The second hypothesis in this research study is directly related to Internet Advertising Literacy, as this is also assumed to have an impact on user behaviour.

Since the term “literacy” has included all essential learning concerned with human life and interaction, computer experts have attempted to place rules and requirements around coining

the newer term of “computer literacy”. While no one debated the requirement for computer skills and training, it was not considered more essential than reading, writing and linguistic skills. Therefore, understanding the requirements of what constituted “Computer Literacy” was the subject of a lot of discussions. Carolynn Van Dyke (1987) referred to the mostly comprehensive list of components that can be considered quite relevant at the time of the current research study as well.

- “(1) Basic familiarity with computers and data processing (“computer awareness”)
- (2) The ability to use applications programs
- (3) The ability to program
- (4) Knowledge of ‘the ways in which computerized systems are integrated into the social order’ “(Dyke, 1987)

The list of components defining computer literacy is possibly more extensive in the 21st century, considering the evolution of accessibility to the Internet, and will have to continually be redefined to meet the cultural needs of the society utilizing the digital world.

Media literacy – which splits into segments that include computer literacy – can be defined as the ability to “decode, evaluate, analyse and produce both print and electronic media”. She further defined “media” as having five separate qualities, one of which was the potential for commercial usage. This is what is now seen as ads being served on Search Engine Result Pages (SERP’s) in our everyday online interactions and environment.

The various definitions of Media Literacy as put forth by Koltay (2011) include his summary of definitions by the European Commission in 2007, the Ontario Association for Media Literacy (AML) – cited by Barry Duncan (2005). The sum of all these definitions is that media literacy involves understanding how to use and curate media (electronic or otherwise), being able to assess information and interact/handle advertising via said media, and the ability to create media with an understanding of the impact as well as the legalities of creating media content.

A subset of Media literacy is Digital Literacy as defined by Paul Gilster. This form of literacy is the ability to be able to use digital resources to access, evaluate, analyse, create and communicate with others using non traditional methods of media or New Media, as summarised by Koltay (2011).

Digital literacy can be expanded to include digital skills, which is a part of the research surrounding the “digital divide” seeking to understand how individuals interact in an online environment, and how they educate themselves with constantly changing technologies.

By defining digital skills in such depth, Van Dijk allowed for better measurement of these skills and a format to evaluate how these skills are developed and the factors that contribute to the skill development as well. Van Deursen & Van Dijk (2011) elaborated the range of internet skills by proposing:

- Operational internet skills. These are derived from concepts that indicate a set of basic skills in using internet technology.
- Formal internet skills. These relate to the hypermedia structure of the internet which requires the skills of navigation and orientation.
- Information internet skills. These are derived from studies that adopt a staged approach in explaining the actions via which users try to fulfil their information needs.
- Strategic internet skills. These are the capacity to use the internet as a means of reaching particular goals and for the general goal of improving one's position in society. The emphasis lies on the procedure through which decision-makers can reach an optimal solution as efficiently as possible.”(Deursen & Dijk, 2011)

Media literacy and digital literacy as a whole have previously been considered as separate topics and have been researched extensively as such. Advertising Literacy has only ever been considered as one aspect of Media Literacy and has not been extensively examined in a standalone piece of research. Malmelin (2010), explores the concept of Advertising Literacy as a topic to be developed individually and also attempts to create a model/scale of Advertising Literacy by which we can measure the skill levels of consumers.

To understand advertising literacy, it must be understood that the traditional ideas and concepts of literacy and its development have completely changed and evolved. Literacy has traditionally meant the ability to read, write and understand written, spoken or printed text (including words, numbers, logical concepts and cultural expectations) (Hirsch, 1978; G. Kress, 2003; Malmelin, 2010).

With the evolution of media and forms of advertising, the concept of text has moved on from just the literal spoken or written word to technological concepts such as SMS, Print/TV advertising, Radio Advertising and any other Interactive media that can be used today (Malmelin, 2010). The volume and reach of these messages has also changed, in that we are targeted by

advertising numerous times in a day, all seeking to influence behaviour, attitudes and decision making.

While studying specifically visual forms of communication and advertising, Kress & van Leeuwen (1996) determined that advertising could be considered a separate form of communication altogether – therefore could have a separate branch of literacy applied to it i.e. Advertising Literacy (considering that consumers see all commercial messaging as being advertising, whereas academic purposes would seek to differentiate the different types of messaging).

In their study, advertising on the Internet was also determined to require an advanced level of literacy to enable a consumer to process and assess the reliability of any messaging found on the Internet – to determine if the messaging is informational or promotional content. A secondary aspect of this level of literacy would be assessing the credibility of the information once the type of content is determined. According to Malmelin “Understanding consumers’ literacy skills is a key condition for successful communications. As different audiences take a different attitude towards the media and to advertising, the way in which people receive messages is crucially important to the planning of communication and its success. For purposes of advertising planning it is essential to understand how consumers’ personal literacy skills are constructed and how they develop. It is important to develop new tools and methods of analysis that are based on the consumers’ ability and desire to receive and interpret messages.” (Malmelin, 2010)

In relating this to Internet Advertising, banner ads, and other visual formats of advertisements known as rich media ads, (due to the technology used to create them - first introduced to the online world in 1999) (Ha, 2008) were the first format of online Persuasion tactics. One of these advertising formats was the “Pop-Up” ad otherwise formally known as an interstitial. An Interstitial is defined as an online advertisement designed to be launched in a new browser window when specific web pages are accessed or loaded by a user (Edwards et al., 2002). With Interstitials, Edwards, Lee & Li (2002) showed that users were forced to interact with the commercial messaging even if it was just to close the additional window and return to their original task. Ha (1996) was of the opinion that even negative experiences enhanced recall of

advertisements, and acknowledged that even the simple interaction with the interstitial could cause negative attitudes towards advertisements in general, while Abernathy (1991) showed that the enhanced recall could cause absolute avoidance of online advertisements, since they were perceived to be highly intrusive and disruptive of the tasks being undertaken online.

The current research study has undertaken the task of researching an aspect of Online Advertising that Edwards, Li and Lee (2002) found to be lacking while conducting their research in 2002, specifically regarding placement of ads in relation to the layout of the Web page. While Edwards, Li and Lee identified this gap with regards to pop up Internet advertising, the current research study is exploring this concept with static, pure text ads that are a part of the Search Engine Results Page and not separate from or outside of what the user is trying to achieve while on the Internet.

Since the Internet was initially perceived to be a more goal-oriented platform (a consumer used the Internet for a specific task, and that meant that there was no requirement for the Internet or the consumer to stay on the Internet once the goal was achieved), the sheer volume of banner ads presented to a consumer could be considered the reason for a consumer being able to recognize the Persuasion tactics being used and develop a coping mechanism as they do with advertisements via traditional media. However, as per Cho & Cheon (2004), this coping mechanism could well have been a wholesale avoidance of Internet Ads, leading to the next set of hypotheses.

As advertising literacy has been proven to affect the attitudes and decisions of consumers, the current research study chose to test to what extent familiarity with the ad format would affect a consumers decision making processes. The assumption being made is that a greater degree of familiarity would cause the consumer to be more aware of their online environment and therefore be less inclined to click on a paid search link. This familiarity with the interface would also likely affect the consumer's attitude and satisfaction levels as they become aware that they are the target of marketing or persuasion attempts.

H4. Participants with higher advertising literacy will be (a) less satisfied and will (b) click less on sponsored links.

H5: The level of ad literacy will moderate the effect of activated Persuasion Knowledge.

Participants with high internet advertising literacy will be (a) less satisfied and (b) click on less sponsored search particularly if they get disclosed ads compared to participants with low internet advertising literacy. In the undisclosed environments there will be no differences.

2.2.2 Advertising Literacy On Mobile

With the main form of communication in the 21st century moving to an online medium, it stands to reason that advertising would also evolve from traditional methods to various forms of online advertising as well. Commercial messages are designed to entice the user to purchase or partake of a product or service that is marketed as being essential to a fulfilling lifestyle (Bondrea, Ștefănescu–Mihăilă, & Olivia, 2014). In today's world, with multiple device access to information online, studying user behaviour online also includes the question of **how** a user accesses information/gets online.

With the average user being exposed to over 2000 ads per day (Bondrea et al., 2014), the messages being pushed to users are mostly “lost in translation” as the sheer volume of imagery and content makes it seem like white noise in a day filled with lots of other “noise” or stimulants/messaging – commercial or otherwise. However, with all the advertisements being presented to a user, there is constantly some form of manipulation (Persuasion Knowledge attempts) being undertaken to influence a user towards a particular brand of product or service.

There has been significant research by van Reijmersdal et al. (2012) and Verhellen et al. (2014) into the effects of online advertising on user behaviour, specifically with regards to the effect this form of manipulation has on children, either via interactive forms of advertising, or advertising included in or disguised as games (advergames).

With the 1990's being prime for the development of advertising psychology theories, there was also research into the mediums of advertising to determine what the most effective forms of advertising were.

In addition, there has also been the introduction of smartphones and tablets with the capability to access the Internet on the go, allowing users a greater degree of access to information online. This also gave advertisers new mediums to use to target consumers with greater precision.

Mobile phones became popular in the late 1990's and introduced what has since become a revolutionary telecommunications model – mobile Internet. Tony Smith (2004) estimated that over 115 million people would sign up/pay for the rights to access the Internet while on the go (also known as mobile data services). With multiple articles and studies reflecting on the growth of the mobile sector, there were few that focused on the changes that this new medium would bring to the nature of online/digital interactions and the way that advertising would have to adapt to be present on one of the more primary forms of telecommunication.

Instant messaging services and text messaging services quickly gained popularity in early 2000, primarily because they were easy to use, cheaper than traditional methods of communication and much faster than traditional communication. In addition, these new socially interactive technologies allowed for a shift in the accepted norm of timing to contact friends and family, with time zones becoming less of a restriction for many of the younger generation. However, text messaging has not been extensively researched as a means of communication in its own right. Text messaging now has an avenue of advertising as well and the lack of research in this area could be considered potential for further research studies into various formats of advertising (Alison Bryant, Sanders-Jackson, & Smallwood, 2006). With the evolution of phones to move beyond just text messages and mobile voice calling facilities, the smartphone has become integral to everyday life, to the extent that it can affect decision making, productivity and innovation in varying degrees.

According to Kim Bohyun (2013), the smartphone is no longer a device used as a secondary device to access the Internet. He terms it the “ultimate personal device” that allows for almost instantaneous connections.

“The smartphone multi-functions as an address book, a notebook, a map, and a phone at the same time. Furthermore, it has placed the World Wide Web, the biggest information warehouse

in the world, just a fingertip away from us. Neighbors now use the Bump app to get each other's contact information on smartphones instead of using pencil and paper. People watch movie trailers, read reviews, and buy movie tickets all with a mobile phone. It is even possible to deposit a check with a smartphone, and it is no longer uncommon for people to use a mobile device to order a book and start reading it in just a few minutes. People often look up price information for a product on the Web while they are physically in a store looking at it. Some mobile users even prefer their smartphones and tablets to the desktop computer for casual reading, media consumption, and social network updates" (Kim, 2013)

Carayannis & Clark's (2011) research into smartphones in the business environment presented their concepts of the impact of using smartphone while in business mode. They postulated that smartphones did indeed eliminate distance, and could in many instances, prove to be cost efficient by making it easier to make business decisions easier and implement these decisions. However, they also found that smartphones could have a negative effect on an employee's productivity. Ultimately however, the goal or the main function of the Internet in a business environment was to share information and create learning experiences – by way of text messages, multimedia messages, email, blogs, online industry/category reports & data, Facebook alerts, Twitter messages, forums and wikis. They also acknowledged that smartphone technology could help creative processes for individuals or teams in a company, which in turn could lead to innovation - then leading to business growth.

Carayannis & Clark (2011) realized that they could not effectively define the scope of a smartphone as it was constantly evolving to be user-friendlier as well as more relevant to various tasks relating to everyday life. The most accurate comparison would be that smartphones are becoming almost indistinguishable from personal computers and are much more portable when compared to even portable computing devices. Smartphones remove the geographical restrictions on computing, computing devices and Internet access.

They concluded that while a majority of research around smartphones focused on physical aspects or the programmable aspects of mobile devices, there was a lack of research around the network that these devices became part of. As an extension of that research gap, it could also be proposed that how users utilize and learn about the mobile network, and how that utilization and learning could affect user behaviour online would be an additional aspect of research into mobile technology. In part, the current research study is attempting to address this issue by extending the experiment to the mobile interface to evaluate if the term "literacy" could

be applied to the mobile environment as it was to the desktop computing environment, as well as measure if this learning (or lack of learning) affected user behaviour and decision making process while on a mobile device.

Carayannis & Clark concluded that the proper adaption of mobile technology allowed users to become more efficient and effective learners, however, this conclusion was applied to smartphone technology as a whole, navigating the hardware and software to find information they wanted, whereas the current research study is focused purely on user behaviour while on a search engine. This concept of mobile literacy is applicable to the current research study as one of the assumptions being made is that mobile Internet advertising literacy would not be on the same level as desktop Internet advertising literacy for most users. This difference in literacy levels across devices could be a factor that affects user behaviour in an online environment, leading to the second hypothesis.

To understand how mobile interactions shape user behaviour, it is required to understand interaction as it happens on a mobile device, leading to the sixth hypothesis.

H6: Internet advertising literacy will mitigate the lower Knowledge of the uncommon environment of mobile search. Thus participants with high internet advertising literacy will not show differences for mobile and desktop in their level of (a) satisfaction and (b) clicking on ads. Yet participants with low internet advertising literacy will be more satisfied and click on more ads in the mobile environment compared to the desktop.

With the evolution of mobile technology, as with the entire digital age, adaptation of mobile devices has increased to the point where 91% of smartphone users choose to indulge in short bursts of Internet access for various reasons through the day (Ramaswamy, 2015). With access literally at users' fingertips, it becomes all too easy to perform quick how-to searches, answer a question, research a holiday/work trip destination, find a service location nearby and even compare prices of a product before purchasing it in-store.

Research done by Google Inc. (Ramaswamy, 2015) indicates that these instances of users searching via mobile devices for specific queries that are addressed within the mobile Internet

environment have increased significantly over the last few years. While mobile devices are used constantly through the day, consumers are not always receptive to commercial messaging while they perform routine everyday tasks, such as checking the time, messaging people or checking email. However, there are more instances of smaller “moments” in a day where a consumer is searching for something, and they are open to marketing tactics at that point of time. These fragmented interactions with mobile Internet are becoming more common and this is considered an opportunity for advertisers to present their products or services as the solution to whatever query the consumer has searched for.

Sridhar Ramaswamy, SVP Ads & Commerce at Google, terms these opportunities as “micro-moments”. He defines micro-moments as occurring “when people reflexively turn to a device—increasingly a smartphone—to act on a need to learn something, do something, discover something, watch something, or buy something. They are intent-rich moments when decisions are made and preferences shaped. In these moments, consumers’ expectations are higher than ever. The powerful computers we carry in our pockets have trained us to expect brands to immediately deliver exactly what we are looking for when we are looking. We want things right, and we want things right away” (Ramaswamy, 2015)

Since micro moments are more common now, advertisers need to be aware of the potential of such moments and have a strategy in place to capture interest at this crucial time (Google, 2014). Google reports a change in user behaviour for industries like Travel and Retail, where consumers make first contact via a mobile device, either in the research stage of the buying cycle or in the comparison stage of the buying cycle. Again the primary mobile functionality being used in these micro-moments is the ability to access the Internet and use a Search Engine. According to Sridhar's (2015) article in the Wall Street Journal, 69% of consumers in the mobile Internet space consider the timing of a company's commercial messaging, in conjunction with the quality and relevance of the messaging, crucial to the degree of influence on the consumers perception of that particular brand.

With consumers focusing their time on mobile, there is an increasing shift towards developing that space and interaction experience specifically in relation to advertising. Google Inc has launched new formats of mobile ads in May 2015 designed to capture a consumer's attention at

the point where the consumer is most receptive to promotional messaging. Research from Google Trends indicated that consumers were using their mobile devices for location based searches more often, and the “Nearby Business” Mobile Ad Format is designed to capitalize on location-based searches (Marvin, 2015a).

In addition to this, Google have also launched interactive mobile ad formats in May 2015 designed to capture interest and provide consumers with a holistic mobile experience at the exact “moment” that they want it. Company research seems to indicate that the trend of satisfaction is shifting from Brand Loyalty towards Ad Relevancy (Marvin, 2015b).

With the Mobile Ad Market predicted to hit over \$100 Billion in ad spend through the year 2016 (Perlberg, 2015), it becomes more important than ever to fully understand user behaviour on mobile devices such as smartphones and tablets. This leads to the third hypothesis of this research study. Based on the development of literacy and the constant evolution of the mobile interface design as explained in this chapter, the last hypothesis considers interaction effect between the devices and the states of disclosed and non-disclosed ads.

H7: Combining all three factors, participants with high internet advertising literacy, who get disclosed ads, and receive them in a desktop environment, will show the lowest levels of (a) satisfaction, and (b) will click less on sponsored search while participants with low internet advertising literacy, who get undisclosed ads and receive them in a mobile environment should show the highest levels of (a) satisfaction with the search result and (b) clicking on sponsored links.

RQ1: Does satisfaction with the search result mediate the amount of clicking on the sponsored links?

In the following chapters, the research study will examine the method used to test these hypotheses, analyse the results and discuss the findings.

3. Methodology

This study aims to evaluate user behaviour when in an online environment in two specific situations – with the activation of Persuasion Knowledge, and the absence of Persuasion Knowledge. Since the online behaviour being examined is specifically related to search, the researcher has utilized an experimental design for the data collection - where a participants behaviour would be analysed based on their responses when presented with a Search Engine Results Page (SERP) with no declared sponsored content vs. a SERP with the sponsored content clearly demarcated. The data analysis was completed with Hayes regression models using SPSS procedures. The Hayes model uses regression based analytic framework to estimate direct or indirect effects and interactions (Hayes, 2013).

In order to study User Behaviour, it is important to mimic the environment of a Search Engine Results Page (SERP). A live search would not return identical results for every participant, and there would be multiple factors affecting behaviour. This chapter shows how, for this research study, a new search engine concept was created, taking into account features from existing Search Engines like Google, Yahoo! and Bing. Following this, SERP pages were constructed using two keyword phrases, “Concert Tickets” and “Flowers Online”. The Organic and Sponsored links on these concept pages were modelled after results seen across the three major search engines.

Each participant was presented with 3 versions of flower results and 3 versions of the ticket results (which will be randomly mixed out of the set of 12 manipulations for each group). Each manipulation was presented as the Search Engine Results Page (SERP) of a generic search engine, where part of the page will be dedicated to advertisements (Paid Search) and the other part of the page will have normal websites listed as results of the search term entered (Organic Search). The search terms being used in these manipulations are generic terms that would be used by a wide demographic of people, so as to ensure that the participants are able to simulate their normal online behaviour as easily as possible.

The participants were randomly assigned to the groups and only exposed to one of the 4 experimental conditions. Following the experimental questions, the participants also had to answer a few questions on their knowledge of advertising tactics, their pre-existing Persuasion Knowledge, scepticism, and attitude towards advertising in general. The final aspect of the experiment consisted of getting demographic data and assessing the participants' Internet and smartphone usage, as there is potential for these factors to be influential on the results as well.

Following the design of the SERPs, the researcher then put together the various elements of the experiment. The experiment required a sample size of about 300 participants and it was determined that the optimal way of obtaining these participants would be through a panel management company. The experiment was constructed in the Qualtrics Admin Interface. However, the panel distribution was conducted by CINT, a panel management company providing global panel management services to researchers, allowing panels to be built and analysed in an efficient manner.

3.1. Design

To evaluate search behaviour, the researcher chose to use an experimental method, which involved creating the experience of a search engine for participants. The researcher chose to do an experiment, as this method was the best way to allow more control over the different elements. The variables being presented to participants could be quite controlled and structured, allowing the researcher to gather specific data that could later be analysed. Since this method is quite precise, it did require a significant amount of planning and consideration to allow the researcher to build the experiment in a manner that would allow the researcher to control the elements of the survey and manipulate the specific elements that are being researched and tested. Since the researcher is also predicting the outcome of the experiment (by postulating the various hypotheses), the method of experimentation is best suited to testing predictions of various phenomena.

Generally, users conduct multiple searches in an effort to find the best information or deal. Ramaswamy (2015) indicates that the device of choice is currently experiencing a shift towards mobile and this shift needs to be capitalized on by marketers/advertisers. Considering that users utilize search engines primarily for research, the focus of each of the search results were designed to replicate actually search results for the 2 chosen experimental search phrases “concert tickets” and “flowers online”. The assumption made by the researcher was that users would conduct multiple searches to evaluate their options. There is no conclusive academic literature on the number of searches performed on any particular topic - whether the user is an experienced Internet user or not. The limit was set at 6 versions of the search results page based on the requirements of the experiment.

Since it is assumed that Persuasion Knowledge is activated through ad disclosure, and that mobile vs. desktop interactions are different, the researcher has chosen to use a 2 (mobile vs. desktop) by 2 (disclosed vs. non disclosed) experimental design.

To avoid order, artifact and single message effects when participants are completing the survey, for the two reference products as described below, 6 result pages were generated where the ads were placed in varying positions on the search results page.

In addition, the search terms would also be randomized per participant to avoid topic effects and allow for the most accurate responses from the participants. This randomization would also be carried over to the mobile environment that participants would be tested in.

To be able to present the most accurate representation of a live search engine, the researcher chose to review Search Engine Result Pages on three live search engines. To determine whether all search engines used the same advertising format, the researcher conducted searches for generic terms on desktop as well as mobile. The search engines being used as the control for this research study are Google.com, Yahoo.com and Bing.com [See *Figure. 2, Figure. 3 & Figure. 4 below*]. Each search engine presented the researcher with a set of Organic Content and Sponsored Content. The Sponsored Content across the all the search engines were clearly declared to be ads and were in some cases highlighted in a different

colour to the organic results, establishing the difference between the types of content on the SERP.

Search engines “index” websites, using web crawling software designed to find websites and document content & links from each website. This information is added to a database, which is accessed every time the user conducts a search (Support, 2015). Every Search Engine Results Page (SERP) consists of paid search links and organic search links. Paid Search or sponsored search links are contextual, pure text advertisements, where advertisers pay a fee to have their sponsored content show as part of the results for a particular term/phrase (*Paid Search Links are highlighted in the red box in the images below*). Organic/natural search links are results based on the indexing algorithm of the respective search engine, and where website owners cannot pay for higher ranking or visibility (*Organic links are highlighted in the blue box in the images below*). Part of the design of a SERP is the preview of a website’s content. This content is determined by meta tags and title tags [See *Glossary of Terms for Search Engine Marketing & Optimization*] on the website. This preview is the same for each website across all the search engines. In order to maintain consistency of experience, the researcher used the same content preview for the experimental design as well.

