CONSUMER ATTITUDES TOWARDS VIDEO ADS; IMPACT OF

INFORMATION QUALITY, INFORMATION SOURCE AND BRAND

FAVORABILITY

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DECLARATION OF ORIGINALITY

I, Yavuz Selim Elmas, certify that

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ABSTRACT

Consumer Attitudes Toward Video Ads, Impact of Information Quality, Information Source and Brand Favorability

Digital video advertising is undoubtedly a part of consumers' digital journeys. Thus, it is worth to study how consumer's digital experience is affected. With regard to that, this study employed an adopted Information Adoption Model with an aim to understand how argument quality, source credibility, brand favorability, and general attitude towards advertising affects likeability and effectiveness of digital video ads both for brand and line extensions. Two surveys have been responded by a total of 998 people. Nature of the study required a semi experimental two-by-two design which entails a pair of ads with and without a celebrity from a line extension, as well as a pair of ads with and without a celebrity from a brand extension. In accordance with it, in this research it had been concluded all these four are reliable variables to be employed in measurements, while a small limitation applies. According to the results of multiple regression analyses; argument quality, source credibility, brand favorability and general attitude towards advertising are statistically significant variables that affect the likeability of digital video ads with celebrity appearance and also effectiveness on digital video ads with celebrity appearance, with separate hypotheses. Moreover, argument quality, brand favorability and general attitude towards advertising are statistically significant variables that affect the likeability of digital video ads without celebrity appearance and also effectiveness of digital video ads without celebrity appearance. Within group paired sample t-test results shows that ad pairs with celebrity appearances whether they are line extensions or brand extensions have significant difference in comparison to ad pairs without celebrity appearances in terms of both ad likeability and ad effectiveness while some limitations apply to ad likeability due to

observed confounding effects. Lastly, between group independent samples t-test results indicate that while there is a significant difference between extensions with regard to ad effectiveness, no such significance is detected for ad likeability.

ÖZET

Video Reklamlara Yönelik Tüketici Tutumları, Bilgi Kalitesi; Bilgi Kaynağı ve Marka Tercih Edilebilirliğinin Etkisi

Dijital video reklamcılığı, şüphesiz tüketicilerin dijital yolculuklarının bir parçasıdır. Bu nedenle, tüketicilerin dijital deneyimlerinin nasıl etkilendiğinin incelenmesi gerekir. Bununla ilgili olarak, bu çalışma, argüman kalitesi, kaynak güvenilirliği, marka tercihi ve reklama yönelik genel tutumun hem marka hem de hat uzantıları için dijital video reklamların beğenilebilirliğini ve etkinliğini nasıl etkilediğini anlamak amacıyla, uyarlanmış bir Bilgi Benimseme Modeli kullanmıştır. İki ankete toplam 998 kişi tarafından yanıt verilmiştir. Araştırmanın doğası, bir hat uzantısından ünlü içeren ve ünlü içermeyen birer reklam, bir marka uzantısından da ünlü içeren ve ünlü içeremeyen birer reklam ile ikiye iki tasarımlı yarı deneysel bir tasarımı gerektirmiştir. Buna uygun olarak, bu araştırmada bu dört değişkenin de ölçümlerde kullanılabilecek güvenilir değişkenler olduğu, ancak küçük bir sınırlamanın geçerli olduğu sonucuna varılmıştır. Regresyon analizi sonuçlarına göre; Argüman kalitesi, kaynak güvenilirliği, marka tercih edilebilirliği ve reklama yönelik genel tutum, ünlü bir kişiyi içeren dijital video reklamların beğenisini ve ünlü bir kişiyi içeren dijital video reklamların etkisini, ayrı ayrı hipotezlerle etkileyen; istatistiksel olarak anlamlı değişkenlerdir. Ayrıca argüman kalitesi, marka tercih edilebilirliği ve reklama yönelik genel tutum, ünlü bir kişiyi içermeyen dijital video reklamlarının beğenisini ve ünlü bir kişiyi içermeyen dijital video reklamlarının etkisini, ayrı ayrı hipotezlerle etkileyen; istatistiksel olarak anlamlı değişkenlerdir.

Grup içi bağımlı gruplar t-testi sonuçlarına göre ister hat uzantıları ister marka uzantıları olsun, ünlü bir kişiyi içeren reklamların, ünlü bir kişiyi içermeyen reklamlara

göre hem reklam beğenilirliği hem de reklam etkisi açısından önemli bir farka sahip olduğu, ancak reklam beğenisine yönelik bazı sınırlamaların da ayrıca geçerli olduğu gözlemlenmiştir. Ayrıca gruplar arası bağımsız örneklem t testi sonuçlarına göre ise reklam etkinliği açısından uzantı türleri arasında önemli bir fark bulunurken, reklam beğenilirliği açısından böyle bir anlamlı farkın olmadığına dikkat çekilmiştir.

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For the last twenty years, I have tried to follow the footsteps of my late father. I believe for every success in my life, I am indebted to him. A particular shoutout to my family: Havva, Ahmet Hilmi, Şifa, Zeynep, Mehmet Kemal Elmas; throughout the years they did everything they can to reveal the best of me.

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To my mother and my sisters…

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CHAPTER 1

INTRODUCTION

Back in the day, display advertising started with the early days of the internet when AT&T bought the first-ever banner ad on hotwired.com in 1994 (LaFrance, 2017). Though it came late in the 2000s, video advertising could be considered as an evolved form of display advertising. Pre-roll video advertisements are, sometimes, even called as display videos (Shaikh, Hada & Shrestha, 2018). The only difference is while display advertising has static or less moving creatives, video advertising consists of fast-moving video content, visual creatives and audio by its nature. Video advertisements are, most generally, being played on online videos where consumer's attraction is increasing towards and more control over ad dynamics possible (Pashkevich et al., 2012).

In 2016, for the first time in the history of advertising, $72 billion was spent on digital advertising, whereas spending on television advertisement was $67 billion in the US (Poggi, 2017). It's the first-time digital ad spend surpassed television ad spend. This new trend was predicted and also likely to continue, at least in the short run. In 2019, digital ad spend was also higher than TV ad spent (EMarketer Editors, n.d.) which confirmed the continuity of this trend. Last year, another historic record was broken and digital advertising increased by 35% to 189$ Billion (IAB Report, 2022). Within same report of Interactive Advertising Bureau, it can be further noted that digital video continued to be one of the fastest growing channels and it grew 50.8% yearly, reaching total revenues of $35.9 billion. The increasing trend for digital video advertising specifically is also expected to continue, in the US alone, digital video

advertising spent was estimated as 55.34 billion US dollars, this spent is expected to be around 78.5 billion US dollars by 2023 (Statista, 2022).

Given the prevalence and increasing popularity of video advertising, it is safe to stress out that video advertising is one of the crucial elements of digital marketing. Moreover, digital video advertising did not only grow in numbers, this type of advertising grew into countless different types of ads such as bumper ads, skippable ads, non-skippable ads, video ad sequencing, and back-to-back video ads (Marcene, 2020). All in all, it is apparent that new studies to measure the likeability and the effectiveness of digital video ads are needed considering the expansion of digital video advertising both in terms of formats and the budget spend.

In accordance with this motivation; this study will cover the topic that how consumer attitude towards the video advertising aligns with the concepts of information source, information quality and brand favorability as well as general attitude towards advertising.

The purposes of this study are twofold. One main purpose is to apply an extended and adopted version of the Information Adoption Model to test the likeability and the effectiveness of digital video advertising. In this context, the main research questions of the study are:

- Does the argument quality in a digital video ad, mainly the usefulness, accuracy, and attractiveness of the information conveyed in the ad, affect consumers' level of ad likeability and the effectiveness of the ad?

- Does source credibility (celebrity appeal) in a digital video ad, mainly the influence of the celebrity in a digital video ad, affect consumers' level of ad likeability and the effectiveness of the ad?

- Does brand favorability, mainly the general attitude of the consumer toward the brand, affect consumers' level of ad likeability and the effectiveness of the ad?

- Does consumers' general attitude toward digital video advertising affect their likeability of digital video ads?

- Does consumers' level of ad likeability affect the effectiveness of a digital video ad?

The second purpose of the study is to understand the differentiating impact of celebrities and type of extension advertised in consumers' likeability and the general effectiveness of an ad. In this context, the main research questions of the study are:

- Is there a difference between the likeability and effectiveness of digital video ads with and without celebrities?

- Is there a difference between the likeability and effectiveness of digital video ads for line extensions vs. brand extensions?

Before delving into structuring the methodology and research dynamics, it would be enlightening to look at the previous research. This literature review will start with looking into history of digital video advertising, information adoption model, information quality, information source and brand favorability constructs especially in digital video advertising sphere and also where these constructs are employed by Information Adoption Model.

CHAPTER 2

LITERATURE REVIEW

2.1 History of video advertising

It would be fair to state that video advertising was perceived as placement extension to TV ads. Though first ever TV ad took place in 1941 (Prathapan et al., 2015), first online banner ad took place in 1994 (Robinson et al., 2007) and first ever digital video ads taken place in 2006 at YouTube (Pashkevich et al., 2012).

While taking a look at the transition from banner ads to video ads, it would worth visit to one similarity that makes banner ads and video ads to be perceived similar, which is animation. In addition to Baltas (2003) found out that banners with animation i.e., multiple frames got less clicks, it has also been noted that banners with multiples frames are hard to remember (Burke et al., 2005, p.423). Conversely, other literature indicates animation found to be increasing click through rate (Chandon et al., 2003 p.223; Lothia et al., 2003, p.414).

Video advertising came also under academic scrutiny especially in the context of political advertising. 2008 United States Presidential elections were a hotbed for video advertising, it has also been noted that YouTube video ads might have been used for political purposes for the first time but it's phenomenon to stay (Fowler et al., 2010). It was not only about the US at that time, YouTube has been a major player in 2007 Finnish elections also (Carlson & Strandberg, 2008). However, YouTube itself does not only bring video ads into place for political reasons, it brought video ads to daily life for all kind of businesses.

Another aspect that needs to be considered while looking at online video advertising is how it relates to traditional TV advertising especially after attribution of

President Obama's election success to social media ads rather than traditional advertising (Harfoush, 2009). It has also been noted that online advertising placements was not merely different placements to TV ads, new format of advertising content were prepared for online advertising (Fox & Ramos, 2012, p.112).

