Perceived Usefulness and Belief in Digital Advertising Claims

Christos Livas
University of Patras
Margarita Komninou
University of Patras
Efthimios Dragotis
University of Patras

Paper from the EMAC Regional Conference, Athens, Greece, September 27-29, 2023

EMAC
EUROPEAN MARKETING ACADEMY

Perceived Usefulness and Belief in Digital Advertising Claims

Abstract

Arguably, to be effective, advertising must be perceived as useful (or valuable) by consumers. In view of the importance of perceived advertising (ad) usefulness in shaping attitudes and behavioral intentions, this study tests existing theory on ad value by using different measurement scales and extending it with the inclusion of belief. Results from a survey with 141 participants confirmed existing theory and indicated that perceived entertainment, informativeness, and annoyance significantly affect perceived digital ad usefulness. Moreover, consumers' belief in digital ad claims was positively affected by perceived ad usefulness and informativeness. Thus, empirical evidence from the present study indicates that to reduce consumer skepticism, advertisers ought to deliver valuable and informative digital ads.

1. Introduction

Across online channels and digital media, consumers are faced with growing volumes and constantly evolving types of advertisements (ads). To avoid intrusiveness, annoyance, and breaches of confidentiality, many Internet users actively fortify their privacy through ad blocking tactics such as skipping ads, adjusting their media/vehicle preferences, choosing ad-free media experiences, and/or using ad blockers (Edelman, 2020; Ying, Korneliussen, and Grønhaug, 2009). Indicative of the prevalence of digital ad avoidance tactics is that the global adblocking rate in late 2021 was estimated at approximately 37% (Statista, 2022). Apart from failing to relate to their target audience, ad avoidance results in significant economic losses for digital advertisers (Statista, 2022). Given that actual behavior is often an indicator of preceding attitudes, a substantial portion of the online population appears to have a negative attitude towards online ads due to, for example, perceived irrelevance or ad placement in inappropriate online environments (AudienceProject, 2020; Yang, Jiang, and Wu, 2021).

The lean-forward character of digital channels is also considered a major factor responsible for developing negative ad attitudes since it requires greater attention intensity and cognitive efforts from online users, in shorter time spans (Chan-Olmsted, Wolter, and Adam, 2020). Online consumers are likely to engage in more purposeful content consumption and perceive digital ads as obstacles or nuisances they have to overcome. Thus, to mitigate negative attitudes, sustain user attention and enhance recall, digital ads ought to provide some type of value to message recipients. has been conceptualized as the consumers' subjective evaluation of the usefulness (Ducoffe, 1995) or worth (Ducoffe, 1996) of advertising. Ad value incorporates the dimensions of message content (i.e., informativeness) and presentation (i.e., entertainment), and may serve as an indicator of ad effectiveness (Ducoffe, 1995).

Numerous studies have examined the concept of ad value across diverse communication options and investigated its relationship with consumer attitudes and purchase intentions (e.g., Ducoffe, 1996; Ducoffe and Curlo, 2000; Lou and Yuan, 2019; Wiese, Martínez-Climent, and Botella-Carrubi, 2020). Nevertheless, to date, there is limited research regarding the potential impact of digital ad value on consumers' overall belief in digital advertising claims. Considering that ad value has been assumed to improve the general attitudes toward advertising (Ducoffe, 1995), the present study aims to examine the potential impact of perceived digital ad usefulness on consumers' overall belief in digital ad claims. This investigation contributes both theoretically and methodologically by testing existing theory regarding (digital) ad usefulness with use of different measurement scales and extending it with the inclusion of belief.