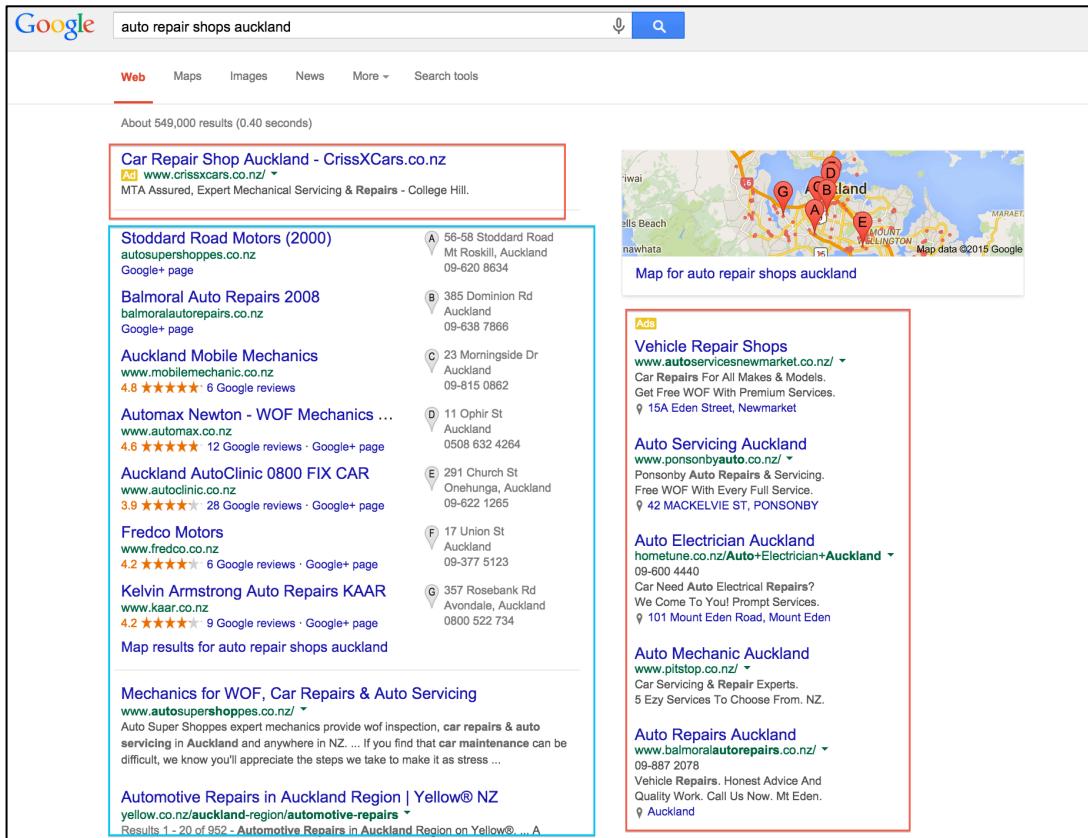


Figure 2 - Google Search Engine

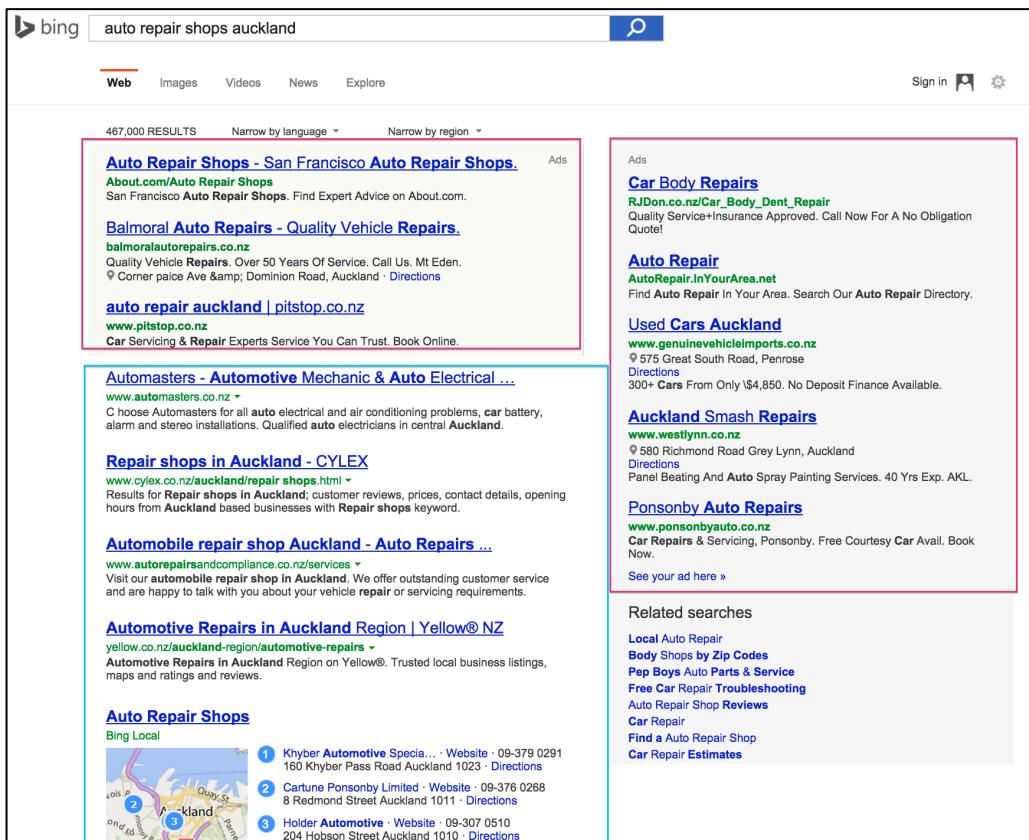


Figure 3 - Bing Search Engine

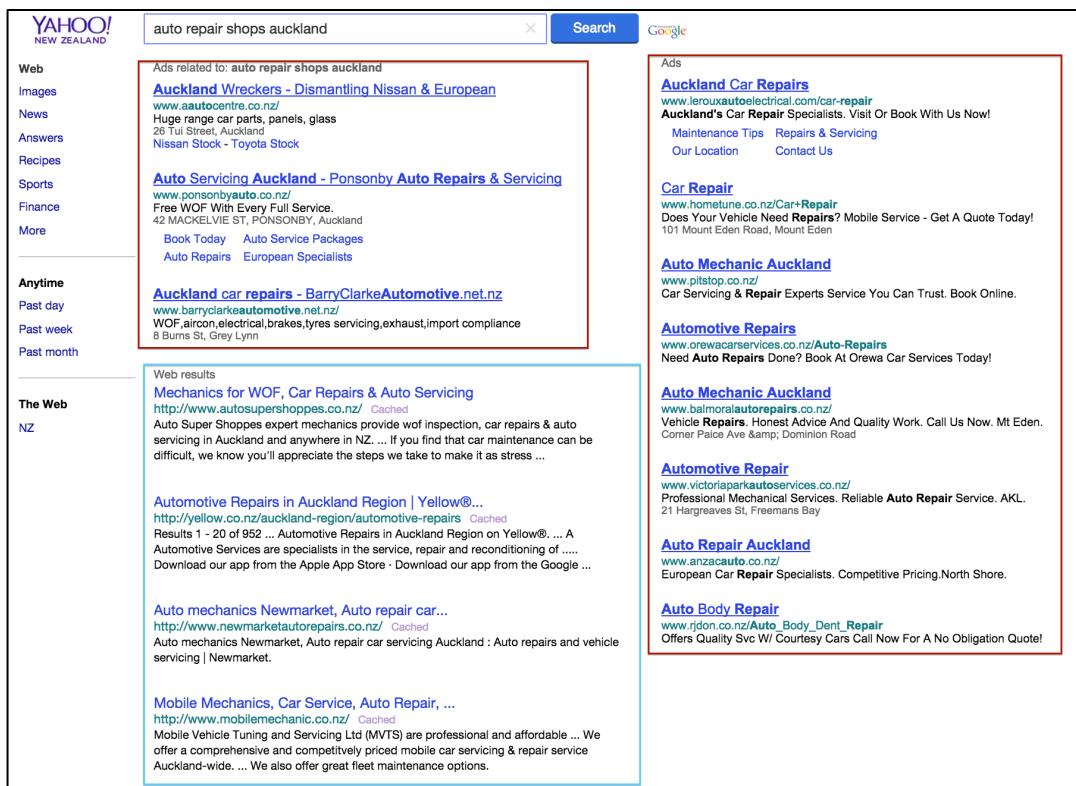


Figure 4 - Yahoo Search Engine

Ads for search engines are written in a manner tailored to the industry and type of consumer action required, with calls to action attempting to persuade the consumer to partake in the product or service (Buy Now, Sign Up, Learn More). All three of the original search engines referenced for this research study used the same elements for the Sponsored Content, in terms of the number of characters, format of the ad, and the declaration of the entire link being a paid search link. Here again, the researcher used a live search to find relevant sponsored content across all three original search engines and used the same content for the experimental design. [e.g. See Figure. 2, Figure. 3 & Figure. 4 above].

Each of these search engines had an area above the organic results dedicated to showing Sponsored Content for desktop based searches. Two out of three search engines also had dedicated areas to the right of the page for Sponsored Content. Occasional searches on each of the Search Engines also had Sponsored Content placed at the bottom of the page below the organic results. The organic links were a mixture of websites, news feeds, maps and images.

For mobile-based searches, the Sponsored Content was at the top or at the bottom of the page only, in consideration of the smaller screen size. Again, these were areas on the SERP (generally) dedicated to Sponsored Content. Here too, the organic links were a mixture of websites, news feeds, enhanced maps and images. Maps entries were enhanced with features like “Get Directions” and “Click to Call”.

These three search engines (Google, Yahoo and Bing) provide results for a majority of Internet searches across devices currently used to access the Internet, and companies including Google, Facebook, AOL, Adobe Systems Inc. and others are working on building more robust ad serving systems to more efficiently meet the needs of advertisers and consumers at the same time (Marshall, 2015). With this statistic, the assumption was that most frequent Internet users would have seen and would recognize this format of a SERP. Using these search engines as a template, the researcher created a mock up of the results page of a “new” search engine called SearchIt!, with all the characteristics that users would be familiar with. The experimental SERP was designed to be a combination of all the elements seen with the three original/control search engines. This mock up was done using Adobe Fireworks software, to present the SERP to the user as it would be seen **after** having conducted a search for a specific search term. This was seen to be the best method to simulate a SERP as opposed to designing a functioning search engine, which would return a set group of results for every SERP based on very specific search logic. The researcher then used the base mock up to create different versions or manipulations that presented the SERP in specific formats.

The basic SERP design consists of two sponsored content links at the top or the bottom of the page, and seven sponsored content links on the right hand side of the page. The center of the page has between three to five organic results for the search term used. The content for the ads as well as the organic results were taken from the live search engines in order to mimic the experience accurately.

For mobile, the design allows for six to seven organic or sponsored links on one SERP. Due to the smaller area on a smartphone screen as compared to a desktop, there are no separate

areas for ads. Ads on a mobile device show at the top or the bottom of the page, depending on the relevance of the results. Organic links show in all other areas of the page.

There were two search terms used (“concert tickets” and “flowers online”) and six manipulations (SERPs with the same elements placed in different regions on the page) created for each search term. These manipulations were created in identical order (in device specific format) for desktop as well as mobile. This gave the researcher four sets of manipulations to work with (two search terms per device). Since the research study is meant to evaluate how users behave when Persuasion Knowledge is activated or not activated, the first four sets of manipulations had the Sponsored Content clearly declared and highlighted. These four sets of manipulations were then duplicated, identical in every detail, and the ad declarations were removed from the second set of four manipulations. This gave the researcher eight sets of manipulations, four with ads declared and four without ads declared, across desktop and mobile devices.

The four primary manipulations being used with the two chosen search queries of “flowers online” and “concert tickets” are: -

- Manipulation 1: Desktop Disclosed
- Manipulation 2: Desktop Non Disclosed
- Manipulation 3: Mobile Disclosed
- Manipulation 4: Mobile Non Disclosed

These manipulations were created in the Adobe Fireworks software as static images that resembled a completed SERP, and were then uploaded into the Qualtrics Admin Interface to be structured into the experimental format for a panel of participants.

3.1.1 Ethical Considerations

For this research study, AUT Ethics Committee (AUTEC) clearance was obtained for the participants to complete the experiment-based survey, which would be distributed via CINT, a panel management company.

This set of manipulations was submitted for Ethics Approval and was approved by the Auckland University of Technology Ethics Committee on November 21 2013, AUTEC Reference number 13/344.

All participants were shown a participant information form at the very beginning of the experiment, with details of the experiment and what was required of the participant (see *Appendix for the entire experiment*). They were also provided with contact details of the researcher and university in case they had any queries prior to participating in the research study.

Since participants were meant to be anonymous, the consent form was built into the experiment, by way of a statement reading “By completing this online experiment you are indicating your consent to participate in this research. To withdraw your consent, simply exit the experiment at any time. Your completed responses will not be used for commercial purposes and will be evaluated as a group set of data.”

This statement also assured participants that they were free to withdraw from the research study at any time prior to the completion of the experiment (before the data was collated into group responses), without being disadvantaged in any way.

3.2. Instrumentation

The manipulations were loaded into Qualtrics in an online survey format. This format was chosen specifically to accommodate the method of data collection, which required anonymous participants. The Qualtrics interface allowed the manipulations to be loaded in “blocks” of questions, letting the researcher separate the different sets of manipulations. These blocks were loaded in the following order:

- Desktop (Disclosed)
- Mobile (Disclosed)
- Desktop (NonDisclosed)
- Mobile (NonDisclosed)

In order to track which link the user/participant was clicking on, Qualtrics allows the creation of “regions” within its interface, which record an interaction from the participant. In this case, the interaction was designated to be a click. So each link on the manipulation, paid or organic, were set within individual “regions” and given unique names. Once these regions are created on every manipulation, clicks to any particular region are tracked and documented by the system. This allowed for the most accurate form of tracking user behaviour.

Since each manipulation differed from each other in at least one aspect, there was some overlap of regions on every manipulation, however, in total, there were 15 regions created. Eg. Every manipulation had a region called “Ad Block” which was the name used to identify the block of ads that traditionally showed on the right hand side of every SERP. However, mobile versions of the SERP required additional regions like “Bottom Ad 1” due to the differences in screen size and the differences in the layout of SERPS on different devices.

The regions were created and tracked as follows:-

1. Region 1 – Top Ad 1
2. Region 2 – Top Ad 2
3. Region 3 – Organic 1

4. Region 4 – Maps 2
5. Region 5 – Organic 2
6. Region 6 – Organic 3
7. Region 7 – Ad Block
8. Region 8 – Images 1
9. Region 9 – Images 2
10. Region10 – Organic 4
11. Region 11 – Organic 1a
12. Region 12 – Organic 1b
13. Region 13 – Bottom Ad 1
14. Region 14 – Bottom Ad 2
15. Region 15 – Organic 5

These regions were tracked as being either an organic link or a paid search link, and the values were totalled up to determine how many participants clicked on each type of link.

Each of these regions would be highlighted if clicked on, indicating that this was the participant's choice of link on the manipulated SERP. The Qualtrics Admin interface allowed the researcher to prevent a question from being skipped by the participants to ensure that every question was answered in order to provide a complete picture of a particular participant's behaviour. The coloured interface (see Figure. 5) showing the different regions would only be visible in the Qualtrics Admin Interface, and the participant would see a green area once the link was clicked on. Two clicks to the same link would show the participant a red area, and a third click would deselect the links completely.

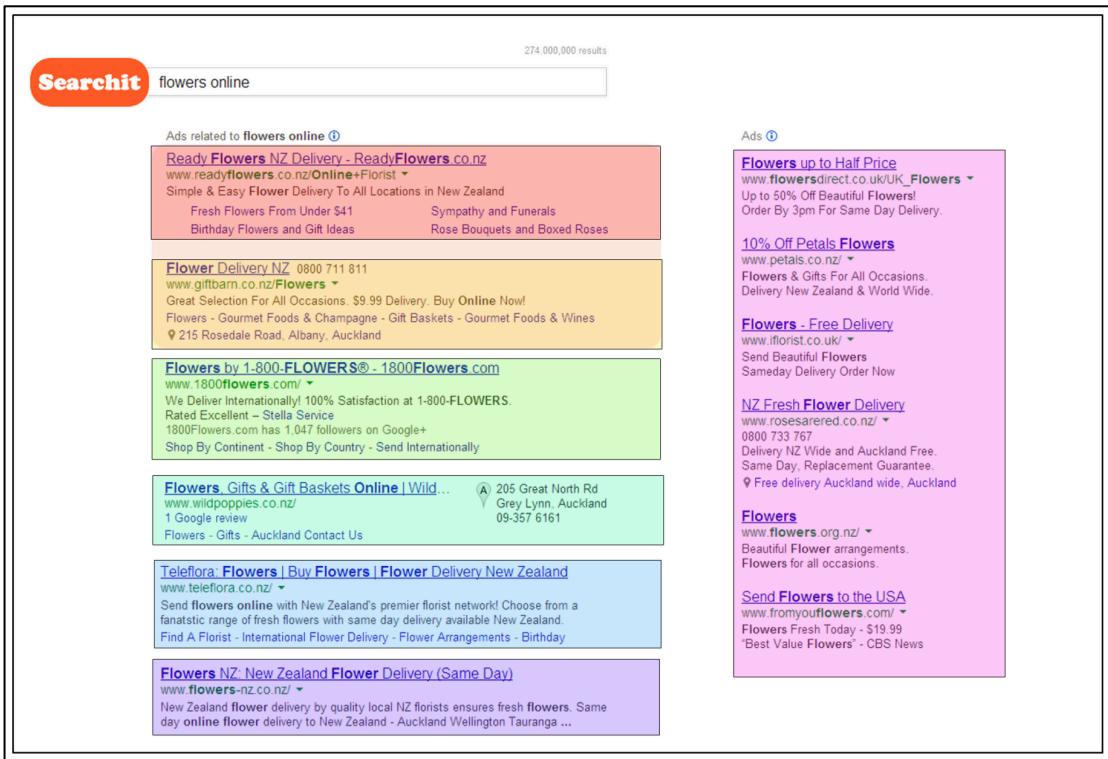


Figure 5 - Manipulation with Tracking Areas

Apart from the manipulations, the experiment had to include other elements such as questions to understand participant responses, a debriefing document (as there was some deception involved in the experiment), as well as a measurement of the participant's scepticism.

3.2.1. Structure of the Experiment

Each block had 12 questions; six each for each of the chosen search terms “flowers online” and “concert tickets”. The format (look & feel aspect of the experiment) for these blocks of questions was selected carefully from the options available on the Qualtrics Interface. The aim of this experiment was to present the participant with an image (or experience) that was as close to real as possible. (See *Appendix for examples of the experiment*).

Once the correct format was chosen and the questions tested (previewed) to ensure that they would deliver the desired experience, each manipulation was given a question/instructions that would help the participant in completing the experiment accurately and with no ambiguity. Each

manipulation was preceded by one of the following statements to coincide with the results being presented to the participant: -

"You have just conducted a search for “flowers online” as you would like some flowers delivered for a special occasion. Below is the search results page for this query. Please indicate which of the links below you would choose to click on and explore further.
Remember to click just once on this screen."

"You have just conducted a search for “concert tickets” as you would like to find out about upcoming concerts. Below is the search results page for this query. Please indicate which of the links below you would choose to click on and explore further.

Remember to click just once on this screen."

Presenting these statements above every manipulation kept the story at the forefront of the participants mind, and ensured that clear instructions were present at every stage of the experiment to prevent any confusion or lack of clarity on what was required by the participant.

However, to ensure that each participant was presented with a complete picture, the researcher added additional “blocks” of information. Block 1 introduced the research study to the participant and provided detail around the purpose of the experiment. The purpose of the experiment was explained in the form of Frequently Asked Questions (FAQs). These FAQs explained the reason for the research study, how the participant was identified for the research study, what was required of the participant, privacy concerns and feedback on the research. The second part of Block 1 was a Consent Form, which indicated that the participant was aware of the reasoning behind the study, and was willing to provide responses with the understanding that these responses would be used towards aggregate data to assist in studying user behaviour in an online environment.

Once the Consent Form was accepted by the participant, they would move on to Block 2, which contained instructions on how to respond to the survey format of the experiment. The instructions included specifics on how to interact with the survey software.

Blocks 3, 4, 5 and 6 contained each of the sets of manipulations as mentioned previously in the order of Desktop Disclosed, Mobile Disclosed, Desktop Non-Disclosed and Mobile Non-Disclosed.

Following the manipulations, the next block of questions (Block 7) were a Scepticism Scale (Obermiller & Spangenberg, 1998). The questions measured how the user rated the SERPs, if they noticed ads on the SERP and what made them stand out. The trust scales also measured what the users thought online advertisers normally did, what they wanted to achieve with the ads and the users perception of online advertising. These questions covered the value of the search results and how satisfied they were with them (Tutaj & Reijmersdal, 2012), understanding of online advertisers tactics and intents (adapted from (David M. Boush et al., 1994)) and finally about scepticism towards advertising in general (Obermiller & Spangenberg, 1998).

Block 8 of the experiment covers demographic questions, in order to understand the user and what informed their choices in the online experiment. These demographic questions cover basic information such as gender and age, as well as questions around the users familiarity with the online world. These questions try to understand how users access the Internet, what they use the Internet for, what their attitude towards advertising is when they are online, what devices they use to access the Internet and how this affects their interactions online. Understanding how a user behaves online helps to determine whether their behaviour is applied across similar sites and whether this behaviour also carries across devices.

3.2.2 Procedure of the Experiment

Participants were expected to read the instructions and as per the “story” provided, put themselves in the situation of the manipulation scenario and exhibit the same behaviour and judgment that they would on a normal, live search engine. Participants saw a set of 6 manipulations, either disclosed or non-disclosed. These 6 manipulations were chosen from the “blocks” as set in Qualtrics, ensuring that participants either saw 6 manipulations for Desktop

Disclosed, or 6 manipulations for the Mobile Disclosed with no crossover between the device manipulations. However, within each set, e.g. in the Desktop Disclosed set, the participant could have seen a combination of both search terms used for the experiment as this aspect was set to be randomized within the Qualtrics Admin Interface. This was done to present the participant with as authentic an experience as possible. The possible combinations a participant could have seen across either Desktop or Mobile are:

- All 6 manipulations related to the “concert tickets” search query and vice versa for the “flowers online” search query.
- 1 manipulation for the “flowers online” search query with 5 manipulations for the “concert tickets” search query and vice versa.
- 2 manipulations for the “flowers online” search query with 4 manipulations for the “concert tickets” search query and vice versa.
- An equal number of manipulations for each of the search queries used (3 manipulations for each search query).

After the participants made their choices from all 6 of the manipulations, they were then presented with a set of adapted Trust Scales, which were designed to evaluate the decisions each participant made for the manipulations. This was followed by demographic questions to allow the researcher to categorize participants by age, gender and familiarity with the online space.