With regard to online video ads, TV advertising found to be more effective especially in the short term, it created more immediate effect on the recipient that of YouTube advertising; though this effect does not necessarily translate into the conscious level, it's still there when sub-conscious level is considered (Weibel et al., 2019, p.8). While ad credibility and irritation have no significant relationship with regard to purchase intention, TV advertising showed better ad credibility and relevance for younger people in terms of purchase intention rather than YouTube video ads (Kempers, 2020).

When it comes to celebrities in YouTube and YouTube ads, it has been found out that YouTube is especially significant in terms of conveying an engaging and informative message; particularly to younger audiences (Yiannakoulias et al., 2017). Celebrities who took place in YouTube content, with voluntarily contributions helped a lot to create a buzz i.e., eWOM (Kwon, 2019). Moreover, another approach for celebrities in the context of YouTube is; the platform re-defined the term celebrity and created a different genre of celebrities from mainly successful YouTube content creators (Hou, 2018, p.18). On the other hand, behavioral studies including celebrities have also been conducted, and it has been noted that ads with celebrity have positive impact on watching patterns and behavior of viewers (Sukanya & Subbulakshmi, 2022).

Like the study conducted for this research, various behavioral studies have been conducted. In the relatively early days of social media platforms, users in these

platforms were keener on them to be kept as ads free, users were not happy with the non-voluntary content they were watching and social media platforms including YouTube was better without advertising to respondents' consideration (Pikas & Sorrentino, 2014, p.80).

Entertainment, informativeness and customization are strong positive drivers for YouTube advertising while irritation is inversely related (Dehghani et al., 2016). It has also been observed with similar study that entertainment factors, customization and credibility have positive effect on YouTube advertising value, which in turn has a positive effect on YouTube advertising purchase intention (Nabila & Achyar, 2020, p.99). While source's credibility does not have positive influence on attitude towards the brand; respondents' attitude toward the video positively influences the attitude towards the brand (Semerádová & Weinlich, 2022, p.234).

Timeliness of the ad, as well as the duration of the ad has also impact on ad attractiveness, moreover if the intensity of ads is high the purchase intention will also be positively affected from it (Amalsyah et al., 2020, p.58). YouTube advertising were affecting brand image and brand favorability, while those latter two does not necessarily affect purchase intention; however, YouTube advertising is directly related to purchase intention, brand image and brand favorability were not found a mediating factors because they were not associated with purchase intention (Febriyantoro, 2020, p.13).

After going through the literature covering the history as well as the milestones of video advertising, it would be well documented to cover also the theoretical model which is going to be covered in this research.

2.2 Information adoption model

Information adoption model first put out in early 2000s. It was based on both technology acceptance model (Davis, 1989) and dual process of models of information influence (Chaiken & Eagly, 1976; Petty & Cacioppo, 1986). When Sussman & Siegal (2003) came up with information adoption model, they have used information usefulness as mediator of the information adoption process.

Information adoption model was used extensively while measuring related variables such as information quality as well as source credibility, after it is launched. This study will cover those constructs particularly in the following chapters. Watts, & Zhang (2008) found out that argument quality and source credibility aspects of a message in an online forum both influences information adoption for the given message. It has also been highlighted in the same research that the relation between information quality and source credibility is highly significant, though noting the fact that utmost importance of argument quality for information adoption.

It has also been noted that using information adoption model, meaningful relation between information adoption and information usefulness, relevance, comprehensiveness, source credibility and accuracy is observed (Rabjohn et al. 2008).

Jin et al. (2009) based their research on information adoption model and found out that information quality as well as source credibility are significant determining factors for information usefulness, which in turn has a significant impact on information use.

Shen et al. (2014) observed a strong empirical support for herd behavior alongside with; online reviews are more adopted when they are coming from highly credible sources and high-quality arguments.

Other factors that might be affecting customer's information adoption such as their emotional state as well as their research on information adoption activities has also found their place in the literature; Huang&Kuo (2014) also showed the applicability and interpretability of information adoption model.

Sun et al. (2019) covered an adopted information adoption model with three distinct approaches. First, the effect of information contingency over information adoption was investigated. Secondly, bias effects while constructing source credibility were also taken into account. Lastly, they re-evaluated the synergistic relations between source credibility and argument quality.

Working in Thailand and with generation Y, i.e., people born between 1980 and 2000, it has been observed that source style contributed more to the effectiveness of eWOM whereas argument quality did less (Daowd et al., 2020).

2.3 Argument quality

Information usefulness has been studied extensively in the literature. Information usefulness in the context of communication media characteristics have been studied and found that feedback quality is a significant factor for information quality (Citrin, 2001). In a two-by-two experimental design; it has been concluded that when information usefulness is strong; higher brand favorability and purchase intentions are observed (Martin et al., 2003, p.58). In a quasi-experimental design, it also has been found out that advertising designs with self-reference and strong argument produce best advertising effect (Kao & Du, 2020, p.11). Petty&Cacioppo (1981) observed that content factors such as information usefulness, and the personal relevance of message are more influential than source characteristics under high involvement conditions;

though for low involvement conditions, the latter is more influential than the first two. For the aim of this study, three different variables under the argument quality will also be explored in the literature below.

2.3.1. Information usefulness

After being studied in terms of communications media characteristics (Citrin, 2001) information usefulness was also being studied in the advertising because these two industries always go hand in hand. Information usefulness has been identified as a mediating factor between information processes and information adoption (Sussman & Siegal, 2003, p.61). It has also been observed that there is a significant positive relation between information usefulness and information adoption. Information usefulness had been found out to significantly increase information adoption (Nadlifatin et al., 2022, p.137).

2.3.2 Information accuracy

Though, information accuracy had not been found to be very significantly affecting the information usefulness, however it is rather important in offline context rather than an online one (Cheung et al., 2008, p.244). However, on the other hand, an increase in information accuracy leads to increase in the equilibrium profits of firms which is generated by targeted advertising (Johnson, 2013, p.135)

2.3.3 Information attractiveness

Not like the other variables of argument quality construct such as information usefulness and information accuracy, this variable has not been covered in the literature, one of the aims of this research is to expand the literature with this variable.

2.4 Source credibility

This construct has been also covered in the literature extensively. It would be beneficial for this research to point out that source credibility construct is different than argument quality construct in terms of former one uses central route of information and the latter one uses the peripheral route of information (Petty et al., 1983, p.135). Between source credibility and perceived destination attractiveness which was independent variable in this study, there was a weak correlation; furthermore, between two independent variables such as source credibility and argument quality also weak correlation has been observed (Shu & Scott, 2014, p.299)

Liking of the celebrities has been studied in terms of advertising long before digital video ads, to select right celebrity for right service or right product; it has been found out that liking of the celebrity has been widely used while creating a short list (Kaikati, 1987, p.100). It has been studied then general liking of the celebrities is one of the significant factors while selection criterion for ads is being decided (Banytė et al., 2011, p.1221). Under source credibility construct, liking of celebrity has shown significant positive relationship with celebrity's credibility (Martín-Santana & Beerli-Palacio, 2013, p.157).

It has been noted that celebrities who are keeping their celebrity status always recent, intact and solid in the eyes of public, has greater potential to raise consumers attention while they are watching an ad in which this specific celebrity took place in (Martín-Santana & Beerli-Palacio, 2013, p.157).

The more celebrity fit with the brand, the merrier the ad audience's attitude towards advertising, though in the same study, there was no connection observed between celebrity fit and the purchase intention (Thomas & Johnson, 2017, p.372)

There is common and widespread belief among advertisers that usage of celebrities in the advertisements make them more appealing to customers (Toncar et al., 2007, p.259; Cooper 1984, p.64)

It has also been studied that using celebrity appearances in the advertisements will likely to increase the memorability and the recall of the message as well as the brand (Cooper 1984, p.64).

2.5 Brand favorability

Given the prevalence of the digital video advertising, which can also be termed as bombardment of the digital video ads on every platform, it is likely to consumers probably seen an advertisement more than once; in this case brand favorability is higher when an advertisement is seen several times (Heath & Nairn, 2005, p.276).

2.5.1 Familiarity with the brand

Brand familiarity has been found out that as significant moderator factor for advertising repetition (Campbell & Keller, 2003, p.301). It has also been observed that, this variable affects the strength of ad-brand attitude relationship (Rhee & Jung, 2018, p.11).

2.5.2 Likeability of the brand

Brand likeability has been studied before digital video advertising, in the context of now called traditional TV advertising and it had been observed that brand likeability could significantly be attributed to the greater involvement of the viewers

which led to deeper information processing (Leather et al., 1994, p.13; Biel & Birdgwater, 1990, p.43)

2.5.3 Extension fit with the brand

Strong association with the brand and the greater fitness of extension to the brand are significant indicators of successfully designed brand extensions (Martínez et al., 2009, p.311; Völckner & Sattler, 2006, p.30).

It has been observed that there is a positive correlation between extension line, brand image and brand equity (Sajjad et al., 2015, p.40). Brand extension alongside with corporate social responsibility activities are helping the creation of sustainable brand extension perceptions in the eyes of consumers (Hill & Lee, 2015, p.21). Allman et al. (2019) observed that vertical line extension type affects analytic thinker's reaction more than holistic thinkers.

2.5.4 Satisfaction from the brand

Satisfaction from using the services in the brand in question alongside with the perceived quality while being provided with that service are significant factors that play great roles in establishing brand loyalty (Ha et al., 2011, p.687)

2.6 General attitude toward advertising

General attitude toward advertising has two main parts; one is attitude towards the institution which also may be termed as brand; the other one is the instruments that are being used in the ads which also may be termed as content and contextual elements of the ad (Muehling, 1987, p.32). Both of these parts are being studied in this research.

2.7 Likeability of the digital video ad

Likeability of the digital video ad is one of the dependent variables in this research and it has been studied for the biggest TV advertising event of each year; Superbowl ad's likeability have been studied and found out that the content of it is very much likely to be predicting the likeability (Yelkur et al., 2013, p.75). Considering this one is for TV advertising; our research here will try to overcome one of the limitations of the abovementioned study and expand the literature.