2. Literature review and hypotheses development

Digital advertising is evolving and becoming increasingly prevalent. In general, digital advertising refers to the use of various formats of branded content in the digital context, including pop-ups, prestitials, flashing animations, sticky ads, banners, and social media posts (Belanche, 2019; Santoso, Wright, Trinh, and Avis, 2020). Notwithstanding the exact format employed, most digital and online channels are thought to be characterized by a lean-forward consumer mentality (Deuze, 2016). Overall, lean-forward digital media indicate a more active type of behavior by users (Deuze, 2016). Relevant research has indicated that lean-forward media experiences are associated with higher attention intensity but shorter attention span, require more cognitive resources for performing tasks, and are intentionally driven (Chan-Olmsted et al., 2020).

To effectively achieve their objectives, digital ads ought to be perceived as useful by digital media users. Ad usefulness is closely associated with the concept of ad value, as the latter has been conceptualized to represent 'a subjective evaluation of the relative worth or utility of advertising to consumers' (Ducoffe, 1995; 1996). Prior research has shown that innovative and sophisticated creative tactics can attract users' attention, facilitate the understanding of product benefits, enhance message recall, and improve ad attitudes (Feng and Xie, 2019). Thus, creatively designed and appropriately delivered novel digital ads are more likely to elicit positive emotions and potentially be perceived as entertaining by consumers. Entertaining digital ads are more likely to increase the emotional gratification of recipients and simultaneously facilitate the effective delivery of main message content. Given that ad usefulness is partly affected by an ad's ability to satisfy consumers emotional needs through entertainment (Ducoffe, 1995), it is hypothesized that:

H_1: Digital ad entertainment has a significant positive impact on digital ad usefulness

Another established dimension of ad value is annoyance or irritation (Ducoffe, 1995). Existing literature has examined the concept of ad annoyance and identified some of its antecedents. Across digital media, the factors causing annoyance may relate to message content and delivery. With respect to content, prior studies have shown that overdramatization of situations, exaggerations, and portrayals of physical discomfort, tension or unsympathetic characters can lead to audience annoyance (Aaker and Bruzzone, 1985). Moreover, several formats of digital ad message delivery are often considered by consumers to be intrusive, obtrusive, and therefore, annoying (Belanche, 2019; Lütjens, Eisenbeiss, Fiedler, and Bijmolt, 2022). Studies suggest that ad value is undermined by the use of irritating, offensive, insulting, or manipulative advertising methods (Ducoffe, 1995;1996). Thus, it is expected that:

H_2: Digital ad annoyance has a significant negative impact on digital ad usefulness

The traditional view of advertising suggests that one of advertising's primary institutional functions is to facilitate the exchange of information between buyers and sellers (Nelson, 1974; Stigler, 1961). There is a consensus regarding the positive impact of perceived informativeness on both ad effectiveness and audience satisfaction, which suggests that consumers appreciate information provided by ad messages (Ducoffe, 1995). Provision of information is considered critical to consumer decision making as it allows them to make informed decisions by accurately assessing alternative choices. Thus, it is hypothesized that:

H_3: Digital ad informativeness has a significant positive impact on digital ad usefulness.

The effects ad informativeness extend beyond consumer perceptions about ad usefulness. Informational ads have been conceptualized as marketing messages that provide factual, verifiable, and relevant information, with the potential to enhance consumers' confidence in assessing brand or product merits (Puto and Wells, 1984). Thus, if consumers believe that an ad aims to inform rather than manipulate, distract, or serve other purposes, they are expected to be more trusting of advertisers' intentions and subsequently of ad claims. Thus, it is anticipated that:

H_4: Digital ad informativeness has a significant positive impact on belief in digital advertising claims.

Several studies have long suggested that advertising generally suffers from distrust or disbelief (e.g., Jones Ringold, 2021; Martínez Flores, 2017). Belief represents a cognitive consumer response and is assumed to precede attitude formation, behavioral intentions, and actual consumer behavior (Smith and Swinyard, 1988). Contrary to ad novelty, which is often viewed as a hedonic dimension of creativity, message usefulness has been found to reduce perceived risk and stimulate trust in the product and brand (Sheinin, Varki, and Ashley, 2011). Since ad usefulness is likely to increase trust in the message itself (prior to or in parallel with enhancing brand and product trust) it is expected that:

H_5: Digital ad usefulness has a significant positive impact on belief in digital advertising claims.