This data was then analysed to present a comprehensive picture of user behaviour online, and to determine if the three hypotheses presented in the Literature Review have been confirmed.

3.3. Sampling

There were two requirements to determine the participants for this research study. First, the participants to be included in this research study should be of legal age. To ensure that the legal age across various countries was being complied with, the set legal age was determined to be 21 years. Second, each participant would need to be classified as an “active internet/online user”. This would be determined by the demographic data held by CINT, where the user would indicate their level of expertise with the Internet and online search behaviour. This ensured that users were comfortable with the idea of and the experience of using a Search Engine, and also that they had experience with the elements of a Search Engine Results Page (SERP).

Geographical considerations were not laid out to CINT to restrict participants to a certain country, as the research phrases were selected with consideration. Concerts are a worldwide phenomenon and there is the possibility of users travelling to be able to attend specific concerts. The second phrases relating to flowers, was left ambiguous to allow for users possibly searching from within NZ or searching from outside NZ to find a local flower supplier – where the final order could be placed online.

Additional criteria specified to CINT was that the survey would be taken on a desktop to allow for users on desktop to see the entire experimental screen designed for a desktop, and participants that got the mobile pages would see the experiment designed to provide the look and feel of a mobile device. The experimental design is the closest approximation to live search as the design is unable to completely replicate the clickthrough to website aspect of a live web environment. Likewise, the mobile versions of the experimental design are indicative only as they are shown within the framework of a mobile phone. The researcher would be unable to replicate the tactile experience that is normally associated with mobile devices.

Therefore, the defining criteria for the participants of this research study was that they be Internet savvy consumers, where they have been classified by the Panel Management company as being expert/active online users in order to be able to successfully prove/disprove the three

hypotheses set out in this research study. The other criteria of participants being above legal age was to ensure that there was no risk of an ethical violation, meeting with all of the other criteria used to create the experiment for this research study.

The final data set (as presented by CINT, with no participant identifying information as previously established during the process for Ethics Approval) was a .CSV file with 367 completed responses.

3.3.1 Panel Management

The Panel Management company chosen to distribute the experiment in a neutral, safe environment was CINT. CINT is “a global platform and technology firm dedicated to creating innovative self-service procurement and delivery solutions for online market research.” (CINT, 2015)

CINT provides global panel management services to researchers, allowing panels to be built and analysed in an efficient manner. Panels can be built & managed via tools/software other than CINT and then linked to the CINT Panel database to get access to the most suitable respondents.

A research panel consists of a group of people who have agreed to be part of research studies as and when required. In some instances, incentives may be provided to show appreciation for the time that the user is setting aside for the research study. (CINT currently offers a global user/respondent database of over 7.5 million respondents across 50 countries. Demographics for each research study can be standard samples using age or gender to determine respondents, or the sample can be custom created to include detailed demographics such as geographical area, income and interests. The chosen demographics can be selected via the online interface/dashboard before deploying online panels.

The online experiment graphics for the current research study were completed and implemented via the Qualtrics Admin interface and then transferred to the CINT Engage platform for review. Following this, the experiment was deployed to respondents with the aim of gathering 300 completed responses.

The completed data set was cleaned up of Bad Data by CINT and sent back to the researcher as a .CSV file, with no participant identifying information as established during the process for Ethics Approval. With the removal of these responses, the completed sample size rested at 367.

The data set was completed within two weeks and sent back to the researcher for review. 50 responses were removed as Bad Data, with a few criteria for selecting these responses as being abnormal.

The criteria for determining Bad Data from the participant responses were the following:

- First, the time taken to complete the experiment was evaluated, and all responses with a completion time of less than five minutes were removed.

Reason: This experiment was tested with the researcher as well as with a pilot group, and the average time to finish was approx. 6-8 minutes; therefore all responses less than the average were eliminated, as the participants were determined as not presenting accurate responses.

- Second, the demographic data was evaluated, and all responses with irrelevant or no information were removed as well.

Reason: The demographic data is to be used to understand whether there are common subsets of users that respond to Search Advertising in a similar manner, therefore, a response of "N/A" or vague responses like "because I did not want to" were considered as Bad Data.

- Third, the selection of responses was evaluated and all responses where every selection was the same for each of the manipulations were removed.

Reason: When the participant was seen to provide a standard response across all the manipulations, it can be assumed that they were only attempting to complete the survey as fast as possible and their responses would possibly not be accurate.

A quick overview of the participant's demographic profile is listed next.

3.3.2. Participants Demographic Profile

	Frequency	Percent	Cumulative %
Gender:			
Male	111	29.6	29.6
Female	264	70.4	100
Age:			
21-30	98	26.1	26.1
31-40	148	39.5	65.6
41-50	126	33.6	99.2
51-60	1	0.3	99.5
61-70	2	0.5	100
Internet Usage:			
Less than once a month	2	0.5	0.5
Once a month	4	1.1	1.6
Once a week	2	0.5	2.2
2-3 times a week	7	1.9	4.1
Daily	352	95.9	100

Table 1 - Demographic Profile

The table above illustrates the demographic profile of the participants who responded to and completed the experiment for the purposes of this research study.

Based on the figures in the table, there were more female participants (70.4%) for the research study than male participants (29.6%). In addition, considering the age groups, the majority of participants (39.5%) were in the age group of 31 - 40 years, and only 3 participants being above the age limit of 60.

From this demographic breakdown we also see that 95.9% of the participants used the Internet for various activities on a daily basis, suggesting that they would be very familiar with the environment being presented to them and cognizant of all the elements they see on each manipulation.

3.4. Measures

The data was analysed in a purely quantitative way by distribution, frequencies and mean scores using Cross Tabulation and Hayes regression models (Hayes, 2013; Rowbotham & Barnes, 2004). Thus it will be checked whether the 4 experimental conditions lead to significant differences in the likelihood to click on the ad results, and if the level of satisfaction and value with the search results differ.

Andrew Hayes developed the Hayes regression models as a method of data analysis particularly using the SPSS and SAS implementations.

The researcher manually reviewed each of the responses, and they were then categorized based on whether the participant had clicked on an ad or organic link. There were further categories to determine if the link was text, image or map based content. Each category was classified as “1” if it had been clicked on, and all the other categories classified as “0”. For eg. If a participant had clicked on the top ad link (region name “Top Ad 1”), the classification would be ad=1 and organic=0. Further classification would be text=1, images=0 and maps=0, as the top ad was a text based link.

This data was then analysed via SPSS (Statistical Package for Social Sciences) to determine frequencies and mean scores for each of the items.

Each of the categories and the demographic questions were also measured against 9 items on a 7-point agreement scale that was adapted from Obermiller & Spangenberg (Obermiller & Spangenberg, 1998).

Internet Advertising Literacy (IAdLit) was measured with 9 items on a 7-point agreement scale (IAdLit=4.89, sd=1.16).

The items in response to the question “What do online advertisers usually do?” are:

1. Usually they grab my attention with the different colours of the ad
2. They use banners on websites

3. They match the ads to my online behaviour.
4. They relate the ads to my online search.
5. They merge ads in the editorial content of webpages (when ads are part of the editorial content).
6. The ads are present in social networks.
7. They display ads related to my personal interests.
8. They use branded content like blogs or Youtube videos.
9. They sponsor video on demand.

Perceived Satisfaction of the Search Results (PSotSR) was measured with 1 item on a 7-point agreement scale (PSotSR=5.16, sd=1.54)

The item in response to the question “How would you rate the previously shown search results?” is:

1. Overall I would be satisfied with the shown results if I would have searched for tickets or flowers.

The click behaviour (CTR) being recorded for the experiment was a pure count of often a person clicked on the ads from the 6 manipulations they were each shown. This count could range from 0 to 6 (mean=.79, std. deviation=1.258).

4. Results

The data was analysed using the third model of Hayes process [see *Fig 4. below*] to determine the interaction effects from the data. This model allows for interaction between the four elements identified for the purposes of this research study (where X = IAdLit, W = IV_Mob, M = IV_Dis and Y = IV_Sat), and uses the bootstrapping technique to determine confidence and reliability. The four elements are IAdLit (Internet Advertising Literacy), IV_Mob (Mobile device), IV_Dis (Disclosure of ads) and IV_Sat (Satisfaction with the search results).

Model 3

Conceptual Diagram

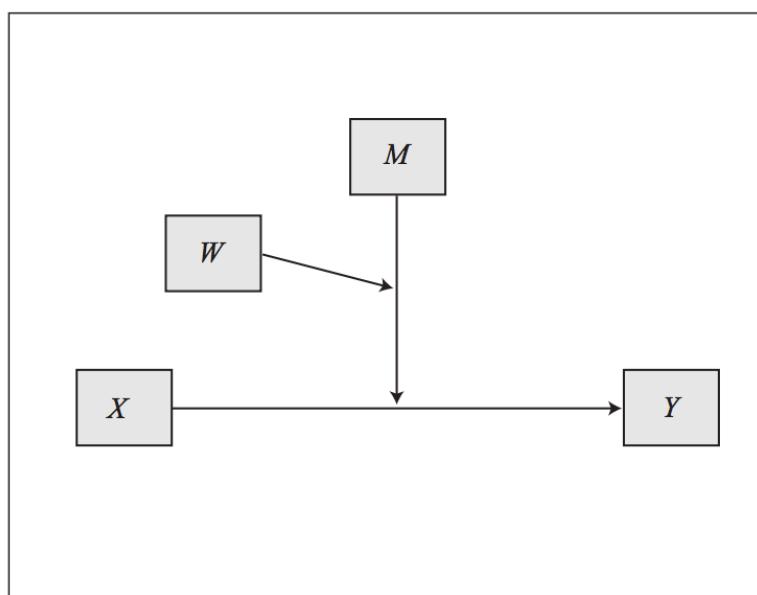


Figure 6 - Model 3 of the Hayes process

4.1 Results for Satisfaction

In running the matrix for the third model under Hayes procedure, the statistics for the three-way interaction are reported as depicted in the tables below, with significance being reported as [p]. To establish significance, a value of less than 0.05 must be reported. The outcome of this matrix is to determine the level of satisfaction of the participant, with the interaction of device vs. disclosure vs. literacy.

Hayes (2013) conditional regressional analysis model was employed to test for significant differences among the experimental groups. To do this, Hayes model 3 was calculated with 5000 bootstraps. The analyses revealed a significant main effect of literacy, which was positive (coeff=.418, LLCI=.285, ULCI=.551, p=.000). This positive effect shows that the more people knew about Internet Advertising (higher Internet Literacy) the more satisfied they were about the search results. Furthermore, significant two way and three way interactions were found, suggesting as postulated in H7 that internet advertising literacy did affect user behaviour, however, not in the way expected in the hypothesis. While satisfaction levels for disclosed ads were high on both desktop and mobile, the disclosure of ads on mobile devices (or lack of disclosure) did **not** lead to increased clicking on ads. Satisfaction differed significantly for the disclosed and non disclosed group depending on whether they saw it in a mobile or desktop context (coeff=-3.172, LLCI=-5.859, ULCI=-.485, p=.021). If people saw the results in a desktop context disclosure (mean=7.00) of the ads leads to a higher satisfaction, while non disclosure of ads (mean=4.36) leads to no significant differences compared to the disclosed (mean=4.40) and non disclosed (mean=4.93) mobile context. Thus, it can be seen that people seem to value disclosure particularly if they are familiar with the search result environment.

	coeff	se	t	p	LLCI	ULCI
constant	3.102	0.342	9.081	0	2.43	3.773
Dis	1.049	0.683	1.535	0.126	-0.295	2.392
Mob	-1.012	0.683	-1.482	0.139	-2.355	0.331
Mob x Dis	-3.172	1.366	-2.322	0.021	-5.859	-0.485
IAdLit	0.418	0.068	6.176	0	0.285	0.551
IAdLit x Dis	-0.222	0.135	-1.64	0.102	-0.488	0.044
IAdLit x Mob	0.193	0.135	1.425	0.155	-0.073	0.459
IAdLit x Mob x Dis	0.614	0.271	2.268	0.024	0.082	1.146

Table 2 - Hayes Model 3 Interaction Effect - SAT

IV_Dis (Disclosure) has a coefficient=1.049, se=0.683, t=1.535 and p=0.126 indicating that there is no significance found in this data. This indicates that part (a) of H1 regarding satisfaction has not been confirmed.

IV_Mob (Mobile) has a coefficient=-1.012, se=0.683, t=-1.482 and p=0.139 indicating that there is no significance found in this data, indicating that part (a) of H2 regarding satisfaction has not been confirmed.

The third interaction effect ($IV_Mob \times IV_Dis$) has a coefficient=-3.172, $se=1.366$, $t=-2.322$ and $p=0.021$ indicating that the results for this interaction are significant. This interaction effect is negative, indicating that disclosure of the sponsored links in a mobile-based environment did not lead to a higher degree of satisfaction with the search results, but there was a significant difference for the disclosed environment. The researcher also ran the matrix for model 1 under Hayes procedure, with the statistics for the two-way interaction reported as depicted in the table below, with significance being reported as [p]. Here too, in order to establish significance, a value of less than 0.05 must be reported. ($X = IV_Mob$, $M = IV_Dis$ and $Y = IV_Sat$)

Model 1

Conceptual Diagram

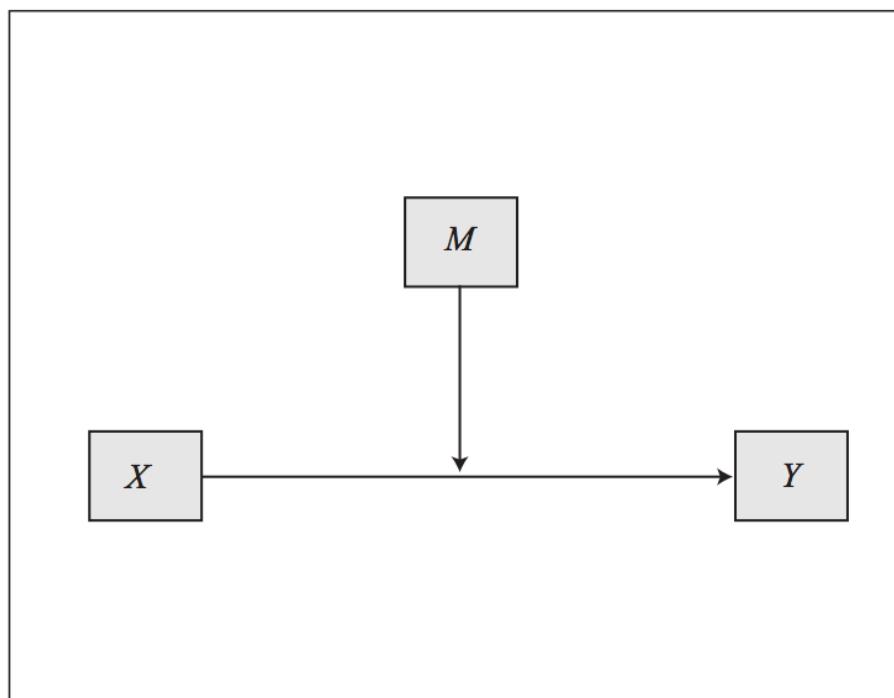
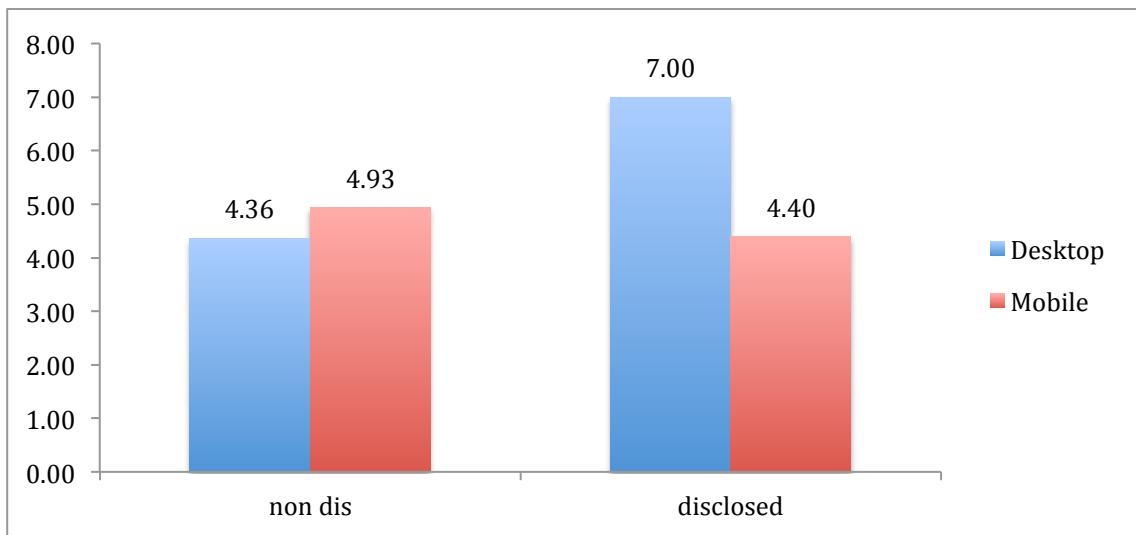


Figure 7 - Model 1 of the Hayes process

The interaction effect ($IV_Mob \times IV_Dis$) has a coefficient=-3.172, $se=1.366$, $t=-2.322$ and $p=0.021$ indicating that the results for this interaction are significant. This interaction is negative, indicating that people were less satisfied with the search results when the ads were disclosed within the mobile environment. When these results are plotted on a graph, the significance can be clearly seen (see *graph below*).



Graph 1 - 2-way Interaction Effects

From the graph we see that a significant difference in satisfaction levels between the desktop disclosed and non-disclosed states. The mobile environment shows a marginal difference, and is not considered significant for the purpose of this study. The graph clearly shows people being most satisfied with search results when it is displayed on a desktop environment and the ads are clearly disclosed. The least satisfaction is when the search results have the ads disclosed on a mobile environment.

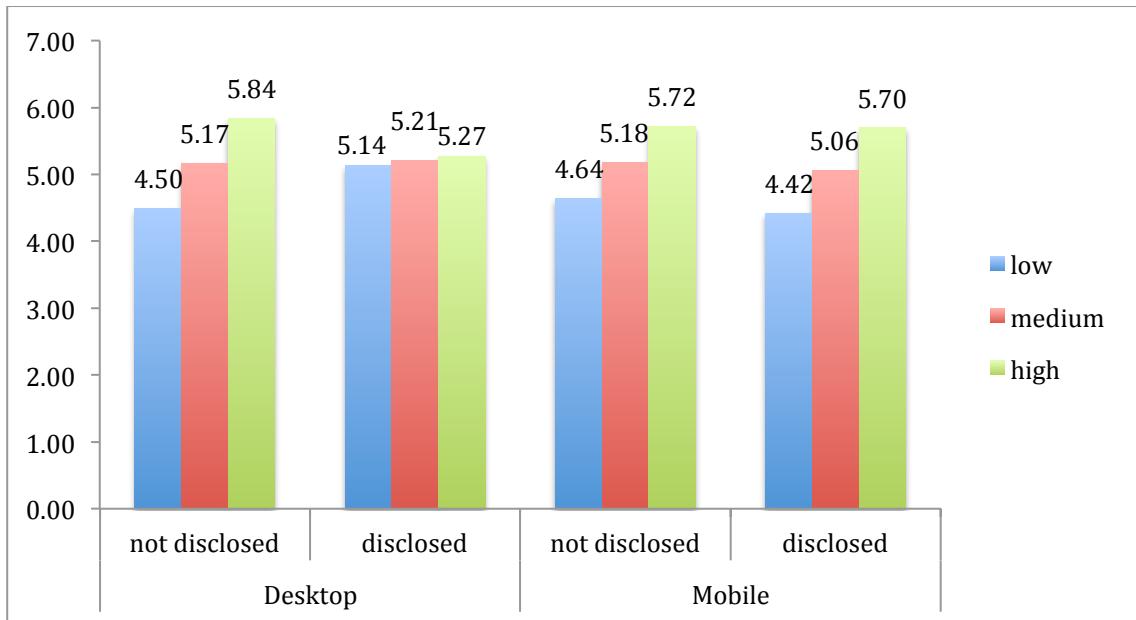
IAdLit (Internet Advertising Literacy) has a coefficient=0.418, se=0.068, t=6.176 and p=0 indicating that the results for this interaction are significant.. Yet the results do not support H4, as the coefficient is positive. That means with increasing Internet Advertising Literacy, the satisfaction with the search result also increases.

The first interaction effect (IAdLit x IV_Mob) has a coefficient=0.193, se=0.135, t=1.425 and p=-0.155 indicating that there is no significance found in this data, indicating that part (a) of H5 has not been confirmed.

The second interaction effect (IAdLit x IV_Dis) has a coefficient=-0.222, se=0.135, t=-1.64 and p=0.102 indicating that there is no significance found in this data., indicating that part (a) of H6 has not been confirmed.

The fourth interaction effect, which is the three-way interaction effect (IAdLit x IV_Mob x IV_Dis), has a coefficient=0.614, se=0.271, t=2.268 and p=0.024 indicating that the results for this interaction are also significant. This interaction effect is positive again showing that internet advertising literacy generally increases the satisfaction.

The data list for the three-way interaction effect is plotted on the graph below. The significant differences can be clearly seen (*see graph below*).



Graph 2 - 3-way Interaction Effects

From the graph we see that satisfaction levels for Desktop (non-disclosed), Mobile (disclosed) and Mobile (non-disclosed) have remained relatively consistent for participants with high, medium and low levels of Internet Advertising Literacy. With all three interactions, the participants with the highest level of satisfaction were also the participants who clicked on ads the most. Likewise for participants with low and medium levels of satisfaction, the clickthrough rate remained relatively consistent across the three interactions.

However, there is a significant difference seen with participants (with high, medium and low levels of Internet Advertising Literacy) for the Desktop (disclosed) segment. When the ads were disclosed on a desktop environment, participants across all levels of satisfaction clicked on ads in relatively equal measures, indicating that no matter the level of literacy, participants exhibited similar behaviour towards sponsored links.

4.2 Results of Clickthrough Effect

The data was also analysed to obtain results regarding the clickthrough interaction effect. Here again, the third model of Hayes process was used to determine the results as it allowed for interaction between four elements identified (where X = IAdLit, W = IV_Mob, M = IV_Dis and Y = CTR), and uses the bootstrapping technique to determine confidence and reliability.

The analysis revealed a significant effect for IV_Dis (coeff=-.808, LLCI=-1.054, ULCI=-.563, p=.000) where the effect is seen to be negative. The negative effect for IV_Dis indicates that Disclosure had a negative effect on the clickthrough rate of ads.