2.8 Effectiveness of the digital video ad

Final and culminating part of this research as it can be seen in the model is about the dependent variable called effectiveness of the digital video ad, though it is not an established concept such as traditional advertising, digital video ads have also been covered in various literature. Effectiveness of digital video advertising varied from high involvement products to low involvement products, it resulted in stronger attitudes towards ad and the brand, and intention to purchase for the former product type. While, it resulted in stronger purchase intentions and intentions to get more information for the latter product type (Stewart et al., 2019, p.2470)

CHAPTER 3

THEORETICAL MODEL AND HYPOTHESES

Information adoption model in Figure 1 is widely used in the digital media advertising literature.
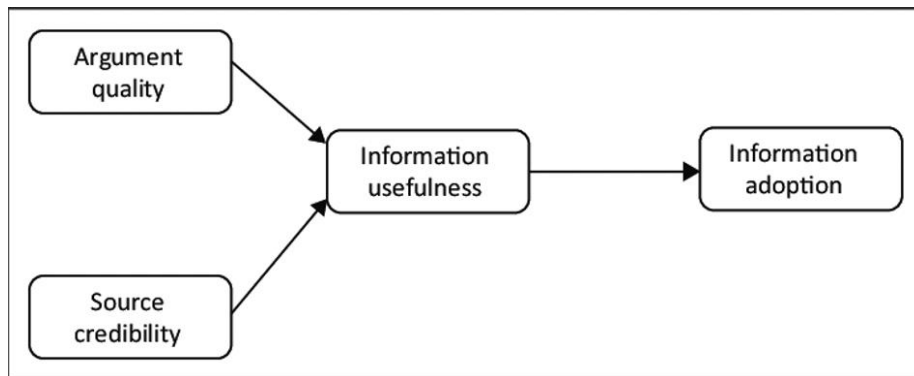
Figure 1. Information adoption model

To reflect the better nature of this study some adoptions have been employed to information adoption model. The relationship between independent and dependent variables have been discussed. Also, the relationship between moderators and mediators have been carefully evaluated via certain methods in SPSS. The relationship between variables have been shown below.
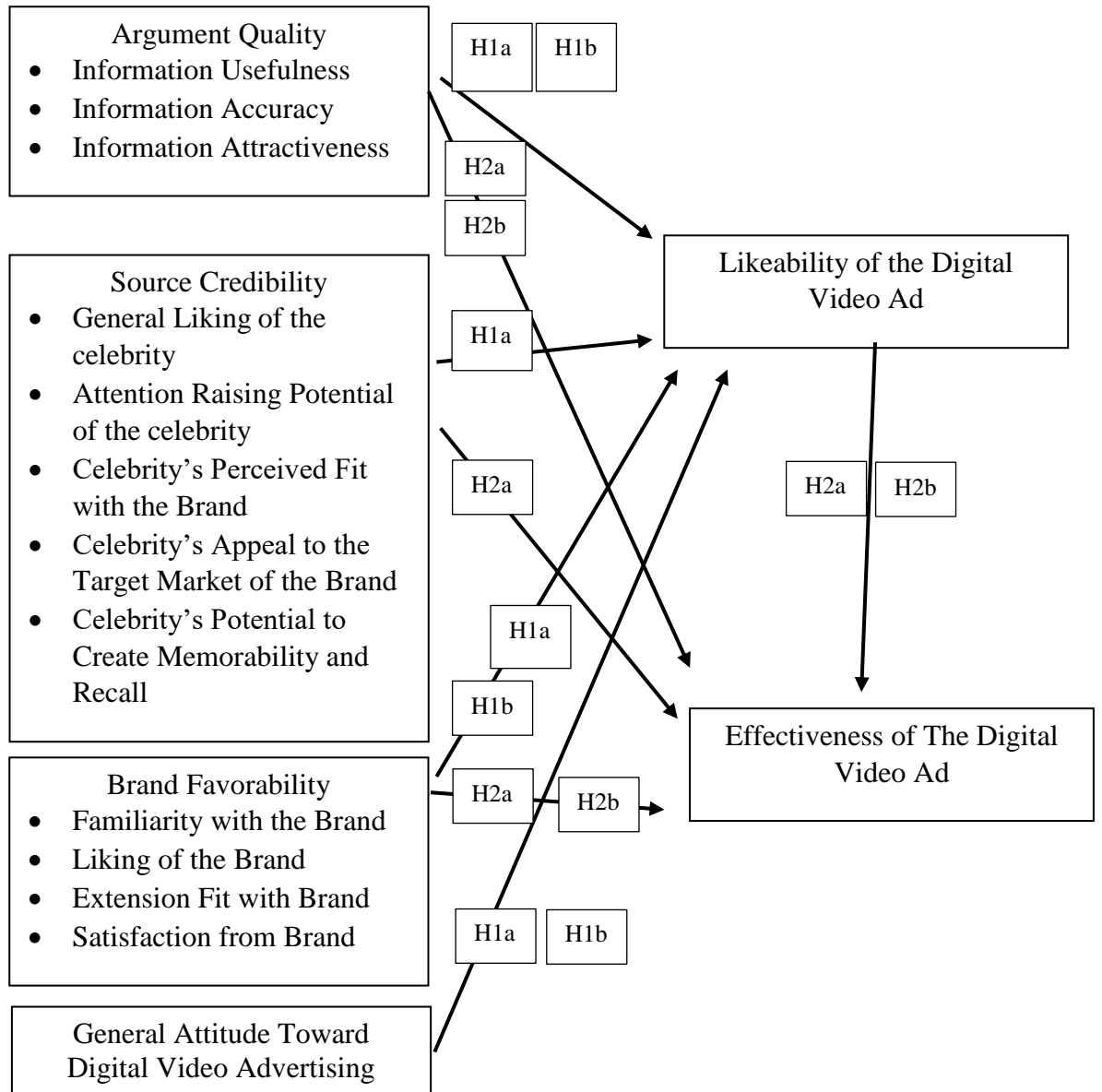
Figure 2. Adopted IAM model with variables

3.1 Modules of theoretical model

This section will explain the content of adopted information adoption model studied in this research as well as the hypotheses that will be used.

3.1.1 Argument quality

Argument Quality construct consists of various variables such as Information Usefulness, Information Accuracy and Information Attractiveness. All these three constructs are meant to be affecting consumers' attitude toward the digital video advertising; particularly in terms of content of the digital video ad.

i. Information Usefulness: This variable refers to perception of consumers whether they consider the information provided in the digital video ad is useful or not.

ii. Information Accuracy: This variable refers to perceived accuracy of the digital video advertisements in the eyes of consumers because it is well documented that for digital video ads being perceived as accurate is crucial.

iii. Information Attractiveness: This refers to in which degree that a digital video advertisement can attract a consumer towards itself. Given the obvious bombardment of digital advertisement, this variable is also significant for this research.

3.1.2 Source credibility

Source credibility (celebrity appeal) construct consists of various variables such as General Liking of the Celebrity, Attention Raising Potential of the Celebrity, Celebrity's Perceived Fit with the Brand, Celebrity's Appeal to the Target Market of

the Brand as well as Celebrity's Potential to Create Memorability and Recall. These variables are very much related to the celebrity who appears in the ad. This construct is only applicable for the digital video ads who had celebrity in it, out of four videos used in this research two of them had celebrity appearance.

i.   General Liking of the Celebrity: This variable refers to the perceived general liking of the celebrity who appears in the digital video advertisement, regardless of the ad.

ii.   Attention Raising Potential of the Celebrity: This variable refers to the potential of the celebrity who appeared in digital video ad in terms of raising consumers' attention.

iii.   Celebrity's Perceived Fit with the Brand: For this variable, it is the perceived connection and thus the fitness of the celebrity with the brand in which the celebrity appeared in their ad(s).

iv.   Celebrity's Appeal to the Target Market of the Brand: Whether the celebrity appeared in the ad appeals to the target market of the brand; and to which degree the celebrity appeals or does not appeal.

v.   Celebrity's Potential to Create Memorability and Recall: The last variable of this construct refers to the potential of the celebrity to create memorability and recall for the brand which s/he appeared on its digital advertisement.

3.1.3 Brand favorability

This construct includes four variables such as Familiarity with the Brand, Likeability of the Brand, Extension fit with the Brand, as well as Satisfaction with the Brand.

i. Familiarity with the Brand: This variable examines the degree in which the consumer is familiar with the brand that s/he just watched its digital video advertisement.

ii. Likeability of the Brand: This variable takes a look into consumers likening of the brand of the digital video advertisement.

iii. Extension Fit with the Brand: This variable covers the line and/or brand extension fit of the brand of the digital video advertisement.

iv. Satisfaction from Brand: Last variable of this construct refers to consumers' satisfaction from the brand in question if only they used the services of the brand.

3.1.4 General attitude toward advertising

Regardless of the four digital video advertisements that the audience of this research were exposed, this construct examines how consumers' general attitude towards digital video advertising is established.

3.1.5 Likeability of the digital video ad

This construct is about whether the consumer likes the digital video ad and how much; or consumer does not like the digital video and how much. In light of the variables mentioned in the above constructs, consumers' liking of the digital video ad was studied.

3.1.6 Effectiveness of the digital video ad

The last construct of this study is also the culminating point in which where the abovementioned constructs including their variables lead to is the effectiveness of the digital video ad which very much related to those constructs.

3.2 Hypotheses

Two groups of hypotheses are formulated based on the theoretical model of this study to be employed for this research.

H1a: Argument quality, source credibility, brand favorability and general attitude toward digital video advertising affect likeability of the digital video ad for ads with celebrity appeal.

H1b: Argument quality, brand favorability and general attitude toward digital video advertising affect likeability of the digital video ad for ads with no celebrity appeal.

H2a: Argument quality, source credibility, brand favorability and likeability of the ad affect effectiveness of the digital ad for ads with celebrity appeal.

H2b: Argument quality, brand favorability and likeability of the ad affect effectiveness of the digital ad for ads with no celebrity appeal.

H3a: There is a difference between the likeability of digital video ads with celebrities and without celebrities.

H3b: There is a difference between the effectiveness of digital video ads with celebrities and without celebrities.

H4a: There is a difference between the likeability of digital video ads for line extensions and brand extensions.

H4b: There is a difference between the effectiveness of digital video ads for line extensions and brand extensions.

CHAPTER 4

RESEARCH METHODOLOGY

4.1 Preparation of the questionnaire

After going through the vast literature in digital video advertising as well as in information adoption model, a survey has been drafted for this research. With careful consultations with the research professors in Boğaziçi University draft survey turned into a research survey in the following structure.

At first, questions related to the general attitude of consumers towards digital video advertising have been added. Then the respondents have been asked to watch a digital video ad of Letgo brand. The following questions were about the Letgo brand and as well the consumers' perception of this specific ad. Then the respondents have been asked to watch a digital video ad of Hepsiburada. The following questions were not only about the brand and the consumers' perception of this specific ad but also the specific celebrity who appeared in the ad.

At this point; it is needed to stress out that this research have employed two surveys, both surveys were duplicate of each other. However, in the second survey, the respondents have been asked to watch a digital video of Sahibinden. The abovementioned questions for Letgo brand are also asked here. Then they have been asked to watch a digital video of Getir brand. Then they have been asked to respond abovementioned questions for Hepsiburada brand.