The proposed conceptual model (Figure 1) is an extended version of Ducoffe's (1995) advertising value framework. Its novelty lies in the inclusion of the 'belief in digital ad claims' concept. In line with the preceding argumentation, digital ad usefulness is shaped by the dimensions of entertainment, annoyance, and informativeness. Subsequently, belief in digital ad claims is expected to be directly affected by digital ad usefulness and informativeness.
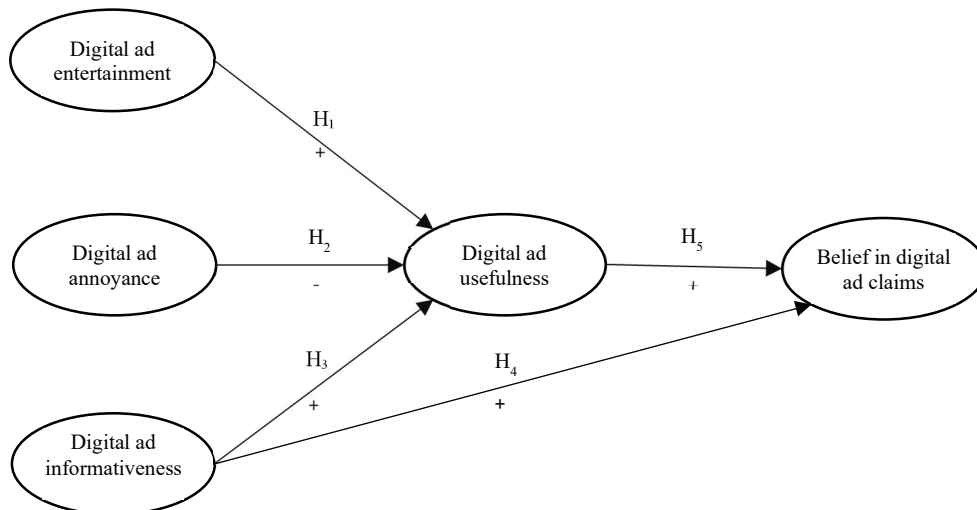

Figure 1. Conceptual model

3. Research method

3.1 Sample

The research instrument was administered online to a convenience sample of 141 respondents between March and April 2022. As a result of the non-probability sampling method used, most participants were female (63,8%) and between 18-34 years of age (70%). Despite the overrepresentation of women and young individuals, 84,3% of the participants reported that they were very frequent or frequent Internet users. This sample characteristic was expected since the questionnaire was administered in electronic format. Thus, respondents were assumed to be familiar with advertising across online and digital channels, and therefore able to provide an informed opinion about the study's topics of interest. Participants were informed about the study's aims and were asked to provide their informed

consent prior to completing the online questionnaire. Participation in the study was voluntary, anonymous and GDPR compliant.

3.2 Measurement

The questionnaire included three questions measuring gender, age, and internet use frequency. To satisfy the overarching research aim, the study did not use Ducoffe's (1995) measurement scales but employed two different scales to measure perceived ad usefulness and belief in digital advertising. Regarding perceived ad usefulness, the measurement scale was based on Burns and Lutz (2006) and incorporated four Likert-type items measuring ad annoyance, three items measuring ad entertainment, and two items measuring ad usefulness. The phrasing of the items was modified wherever necessary to refer to digital advertising rather than advertising in general. Ad informativeness and belief in digital advertising was measured with an adapted version of the skepticism toward advertising scale (Obermiller and Spangenberg, 1998). The wording of the Likert-type items used was modified to refer to digital advertising, and the five-point rating was reversed (i.e., a rating of one was associated with strongly disagree and a rating of five was associated with strongly agree). Thus, instead of indicating higher skepticism, higher scores on the scale's items indicated higher belief in digital advertising. Out of the seven Likert-type items included in the scale, five measured belief in digital advertising claims and two measured ad informativeness.