IAdLit also showed a significant effect (coeff=.123, LLCI=.015, ULCI=.231, p=.0257), where the effect was shown to be positive. This indicates that participants with higher advertising literacy were prone to clicking on the sponsored links more than other participants.

	coeff	se	t	p	LLCI	ULCI
constant	0.7822	0.0624	12.5348	0.0000	0.6595	0.9049
Dis	-0.8086	0.1249	-6.4749	0.0000	-1.0543	-0.5630
IAdLit	0.1230	0.0549	2.2396	0.0257	0.0150	0.2311
IAdLit x Dis	0.0951	0.1104	0.8616	0.3895	-0.1220	0.3123
Mob	0.1772	0.1249	1.4192	0.1567	-0.0683	0.4227
IAdLit x Mob	0.1047	0.1099	0.9531	0.3412	-0.1114	0.3209
Dis x Mob	0.1670	0.2499	0.6684	0.5043	-0.3244	0.6585
IAdLit x Dis x Mob	-0.0289	0.2208	-0.1307	0.8961	-0.4632	0.4054

Table 3 - Hayes Model 3 Interaction Effect - CTR

4.3 Results for Mediation Effect

In addition to analysing the satisfaction and clickthrough effects, the researcher performed a Hayes (2013) Model 12 regression analysis [see *Figure 8. below*] to determine the mediation effect in order to determine a response to RQ1.

Model 12
Conceptual Diagram

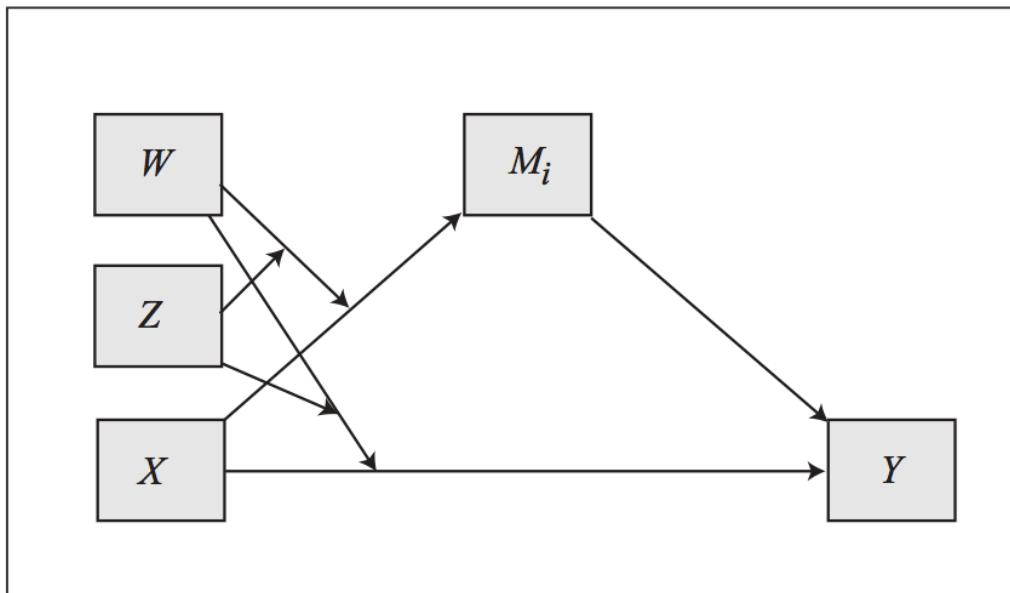


Figure 8 - Model 12 of Hayes process

As per Fig. 6 above, *M_i* is the mediating factor, with the pathway leading to *Y* referred to as the “b path”. This path is the determining factor for the mediation effect. As per the table, there was no significance reported, therefore, there is no interaction mediation effect (coeff=.0444, LLCI=.0402, ULCI=.1291, p=.3027). This indicates that satisfaction levels with search results do not affect the degree to which participants click through on sponsored links. This result provides a response to RQ1, which is negative. There is no relationship between satisfaction levels and clickthrough rate on sponsored links.

	coeff	se	t	p	LLCI	ULCI
constant	0.5531	0.2305	2.3997	0.0169	0.0998	1.0065
Sat	0.0444	0.0430	1.0321	0.3027	-0.0402	0.1291
IAdLit	0.1044	0.0578	1.8058	0.0718	-0.0093	0.2181
IV_Mob	0.1800	0.1249	1.4412	0.1504	-0.0656	0.4256
IAdLit x Mob	0.0967	0.1102	0.8773	0.3809	-0.1200	0.3133
Dis	-0.8069	0.1249	-6.4612	0.0000	-1.0525	-0.5613
IAdLit x Dis	0.1054	0.1108	0.9509	0.3423	-0.1126	0.3234
Mob x Dis	0.1741	0.2500	0.6963	0.4867	-0.3175	0.6656
IAdLit x Mob x Dis	-0.0562	0.2224	-0.2525	0.8008	-0.4935	0.3812

Table 4 - Hayes Model 12 Regression Analysis

5. Discussion

5.1 Findings

The purpose of this chapter is to present the findings of the research study to answer the hypotheses and research question as presented in the Literature Review.

To investigate the theory behind the hypotheses and the research question, an experiment was conducted using a panel management company to obtain responses from completely anonymous participants. This experiment, including the design, procedure and measures, is detailed in the Methodology chapter of this research study.

From the results of the analysis, it has been determined that satisfaction levels have definitely been affected for the participants. The findings of this research study indicate that users experience greater satisfaction with the search results when the ads are in their disclosed state.

In this chapter, each of the hypotheses will be discussed in terms of whether this research study has proved or disproved the theory.

H1. Participants with activated Persuasion Knowledge (disclosed ads) will be (a) less satisfied with the search results and (b) less likely to click on ads.

This hypothesis has been partly confirmed. The results show that participants were not satisfied with search results in the non-disclosed set of manipulations; however, the second part of the hypothesis is accurate. Non-Disclosure does lead to an increase in click behaviour. It can be argued here, that while participants trust the quality of the results being presented, they still have an active ad avoidance technique in place.

H2. Participants will display less knowledge on a mobile interface and will be (a) less satisfied with the search results but (b) more likely to click on ads.

This hypothesis has to be rejected. Neither satisfaction nor clicking behaviour differed significantly. Yet the interaction effect with disclosure as postulated in H3 was significant.

H3: In the mobile (desktop) environment participants who get ads disclosed will be (a) more (less) satisfied with the search results. Furthermore they will be (b) clicking on more (less) ads. However, if the ads are not disclosed, participants in the mobile environment will click on significantly more ads than when compared to the other conditions.

Both parts of this hypothesis have been partially disproved in this research study. Participants viewing the search results across both environments showed greater satisfaction with disclosed sets of search results as compared to non-disclosed sets of search results but in the desktop environment only. Therefore, the hypothesis has been confirmed for the mobile set of manipulations, however, the desktop aspect of the hypothesis has been disproved. With regards to the click behaviour of the participants, the second part of the hypothesis has been completely disproved, as the disclosure of ads did not lead to more clicks on the ads in either the mobile or the desktop environment.

H4. Participants with higher advertising literacy would be (a) less satisfied and (b) click less on sponsored links.

The satisfaction segment of this hypothesis has been disproved as per the Results section of this research study. While the results were as expected significant, participants with higher advertising literacy show more satisfaction with the search results, across desktop and mobile. However, this does not affect the click behaviour across either environment. There was no significant increase in click behaviour when the satisfaction levels were high for the participants. There was also no significant change in click behaviour for medium and low levels of advertising literacy.

H5: The level of ad literacy will moderate the effect of activated Persuasion Knowledge. Participants with high internet advertising literacy will be (a) less satisfied and (b) click less on sponsored search links particularly if they get disclosed ads compared to participants with low internet advertising literacy. In the undisclosed environments there will be no differences.

The level of ad literacy has been confirmed not to be a moderating factor for activated Persuasion Knowledge.

H6: Internet advertising literacy will mitigate the lower knowledge of the uncommon environment of mobile search. Thus participants with high internet advertising literacy will not show differences for mobile and desktop in their level of (a) satisfaction and (b) clicking on ads. Yet participants with low internet advertising literacy will be more satisfied and click on more ads in the mobile environment compared to the desktop.

Also this hypotheses had to be rejected, the level of internet advertising literacy did not show any differences in mobile and desktop environments for satisfaction and click through rate. Yet the next hypothesis takes all three factors into account.

H7: Combining all three factors, participants with high internet advertising literacy, who get disclosed ads, and receive them in a desktop environment, will show the lowest levels of (a) satisfaction, and (b) will click less on sponsored search while participants with low internet advertising literacy, who get undisclosed ads and receive them in a mobile environment should show the highest levels of (a) satisfaction with the search result and (b) clicking on sponsored links.

This hypothesis has been partially proved for satisfaction but not for clicking. While in most conditions increased advertising literacy leads to increased levels of satisfaction, in the desktop disclosed environment, also low and medium internet advertising literacy generated higher levels of satisfaction. This is probably a result of being familiar with the web page, and therefore greater levels of satisfaction might be recorded.

RQ1: Does satisfaction with the search result mediate the amount of clicking on the sponsored links?

To answer the Research Question presented earlier, the factor of Satisfaction with the presented Search Engine Results does not mediate the effects of Internet Advertising Literacy, mobile or desktop, and disclosure on the clickthrough rate on Sponsored Search Links. The

experiment supports the theory that Persuasion Knowledge is activated, and Internet Advertising Literacy is a factor in determining the level of satisfaction people have towards search engine results, however, Satisfaction has no effect on the click through rate.

5.2 Implications

The findings of this research study show that there is a long way to go to convince consumers of the truthfulness of Online Advertising.

While disclosure of the ads does affect the satisfaction level, all this indicates is that people trust the quality of the search results. When the ads are clearly disclosed, people have the choice of which type of link they want to click on, which also means that they can choose to avoid any sort of sponsored content being presented on the page. The rest of the experiment results have shown that despite being satisfied with the results, there is no increase in the clickthrough rate for ads. When adding the varied environment of mobile to the mix, it can be seen that there is a lack of literacy involving the mobile platform, and the level of satisfaction does not mediate this lack of literacy either.

Theoretically, this research study begins to address what has become a significant gap in academic literature. Online advertising has evolved through several stages and is still evolving to accommodate the various devices being introduced to the market, which are being used to access the Internet. As seen through this research study, research so far has focussed on the visual aspects of advertising (G. R. Kress & Van Leeuwen, 1996), or the keyword factors in triggering these advertisements (Ghose & Yang, 2009; Yoo, 2012). This research study has tried to understand if the various elements affecting traditional advertising can be applied to the realm of online advertising as well. Persuasion Knowledge has been previously determined to be activated every time a consumer perceives an attempt at persuasion. This has been shown to affect their behaviour (Friestad & Wright, 1994). However, with this research study, it can be observed that while Persuasion Knowledge is active, literacy plays a role in mediating its effects, leading to consumers experiencing greater satisfaction with the search results they were seeing. While advertising literacy does not affect click behaviour in a positive manner, this study could not conclusively prove that there was a negative effect to the click behaviour either, leading the pathway to continued exploration of this topic and related subjects.

In a social environment, this research could provide advertisers with a great deal of information concerning consumer behaviour that would enable them to create advertising campaigns that are harder to ignore and that are more seamlessly integrated with the devices or technology being used to interact with the online sphere. This could also allow advertisers to start to predict behavioural patterns based on this study and additional studies on user behaviour. Predicting behavioural trends would allow for better-targeted advertising, and more specialised advertising.

The potential benefit to consumers with this line of research would be advertising that is meaningful and targeted. There could potentially be a decrease in flashy, over the top advertisements that activate scepticism and Persuasion Knowledge, and generate ad avoidance as a coping mechanism.

5.3 Limitations and Future Research Possibilities

5.3.1 Limitations

While this research study has determined significant findings from the experiment, and thus was able to reach the goals it aimed for, there were some unavoidable limitations within this study.

First, this was a short study with limited reach in terms of participants and their range of Internet Literacy capabilities. To be able to generalize the results of this study across a wider range of the Internet-accessing population, it would be necessary to include participants in a greater number to begin with, and also participants ranging across online skill levels to get a clearer representation of how user behaviour differs with this range of participants.

Second, this is a study using search terms that may not be highly relevant or very interesting (low involvement products) to the participant. Therefore, we lose out on obtaining a participant's complete involvement in this study. There was no means to control what additional activity the participants were conducting as they were responding to the survey questions. If this study were to be repeated or explored further, it would be beneficial to utilize a laboratory setting where a participant's involvement and concentration is guaranteed.

Third, there was no way to moderate or control factors such as the participant's product or topic knowledge. Since the search terms chosen were designed to be generic, there was no way of controlling if participants were familiar with either term, and if they would be more familiar with the search results being presented. This additional aspect of knowledge on the part of the participant could potentially alter satisfaction levels and click behaviour as well. Future research could allow for this by querying this knowledge as part of the survey (it becomes a control or benchmark for the participant).

5.3.2 Future Research Possibilities

Understanding a consumer's mindset when faced with advertising variables in different environment is crucial to the development of not just the advertising industry, but also the needs of the consumer.

With evidence of how user behaviour is determined or modified, regulatory bodies are able to ensure that advertising – no matter the extent of its evolution and growth – never becomes intrusive or aggressive or invasive in nature. This protects the consumer in an environment that has become primary in many aspects of life, and that is part and parcel of the daily routine f a variety of individuals, including children. One possible scope of research would be to examine how Internet Advertising can be regulated and the effects of those regulations. Another would be to examine the regulations across Traditional Advertising and determine if Internet Advertising regulations are just as stringent, and if not, what are the implications of having a free(er) hand with distributing promotional messaging online.

For advertisers, there is huge scope to expand the context of Online Advertising with research studies along the lines of the current study. Understanding user behaviour gives the advertiser a unique opportunity to build a brand or products that is targeted to a very specific audience at a very specific time in the purchase cycle. While this may be more functional in industries that have a shorter purchase cycle, this is a benefit to advertisers. Advertisers could use trends in user behaviour to predict certain types of behaviour and what kind of environment & advertising would best suit those behaviours. The researcher eventually hopes to be able to use this information in building a predictive analysis tool that would allow advertisers to be able to estimate market demand in advance and create products and services that are specifically tailored to market demand. To do so would require more research into the complexities of user behaviour and what influences it in individual online and mobile environments.

There is also the wider scope of understanding user behaviour not just on the Search Network (which was the focus of this research study), but also looking at the wider reaching Content Network, where disclosure of advertising is less regulated and far more invasive.

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Glossary

Term	Explanation
Ad group	An ad group contains one or more ads targeting a set of different keywords. Ad groups are subsets of a campaign.
Avg position	The average position of your ads in relation to other ads when it is displayed on the search engine.
Avg value	The average value of a transaction completed on your website. Could also be expressed as average booking value or average conversion value.
Bounce rate	According to Google Analytics, the percentage of web site visitors who visit your website and leave immediately without moving deeper into the website (also known as a single page view).
Campaign	A campaign is used to give structure to the products or services you are advertising. Within each campaign there are one or more ad groups. For example, while a campaign may represent a broad product class, the ad groups within that campaign can be more focused on specific products.
Clicks	The number of clicks is the number of times an ad is "clicked" on by a searcher.
Conversions	A conversion is when an ad click leads to a defined conversion action (transaction) on your site, such as making a purchase or signing up for a newsletter. Multiple transactions may result from a click but only 1 conversion is recorded. (See below).
CPC	Cost per click. The amount that you pay each time a user clicks on your ad.
CTR	Click-through rate (CTR) is the number of clicks an ad receives divided by the number of times your ad is shown (impressions).
Display Network	A large group of websites and other products, such as email programmes and blogs, which have partnered with Google to display AdWords ads. Previously known as the Google Content Network.
Domains	Shortened from website domains, another term for websites.
Ext Moz Rank	SEO Moz term; a measure out of 10 for how much link juice is passed from external websites to your website.
Impressions	The number of impressions is the number of times an ad is displayed on Google or the Google Network (and/or Yahoo & YSM network).
Inbound links	The number of links from other websites to your website.
Keyword	A search term or phrase used to generate listings in a search engine.
Latent conversions	Cookies used by Google for conversion tracking have a 30 day life which means conversion tracking can undercount conversions. The 30 day cookie life means that additional conversions may still be reported up to 30 days after this monthly report.

Leads	The number of visitors submitting their contact details to you.
Links	See above - inbound links.
(none)	The number of visits where the source is not known. Anyone who uses a bookmark, clicks on an email link or types the URL directly in their browser would be reported as (none). However, there are also other reasons why a visit would be reported as (none).
Organic search	Traffic coming from organic (natural), non-paid listings in search engines rather than Paid Search or other paid links.
Placement Targeting	Placement targeting lets AdWords advertisers choose individual spots/websites in the Google display network where they'd like to see their ads displayed.
Primary keyword	A keyword selected as having potential to generate the highest amount of revenue for your website based on a combination of popularity, relevancy and competition.
Rank	The position of your website in a search engine's organic results following a search using a particular keyword
Rankings	The number of times your website ranks for a range of monitored keywords in one or more search engines.
Referral	The number of visits to your site as a result of a click on a link on another site (excluding Google Paid Search, tagged paid links and search engine organic results).
Revenue	The revenue generated following an online transaction by someone who has clicked on an ad.
ROAS	Return On Ad Spend. ROAS=Revenue/Advertising Cost. How much revenue is generated per dollar spent on Paid Search through Yellow.
Source	Where visitors came to your site from.
Transactions	A single occurrence of a conversion event. Multiple transactions can occur after a user clicks on your advertisement. For example, if a user clicks on your ad and makes two separate purchases on your site worth \$11 and \$12, you will see a report for one conversion from the ad, two purchase transactions and a total value of \$23.
Visits	The number of times your site has been visited.
META tags	Statements within the HEAD section of an HTML page which furnishes information about the page. META information may be in the SERPs but is not visible on the page. It is very important to have unique and accurate META title and description tags, because they may be the information that the search engines rely upon the most to determine what the page is about. Also, they are the first impression that users get about your page within the SERPs.
Algorithm	A program used by search engines to determine what pages to suggest for a given search query.

Blog	A website which presents content in a more or less chronological series. Content may or may not be time sensitive. Most blogs use a Content Management System such as WordPress rather than individually crafted WebPages. Because of this, the Blogger can choose to concentrate on content creation instead of arcane code
Content	The part of a web page that is intended to have value for and be of interest to the user. Advertising, navigation, branding and boilerplate are not usually considered to be content.
SERP	Search Engine Results Page
URL	Uniform Resource Locator - aka Web Address

Appendices



21 November 2013

Martin Waiguny
Faculty of Business and Law

Dear Martin

Re Ethics Application **13/344 A study into user behaviour online - A comparison of choices when persuasion knowledge activated vs. when persuasion knowledge is not activated to determine whether persuasion knowledge affects the success of online and mobile search advertis**

Thank you for submitting your application for ethical review. I am pleased to confirm that the Auckland University of Technology Ethics Committee (AUTEC) has approved your ethics application for three years until 18 November 2016.

As part of the ethics approval process, you are required to submit the following to AUTEC:

- A brief annual progress report using form EA2, which is available online through <http://www.aut.ac.nz/researchethics>. When necessary this form may also be used to request an extension of the approval at least one month prior to its expiry on 18 November 2016;
- A brief report on the status of the project using form EA3, which is available online through <http://www.aut.ac.nz/researchethics>. This report is to be submitted either when the approval expires on 18 November 2016 or on completion of the project;

It is a condition of approval that AUTEC is notified of any adverse events or if the research does not commence. AUTEC approval needs to be sought for any alteration to the research, including any alteration of or addition to any documents that are provided to participants. You are responsible for ensuring that research undertaken under this approval occurs within the parameters outlined in the approved application.

AUTEC grants ethical approval only. If you require management approval from an institution or organisation for your research then you will need to obtain this. If your research is undertaken within a jurisdiction outside New Zealand, you will need to make the arrangements necessary to meet the legal and ethical requirements that apply within their.

To enable us to provide you with efficient service, we ask that you use the application number and study title in all correspondence with us. If you have any enquiries about this application, or anything else, please do contact us at ethics@aut.ac.nz.

All the very best with your research,

A handwritten signature in black ink, appearing to read 'Kate O'Connor'.

Kate O'Connor
Executive Secretary
Auckland University of Technology Ethics Committee

Cc: Jyotsna Poosalingam jyotsnap@googlealumni.com

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[premier.ticketek.co.nz/Shows>Show.aspx?sh=VISAENTE05](http://www.ticketek.co.nz/Shows>Show.aspx?sh=VISAENTE05) ▾
 Pre-sale concert and movie tickets plus other great prizes! Experience another side to
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www.aucklandnz.com ▾
 Check Out the Top Concerts & Gigs
 on Auckland's Official Tourism Site

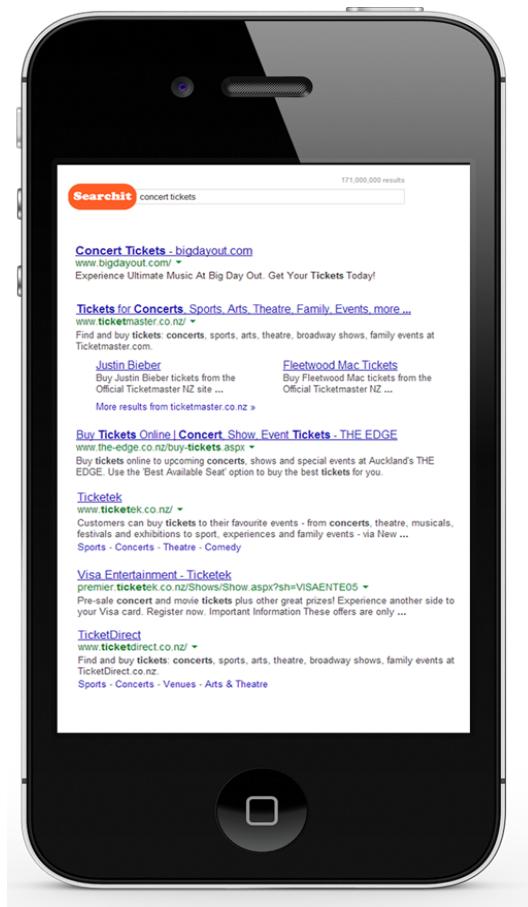
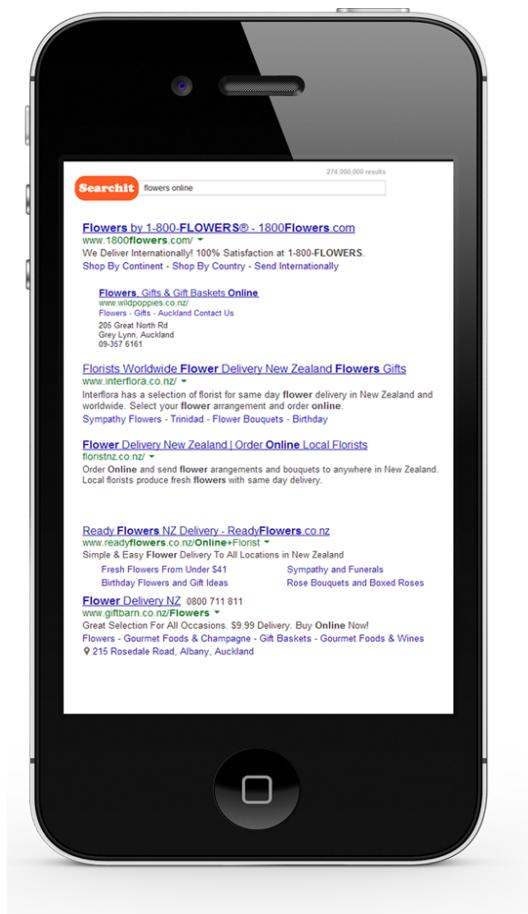
Buy Cheap Concert Tickets
www.info.com.au/BuyCheapConcertTickets ▾
 Get Buy Cheap Concert Tickets Info.
 Access 4 Search Engines At Once.