The demographic questions such as age, gender, education level and monthly net income level added at the end of both the surveys. The surveys have been duplicated because for the purposes of semi-experimental design. Everything related to each survey was same except for the brands in question and their ads.

Both of the surveys have been prepared in Turkish because of many reasons such as the ads were in Turkish and the questionnaire was distributed to an audience who knows mainly Turkish. These two online surveys have been created in SurveyMonkey. While English version of the survey can be found in Appendix A, Turkish version of the survey can be found in Appendix B.

4.2 Sampling

Both surveys have been distributed over social media channels such as Facebook, Instagram, Twitter, LinkedIn as well as instant messaging apps such Telegram and WhatsApp. Furthermore, with the help of close connections to influencers, survey have also been distributed with Instagram influencers. Lastly, a personalized e-mail to 320 people has also been sent out.

Though the data for who left the survey was not available; total of 1023 people have been filled out the both surveys. Because all people who were participated required to answer all questions, all the respondent data is used for this research except those who are under 18. After removing respondents who are under 18, total population size is finalized as 998. While for Survey A which measures the brand extension the number of respondents were 509 which is finalized as 498 after the respondents who are under 18 are removed, for Survey B that number was 514 and it is also finalized as 500 after the same process. For Survey A, the responses were only accepted for five days after its launch, when its reached 509 the survey responses have been closed and the respondents are redirected to Survey B. Survey B accepted the responses for another week, and it is also closed after 512 respondents. It would be worth to note that for each survey the respondents were intended to be kept separate not to harm the accuracy of the research.

Table 1. Demographic Profile of Respondents

Age	18-25	26-35	36-45	46-55	55
	374	493	111	18	2
	37,5%	49,4%	11,1%	1,8%	0,2%

Gender	Female	Male	Prefer Not to Identify		
	636	347	15		
	63,7%	34,8%	1,5%		

Education Level	Up to High School Degree		Undergrad. Student	Bachelor's Degree	Master's/PhD Student	Master's/PhD Degree
	77		198	493	62	168
	7,7%		19,8%	49,4%	6,2%	16,8%

Income	<4.000 TL(219 USD)	4.001TL - 8.000TL(220 – 439 USD)	8.001TL - 12.000 TL(440-659 USD)	12.001 TL - 20.000TL (660-1099 USD)	>20.000TL (1100 USD)
	292	254	171	149	132
	29,3%	25,5%	17,1%	14,9%	13,2%

4.3 Choice of digital video ads for the questionnaire

Due to nature and the prevalence of the digital video advertising, the selection of the ads needed to be done carefully. For each two surveys, there were two digital video ads needed for this semi-experimental design. In total four digital video ads have been selected after going through almost forty videos. Out of four videos that have been selected for this research, each one of them has similar length between 50 to 60 seconds. The length of the videos was on purpose similar to each other due to the need to overcome any possible biases that might arises not due to the variables but the length which is not measured in this research. To further narrow down the scope of this

research, each digital video ads selected from brand that is known as digital first brands such as Getir, Sahibinden, Letgo and Hepsiburada.

Letgo advertisement is used for brand extension and it was a video without a celebrity. The total duration of the ad is 70 seconds. The content of the video entails a couple frightened in the woods when they second-hand car is not working properly, however they should have used LetGo Otoplus service to check a second-hand car before purchasing it. The video is shot in 2022. As of August 2022, this video has 5K views, 80 likes and 17 comments on YouTube.

Hepsiburada advertisement is used for brand extension and it was a video ad with a celebrity named Cem Yılmaz. Cem Yılmaz is one of the prominent comedians in Turkey and also known for his movies such as G.O.R.A, Av Mevsimi and A.R.O.G, he also frequently takes place in commercial since the early days of his career ("Cem Yilmaz," n.d.). Total duration of the video ad is 46 seconds. It was shot in 2021 and placed on Hepsiburada's Youtube channel on 12 April 2021. The content of the ad entails, Cem Yılmaz trying to get fresh groceries with an ultra-high tech equipment, however it turns out that using HepsiExpress service is the best way to order fresh groceries. As of August 2022, this video has 20K views, 127 likes and 5 comments on YouTube.

Getir advertisement is used for line extension and it was a video ad with a celebrity named Ibrahim Büyükak. İbrahim Büyükak is an actor and writer; mainly came to fame with his appearance on Çok Güzel Hareketler Bunlar which is a theatric comedy show on TV ("Ibrahim Büyükak," n.d.) Total duration of the video is 60 seconds. It was shot in 2020 and placed on Getir's YouTube channel on 13 October 2020. The content of the ad entails a man named Necati who tries to help a woman named Cansu he likes and every time he attempts to help her, the help is already on

the way by the services provided by Getir. This video is not a one-off production, Ibrahim Büyükak was in several Getir ads in 2020, 2021 and 2022. As of August 2022, the video has 4.1 million views, 990 likes and 147 comments on YouTube.

Sahibinden advertisement is used for line extension and it was a video ad without a celebrity. Total duration of the video is 60 seconds. It was shot in 2019 and placed on Sahibinden's YouTube channel on 17 December 2019. The content of the ad entails a couple who are buying a second-hand car and the actual car owner comes with bunch of people whom you go to check your car before the purchase such as, mechanics, bankers, insurance people. However, the couple tells that with using Sahibinden Oto360 service, all of the work done by those people can be easily completed online. As of August 2022, the video has 49K views and 142 likes and 6 comments on YouTube.

In this way, this study intended to keep the brand verticals aligned as much as possible. Lastly, video ads that include seasonality elements as well as promotion have been excluded from the selection also not to drift away the focus of the study from already selected variables. The research also tried to keep the video as recent as possible. All the selected videos are very much related to the promotion of the service itself rather than any specific sales offer.

4.4 Components of the questionnaire

The surveys have 25 questions in total and these questions can be divided into mainly four parts. Before first part, an introduction about the researcher as well as the thesis advisor academic is noted alongside with the brief information about what the surveys are about. First part was about the consumers general perception about the video ads, second part was about how consumers perceived Letgo Otoplus ad for brand extension

which was studied in Survey A; and how they perceived Sahibinden Oto360 ad for line extension was studied in Survey B. The third part was about how consumers perceived HepsiExpress ad for brand extension which was studied in Survey A; and how they perceived GetirBüyük as for line extension which was studied in Survey B. Finally, the last part of the surveys was about the demographic profile of respondents.

First part of the survey intended understand on which digital platforms consumers encounter digital video ads, multiple selection from Facebook, Instagram, Twitter, LinkedIn, Snapchat, Twitter and TikTok was possible; variable named general attitude about digital video advertising is evaluated in this part with a five-point scale: (1) Strongly disagree; (2) Disagree; (3) Neither agree or disagree; (4) Agree; (5) Strongly agree. The variable and the items are as follows:

General Attitude Toward Advertising (10 Items)

o I want to close/skip these ads if the content does not attract me.

o I want to close/skip these ads regardless of their content.

o I think these ads are time-consuming.

o These ads make me lose interest and concentration in what I am doing in the digital environment.

o I find the appearance of these ads out of my control annoying.

o I think it's natural for such ads to appear in digital media.

o I like watching these ads if they are enjoyable or attractive for me.

o I can find out about new products, services or brands by watching these ads.

o I find these ads less irritating than the ads in other media (TV, radio, outdoor, etc.)

o I think these ads enrich my experience in digital media.

Second part of the survey intended to explore four variables under information quality; they were placed in this part also, while the first two variables have three items, third variable has four items and last variable has six items. Respondents of the survey evaluated these variables after watching Letgo Otoplus ad for brand extension and Sahibinden Oto360 ad for line extension on a five-point scale: (1) Strongly disagree; (2) Disagree; (3) Neither agree or disagree; (4) Agree; (5) Strongly agree. The variables as well as the items are as follows;

Information Usefulness (Four Items)

- The ad was sufficiently informative about the promoted service. (Bailey & Pearson, 1983)

- The content of the ad is beneficial for the consumer. (Bailey & Pearson, 1983)

- The ad clearly explains why the consumer should use this service. (Bailey & Pearson, 1983)

- Adequate information is given in the ad about the specific attributes of the service promoted to consumers. (Bailey & Pearson, 1983)

Information Accuracy (Three Items)

- The content of the ad is trustworthy. (Wixom & Todd, 2005)

- The ad does not include misleading elements. (Wixom & Todd, 2005)

- The ad does not make exaggerated claims. (Wixom & Todd, 2005)

Information Attractiveness (Four Items)

- The content of the ad is attractive. (Contributed by the author)

- It is pleasant and enjoyable to watch this ad. (Contributed by the author)

- I would not be bored of or irritated from watching this ad. (Contributed by the author)

Second part of the survey continued with the measurements about the brand; Letgo Otoplus for brand extension and Sahibinden Oto360 for line extension; respondent evaluate how familiar they are with the brand in question and how likeable the brand in question on a five-point scale; (1) Very low; (2) Low; (3) Indecisive; (4) Much; (5) Very much. After that; respondent asked whether they used Letgo Otoplus or Sahibinden Oto360 service on two-point scale; (1) Yes; (2) No. Respondents than asked how satisfied they are with the services of brands in question on a five-point scale; (1) Very low; (2) low; (3) Indecisive; (4) High; (5) Very high. The choice "not applicable" was made available for the respondents who did not use the services of the brands in question. Respondents were also asked to evaluate the Letgo Otoplus to Letgo brand fitness as well as HepsiExpress to Hepsiburada fitness on a five-point scale; (1) Not appropriate at all; (2) Not appropriate; (3) Indecisive; (4) Appropriate; (5) Very appropriate. Also in this part, respondents rated the ad itself on one to ten.

Lastly in this part, respondents were asked Brand Favorability variable on a five-point scale: (1) Strongly disagree; (2) Disagree; (3) Neither agree or disagree; (4) Agree; (5) Strongly agree. The variable as well as the items are as follows:

Brand Favorability (Six items)

- The ad affects my general opinion about this brand positively.

- The ad increases the favorability of this brand for me.

- I would be curious and search about the promoted service after watching this ad.

- I would be curious and search about the other products and services of this brand after watching this ad.

- I would be convinced to try and use the promoted service after watching this ad.

- o I would inform others and motivate them to try the promoted service after watching this ad.