In view of the above, a Confirmatory Factor Analysis (CFA) was performed to ensure validity and reliability of the measurement model (Table 1). Apart from achieving an acceptable model fit, internal consistency (Cronbach's α, Spearman-Brown and composite reliability values > 0,7), convergent validity (AVE > 0,5), and discriminant validity (AVE > MSV for all constructs) were deemed satisfactory (Hair, Black, Babin, and Anderson, 2014). Because the same respondents provided evaluation on all study variables (i.e., independent, and dependent), the research faced the threat of common method variance (or bias), which was assessed with use of Harman's single factor and unmeasured common latent factor tests (Podsakoff, MacKenzie, Lee, and Podsakoff, 2003). The single factor extracted from the Harman's test explained approximately 29,58% of data variance and the unmeasured common latent factor test indicated that common method variance was approximately 43,60%. Since levels of common method variance are considered problematic when they exceed 70% for studies using multi-item measures (Fuller, Simmering, Atinc, Atinc, and Babin, 2016), the risk of common method bias in the present research was not considered to be significant.

Table 1. Confirmatory factor analysis

Constructs *(Items)*	Standardized Loadings	Internal Consistency	Composite Reliability	AVE	MSV
Ad informativeness	-	0,84	0,86	0,75	0,38
Aim is to inform	0,73	-	-	-	-
Informative	0,98	-	-	-	-
Belief in ad claims	-	0,89	0,89	0,62	0,38
Reliable source	0,82	-	-	-	-
Truth well told	0,78	-	-	-	-
True image	0,81	-	-	-	-
Accurately informed	0,76	-	-	-	-
Essential information	0,77	-	-	-	-
Ad entertainment	-	0,84	0,84	0,64	0,18
Innovative	0,82	-	-	-	-
Different	0,87	-	-	-	-
Sophisticated	0,70	-	-	-	-
Ad annoyance	-	0,89	0,90	0,68	0,18
Annoying	0,85	-	-	-	-
Intrusive	0,85	-	-	-	-

Disruptive	0,79	-	-	-	-
Overbearing	0,81	-	-	-	-
Ad usefulness	-	0,84	0,84	0,73	0,26
Useful	0,80	-	-	-	-
Beneficial	0,90	-	-	-	-

Notes: (1) CFA Fit statistics: CMIN/DF = 1,485; CFI = 0,964; TLI = 0,954; RMSEA = 0.059; PCLOSE = 0,232; SRMR = 0,063; (2) Internal consistency was estimated with Cronbach's α for latent variables consisting of more than two items, Spearman - Brown (split half reliability) for latent variables consisting of two items, and composite reliability; (3) AVE and MSV stand for Average Variance Extracted and Maximum Shared Variance respectively, and they are used as measures of convergent and discriminant validity.

4. Results

4.1 Descriptive analysis

Descriptive and bivariate analyses were conducted with use of IBM SPSS 27 while Structural Equation Modelling (CFA and Confirmatory Modelling) was performed with AMOS 24. Table 2 shows the mean and median scores for each composite variable regarding participants' perceptions of digital advertising. The findings suggest that respondents perceived digital advertising to be moderately informative (3,22 out of 5), annoying (3,16 out of 5), and useful (3,22 out of 5). On the other hand, evaluations about digital ad entertainment were neutral (2,94) and on average, respondents were undecided regarding their belief in digital ad claims (2,93).