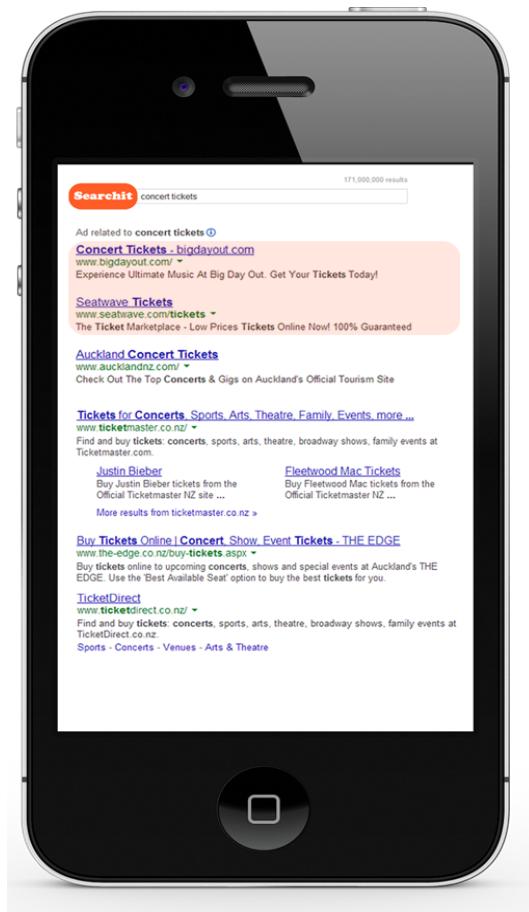
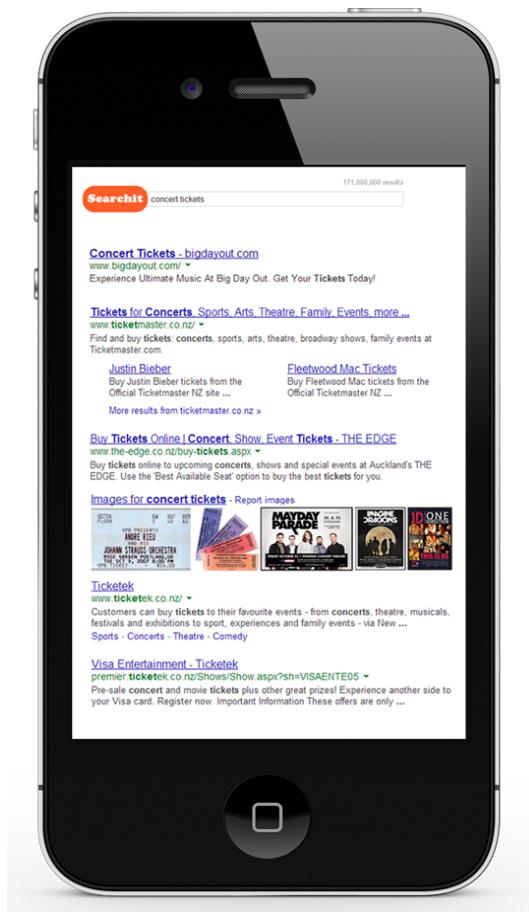
Concert Tickets
concert-tickets.stereoboard.com ▾
 Buy Face Value Tickets @Stereoboard
 10,000's of Concerts from only £4!

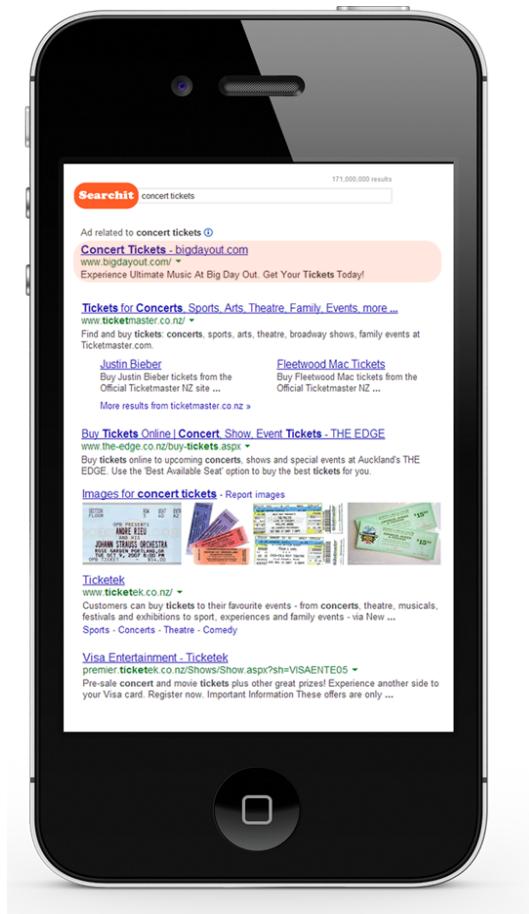
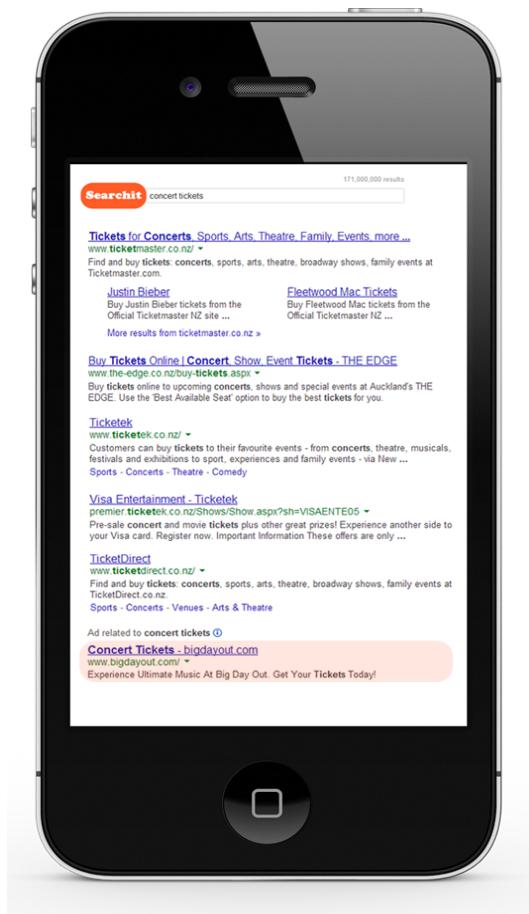
Tickets for Concerts
www.viagogo.com/Concert-tickets ▾
 Tickets to see concerts live.
 Tickets 100% Guaranteed at viagogo.

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 Search for Buy Concert Tickets
 Look Up Quick Results on Ask.com!

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www.cheapflights.com.au/Cheap_Tickets ▾
 Rock-bottom rates on Tickets.
 Search & find Cheap airline Tickets







Note:

This is a conceptual draft of the survey that will be seen by the participants of this research study. The manipulations are a combination of Search Engine Result Pages (SERP), for desktop and mobile. There are 2 search terms being used, “flowers online” and “concert tickets”. Each search query has a set of desktop and mobile ads where persuasion knowledge is activated and one set of desktop and mobile ads where persuasion knowledge has not been activated.

Each participant will see only 6 of the manipulations listed here. It will be a randomized combination either of desktop or mobile search pages, with an equal distribution of the search terms (i.e. there will be 3 searches related to “concert tickets” and 3 searches related to “flowers online”). The purpose to show different versions is that users have learned that e.g. the first result is usually an ad, thus we randomize different positions of the paid search result.

The manipulations will be formatted into the Qualtrics Panel Management Software and sent to the Panel Management team to have respondents complete the survey. The randomization and the display will be automated.

Each of the manipulations will be programmed into the Qualtrics software in a manner that will allow respondents to choose the search result that they find most appropriate (either clicking on the search result itself or clicking on a radio button next to the search result). The order of the whole survey is as follows.

- 1.Information about the research
- 2.Consent to tick
- 3.Showing 6 of the SERP / participants click on them
- 4.Questions about value and satisfaction of the search
- 5.Knowledge about Online Advertisers tactics
- 6.Knowledge about the intent of online advertising
- 7.Advertising skepticism
- 8.Demographics
- 9.Internet and mobile behavior.

Participant Information

Project Title

Online Search Engine User Behavior

An Invitation

My name is Jyotsna P and I am currently completing my thesis as part of the requirements towards a Masters Of Communication Studies at AUT. I have chosen to research online behaviour, specifically in relation to Search Engines.

Purpose of the research

I have chosen to conduct an experiment that allows me to understand the choices you make in everyday scenarios while you are in an online environment. I would like to present you with scenarios of a Search Engine Results Page, and have you choose the results that seem most beneficial to you and that would entice you to shop/browse more.

How was I identified and why am I being invited to participate in this research?

You have been invited to this research because you signed up for the Qualtrics online panel.

What will happen in this research?

I will present you with a Search Engine Results Page (SERP) that you would see if you were looking to buy or send a gift of flowers via an online store. From this SERP, I would like to know which of the links would be the most relevant to you and why. You would only be required to indicate your choice of results, and answer a few questions at the end. The whole survey takes approx. between 5 and 10 minutes.

How will my privacy be protected?

Any information gathered during this time will not be used for any commercial purposes, and all the data will be presented in the research study in the format of tables referring to grouped results, with no individual responses being presented or referenced during this research.

Participation in this research project is voluntary and you can change your mind at any time before you take part in the experiment or even during the experiment. To withdraw your participation, simply close the experiment and your non-completion of the experiment will be understood as a withdrawal. In this case, none of your responses will be considered as part of the data being collected for this experiment. There will no data be recorded which enables the researcher to identify you and match it with the provided answers.

Will I receive feedback on the results of this research?

If you would like to receive the summary of the results of this research there will be a possibility to sign up with your email address at the end of the survey form. The email address will not be used to identify you and will be also kept in a separate data file and deleted after the summary was sent out.

What do I do if I have concerns about this research?

Any concerns regarding the nature of this project should be notified in the first instance to the Project Supervisor: Dr. Martin Waiguny, martin.waiguny@aut.ac.nz, +64 9 921 9999 ext 5069

Concerns regarding the conduct of the research should be notified to the Executive Secretary of AUTEC, Kate O'Connor, ethics@aut.ac.nz , +64 9 921 9999 ext 6038.

Whom do I contact for further information about this research?

Researcher: Jyotsna Poosalingam, iyotsnap@googlealumni.com, AUT University

Supervisor: Dr. Martin Waiguny, martin.waiguny@aut.ac.nz, AUT University, 120 Mayoral Dr., Auckland 1010, New Zealand

Consent Form

By completing this online experiment you are indicating your consent to participate in this research. To withdraw your consent, simply exit the experiment at any time. Your responses will not be used for commercial purposes and will be evaluated as a group set of data.

- Yes, I would like to participate in the survey and I give my consent for my responses to be used as part of a data set for this research study

Set 1

Flowers Online – desktop search results (With Disclosure)

You have just conducted a search for “flowers online” as you would like some flowers delivered for a special occasion. Below is the search results page for this query. Please indicate which of the links below you would choose to explore further.

Searchit flowers online 274,000,000 results

Ads related to flowers online ⓘ

[Ready Flowers NZ Delivery - ReadyFlowers.co.nz](#)
www.readyflowers.co.nz/Online+Florist ▾
Simple & Easy Flower Delivery To All Locations in New Zealand
Fresh Flowers From Under \$41 Sympathy and Funerals
Birthday Flowers and Gift Ideas Rose Bouquets and Boxed Roses

[Flower Delivery NZ 0800 711 811](#)
www.giftbarn.co.nz/Flowers ▾
Great Selection For All Occasions. \$9.99 Delivery. Buy Online Now!
Flowers - Gourmet Foods & Champagne - Gift Baskets - Gourmet Foods & Wines
📍 215 Rosedale Road, Albany, Auckland

[Flowers by 1-800-FLOWERS® - 1800Flowers.com](#)
www.1800flowers.com/ ▾
We Deliver Internationally! 100% Satisfaction at 1-800-FLOWERS.
Rated Excellent – Stella Service
1800Flowers.com has 1,047 followers on Google+
Shop By Continent - Shop By Country - Send Internationally

[Flowers, Gifts & Gift Baskets Online | Wild... A](#)
www.wildpoppies.co.nz/
1 Google review
Flowers - Gifts - Auckland Contact Us
205 Great North Rd
Grey Lynn, Auckland
09-357 6161

[Teleflora: Flowers | Buy Flowers | Flower Delivery New Zealand](#)
www.teleflora.co.nz/ ▾
Send flowers online with New Zealand's premier florist network! Choose from a fanatstic range of fresh flowers with same day delivery available New Zealand.
Find A Florist - International Flower Delivery - Flower Arrangements - Birthday

[Flowers NZ: New Zealand Flower Delivery \(Same Day\)](#)
www.flowers-nz.co.nz/ ▾
New Zealand flower delivery by quality local NZ florists ensures fresh flowers. Same day online flower delivery to New Zealand - Auckland Wellington Tauranga ...

Ads ⓘ

[Flowers up to Half Price](#)
www.flowersdirect.co.uk/UK_Flowers ▾
Up to 50% Off Beautiful Flowers!
Order By 3pm For Same Day Delivery.

[10% Off Petals Flowers](#)
www.petals.co.nz/ ▾
Flowers & Gifts For All Occasions.
Delivery New Zealand & World Wide.

[Flowers - Free Delivery](#)
www.iflorist.co.uk/ ▾
Send Beautiful Flowers
Sameday Delivery Order Now

[NZ Fresh Flower Delivery](#)
www.rosesarerred.co.nz/ ▾
0800 733 767
Delivery NZ Wide and Auckland Free.
Same Day, Replacement Guarantee.
📍 Free delivery Auckland wide, Auckland

[Flowers](#)
www.flowers.org.nz/ ▾
Beautiful Flower arrangements.
Flowers for all occasions.

[Send Flowers to the USA](#)
www.fromyouflowers.com/ ▾
Flowers Fresh Today - \$19.99
"Best Value Flowers" - CBS News

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1800Flowers.com has 1,047 followers on Google+
Shop By Continent - Shop By Country - Send Internationally

[Images for flowers online](#) - Report images



[Teleflora: Flowers | Buy Flowers | Flower Delivery New Zealand](#)
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Great Selection For All Occasions. \$9.99 Delivery. Buy Online Now!
Flowers - Gourmet Foods & Champagne - Gift Baskets - Gourmet Foods & Wines
📍 215 Rosedale Road, Albany, Auckland

[Flowers by 1-800-FLOWERS® - 1800Flowers.com](#)
www.1800flowers.com/ ▾
We Deliver Internationally! 100% Satisfaction at 1-800-FLOWERS.
Rated Excellent – Stella Service
1800Flowers.com has 1,047 followers on Google+
Shop By Continent - Shop By Country - Send Internationally

[Flowers, Gifts & Gift Baskets Online | Wild...](#) A 205 Great North Rd
www.wildpoppies.co.nz/ ▾
1 Google review
Flowers - Gifts - Auckland Contact Us
Grey Lynn, Auckland
09-357 6161

[Teleflora: Flowers | Buy Flowers | Flower Delivery New Zealand](#)
www.teleflora.co.nz/ ▾
Send flowers online with New Zealand's premier florist network! Choose from a
fanatstic range of fresh flowers with same day delivery available New Zealand.
Find A Florist - International Flower Delivery - Flower Arrangements - Birthday

[Flowers NZ: New Zealand Flower Delivery \(Same Day\)](#)
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Ads ⓘ

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Delivery New Zealand & World Wide.

[Flowers - Free Delivery](#)
www.florist.co.uk/ ▾
Send Beautiful Flowers
Sameday Delivery Order Now

[NZ Fresh Flower Delivery](#)
www.rosesarered.co.nz/ ▾
0800 733 767
Delivery NZ Wide and Auckland Free.
Same Day, Replacement Guarantee.
📍 Free delivery Auckland wide, Auckland

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Searchit flowers online

274,000,000 results

Ads ①

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Delivery New Zealand & World Wide.

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www.fromyouflowers.com/ ▾
Flowers Fresh Today - \$19.99
“Best Value Flowers” - CBS News

Ads related to flowers online ①

[Ready Flowers NZ Delivery - ReadyFlowers.co.nz](#)
www.readyflowers.co.nz/Online+Florist ▾
Simple & Easy Flower Delivery To All Locations in New Zealand
Fresh Flowers From Under \$41
Birthday Flowers and Gift Ideas
Sympathy and Funerals
Rose Bouquets and Boxed Roses

[Flower Delivery NZ](#) 0800 711 811
www.giftbarn.co.nz/Flowers ▾
Great Selection For All Occasions. \$9.99 Delivery. Buy Online Now!
Flowers - Gourmet Foods & Champagne - Gift Baskets - Gourmet Foods & Wines
215 Rosedale Road, Albany, Auckland

[Flowers by 1-800-FLOWERS® - 1800Flowers.com](#)
www.1800flowers.com/ ▾
We Deliver Internationally! 100% Satisfaction at 1-800-FLOWERS.
Rated Excellent – Stella Service
1800Flowers.com has 1,047 followers on Google+
Shop By Continent - Shop By Country - Send Internationally

[Flowers, Gifts & Gift Baskets Online | Wild...](#)
www.wildpoppies.co.nz/
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Flowers - Gifts - Auckland Contact Us
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Find A Florist - International Flower Delivery - Flower Arrangements - Birthday

[Flowers NZ: New Zealand Flower Delivery \(Same Day\)](#)
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[Send Flowers to the USA](#)
www.fromyouflowers.com/ ▾
Flowers Fresh Today - \$19.99 Only! "Best Value Flowers" - CBS News

[Same Day Flowers Delivery](#)
www.clevedonflowers.co.nz/ ▾
Buy Beautifully Presented Flowers. Browse Our Bouquets Selection!
📍 Auckland

[Online Flowers Delivery](#)
www.tussiemussie.co.nz/Bouquets ▾
09-476 3313
Bouquets & Floral Arrangements. From \$30. Delivery Available!

You have just conducted a search for “flowers online” as you would like some flowers delivered for a special occasion. Below is the search results page for this query. Please indicate which of the links below you would choose to explore further.

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Ads related to flowers online ⓘ

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[Images for flowers online](#) - Report images



Ads ⓘ

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New Zealand flower delivery by quality local NZ florists ensures fresh flowers. Same day online flower delivery to New Zealand - Auckland Wellington Tauranga ...

Set 2

Concert Tickets – desktop search results (With Disclosure)

You have just conducted a search for “concert tickets” as you would like to attend the latest concert near you. Below is the search results page for this query. Please indicate which of the links below you would choose to explore further.

171,000,000 results

Searchit concert tickets

Ad related to concert tickets ⓘ

Concert Tickets - bigdayout.com
www.bigdayout.com/ ▾
Experience Ultimate Music At Big Day Out. Get Your Tickets Today!

Tickets for Concerts, Sports, Arts, Theatre, Family, Events, more ...
www.ticketmaster.co.nz/ ▾
Find and buy **tickets**: **concerts**, sports, arts, theatre, broadway shows, family events at Ticketmaster.com.

Justin Bieber
Buy Justin Bieber tickets from the Official Ticketmaster NZ site ...

Fleetwood Mac Tickets
Buy Fleetwood Mac tickets from the Official Ticketmaster NZ ...

[More results from ticketmaster.co.nz »](#)

Buy Tickets Online | Concert, Show, Event Tickets - THE EDGE
www.the-edge.co.nz/buy-tickets.aspx ▾
Buy **tickets** online to upcoming **concerts**, shows and special events at Auckland's THE EDGE. Use the 'Best Available Seat' option to buy the best **tickets** for you.

Ticketek
www.ticketek.co.nz/ ▾
Customers can buy **tickets** to their favourite events - from **concerts**, theatre, musicals, festivals and exhibitions to sport, experiences and family events - via New ...
Sports - Concerts - Theatre - Comedy

Visa Entertainment - Ticketek
premier.ticketek.co.nz/Shows>Show.aspx?sh=VISAENTE05 ▾
Pre-sale concert and movie **tickets** plus other great prizes! Experience another side to your Visa card. Register now. Important Information These offers are only ...

Ads ⓘ

Seatwave Tickets
www.seatwave.com/tickets ▾
The Ticket Marketplace - Low Prices
Tickets Online Now! 100% Guaranteed

Auckland Concert Tickets
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Buy Cheap Concert Tickets
www.info.com.au/BuyCheapConcertTickets ▾
Get Buy Cheap Concert Tickets Info.
Access 4 Search Engines At Once.

Concert Tickets
concert-tickets.stereoboard.com/ ▾
Buy Face Value Tickets @Stereoboard
10,000's of **Concerts** from only £4!

Tickets for Concerts
www.viagogo.com/Concert-tickets ▾
Tickets to see **concerts** live.
Tickets 100% Guaranteed at viagogo.

Buy Concert Tickets
www.ask.com/Buy+Concert+Tickets ▾
Search for Buy Concert Tickets
Look Up Quick Results on Ask.com!