Third part of the survey intended to explore four variables under information quality; they were placed in this part also, while the first two variables have three items, last variable has four items. Respondents of the survey evaluated these variables after watching HepsiExpress ad for brand extension and GetirBüyük ad for line extension on a five-point scale: (1) Strongly disagree; (2) Disagree; (3) Neither agree or disagree; (4) Agree; (5) Strongly agree. The variables as well as the items are as follows:

Information Usefulness (Four Items)

- o The ad was sufficiently informative about the promoted service.

- o The content of the ad is beneficial for the consumer.

- o The ad clearly explains why the consumer should use this service.

- o Adequate information is given in the ad about the specific attributes of the service promoted to consumers.

Information Accuracy (Three Items)

- o The content of the ad is trustworthy.

- o The ad does not include misleading elements.

- o The ad does not make exaggerated claims.

Information Attractiveness (Four Items)

- o The content of the ad is attractive.

- o It is pleasant and enjoyable to watch this ad.

- o I would not be bored of or irritated from watching this ad.

Third part of the survey continued with the measurements about the brand; HepsiExpress for brand extension and GetirBüyük for line extension; respondent evaluate how familiar they are with the brand in question and how likeable the brand in question on a five-point scale; (1) Very low; (2) Low; (3) Indecisive; (4) Much; (5) Very much.   After that; respondent asked whether they used HepsiExpress or GetirBüyük service on two-point scale; (1) Yes; (2) No. Respondents than asked how satisfied they are with the services of brands in question on a five-point scale; (1) Very low; (2) low; (3) Indecisive; (4) High; (5) Very high. The choice "Not applicable" was made available for the respondents who did not use the services of the brands in question. Respondents were also asked to evaluate the HepsiExpress to Hepsiburada brand fitness as well as GetirBüyük to Getir fitness on a five-point scale; (1) Not appropriate at all; (2) Not appropriate; (3) Indecisive; (4) Appropriate; (5) Very appropriate.

In this part, respondents were asked Brand Favorability variable on a five-point scale: (1) Strongly disagree; (2) Disagree; (3) Neither agree or disagree; (4) Agree; (5) Strongly agree. The variable as well as the items are as follows;

Brand Favorability (Six items)

- The ad affects my general opinion about this brand positively.

- The ad increases the favorability of this brand for me.

- I would be curious and search about the promoted service after watching this ad.

- I would be curious and search about the other products and services of this brand after watching this ad.

- I would be convinced to try and use the promoted service after watching this ad.

o I would inform others and motivate them to try the promoted service after watching this ad.

Respondents are then asked about their overall opinion about the celebrity in the ad, and to evaluate on a five-point scale; (1) Very negative; (2) Negative; (3) Indecisive; (4) Positive; (5) Very positive. Following this, they have been asked about the potential of the celebrity to attract the audience to the ad to evaluate this on a five-point scale; (1) Very low; (2) Low; (3) Indecisive; (4) High; (5) Very high Wu and Wang (2011). Respondents also asked about the appropriateness for the celebrity in the ad to take part in the promotion of this brand and to evaluate this on a five-point scale; 1) Not appropriate at all; (2) Not appropriate; (3) Indecisive; (4) Appropriate; (5) Very appropriate. Then they have been asked about to what extent does this celebrity appeal to the target audience and to evaluate this on a five-point scale; 1) Very weak; (2) Weak; (3) Indecisive; (4) Strong; (5) Very Strong (Wu and Shaffer, 1987). Then they have been asked about the influence of the celebrity to be identified with the brand and create recall about the brand and to evaluate this on a five-point scale; 1) Very weak; (2) Weak; (3) Indecisive; (4) Strong; (5) Very Strong. Lastly in this part, respondents rated the ad itself on one to ten.

In the fourth and the last part of the survey the demographics information asked to respondents. Firstly, gender with (1) Male, (2) Female and (3) Prefer not to declare. Secondly age information asked to respondent and no intervals have been used, the respondents typed their ages. Thirdly for monthly net income, respondents were given these intervals; (1) Less than 4000 TL (219 USD), (2) Between 4000TL (219 USD) and 8000 TL (439 USD) (3) Between 8001 TL (440 USD) and 12000 TL (659 USD), (4) Between 12001 TL (660 USD) and 20000 TL (1100 USD) and (5) More than 20000 TL (1100 USD). Lastly in education level part of the survey,

respondents were given these intervals 1) High school or lower; (2) High school Graduate; (3) Student – Bachelor's; (4) Graduated – Bachelor's; (5) Graduate Student and (6) Graduated – Masters or PhDs.

CHAPTER 5

ANALYSES AND FINDINGS

5.1 Descriptives

In this chapter, descriptive statistics for platforms that consumers exposed to digital video ads, familiarity with the parent brand, likeability of the parent brand, fit of the extension as well as the usage frequencies will be covered.

Table 2. Exposure to Digital Video Ads – Platforms

	YES		NO	
	Frequency	Percentage	Frequency	Percentage
YouTube	916	91.8%	82	8.2%
Instagram	856	85.8%	142	14.2%
Facebook	408	40.9%	590	59.1%
Twitter	396	39.7%	602	60.3%
TikTok	171	17.1%	827	82.9%
LinkedIn	135	13.5%	863	86.5%
SnapChat	90	9%	908	91%

As it can be depicted in the Table 2; respondents of the survey were exposed to digital video ads mostly on YouTube and it is followed by Instagram. Facebook and Twitter is very close to each other in terms of consumer's exposure to digital video ads. Rising social media platform Tiktok ranked fifth while professional network LinkedIn ranked sixth. Lastly Snapchat is ranked least in terms of consumer's exposure to digital video ads. This table has its limitations in the sense that respondents

might have been sampled towards YouTube and Instagram users because the data for which social media platforms they have been using is not known and thus it was not take into account. It might also be the case that digital video ads might be more visible in platforms such as YouTube and Instagram and less visible in LinkedIn and Snapchat to respondent's attention.

Table 3. Familiarity with the Parent Brands of the Advertised Services

	Mean (over 5)	Std.Dev.
Letgo	3.44	1.509
Hepsiburada	4.26	1.176
Sahibinden	3.96	1.308
Getir	4.38	1.100

Table 3 shows that more people are are familiar with the Getir and Hepsiburada brands than than Sahibinden and Letgo brands.

Table 4. Likeability of the Parent Brands of the Advertised Services

	Mean (over 5)	Std.Dev.
Letgo	2.69	1.379
Hepsiburada	3.49	1.331
Sahibinden	3.19	1.292
Getir	3.80	1.270

Table 4 shows that Getir and Hepsiburada brands are more liked on average than Sahibinden. Letgo has the least likeability on average with comparison to other three brands.

Table 5. Fit of the Extension with the Parent Brand

	Mean (over 5)	Std.Dev.
Letgo Otoplus (Brand Extension)	3.34	1.392
HepsiExpress (Brand Extension)	4.00	1.228
Sahibinden Oto360 (Line Extension)	3.86	1.209
GetirBüyük (Line Extension)	4.47	.951

Table 5 indicates that Getirbüyük's fit to Getir brand is highest, whereas it is followed by HepsiExpress fit to Hepsiburada as parent brand. Sahibinden Oto360's fit to Sahibinden parent brand ranked third on average among three where Letgo Otoplus's fit to Letgo parent has least mean value with respect to others.

Table 6. Usage Frequencies of the Advertised Services

	YES		NO		MISSING	
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
Letgo Otoplus (Brand Extension)	30	6%	470	94%	NA	NA
HepsiExpress (Brand Extension)	195	39%	306	61%	NA	NA
Sahibinden Oto360 (Line Extension)	27	5,4%	471	94,6%	NA	NA
GetirBüyük (Line Extension)	274	55%	224	45%	NA	NA

Table 6 indicates that respondents used GetirBüyük service most, while they used HepsiExpress service second most. They used Letgo Otoplus service a very little more than Sahibinden's Oto360 service which is the least used service among the four. Due to the nature of random sampling and based on available demographics date, the awareness for services related automotive industry is low.

Later in this chapter, descriptive statistics for satisfaction from the advertised services; likeability and effectiveness of digital video ads will be covered.

Table 7. Satisfaction from the Advertised Services

	Inapplicable	1 Very low	2 Low	3 Indecisive	4 High	5 Very high
Letgo Otoplus (Brand Extension)	418 (83.6%)*	24 (4,8%)*	6 (1,2%)*	23 (4,6%)*	15 (3,0%)*	14 (2,8%)*
HepsiExpress (Brand Extension)	278 (55,6%)*	19 (3,8%)*	4 (0,8%)*	35(7,0%)*	67 (13,4%)*	97 (19,4%)*
Sahibinden Oto360 (Line Extension)	445 (89,4%)*	13 (2,6%)*	11(2,2%)*	13(2,6%)*	9(1,8%)*	7 (1,4%)*
GetirBüyük (Line Extension)	209 (%42,0)*	11 (2,2%)*	8 (1,6%)*	31(6,2%)*	81 (16,3%)*	158 (31,7%)*

Respondents were satisfied with GetirBüyük service most, while they were satisfied with HepsiExpress service second most as indicated in Table 7. They were satisfied with Letgo Otoplus service more than Sahibinden's Oto360 service which is the least used service among the four.

Table 8. Likeability of the Digital Video Ads

	Mean (over 10)	Std.Dev.
Letgo Otoplus (Brand Extension)	6.58	2.364
HepsiExpress (Brand Extension)	7.23	2.127
Sahibinden Oto360 (Line Extension)	6.65	1.943
GetirBüyük (Line Extension)	7.10	2.236

Table 8 shows that on average HepsiExpress's ad was liked most, with a close mean value GetirBüyük's ad follows. Whereas Sahibinden Oto360's ad was liked a little more than Letgo Otoplus's ad which has the least mean value among the four services. It should also be noted here whereas all the mean values were calculated over five, the data for likeability of the digital video ads calculated with a mean over 10 because that was how the questionnaire was prepare in the first place.

Table 9. Effectiveness of the Digital Video Ads

	Mean (over 5)	Std.Dev.
Letgo Otoplus (Brand Extension)	2.78	1.068
HepsiExpress (Brand Extension)	3.21	1.102
Sahibinden Oto360 (Line Extension)	3.03	1.080
GetirBüyük (Line Extension)	3.45	1.188

In terms of effectiveness of the ads, GetirBüyük's ad was the most effective on average where it was followed HepsiExpress and Sahibinden Oto360 ads as it is depicted in Table 9. Letgo Otoplus's ad was considered least effective on average.