Table 2. Descriptive statistics

Parameters	Digital ad entertainment	Digital ad informativeness	Digital ad annoyance	Digital ad usefulness	Belief in digital ad claims
Mean	2,94	3,22	3,16	3,22	2,93
Median	3,00	3,50	3,25	3,00	3,00
St. Dev.	0,82	0,87	0,89	0,83	0,78
Skewness	0,00	-0,28	-0,33	-0,33	-0,29
SE Skewness	0,20	0,20	0,20	0,20	0,20
z-Skewness	0,00	-1,39	-1,60	-1,60	-1,44
Kurtosis	-0,16	-0,51	-0,28	-0,06	-0,61
SE Kurtosis	0,41	0,41	0,41	0,41	0,41
z-Kurtosis	-0,39	-1,26	-0,69	-0,15	-1,51
Range	4,00	4,00	4,00	4,00	3,40
Minimum	1,00	1,00	1,00	1,00	1,00
Maximum	5,00	5,00	5,00	5,00	4,40

Notes: (1) n = 141; (2) One-sample t-tests showed that the mean value of ad informativeness, annoyance and usefulness were statistically significantly greater than the mean value of the measurement scale employed (i.e., '3'); (3) Although the Kolmogorov-Smirnov and Shapiro-Wilk tests of normality were statistically significant for all variables, the z-values of Skewness and Kurtosis suggest that data distribution does not deviate significantly from the normal distribution.

4.2 Bivariate analyses

Regarding the bivariate relationships among study variables (Table 3), Spearman's correlation indicated that, as expected, younger consumers were more frequent Internet users (ρ = -0,415, p < 0,001). Furthermore, younger individuals appeared to perceive greater digital ad annoyance (ρ = -0,315, p < 0,001), as well as less digital ad usefulness (ρ = 0,236, p = 0,005). Overall, younger consumers seem to be more negatively predisposed towards digital

advertising and are less likely to believe message claims ($\rho = 0,187$, $p = 0,027$) than older consumers.

In view of the bivariate correlations among the variables measuring consumer perceptions and belief in digital advertising, digital ad entertainment was significantly and positively correlated with perceived digital ad informativeness ($\rho = 0,26$, $p = 0,002$), usefulness ($\rho = 0,281$, $p = 0,001$), annoyance ($\rho = 0,299$, $p < 0,001$), and belief in digital ad claims ($\rho = 0,254$, $p = 0,002$). These results suggest that digital ad entertainment can be linked to both positive (i.e., useful and informative) and negative (i.e., annoying) ad evaluations.

In addition to being positively associated with digital ad entertainment, digital ad annoyance was significantly and negatively correlated with perceived digital ad usefulness ($\rho = -0,224$, $p = 0,008$) and belief in digital advertising claims ($\rho = -0,176$, $p = 0,036$). Thus, annoyance is clearly linked to negative ad evaluations. Apart from being negatively correlated with annoyance, perceived digital ad usefulness and belief in digital advertising claims were significantly and positively correlated with all other study variables measuring consumer perceptions.

Table 3. Bivariate correlations

		Internet Usage Frequency	Age	Digital Ad Entertainment	Digital Ad Informativeness	Digital Ad Annoyance	Digital Ad Usefulness	Belief in Digital Ad Claims
Internet Usage Frequency	ρ	*1,000*						
	p							
Age	ρ	**-0,415**	*1,000*					
	p	**0,000**						
Digital Ad Entertainment	ρ	0,093	-0,069	*1,000*				
	p	0,271	0,417					
Digital Ad Informativeness	ρ	-0,117	0,076	**0,260**	*1,000*			
	p	0,168	0,373	**0,002**				
Digital Ad Annoyance	ρ	**0,326**	**-0,315**	**0,299**	-0,132	*1,000*		
	p	**0,000**	**0,000**	**0,000**	0,118			
Digital Ad Usefulness	ρ	**-0,262**	**0,236**	**0,281**	**0,401**	**-0,224**	*1,000*	
	p	**0,002**	**0,005**	**0,001**	**0,000**	**0,008**		
Belief in Digital Ad Claims	ρ	**-0,195**	**0,187**	**0,254**	**0,525**	**-0,167**	**0,428**	*1,000*
	p	**0,021**	**0,027**	**0,002**	**0,000**	**0,047**	**0,000**	

Notes: (1) n = 141; (2) Statistically significant correlations appear in bold.