Cheap Tickets Com
www.cheapflights.com.au/Cheap_Tickets ▾
Rock-bottom rates on **Tickets**
Search & find Cheap airline **Tickets**

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[Buy Tickets Online | Concert, Show, Event Tickets - THE EDGE](#)
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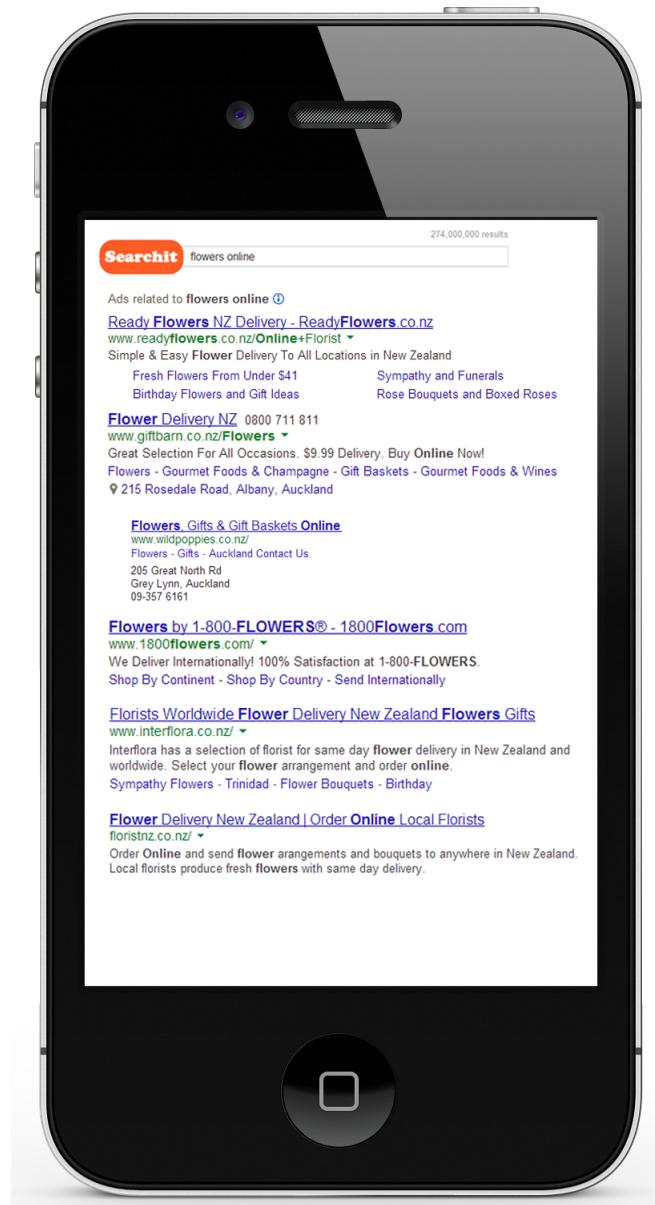
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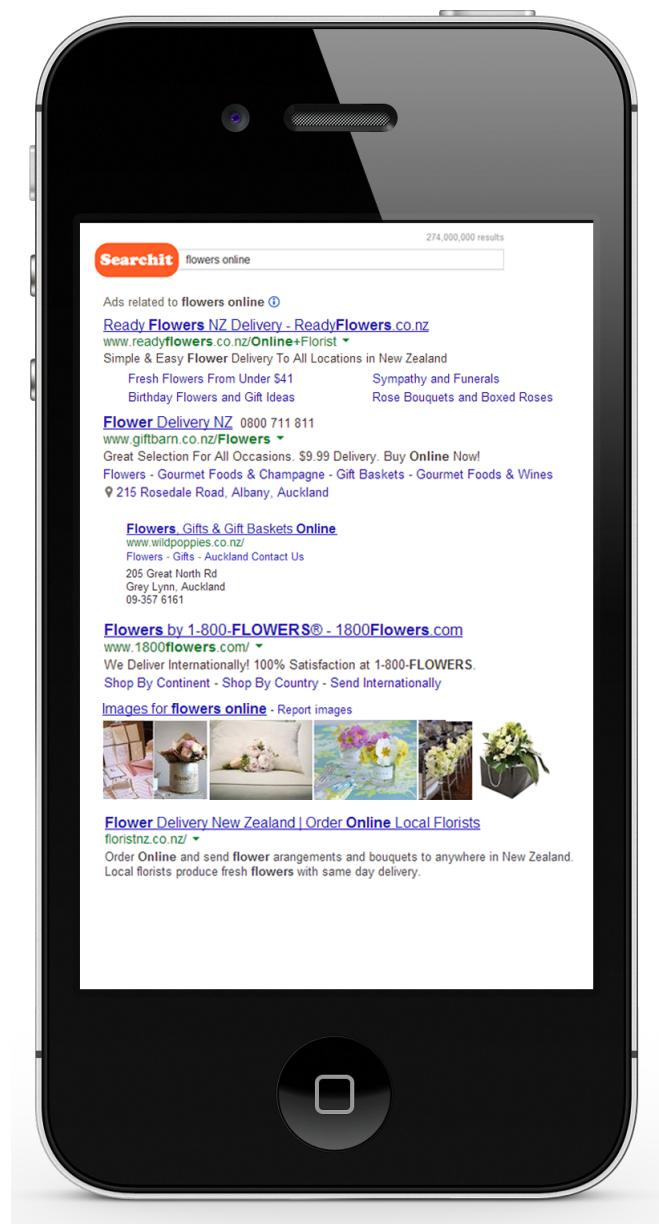
Set 3

Flowers Online – mobile search results (With Disclosure)

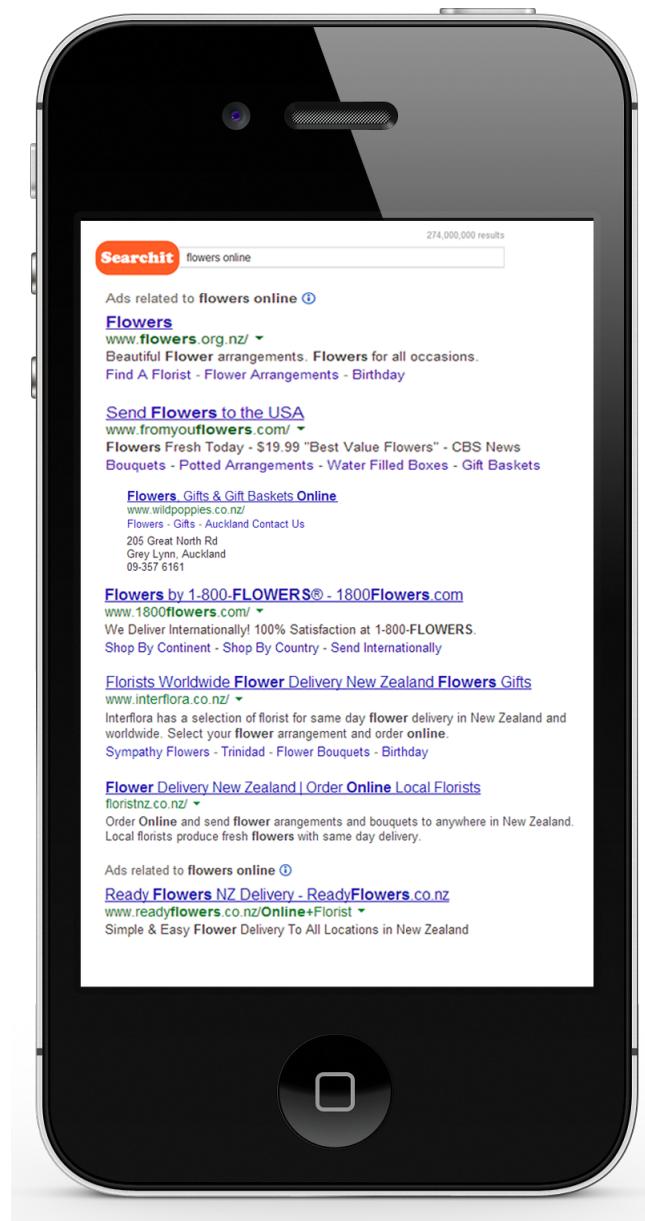
You have just searched for “flowers online” on your mobile phone as you would like some flowers delivered for a special occasion. Below is the search results page for this query. Please indicate which of the links below you would choose to explore further.



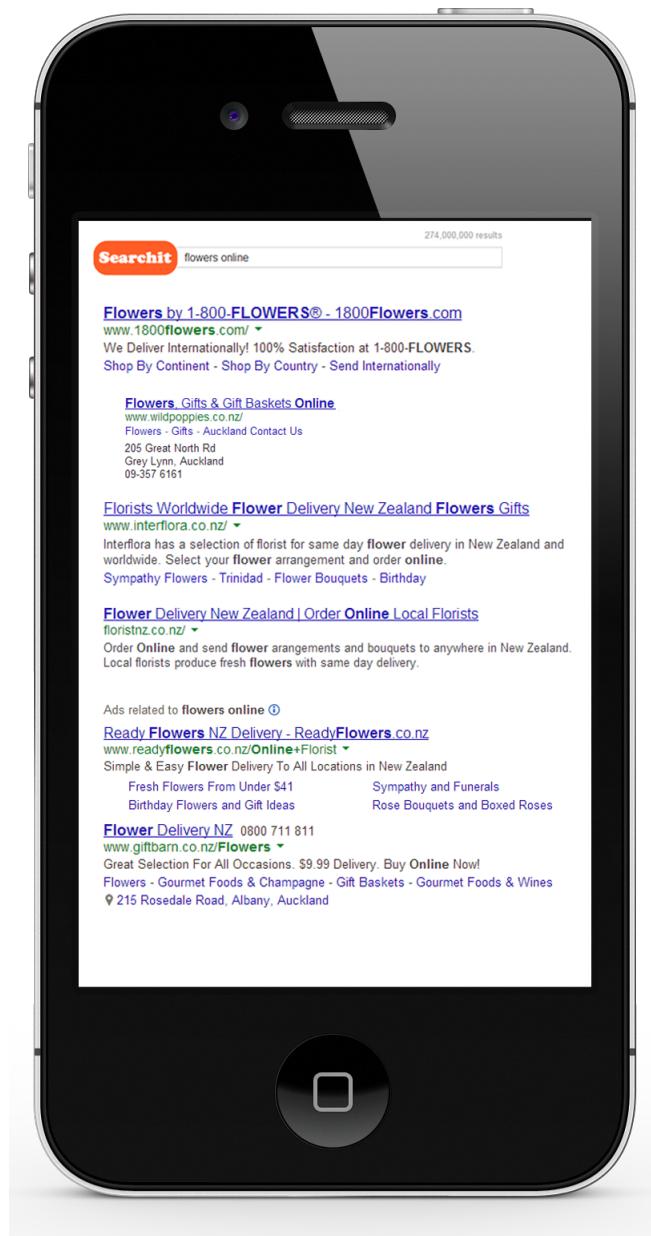
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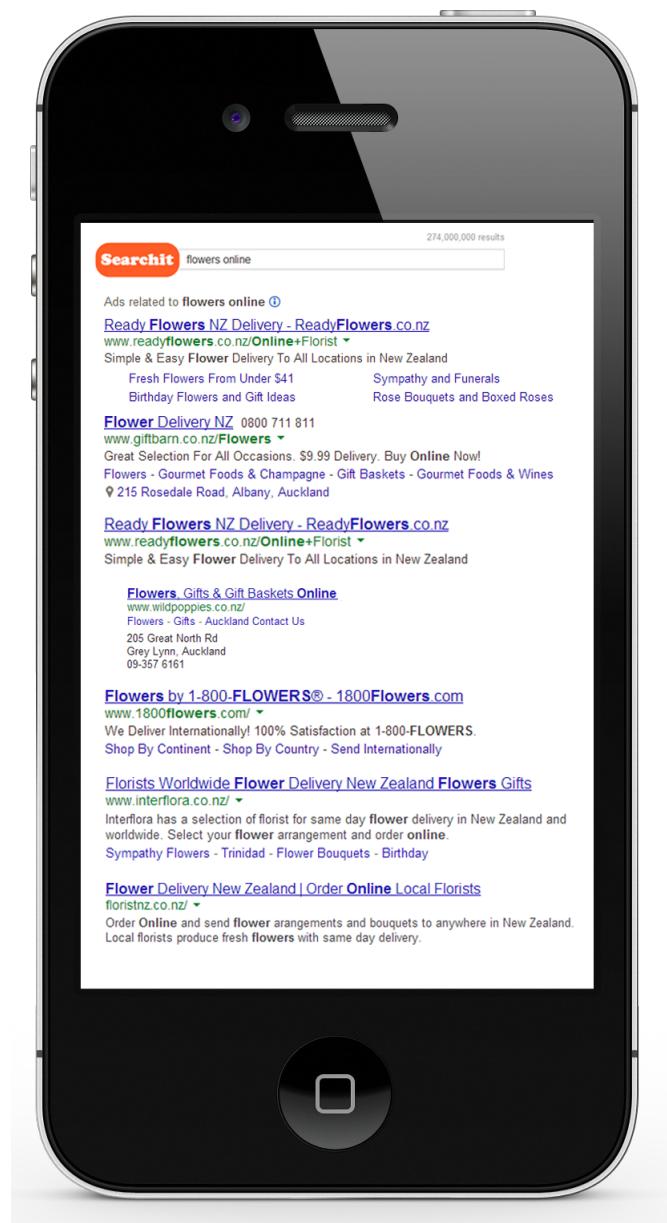
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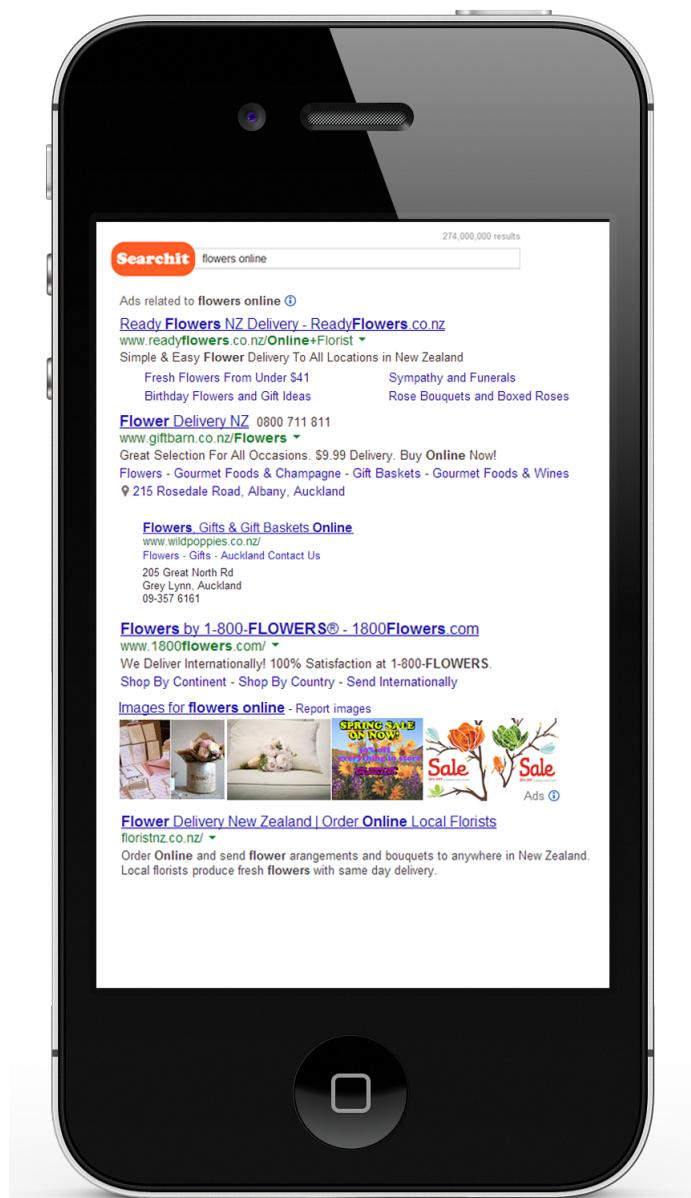
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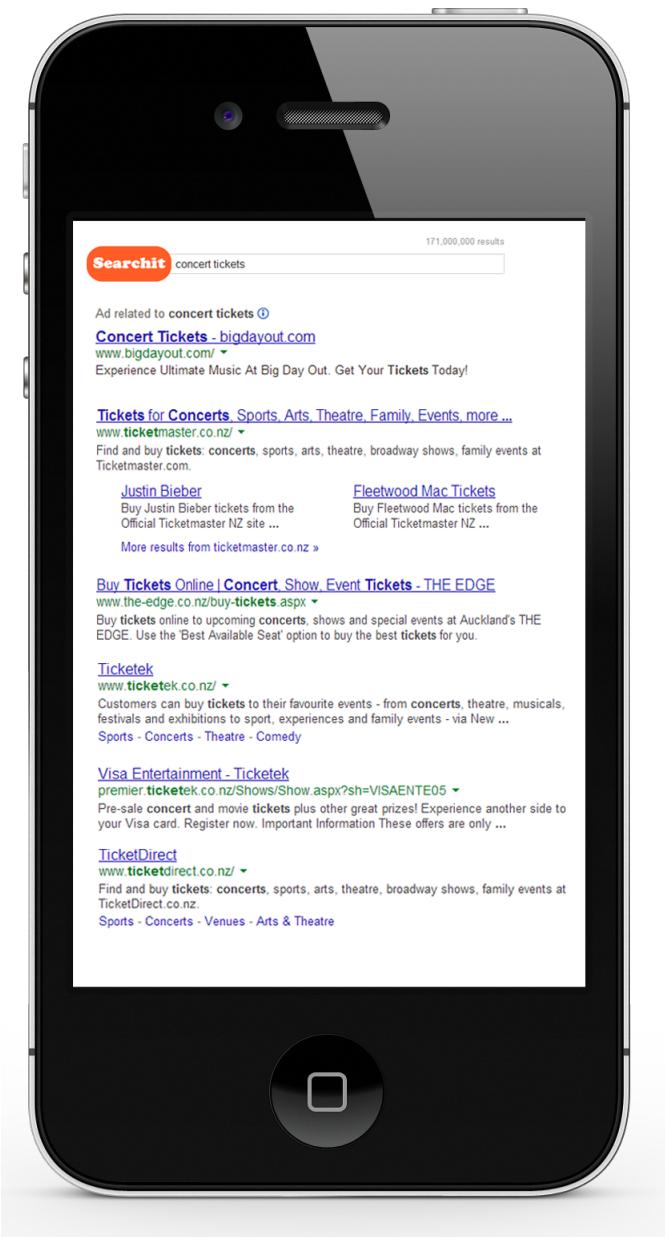
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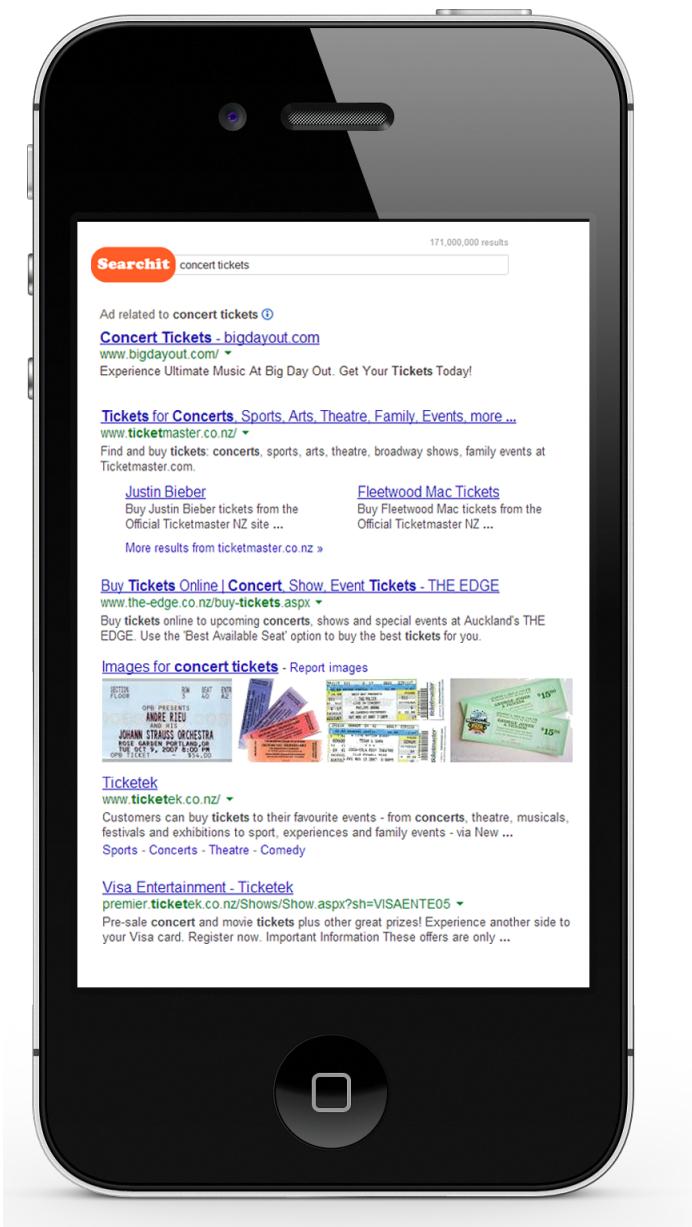
Set 4

Concert Tickets – mobile search results (With Disclosure)

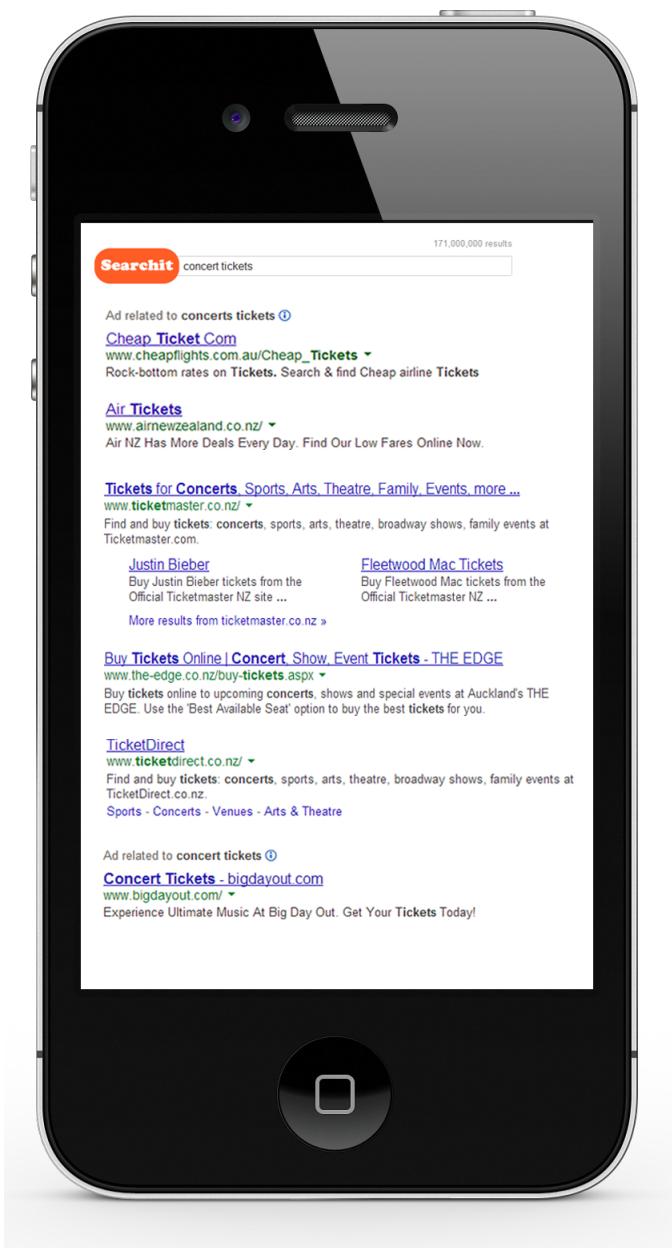
You have just searched for “concert tickets” on your mobile phone as you want to attend a concert near you. Below is the search results page for this query. Please indicate which of the links below you would choose to explore further.