5.2 Reliability analysis

For this research total of 998 answers have been considered. The answers from population who are under 18 is not included in the study. Before proceeding into the hypotheses, it is important to process a reliability test for each variable and for each video ad. For that reason, Cronbach's alpha values for each variable has been produced.

Table 10. Cronbach's Alpha Values for All Variables

	Number of Items	Cronbach's Alpha
General Attitude Towards Advertising	10	.812
General Attitude Towards Advertising* after deleting one item	9	.819
Information Usefulness for Letgo Otoplus	4	.860
Information Usefulness for HepsiExpress	4	.846
Information Usefulness for Sahibinden Oto360	4	.802
Information Usefulness for GetirBüyük	4	.888
Information Accuracy for Letgo Otoplus	3	.733
Information Accuracy for HepsiExpress	3	.744
Information Accuracy for Sahibinden Oto360	3	.679
Information Accuracy for GetirBüyük	3	.792
Information Attractiveness for Letgo Otoplus	3	.879
Information Attractiveness for HepsiExpress	3	.879
Information Attractiveness for Sahibinden Oto360	3	.885
Information Attractiveness for GetirBüyük	3	.916
Brand Favorability for Letgo Otoplus	6	.883
Brand Favorability for HepsiExpress	6	.901
Brand Favorability for Sahibinden Oto360	6	.900
Brand Favorability for GetirBüyük	6	.941
Attitude Towards Celebrity for HepsiExpress	5	.851
Attitude Towards Celebrity for GetirBüyük	5	.940

Table 10 shows that every scale has Cronbach's alpha values higher than 0.7 except one scale. A small limitation is noted for information accuracy variable for Sahibinden Oto360. Though improvement for that variable possible, we have decided not to remove any variables from under Argument Quality construct to keep consistency also because for other variables no significant improvement were possible.

5.3 Scale items and descriptives

In this part, descriptive statistics for every dimension and its related variable and further its related brand will be covered.

Table 11. Descriptives for Attitude Toward Digital Video Advertising (n=998)

Scale Items	Mean (over 5)	Std.Dev.
I want to close/skip these ads if the content does not attract me.	4.67	0.93
I want to close/skip these ads regardless of their content.	4.07	1.23
I think these ads are time-consuming.	4.37	1.15
These ads make me lose interest and concentration in what I am doing in the digital environment.	4.34	1.18
I find the appearance of these ads out of my control annoying.	4.64	0.92
I think it's natural for such ads to appear in digital media.	3.29	1.40
I like watching these ads if they are enjoyable or attractive for me.	3.23	1.46
I can find out about new products, services or brands by watching these ads.	3.09	1.44
I find these ads less irritating than the ads in other media (TV, radio, outdoor, etc.	2.51	1.48
I think these ads enrich my experience in digital media.	2.20	1.31
Attitude Toward Digital Video Advertising Average Score	2.32	0.833

Table 11 shows that overall experience of consumers towards digital video advertising can be considered as negative with 2.32 mean over 5. The first five items were negative that's why they're written in italic. It can be observed that for the negative items mean is closer to five, which means consumers mostly agree with negative statements regarding the digital video advertising. To support this argument, it can also be further asserted that consumers agreement with the positive statements regarding the digital video advertising is closer to zero, which means consumer mostly disagree with positive statements.

Table 12. Descriptives for Information Usefulness for Letgo Otoplus (n=500)

Scale Items	Mean (over 5)	Std.Dev.
The ad was sufficiently informative about the promoted service.	3.64	1.30
The content of the ad is beneficial for the consumer.	3.40	1.34
The ad clearly explains why the consumer should use this service.	3.56	1.39
Adequate information is given in the ad about the specific attributes of the service promoted to consumers.	3.33	1.36
Information Usefulness for Letgo Otoplus Average Score	3.48	1.13

Table 12 shows that also observing the other two variables under Argument Quality construct for LetGo Otoplus, information usefulness has the highest mean with 3.48 which is lying on the closer area to highest score which is 5.

Table 13. Descriptives for Information Accuracy for Letgo Otoplus (n=500)

Scale Items	Mean (over 5)	Std.Dev.
The content of the ad is trustworthy.	3.27	1.25
The ad does not include misleading elements.	3.28	1.29
The ad does not make exaggerated claims.	3.33	1.40
Information Accuracy for Letgo Otoplus Average Score	3.30	1.06

Table 13 shows that on an overall level, information accuracy is also closer to 5 which is highest score, however, it has the lowest mean with respect to other two variables under Argument Quality construct for Letgo Otoplus.

Table 14. Descriptives for Information Attractiveness for Letgo Otoplus (n=500)

Scale Items	Mean (over 5)	Std.Dev.
The content of the ad is attractive.	3.73	1.41
It is pleasant and enjoyable to watch this ad.	3.33	1.53
I would not be bored of or irritated from watching this ad.	2.99	1.55
Information Attractiveness for Letgo Otoplus Average Score	3.35	1.35

Table 14 indicates that information attractiveness for Letgo Otoplus has 3.35 as mean over 5, which is closer to higher score and also placed itself in between the abovementioned two variables under the Argument Quality construct for Letgo Otoplus.

Table 15. Descriptives for Information Usefulness for HepsiExpress (n=500)

Scale Items	Mean (over 5)	Std.Dev.
The ad was sufficiently informative about the promoted service.	3.91	1.15
The content of the ad is beneficial for the consumer.	3.79	1.23
The ad clearly explains why the consumer should use this service.	3.89	1.20
Adequate information is given in the ad about the specific attributes of the service promoted to consumers.	3.72	1.22
Information Usefulness for HepsiExpress Average Score	3.83	.99

Table 15 indicates that considering the other two variables under Argument Quality construct for HepsiExpress, information usefulness has the highest mean with 3.83 which is relatively very close to highest mean.

Table 16. Descriptives for Information Accuracy for HepsiExpress (n=500)

Scale Items	Mean (over 5)	Std.Dev.
The content of the ad is trustworthy.	3.74	1.20
The ad does not include misleading elements.	3.53	1.24
The ad does not make exaggerated claims.	3.42	1.29
Information Accuracy for Hepsi Express Average Score	3.56	1.01

Table 16 shows information accuracy for HepsiExpress has 3.56 as mean over 5, which is closer to highest mean and also placed itself in between the other two variables under the Argument Quality construct for Letgo Otoplus.

Table 17. Descriptives for Information Attractiveness for HepsiExpress (n=500)

Scale Items	Mean (over 5)	Std.Dev.
The content of the ad is attractive.	3.78	1.28
It is pleasant and enjoyable to watch this ad.	3.57	1.37
I would not be bored of or irritated from watching this ad.	3.28	1.47
Information Attractiveness for HepsiExpress Average Score	3.54	1.23

Table 17 shows that information attractiveness is also closer to 5 which is highest score, however, it has the lowest mean with respect to other two variables under Argument Quality construct for HepsiExpress.

Table 18. Descriptives for Information Usefulness for Sahibinden Oto360 (n=498)

Scale Items	Mean (over 5)	Std.Dev.
The ad was sufficiently informative about the promoted service.	4.02	1.15
The content of the ad is beneficial for the consumer.	3.94	1.16
The ad clearly explains why the consumer should use this service.	4.09	1.14
Adequate information is given in the ad about the specific attributes of the service promoted to consumers.	3.62	1.27
Information Usefulness for Sahibinden Oto360 Average Score	3.92	.93

Information Usefulness has a mean of 3.92 and it is the highest mean with respect to the other variables under Argument Quality construct for Sahibinden Oto360 as it is depicted in Table 18.

Table 19. Descriptives for Information Accuracy for Sahibinden Oto360 (n=498)

Scale Items	Mean (over 5)	Std.Dev.
The content of the ad is trustworthy.	3.50	1.13
The ad does not include misleading elements.	3.56	1.17
The ad does not make exaggerated claims.	3.43	1.31
Information Accuracy for Sahibinden Oto360 Average Score	3.50	.94

Table 19 shows that Information Accuracy has 3.50 as mean over 5 and regarding the other two variables under Argument Quality construct for Sahibinden Oto360, it had the second highest mean.

Table 20. Descriptives for Information Attractiveness for Sahibinden Oto360 (n=498)

Scale Items	Mean (over 5)	Std.Dev.
The content of the ad is attractive.	3.54	1.41
It is pleasant and enjoyable to watch this ad.	3.08	1.50
I would not be bored of or irritated from watching this ad.	2.79	1.52
Information Attractiveness for Sahibinden Oto360 Average Score	3.13	1.33

Table 20 shows that with mean value of 3.13 information attractiveness has lowest mean with respect to abovementioned variables under Argument Quality construct, though it has an overall good score which is relatively closer to 5.

Table 21. Descriptives for Information Usefulness for GetirBüyük (n=498)

Scale Items	Mean (over 5)	Std.Dev.
The ad was sufficiently informative about the promoted service.	3.99	1.12
The content of the ad is beneficial for the consumer.	3.93	1.15
The ad clearly explains why the consumer should use this service.	3.97	1.15
Adequate information is given in the ad about the specific attributes of the service promoted to consumers.	3.82	1.17
Information Usefulness for GetirBüyük Average Score	3.93	.99

Table 21 shows that information usefulness has a mean of 3.93 and has highest mean with respect to below-mentioned two variables under Argument Quality construct.

Table 22. Descriptives for Information Accuracy for GetirBüyük (n=498)

Scale Items	Mean (over 5)	Std.Dev.
The content of the ad is trustworthy.	3.82	1.12
The ad does not include misleading elements.	3.74	1.17
The ad does not make exaggerated claims.	3.62	1.23
Information Accuracy for GetirBüyük Average Score	3.73	.99

Table 22 indicates that information accuracy has a mean of 3.73 and has ranked in the middle between above and below mentioned variables under the same construct.

Table 23. Descriptives for Information Attractiveness for GetirBüyük (n=498)

Scale Items	Mean (over 5)	Std.Dev.
The content of the ad is attractive.	3.46	1.42
It is pleasant and enjoyable to watch this ad.	3.26	1.50
I would not be bored of or irritated from watching this ad.	3.01	1.50
Information Attractiveness for GetirBüyükAverage Score	3.24	1.36

Table 23 shows that information attractiveness has a 3.24 as mean and although this is relatively less than two other variables under the same construct, it is also relatively closer to 5.

It has been observed that consumer's perception regarding information usefulness variable regardless of the is relatively most positive considering the highest mean in every brand. Information accuracy always ranked in the middle in terms mean with respect to the other two variables under Argument Quality construct for every brand apart from Letgo. Lastly, Information attractiveness has the least positive perception for all the brands except Letgo.