4.3 Structural model

To simultaneously examine the study's hypotheses between latent variables and account for measurement error, the present study employed a confirmatory modelling strategy (Hair *et al*., 2014). As per Table 4, structural model fit was deemed satisfactory (CMIN/df = 1,512; CFI = 0,961; TLI = 0,951; RMSEA = 0,060; PCLOSE = 0,191) and all parameters of interest (i.e., regression coefficients) were statistically significant. *In support of H_1 to H_5,* digital ad entertainment ($\beta = 0,42$, $p < 0,001$) and informativeness ($\beta = 0,33$, $p < 0,001$) positively affect usefulness. On the contrary, digital ad annoyance negatively affects usefulness ($\beta = -0,40$, $p < 0,001$). According to the study's findings, 41% of the variance of digital ad usefulness is explained by digital ad entertainment, informativeness and annoyance. Belief in digital ad claims is positively affected by digital ad usefulness ($\beta = 0,29$, $p = 0,003$) and informativeness ($\beta = 0,5$, $p < 0,001$). Digital ad usefulness and informativeness explain approximately 47% of the variance of belief in digital advertising claims.

Table 4. Structural model coefficients

			Estimates (b)	S.E.	C.R.	P	Standardized Estimates (β)	Squared Multiple Correlations
Usefulness	←	Annoyance	-0,32	0,08	-3,85	p < 0,001	-0,40	
Usefulness	←	Entertainment	0,46	0,13	3,70	p < 0,001	0,42	0,41
Usefulness	←	Informativeness	0,31	0,09	3,53	p < 0,001	0,33	
Belief	←	Usefulness	0,32	0,11	2,97	p = 0,003	0,29	0,47
Belief	←	Informativeness	0,51	0,10	4,95	p < 0,001	0,50	

Structural model fit indices: CMIN/DF = 1,512; CFI = 0,961; TLI = 0,951; RMSEA = 0.060; PCLOSE = 0,191; SRMR = 0,068

5. Discussion and Implications

The present study contributes to existing literature by extending the original ad value model with belief in digital ad claims. It also confirms past research in ad value and reaches almost identical conclusions with use of different measurement scales. More specifically, the study's findings corroborate the significance and direction of the effects of ad entertainment, annoyance (or irritation), and informativeness on ad usefulness (or value) to the recipients. Consequently, ad usefulness significantly and positively affects consumers' belief in digital advertising. Overall, results suggest that digital ads that are successful in informing and entertaining consumers, without annoying them, are perceived useful by consumers. If consumers perceive a digital ad to be useful, then they are more likely to be less skeptical about message claims. Thus, digital advertisers ought to acknowledge the significance of all crucial elements of their advertising communication: the main message being communicated (i.e., information), the creative execution, and the delivery method being employed (i.e., entertainment and annoyance).

Irrespective of the importance of ad usefulness, the results indicate that informativeness appears to be particularly significant in enhancing belief in digital advertising (or in other words in reducing digital ad skepticism). If consumers believe that a digital ad aims to inform, then they are more likely to trust the main message being communicated. Arguably, given that belief is primarily a cognitive concept which precedes emotional or behavioural consumer responses (Smith and Swinyard, 1988), it may serve as a basis for the development of positive ad and brand attitudes, behavioural intentions, and relationship marketing.

Annoyance is also a particularly important concern in digital advertising. Advertising messages across digital media channels may annoy consumers due to the potentially intrusive nature of message delivery. Unsolicited digital marketing messages may stimulate consumer annoyance due to perceived inappropriateness, excessive volume, and irrelevance (Morimoto and Chang, 2006; Todri, Ghose, and Singh, 2020). Despite existing hypotheses about the possible beneficial impact of consumer annoyance (Aaker and Bruzzone, 1985), this study's findings demonstrate that in digital media, annoyance is detrimental in terms of perceived ad usefulness (directly) and belief (indirectly). The observed difference between this paper's findings and Aaker and Bruzzone's (1985) proposition, may be partly explained by social and technological developments. For instance, modern consumers are heavily targeted by advertising messages across numerous media channels, during their leisure and working times. Thus, it is expected that they are experiencing higher levels of ad fatigue. Furthermore, in the past, consumers relied more on ads to gain information about products and offers, in contrast to today's abundance of information sources which simultaneously serve the same function.