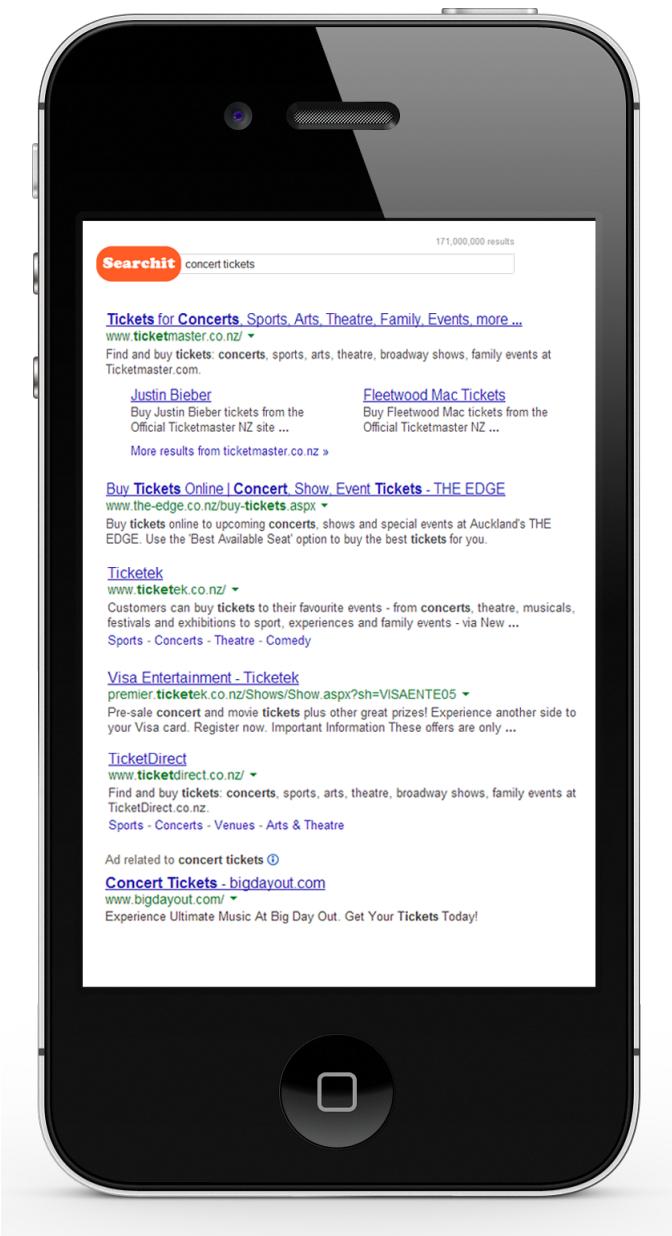
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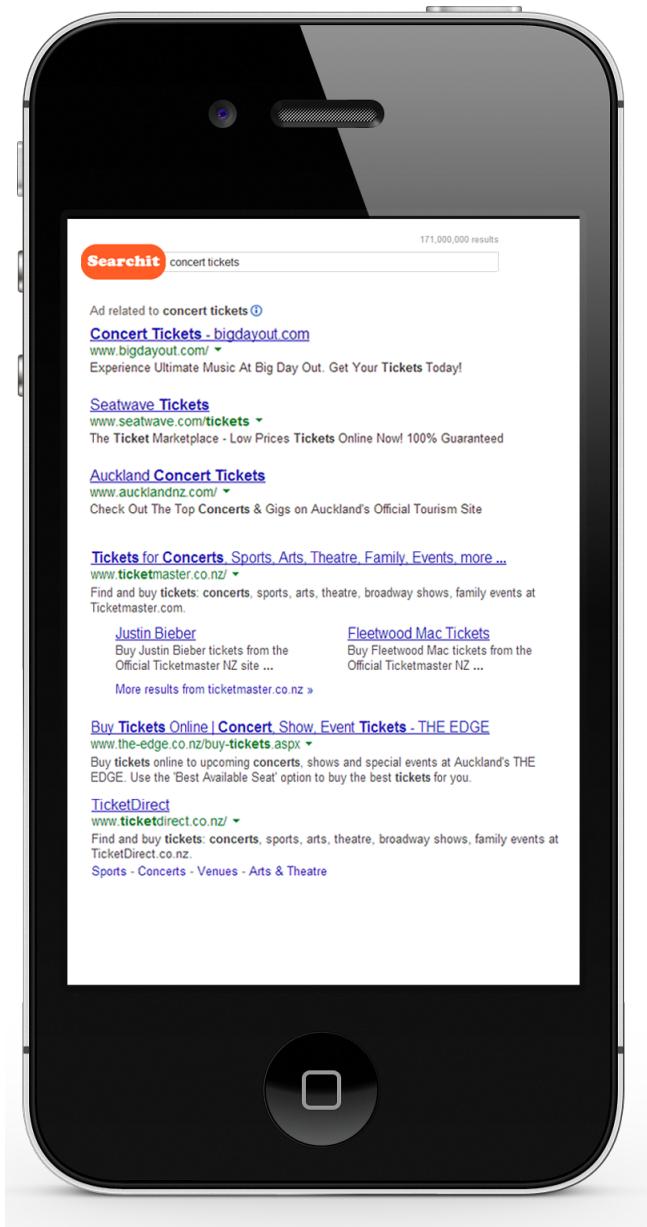
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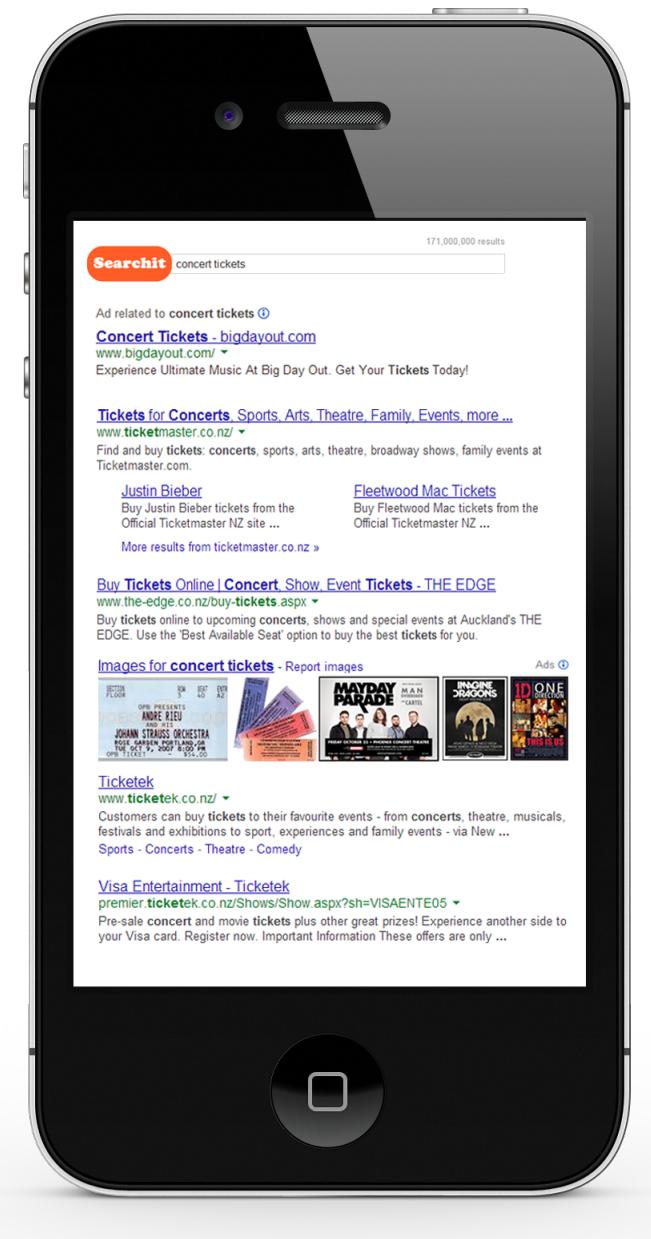
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Set 5

Flowers Online – desktop search results (Without Disclosure)

You have just conducted a search for “flowers online” as you would like some flowers delivered for a special occasion. Below is the search results page for this query. Please indicate which of the links below you would choose to explore further.

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[Teleflora: Flowers | Buy Flowers | Flower Delivery New Zealand](#)
www.teleflora.co.nz/ ▾
Send flowers online with New Zealand's premier florist network! Choose from a
fanatstic range of fresh flowers with same day delivery available New Zealand.
Find A Florist - International Flower Delivery - Flower Arrangements - Birthday

[Flowers NZ: New Zealand Flower Delivery \(Same Day\)](#)
www.flowers-nz.co.nz/ ▾
New Zealand flower delivery by quality local NZ florists ensures fresh flowers. Same
day online flower delivery to New Zealand - Auckland Wellington Tauranga ...

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Searchit flowers online 274,000,000 results

[Ready Flowers NZ Delivery - ReadyFlowers.co.nz](#)
www.readyflowers.co.nz/Online+Florist ▾
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Fresh Flowers From Under \$41 Sympathy and Funerals
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Set 6

Concert Tickets – desktop search results (Without Disclosure)

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Searchit concert tickets

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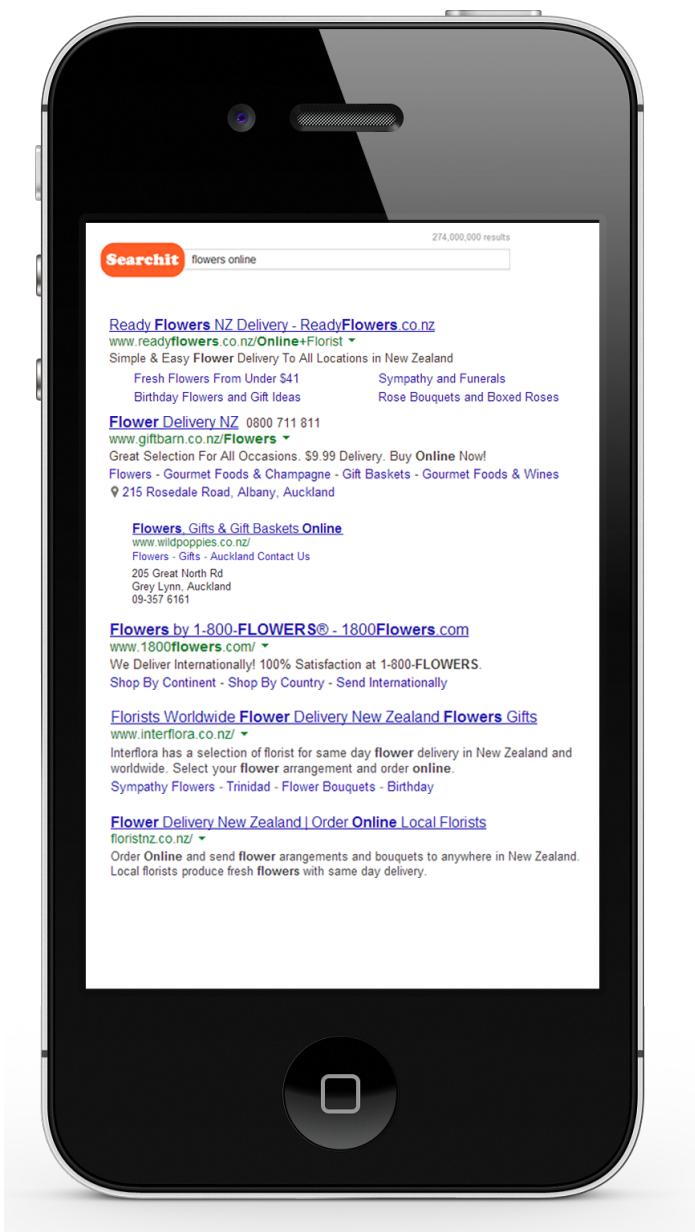
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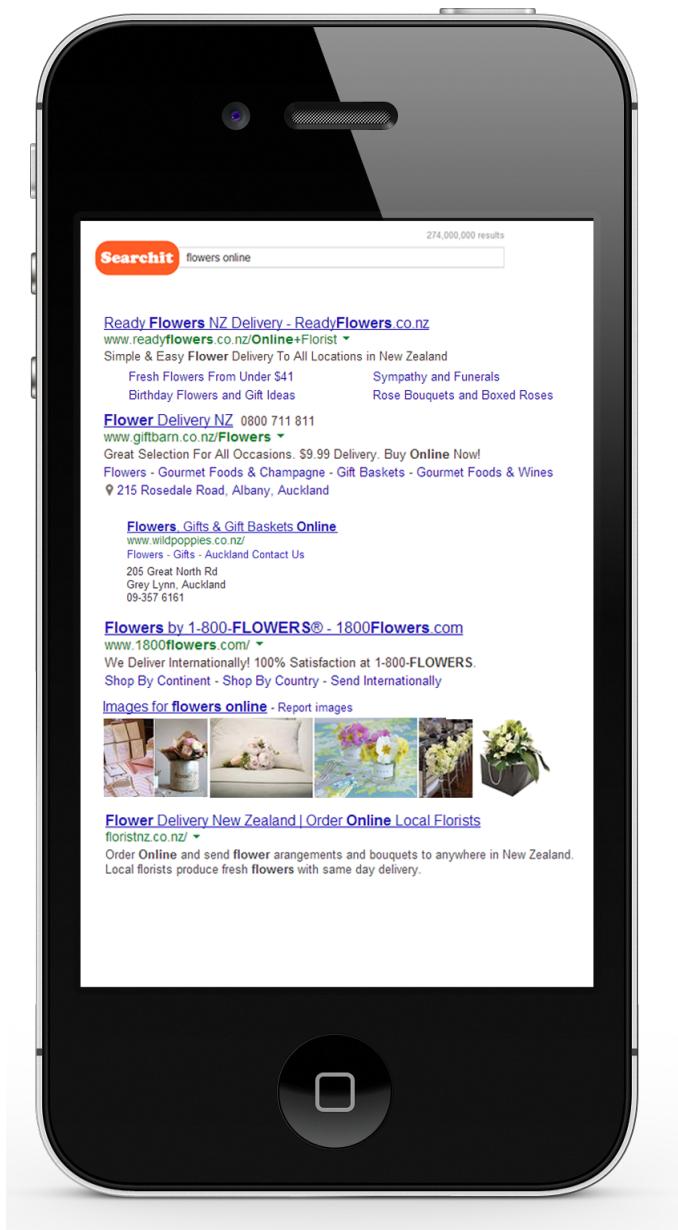
Set 7

Flowers Online – mobile search results (Without Disclosure)

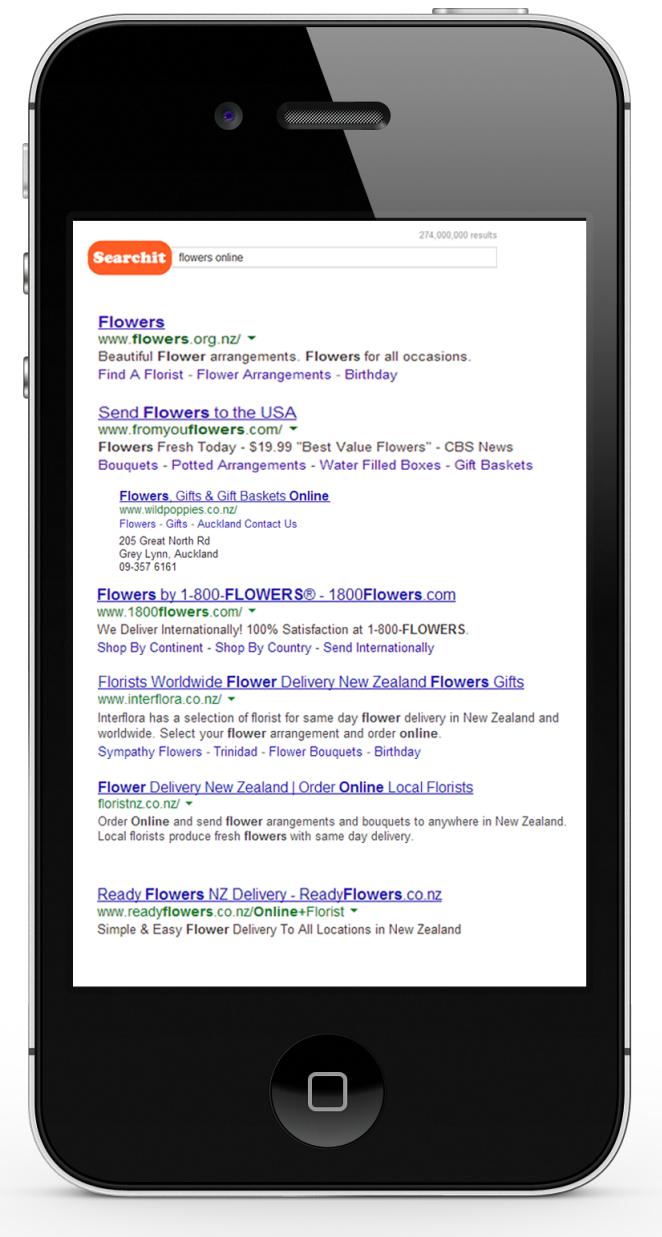
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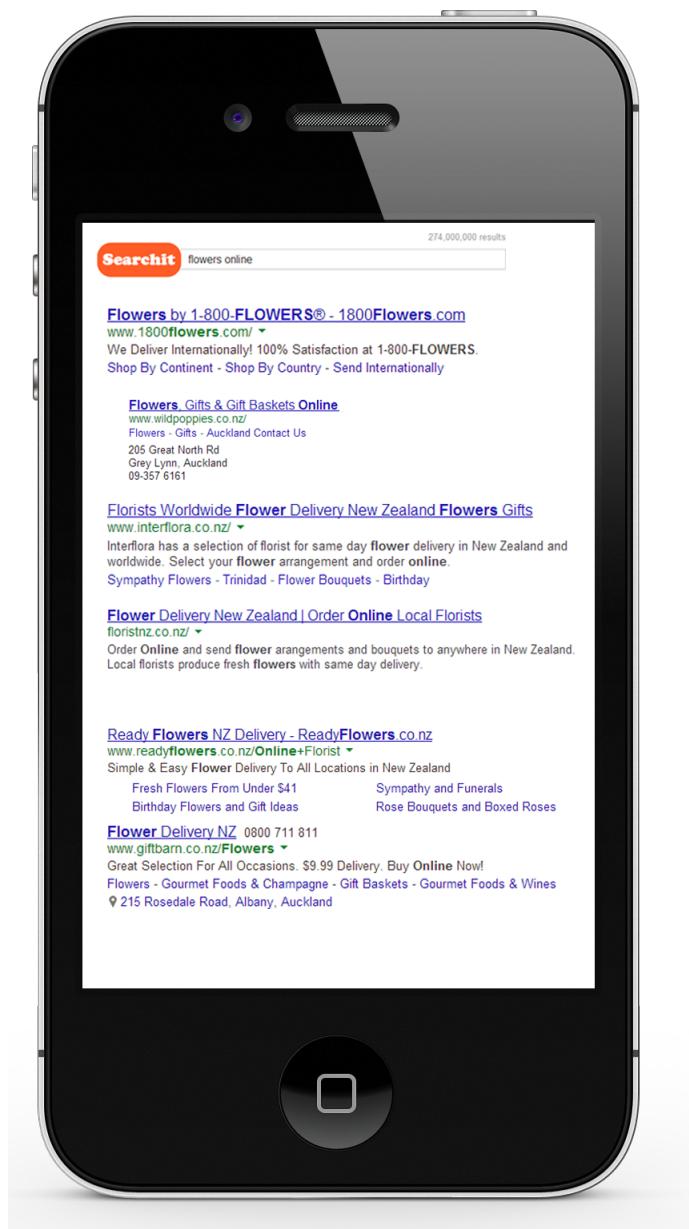
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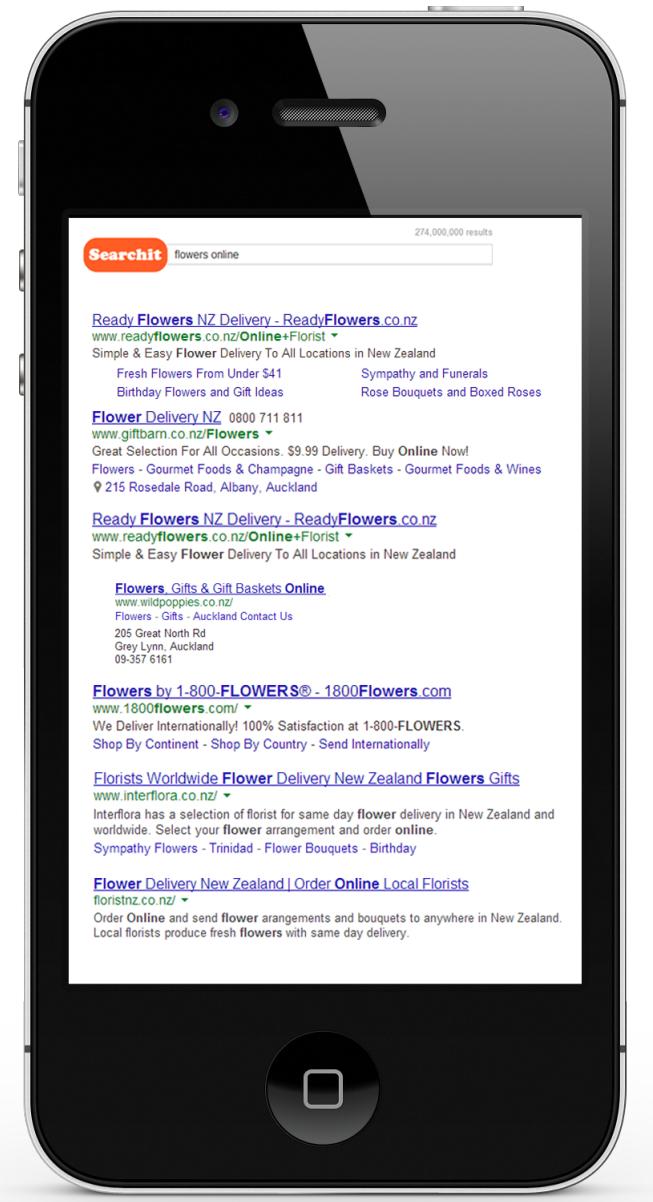
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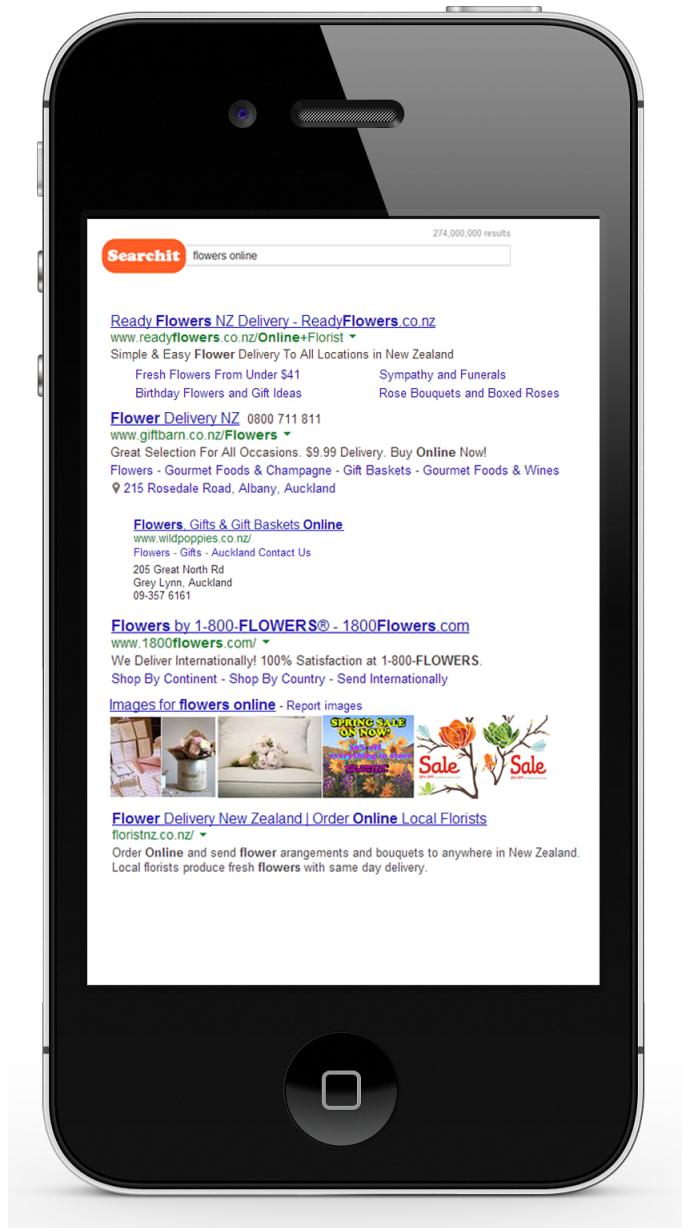
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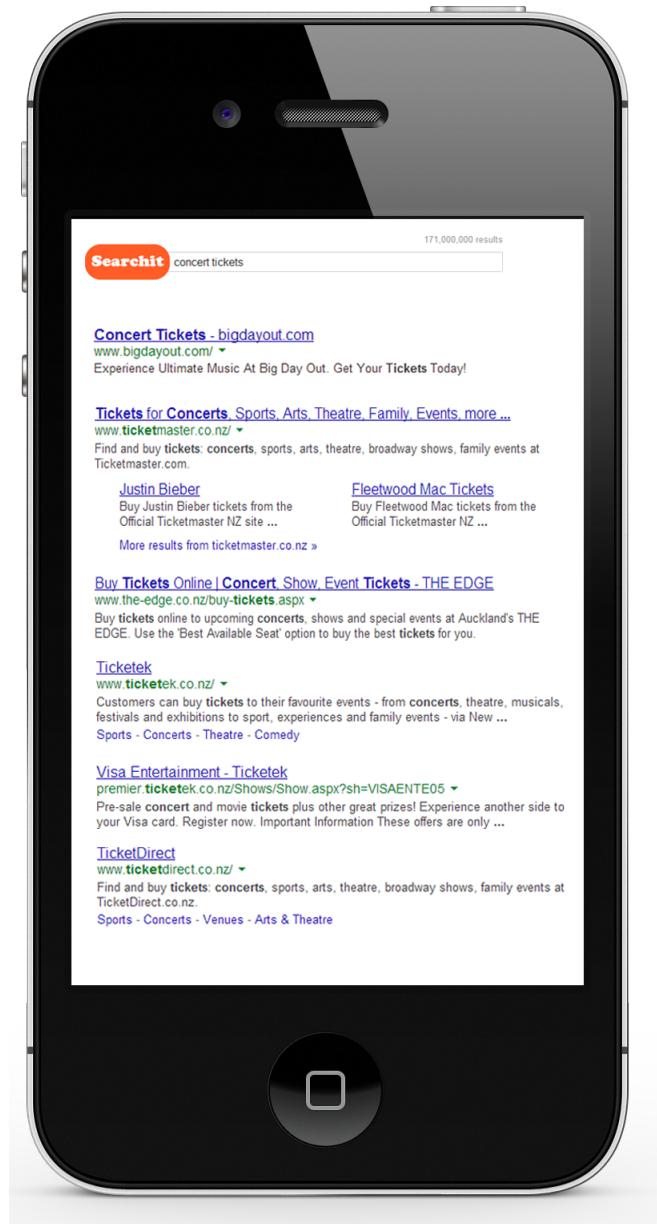
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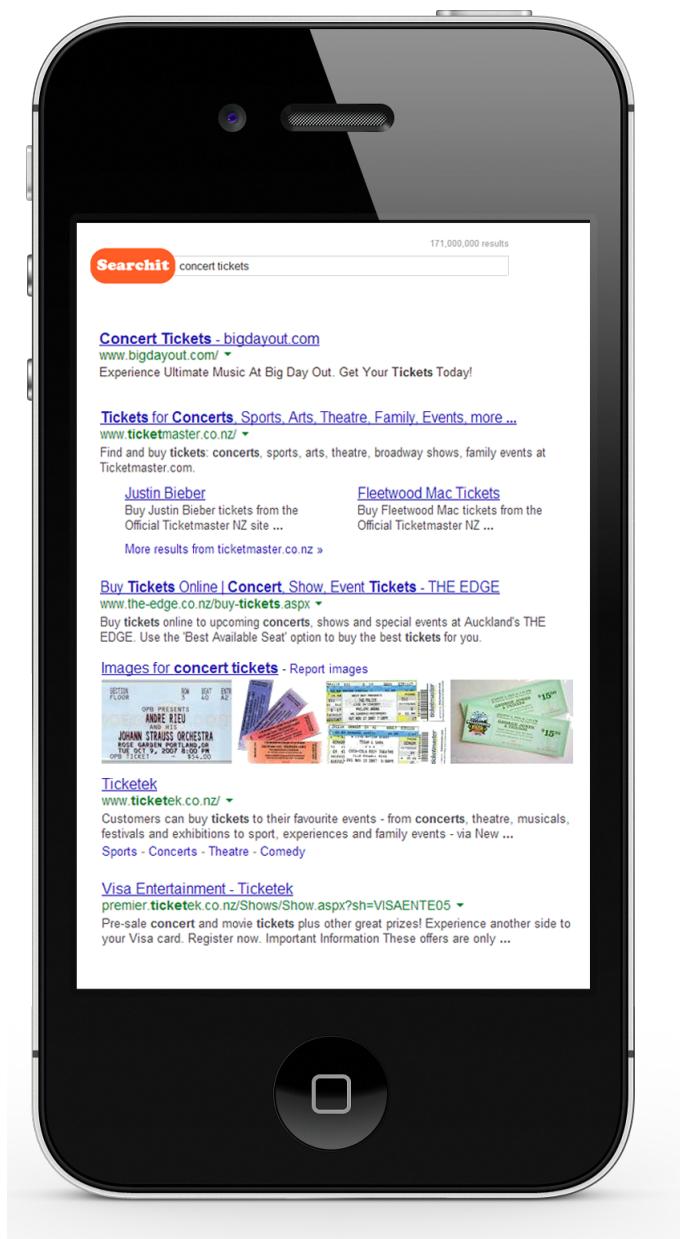
Set 8