5.4 Regression analyses

First batch of the hypotheses are tested and the regression results are covered in the following part.

H1a: Argument quality, source credibility, brand favorability and general attitude toward digital video advertising affect likeability of the digital video ad for ads with celebrity appeal. HepsiExpress is the brand for brand extension-celebrity and GetirBüyük is the brand for line extension-celebrity.

Table 24. Independent & Dependent Variable(s) for H1a

INDEPENDENT VARIABLES	DEPENDENT VARIABLE
Argument Quality • Information Usefulness • Information Accuracy • Information Attractiveness	
Source Credibility	Likeability of the
Brand Favorability • Familiarity with the Brand • Liking of the Brand • Extension Fit with Brand	Ad
General Attitude Toward Digital Video Advertising	

Stepwise regression is run for this hypothesis, and for HepsiExpress. Model summary values for the model with the highest explanation power are as follows:

$R = 0.765$ and $R2 = 0.585$ which shows that 58.5% of the variance in the dependent is explained by four out of the eight independent variables.

The F value of the difference between the regression and residual values is 174.47 with a p value < 0.001. This shows that the regression equation is significant.

The coefficient table for the model with the highest explanation power is as follows:

Table 25. Model Summary for H1a – HepsiExpress

	Unstandardized Coefficient	t	sig.
Constant	.543	1.955	.051
Source Credibility	.941	12.630	.000
Information Attractiveness (Argument Quality)	.427	6.452	.000
Information Accuracy (Argument Quality)	.302	4.142	.000
Liking of the Brand	.123	2.474	.014

This finding shows that source credibility (celebrity appeal) is the most influential variable affecting likeability of the ad. This is followed by the information attractiveness and information accuracy dimensions of argument quality. Although its impact is lower compared to the other three input variables, liking of the brand in general also has an effect on the likeability of the ad introducing a new extension of the brand.

Another stepwise regression is run for this hypothesis, and for GetirBüyük. Model summary values for the model with the highest explanation power are as follows:

R = 0.806 and R2 = 0.650 which shows that 65% of the variance in the dependent is explained by four out of the eight independent variables.

The F value of the difference between the regression and residual values is 228.61 with a p value < 0.001. This shows that the regression equation is strongly significant.

The coefficient table for the model with the highest explanation power is as follows:

Table 26. Model Summary for H1a – GetirBüyük

	Unstandardized Coefficient	t	sig.
Constant	.471	1.728	.085
Source Credibility	.791	14.165	.000
Information Attractiveness (Argument Quality)	.489	8.447	.000
Information Accuracy (Argument Quality)	.362	7.086	.000
Liking of the Brand	.204	2.871	.004

This finding shows that source credibility (celebrity appeal) is the most influential variable affecting likeability of the ad. This is followed by the information attractiveness and information accuracy dimensions of argument quality. Although its impact is lower compared to the other three input variables, liking of the brand in general also has an effect on the likeability of the ad introducing a new line extension of the brand.

Table 27. Coefficient Comparison Table for H1a

	Unstandardized Coefficients for HepsiExpress Ad	Unstandardized Coefficients for GetirBüyük Ad
Source Credibility	.941	.791
Information Attractiveness (Argument Quality)	.427	.489
Information Accuracy (Argument Quality)	.302	.362
Liking of the Brand	.123	.204

It would be also serving the purpose of this study if the two advertisements of HepsiExpress and GetirBüyük were also compared in terms of their likeability. As it can be seen on the Table 26; the very same four variables are most significant for the

two brands. It has been noted that source credibility (celebrity appeal) is the most significant variable for both HepsiExpress and GetirBüyük's ad likeability. Furthermore, even the rankings for coefficients of remaining variables for two brands are the same.

H1b:Argument quality, brand favorability and general attitude toward digital video advertising affect likeability of the digital video ad for ads with no celebrity appeal. LetGo Otoplus is the brand for brand extension-no celebrity and Sahibinden Oto360 is the brand for line extension-no celebrity.

Table 28. Independent & Dependent Variable(s) for H1b

INDEPENDENT VARIABLES	DEPENDENT VARIABLE
Argument Quality	
Brand Favorability	Likeability of the Ad
General Attitude Toward Digital Video Advertising	

Stepwise regression is run for this hypothesis, and for Letgo Otoplus. Model summary values for the model with the highest explanation power are as follows:

- $R = 0.764$ and $R^2 = 0.584$ which shows that 58% of the variance in the dependent is explained by four out of the eight independent variables.

- The F value of the difference between the regression and residual values is 173.47 with a p value < 0.001. This shows that the regression equation is significant.

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The coefficient table for the model with the highest explanation power is as follows:

Table 29. Model Summary for H1b – Letgo Otoplus

	Unstandardized Coefficient	t	sig.
Constant	.667	2.650	.008
Information Attractiveness (Argument Quality)	.814	12.255	.000
Information Usefulness (Argument Quality)	.476	5.984	.000
Liking of the Brand	.318	6.108	.000
Brand Extension Fit	.201	3.636	.000

This finding shows that information attractiveness is the most influential variable affecting likeability of the ad. This is followed by the information usefulness dimension of argument quality and liking of the brand. Although its impact is lower compared to the other three input variables, brand extension fit has an effect on the likeability of the ad introducing a new extension of the brand.

Another stepwise regression is run for this hypothesis, and for Sahibinden Oto360. Model summary values for the model with the highest explanation power are as follows:

R = 0.758 and R2 = 0.575 which shows that 57% of the variance in the dependent is explained by four out of the eight independent variables.

The F value of the difference between the regression and residual values is 166.63 with a p value < 0.001. This shows that the regression equation is significant.

The coefficient table for the model with the highest explanation power is as follows:

Table 30. Model Summary for H1b – Sahibinden Oto360

	Unstandardized Coefficient	t	sig.
Constant	.902	3.308	.001
Information Attractiveness (Argument Quality)	.601	12.164	.000
Brand Extension Fit	.542	9.962	.000
Information Accuracy (Argument Quality)	.280	3.705	.000
Information Usefulness (Argument Quality)	.202	2.563	.011

This finding shows that information attractiveness is the most influential variable affecting likeability of the ad. This is followed by the brand extension fit. Although their impact is lower compared to the other two input variables, information accuracy and information usefulness dimensions of argument quality have an effect on the likeability of the ad introducing a new line extension of the brand.

Table 31. Coefficient Comparison Table for H1b

	Unstandardized Coefficients for Letgo Otoplus Ad	Unstandardized Coefficients for Sahibinden Oto360 Ad
Information Attractiveness (Argument Quality)	.902	.814
Information Accuracy (Argument Quality)	.280	na
Information Usefulness (Argument Quality)	.202	.476
Liking of the Brand	na	.318
Brand Extension Fit	.542	.201

It would be also serving the purpose of this study if the two advertisements of Letgo Otoplus and Sahibinden Oto360 were also compared in terms of ad likeability. As it can be seen on the Table 30; although not all the four variables are most

significant for the two brands, three of the most significant variables are the same for them. It has also been noted that information attractiveness the most significant variable for both Letgo Otoplus and Sahibinden Oto360's ad likeability.

H2a: Argument quality, source credibility, brand favorability and likeability of the ad affect effectiveness of the digital ad for ads with celebrity appeal. HepsiExpress is the brand for brand extension-celebrity and GetirBüyük is the brand for line extension-celebrity.

Table 32. Independent & Dependent Variable(s) for H2a

INDEPENDENT VARIABLES	DEPENDENT VARIABLE
Argument Quality	
Source Credibility	
Brand Favorability	Effectiveness of the Ad
Likeability of the Ad	

Stepwise regression is run for this hypothesis, and for HepsiExpress. Model summary values for the model with the highest explanation power are as follows:

- R = 0.750 and R^2 = 0.562 which shows that 56.2% of the variance in the dependent is explained by six out of the eight independent variables.

- The F value of the difference between the regression and residual values is 105.54 with a p value < 0.001. This shows that the regression equation is significant.

The coefficient table for the model with the highest explanation power is as follows:

Table 33. Model Summary for H2a – HepsiExpress

	Unstandardized Coefficient	t	sig.
Constant	-.317	-2.044	.042
Information Attractiveness (Argument Quality)	.198	5.156	.001
Information Accuracy (Argument Quality)	.181	4.096	.001
Liking of the Brand	.131	4.896	.001
Likeability of the Ad	.118	4.916	.001
Source Credibility	.123	2.680	.008
Information Usefulness (Argument Quality)	.101	2.114	.035

This finding shows that information attractiveness and information accuracy dimensions of argument quality are the most influential variable affecting effectiveness of the ad. This is followed by liking of the brand, and likeability of the ad. In addition to their lower impact to the other four input variables, source credibility (celebrity appeal) and information usefulness dimensions of argument quality have also a significant effect on the effectiveness of the ad.

Another stepwise regression is run for this hypothesis, and for GetirBüyük. Model summary values for the model with the highest explanation power are as follows:

$R = 0.832$ and $R2 = 0.692$ which shows that 69.2% of the variance in the dependent is explained by six out of the eight independent variables.

The F value of the difference between the regression and residual values is 183.75 with a p value < 0.001. This shows that the regression equation is strongly significant.

The coefficient table for the model with the highest explanation power is as follows:

Table 34. Model Summary for H2a – GetirBüyük

	Unstandardized Coefficient	t	sig.
Constant	-.426	-2.939	.042
Information Attractiveness (Argument Quality)	.243	7.669	.001
Information Usefulness (Argument Quality)	.178	4.377	.001
Source Credibility	.171	5.155	.001
Likeability of the Ad	.135	6.001	.001
Liking of the Brand	.124	4.620	.001
Information Accuracy (Argument Quality)	.091	2.282	.023

This finding shows that information attractiveness and information usefulness dimensions of argument quality are the most influential variable affecting effectiveness of the ad. This is followed by source credibility (celebrity appeal) and likeability of the ad. In addition to their lower impact to the other four input variables, likeability of the ad and liking of the brand have also a significant effect on the effectiveness of the ad.

H2b: Argument quality, brand favorability and likeability of the ad affect effectiveness of the digital ad for ads with no celebrity appeal. LetGo Otoplus is the

brand for brand extension-no celebrity and Sahibinden Oto360 is the brand for line extension-no celebrity.

Table 35. Independent & Dependent Variable(s) for H2b

INDEPENDENT VARIABLES	DEPENDENT VARIABLE
Argument Quality	
Brand Favorability	Effectiveness of the Ad
Likeability of the Ad	

Stepwise regression is run for this hypothesis, and for Letgo Otoplus. Model summary values for the model with the highest explanation power are as follows:

- R = 0.718 and R^2 = 0.515 which shows that 51.5% of the variance in the dependent is explained by five out of the seven independent variables.