The present study also highlights younger online users' annoyance and generally negative predisposition towards digital advertising. Prior research suggests that younger consumers' irritation with digital ads has a negative effect on perceived advertising value, brand awareness and purchase intentions (Dehghani, Niaki, Ramezani, and Sali, 2016). Given that younger consumers are more heavy digital media users, their negative perceptions may be partly explained by their greater exposure to various digital ad formats. Thus, increased exposure to advertising messages in general as well as to intrusive ad formats, is hypothesized to contribute to higher levels of ad fatigue and irritation.

In view of the study's findings, advertisers and/or advertising agencies ought to acknowledge the importance of informativeness in digital ad messages. Despite the value of entertaining and innovative approaches in contemporary marketing, informativeness appears to substantially enhance belief in message claims and digital advertising in general. Given that greater frequency of Internet use is associated with higher levels of digital ad annoyance among younger individuals, advertisers ought to consider novel ways to alleviate these negative predispositions. Focusing on the provision of valuable and accurate information may contribute towards this direction. Lastly, considering the study's limitations, future research could examine the relative importance of informativeness in various forms of digital advertising and across different contexts, with use of larger probability samples of consumers and marketing experiments.

References

Aaker, D. A., & Bruzzone, D. E. (1985). Causes of irritation in advertising. *Journal of Marketing*, 49(2), 47-57.

AudienceProject (2020). *Insights 2020: Attitude towards advertising and use of ad blocking*. Retrieved from: https://www.audienceproject.com/wp-content/uploads/audienceproject_study_attitude_towards_advertising_and_use_of_ad_blockin g_2020.pdf?x11562 [Last accessed: November 4, 2022].

Belanche, D. (2019). Ethical limits to the intrusiveness of online advertising formats: A critical review of Better Ads Standards. *Journal of Marketing Communications*, 25(7), 685-701.

Burns, K. S., & Lutz, R. J. (2006). The function of format: Consumer responses to six on-line advertising formats. *Journal of Advertising*, 35(1), 53-63.

Chan-Olmsted, S., Wolter, L. C., & Adam, E. D. (2020). Towards a Video consumer leaning spectrum: A medium-centric approach. *Nordic Journal of Media Management*, 1(2), 129-185.

Dehghani, M., Niaki, M. K., Ramezani, I., & Sali, R. (2016). Evaluating the influence of YouTube advertising for attraction of young customers. *Computers in Human Behavior*, 59, 165-172.

Deuze, M. (2016). Living in Media and the Future of Advertising. *Journal of Advertising*, 45(3), 326-333.

Ducoffe, R. H. (1995). How consumers assess the value of advertising. *Journal of Current Issues & Research in Advertising*, 17(1), 1-18.

Ducoffe, R. H. (1996). Advertising value and advertising on the web. *Journal of Advertising Research*, 36(5), 21-32.

Ducoffe, R. H., & Curlo, E. (2000). Advertising value and advertising processing. *Journal of Marketing Communications*, 6(4), 247-262.

Edelman (2020). 2020 Edelman Trust Barometer Special Report: Brands amidst Crisis. Retrieved from: https://www.edelman.com/sites/g/files/aatuss191/files/2020-11/Brands%20Amidst%20Crisis.pdf [last accessed: November 4, 2022].

Feng, Y., & Xie, Q. (2019). Ad creativity via augmented reality technology in online video ads: The differential role of novelty, message usefulness, and ad-consumer association. *Journal of Promotion Management*, 25(6), 907-933.