Concert Tickets – mobile search results (Without Disclosure)

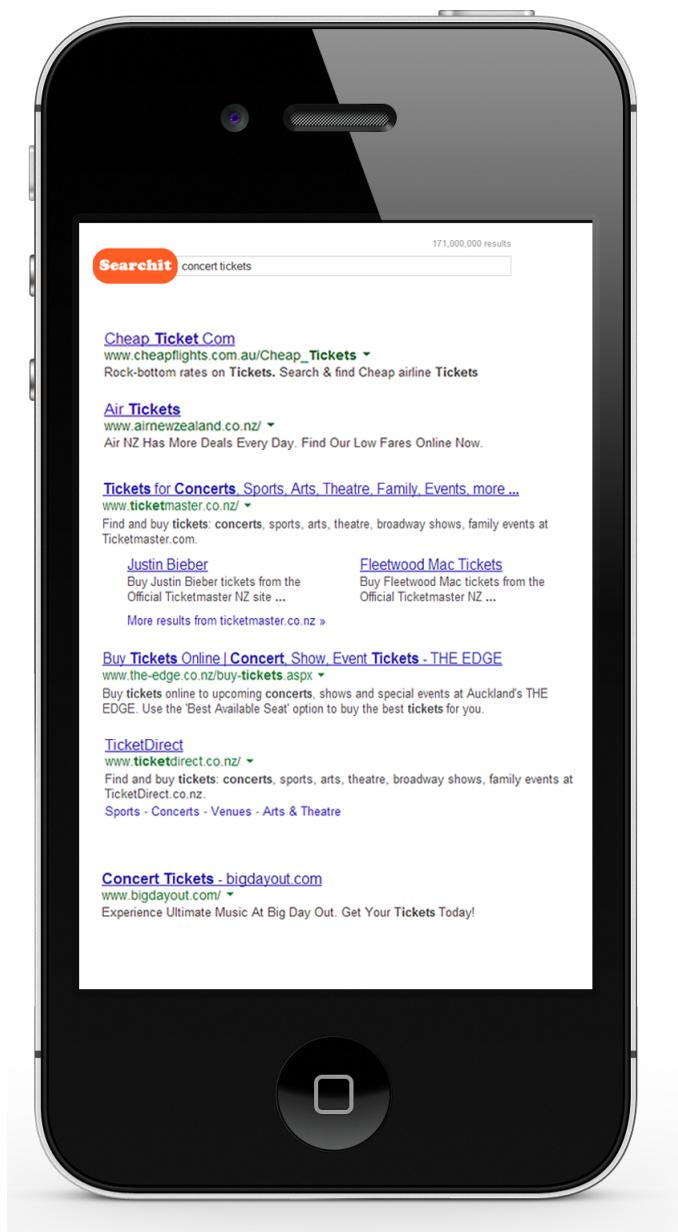
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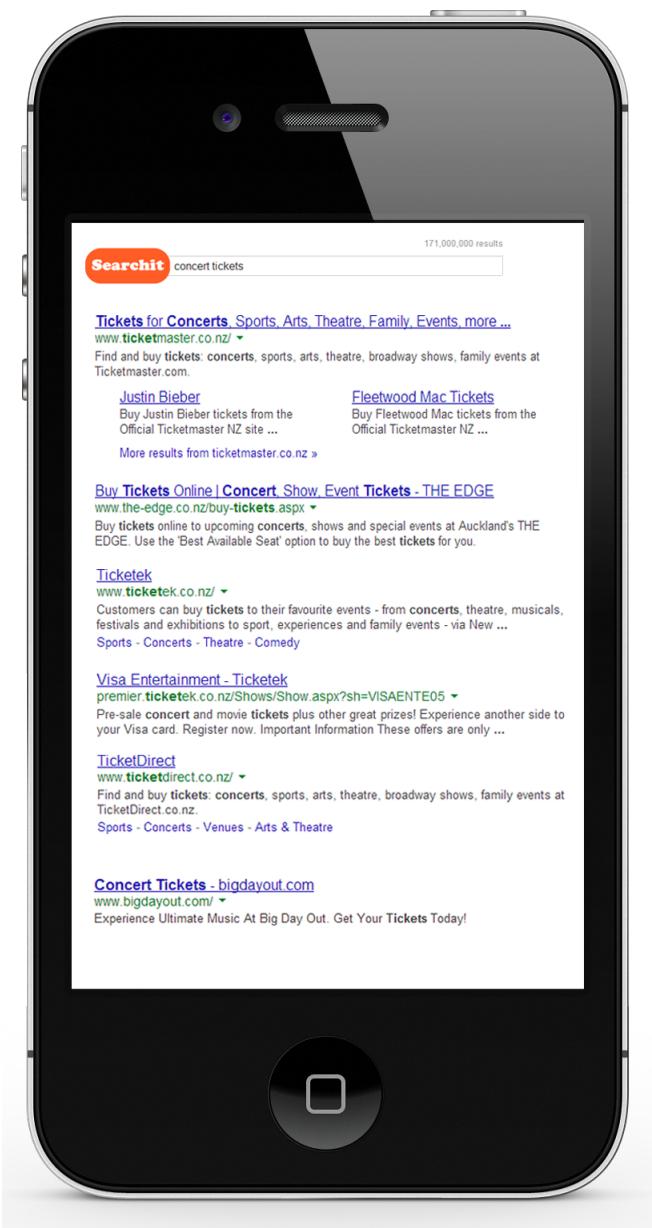
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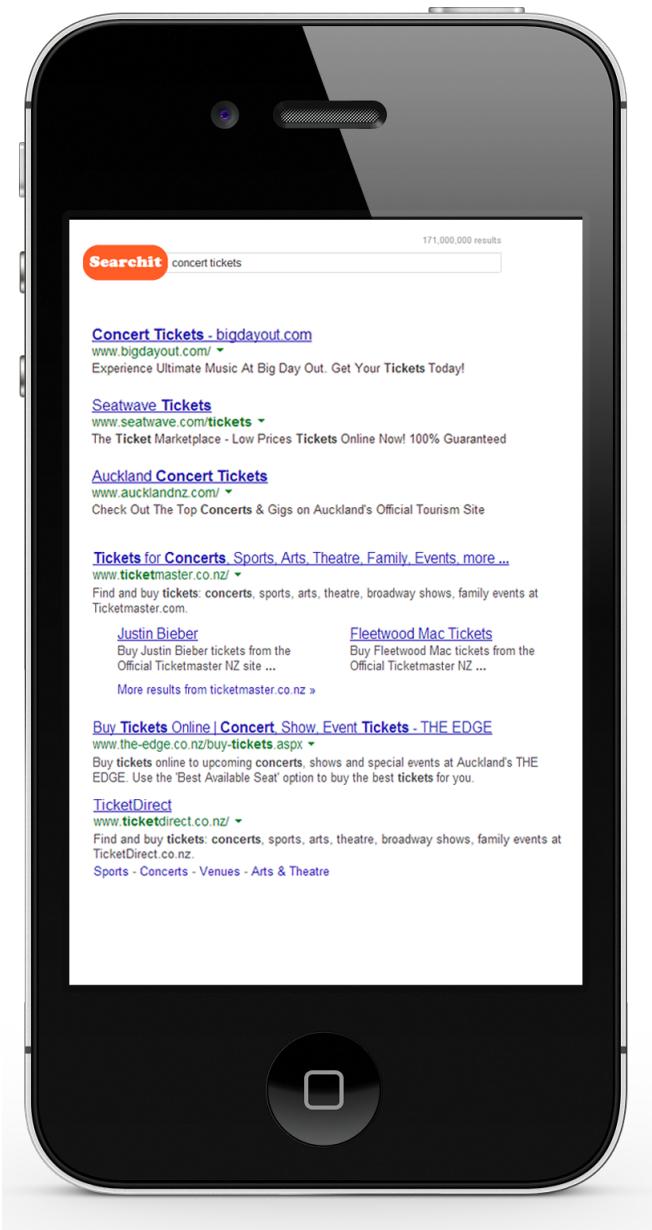
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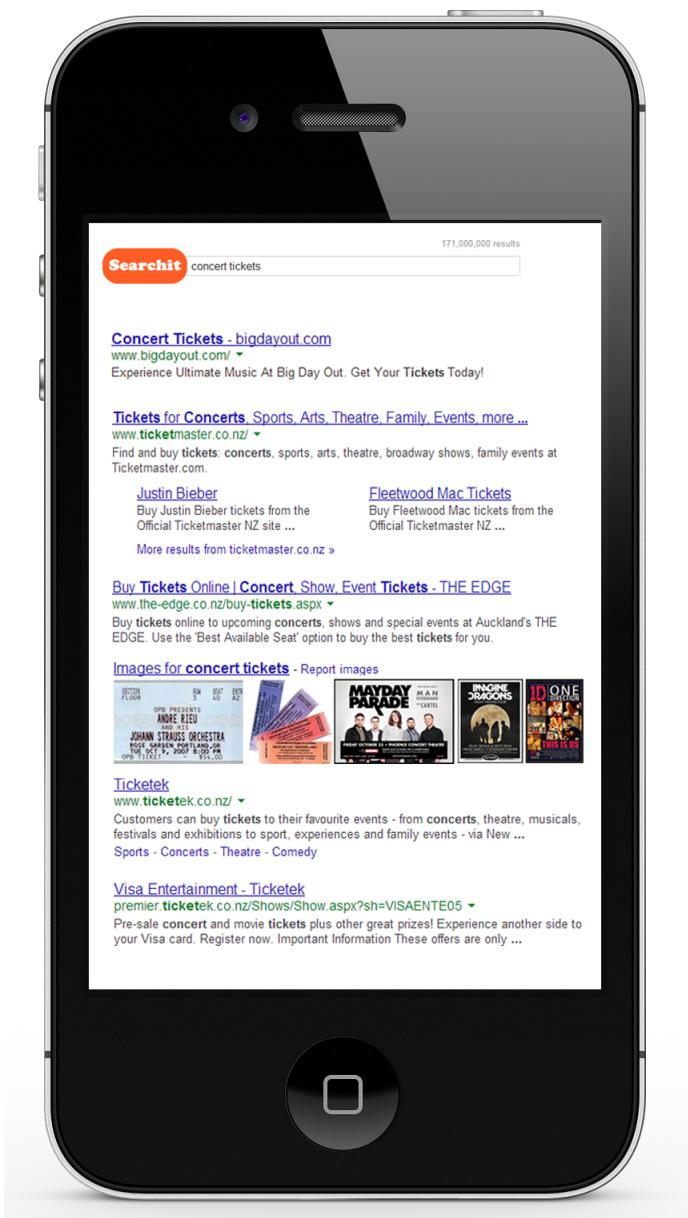
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Please relate to the following shown search results and answer the following questions on a scale of 1 to 7, where 1 indicates that you strongly disagree and 7 indicates that you strongly agree with the statements being presented to you.

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How do you rate the previously shown search results.	Strongly disagree 1							Strongly agree 7
Overall I would be satisfied with the shown results if I would have searched for tickets or flowers.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please answer the following questions about online advertising IN GENERAL on a scale of 1 to 7, where 1 indicates that you strongly disagree and 7 indicates that you strongly agree with the statements being presented to you.

What do online advertisers usually do?	Strongly disagree 1						Strongly agree 7
Usually they grab my attention with different colour of the ad	O	O	O	O	O	O	O
They uses banners on websites	O	O	O	O	O	O	O
They match the ads to my online behaviour.	O	O	O	O	O	O	O
They relate the ads to my online search.	O	O	O	O	O	O	O
They merge ads in the editorial content of webpages.	O	O	O	O	O	O	O
They are present in social networks.	O	O	O	O	O	O	O
They display ads related to my personal interests.	O	O	O	O	O	O	O
They use branded content like blogs or Youtube videos.	O	O	O	O	O	O	O
They sponsor video on demand.	O	O	O	O	O	O	O

Please relate to the following shown search results and answer the following questions on a scale of 1 to 7, where 1 indicates that you strongly disagree and 7 indicates that you strongly agree with the statements being presented to you.

What do online advertisers want to achieve with their ads?	Strongly disagree 1	2	3	4	5	6	7 Strongly agree 7
The aim of online ads is to give more information about the products/services.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The aim of online ads is to sell products/services.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The aim of online ads is to influence your opinion.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The aim of online ads is to make certain people like products or services.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The aim of online ads is to stimulate sales.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The aim of online ads is to let people know more about product/services.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please relate to the following shown search results and answer the following questions on a scale of 1 to 7, where 1 indicates that you strongly disagree and 7 indicates that you strongly agree with the statements being presented to you.

What do you think about online advertising?	Strongly disagree 1						Strongly agree 7
We can depend on getting the truth in most advertising.	O	O	O	O	O	O	O
Advertising's aim is to inform the customer.	O	O	O	O	O	O	O
I believe Advertising is informative.	O	O	O	O	O	O	O
Advertising is generally truthful.	O	O	O	O	O	O	O
Advertising is a reliable source of information about the quality and performance of products.	O	O	O	O	O	O	O
Advertising is truth well told.	O	O	O	O	O	O	O
In general, advertising presents a true picture of the product being advertised.	O	O	O	O	O	O	O
I feel I've been accurately informed after viewing most advertisements.	O	O	O	O	O	O	O
Most advertising provides consumers with essential information.	O	O	O	O	O	O	O

Please fill in the following demographic data. None of these responses will be used to refer to you as an individual.

Please select the most appropriate age bracket

21 – 30	31 – 40	41 – 50	51 – 60	61 – 70
<input type="radio"/>				

Please indicate your gender

Male	Female
<input type="radio"/>	<input type="radio"/>

How often do you use the internet?

Less than once a month	Once a month	Once a week	2-3 times a week	Daily
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How do you access the internet?

Internet café	Work	School	Personal computer	Mobile device
<input type="radio"/>				

Please tell us more about your online behavior.

Which search engines would you most commonly use

Google.com	Yahoo.com	Bing.com	AOL.com	Youtube.com
<input type="radio"/>				

How many pages of the search engine results would you look through to find a relevant website?

1 page	1-2 pages	3-4 pages	5 pages	As many as possible
<input type="radio"/>				

Would you consider the ads to be useful when you are looking for a website?

Yes	No
<input type="radio"/>	<input type="radio"/>

Would you consider clicking on ads or not, please explain in a few sentences.

Please tell us more about your mobile behavior.

Do you own a smartphone?

Yes	No
<input type="radio"/>	<input type="radio"/>

Do you access the internet on your smartphone?

Yes	No
<input type="radio"/>	<input type="radio"/>

Please select all the social media networks you would access with each device (as many as you like)

Laptop/desktop computer	Mobile devices
Facebook	Facebook
Instagram	Instagram
Twitter	Twitter
LinkedIn	LinkedIn
YouTube	YouTube
Pinterest	Pinterest
Google +	Google +

Please fill in the following demographic data. None of these responses will be used to refer to you as an individual, and this data will not be shared for any purpose whatsoever.

Please select all the online activities you would perform with each device (as many as you like)

Laptop/desktop computer	Mobile devices
Browsing websites	Browsing websites
Research/Homework	Research/Homework
Online shopping	Online shopping
Product reviews/Comparisons	Product reviews/Comparisons
Videos/Movies/Other downloads	Videos/Movies/Other downloads
News	News
Email	Email
Maps	Maps

How would you normally access the internet?

Desktop	Laptop	Tablet	Phone	TV
<input type="radio"/>				

Please fill in the following demographic data. None of these responses will be used to refer to you as an individual, and this data will not be shared for any purpose whatsoever.

Please name the top five smartphone apps you use.

Apps

Please name the top five products you would shop for online

Products

Would you like to receive the results of this survey? Please note that individual results are not being tabulated, so you will receive a complete data set of the group mean scores.

Yes (THIS WILL REFER TO A SEPARATE FORM FOR ENTERING THE EMAIL)

No

Please provide an email address, it will be only used to send out the summary of results.