Fuller, C. M., Simmering, M. J., Atinc, G., Atinc, Y., & Babin, B. J. (2016). Common methods variance detection in business research. *Journal of Business Research*, 69(8), 3192-3198.

Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E., (2014). *Multivariate Data Analysis: 7th edition* Harlow: Pearson Education Limited.

Jones Ringold, D. (2021). Skepticism of food labelling versus food advertising: a replication and extension. *Journal of Marketing Management*, 37(11-12), 1169-1190.

Lou, C., & Yuan, S. (2019). Influencer marketing: How message value and credibility affect consumer trust of branded content on social media. *Journal of Interactive Advertising*, 19(1), 58-73.

Lütjens, H., Eisenbeiss, M., Fiedler, M., & Bijmolt, T. (2022). Determinants of consumers' attitudes towards digital advertising – A meta-analytic comparison across time and touchpoints. *Journal of Business Research*, 153, 445-466.

Martínez Flores, R. (2017). The Role of Advertising Creativity in Trust Enhancement and Customers' Response: An (Extended) Abstract. In *Creating Marketing Magic and Innovative Future Marketing Trends: Proceedings of the 2016 Academy of Marketing Science (AMS) Annual Conference* (pp. 423-426). United States, Springer International Publishing.

Morimoto, M., & Chang, S. (2006). Consumers' attitudes toward unsolicited commercial e-mail and postal direct mail marketing methods: intrusiveness, perceived loss of control, and irritation. *Journal of Interactive Advertising*, 7(1), 1-11.

Nelson, P. (1974). Advertising as Information. *Journal of Political Economy*, 82 (4), 729–754.

Obermiller, C., & Spangenberg, E. R. (1998). Development of a scale to measure consumer skepticism toward advertising. *Journal of Consumer Psychology*, 7(2), 159-186.

Podsakoff, P.M., MacKenzie, S.B., Lee, J.Y., Podsakoff, N.P. (2003). Common Method Biases in Behavioral Research: A Critical Review of the Literature and Recommended Remedies. *Journal of Applied Psychology*. 88(5), 879.

Puto, C.P. & Wells, W.D. (1984). Informational and Transformational Advertising: The Differential Effects of Time. *Advances in Consumer Research*, 11, 638-643.

Santoso, I., Wright, M., Trinh, G., & Avis, M. (2020). Is digital advertising effective under conditions of low attention?. *Journal of Marketing Management*, 36(17-18), 1707-1730.

Sheinin, D. A., Varki, S., & Ashley, C. (2011). The differential effect of ad novelty and message usefulness on brand judgments. *Journal of Advertising*, 40(3), 5-18.

Smith, R.E., & Swinyard, W.R. (1988). Cognitive response to advertising and trial: Belief strength, belief confidence and product curiosity. *Journal of Advertising*, 17(3), 3-14.

Statista (2022). *Adblocking: penetration rate 2021, by country*. Statista Research Department.

Stigler, G.J. (1961). The Economics of Information. *Journal of Political Economy*, 69(3), 213-225.

Todri, V., Ghose, A., & Singh, P. V. (2020). Trade-offs in online advertising: Advertising effectiveness and annoyance dynamics across the purchase funnel. *Information Systems Research*, 31(1), 102-125.

Wiese, M., Martínez-Climent, C., & Botella-Carrubi, D. (2020). A framework for Facebook advertising effectiveness: A behavioral perspective. *Journal of Business Research*, 109, 76-87.

Yang, J., Jiang, M., & Wu, L. (2021). Native advertising in WeChat official accounts: how do ad–content congruence and ad skepticism influence advertising value and effectiveness?. *Journal of Interactive Advertising*, 21(1), 17-33.

Ying, L., Korneliussen, T., & Grønhaug, K. (2009). The effect of ad value, ad placement and ad execution on the perceived intrusiveness of web advertisements. *International Journal of Advertising*, 28(4), 623-638.