- The F value of the difference between the regression and residual values is 104.86 with a p value < 0.001. This shows that the regression equation is significant.

The coefficient table for the model with the highest explanation power is as follows:

Table 36. Model Summary for H2b – Letgo Otoplus

	Unstandardized Coefficient	t	sig.
Constant	.198	1.600	.110
Information Usefulness (Argument Quality)	.206	5.132	.001
Information Attractiveness (Argument Quality)	.153	4.136	.001
Likeability of the Ad	.139	6.319	.001
Brand Extension Fit	.084	3.061	.002
Liking of the Brand	.059	2.249	.025

This finding shows that information usefulness and information attractiveness dimensions of argument quality are the most influential variable affecting effectiveness of the ad. This is followed by likeability of the ad. In addition to their lower impact to the other three input variables, brand extension fit and liking of the brand have also a significant effect on the effectiveness of the ad.

Another stepwise regression is run for this hypothesis, and for Sahibinden Oto360. Model summary values for the model with the highest explanation power are as follows:

- R = 0.757 and R^2 = 0.574 which shows that 57.4% of the variance in the dependent is explained by six out of the seven independent variables.

- The F value of the difference between the regression and residual values is 110.15 with a p value < 0.001. This shows that the regression equation is significant.

The coefficient table for the model with the highest explanation power is as follows:

Table 37. Model Summary for H2b – Sahibinden Oto360

	Unstandardized Coefficient	t	sig.
Constant	-.103	-.627	.531
Information Attractiveness (Argument Quality)	.254	8.097	.001
Information Usefulness (Argument Quality)	.227	5.509	.001
Likeability of the Ad	.151	6.033	.001
Liking of the Brand	.112	3.638	.001
Line Extension Fit	.087	2.609	.009
Familiarity of the Brand	-.062	-2.155	.032

This finding shows that information attractiveness and information usefulness dimensions of argument quality are the most influential variable affecting effectiveness of the ad. This is followed by likeability of the ad and liking of the brand. In addition to their lower impact to the other four input variables, line extension has also a significant effect on the effectiveness of the ad. However, when it comes to last item; familiarity of the brand has negative unstandardized coefficient, this is an unexplainable result. Thus, for H2b and Sahibinden Oto360, this study will also present the table for the model with the second highest explanation power, which is follows:

Table 38. Model Summary for H2b – Sahibinden Oto360 - Revisited

	Unstandardized Coefficient	t	sig.
Constant	-.240	-1.581	.114
Information Usefulness (Argument Quality)	.255	8.078	.001
Information Attractiveness (Argument Quality)	.155	6.182	.001
Likeability of the Ad	.123	5.396	.001
Liking of the Brand	.079	2.947	.003
Line Extension Fit	.084	2.500	.013

This finding also shows that information attractiveness and information usefulness dimensions of argument quality are the most influential variable affecting effectiveness of the ad. This is followed by likeability of the ad and liking of the brand. In addition to their lower impact to the other four input variables, line extension has also a significant effect on the effectiveness of the ad.

5.5 Difference analyses

Second batch of the hypotheses are tested and both paired sample and independent samples the t-test results are covered in this part.

H3a: There is a difference between the likeability of digital video ads with celebrities and without celebrities.

H3b: There is a difference between the effectiveness of digital video ads with celebrities and without celebrities.

In this study, likeability and effectiveness of two digital video ads with celebrities (GetirBüyük & HepsiExpress) and two digital video ads without celebrities (Letgo Otoplus & Sahibinden Oto360) have been evaluated. Sample's exposure to digital video ads were as follows:

- Group 1: Letgo Otoplus (without celebrity)
- Group 1: HepsiExpress (with celebrity)
- Group 2: Sahibinden Oto360 (without celebrity)
- Group 2: GetirBüyük (with celebrity)

Thus, the hypothesis tests for likeability differences and effectiveness differences have been done with a within-groups approach as follows:

- Difference in likeability scores for Letgo Otoplus & HepsiExpress for Group 1 (H3a)

- Difference in likeability scores for Sahibinden Oto360 & GetirBüyük for Group 2 (H3a)

- Difference in effectiveness scores for Letgo Otoplus & HepsiExpress for Group 1 (H3b)

- Difference in effectiveness scores for Sahibinden Oto360 & GetirBüyük for Group 2 (H3b)

Results of the paired samples t-tests are as follows:

Table 39. Paired Samples t-tests for Ad Likeability for the Two Pairs of Advertised Brands

	Mean (over 10)	t	sig.
Letgo Otoplus Ad Likeability	6.59	-6.305	<0.001
HepsiExpress Ad Likeability	7.24		
	Mean (over 10)	t	sig.
Sahibinden Oto360 Ad Likeability	6.66	-4.344	<0.001
GetirBüyük Ad Likeability	7.10		

In both paired samples t-tests, likeability of the ads with celebrities are significantly higher than the likeability of the ads without celebrities. Thus, H3a is supported.

However, additional tests have been performed to see how pure this effect is. For this purpose, the advertised brands have been compared also in terms of their brand familiarity and brand likeability scores.

Table 40. Paired Samples t-tests for Brand Likeability for the Two Pairs of Advertised Brands

	Mean (over 5)	t	sig.
Letgo Brand Likeability	2.69	-10.916	<0.001
Hepsiburada Brand Likeability	3.50		
	Mean (over 5)	t	sig.
Sahibinden Brand Likeability	3.20	-8.736	<0.001
Getir Brand Likeability	3.81		

Table 41. Paired Samples t-tests for Brand Familiarity for the Two Pairs of

Advertised Brands

	Mean (over 5)	t	sig.
Letgo Brand Familiarity	3.45	-11.746	<0.001
Hepsiburada Brand Familiarity	4.26		
	Mean (over 5)	t	sig.
Sahibinden Brand Familiarity	6.66	-4.344	<0.001
Getir Brand Familiarity	7.10		

Findings show that Hepsiburada's scores are significantly higher than Letgo for both brand familiarity and brand liking. Also, Getir's scores are significantly higher than Sahibinden for both brand familiarity and brand liking. Results of the relevant paired samples t-tests can be seen in Table 41.

This additional finding shows that the likeability differences between the ad pairs are not pure celebrity effects but they are confounded by the differences between their brand liking and brand familiarity as well. Thus, it can be said that using influential celebrities heighten the likeability of a digital video ad especially for brands with higher levels of brand liking and brand familiarity.

Table 42. Paired Samples t-tests for Ad Effectiveness for the Two Pairs of

Advertised

	Mean (over 5)	t	sig.
Letgo Otoplus Ad Effectiveness	2.78	-8.399	<0.001
HepsiExpress Ad Effectiveness	3.21		
	Mean (over 5)	t	sig.
Sahibinden Oto360 Ad Effectiveness	3.03	-7.909	<0.001
GetirBüyük Ad Effectiveness	3.45		

In both paired samples t-tests, effectiveness of the ads with celebrities are significantly higher than the effectiveness of the ads without celebrities. Thus, H3b is supported.

H4a: There is a difference between the likeability of digital video ads for line extensions and brand extensions.

H4b: There is a difference between the effectiveness of digital video ads for line extensions and brand extensions.

In this study, likeability and effectiveness of two digital video ads for brand extensions (Letgo Otoplus & HepsiExpress) and two digital video ads for line extensions

(Sahibinden Oto360 and GetirBüyük) have been evaluated. Sample's exposure to digital video ads were as follows:

- Group 1: Letgo Otoplus (brand extension)

- Group 1: HepsiExpress (brand extension)

- Group 2: Sahibinden Oto360 (line extension)

- Group 2: GetirBüyük (line extension)

Thus, the hypothesis tests for likeability differences and effectiveness differences have been done with a between-groups approach as follows:

- Difference in likeability scores for Letgo Otoplus & Sahibinden Oto360 (H4a)

- Difference in likeability scores for HepsiExpress & GetirBüyük (H4a)

- Difference in effectiveness scores for Letgo Otoplus & Sahibinden Oto360 (H4b)

- Difference in effectiveness scores for HepsiExpress & GetirBüyük (H4b)

Table 43. Independent Samples t-test for HepsiExpress and GetirBüyük - Likeability

	n	Mean (over 10)
Likeability of Letgo Otoplus (Brand Extension)	500	6.59
Likeability of Sahibinden Oto360 (Line Extension)	498	6.66

In Levene's test for equality of variances F value is 27.736 with a p value of <0.001. Thus, equal variances between groups cannot be assumed and the t-test results for "equal variances not assumed" option are considered. The t value for the above group difference is -0.516 with a p value of 0.616. Thus, the difference between the two groups is not statistically significant.

Table 44. Independent Samples t-test for HepsiExpress and GetirBüyük - Likeability

	n	Mean (over 10)
Likeability of HepsiExpress (Brand Extension)	500	7.24
Likeability of GetirBüyük (Line Extension)	498	7.10

In Levene's test for equality of variances F value is 2.037 with a p value of 0.154. Thus, equal variances between groups can be assumed and the t-test results for "equal variances assumed" option are considered. The t value for the above group difference is 0.981 with a p value of 0.327. Thus, the difference between the two groups is not statistically significant.

In both cases, analysis results show that there is no significant difference between the likeability of ads for brand extensions vs. line extensions. Therefore, H4a is not supported.

Table 45. Independent Samples t-test for Letgo Otoplus and Sahibinden Oto360 - Effectiveness

	n	Mean (over 5)
Effectiveness of Letgo Otoplus (Brand Extension)	500	2.78
Effectiveness of Sahibinden Oto360 (Line Extension)	498	3.03

In Levene's test for equality of variances F value is 0.006 with a p value of .940 Thus, equal variances between groups can be assumed and the t-test results for "equal variances assumed" option are considered. The t value for the between group

difference is -3.706 with a p value of <0.001. Thus, the difference between the two groups is statistically significant.

Table 46. Independent Samples t-test for HepsiExpress and GetirBüyük- Effectiveness

	n	Mean (over 5)
Effectiveness of HepsiExpress (Brand Extension)	500	3.21
Effectiveness of GetirBüyük (Line Extension)	498	3.45

In Levene's test for equality of variances F value is 3.947 with a p value of 0.047. Thus, equal variances between groups cannot be assumed and the t-test results for "equal variances not assumed" option are considered. The t value for the between group difference is -3.434 with a p value of 0.001. Thus, the difference between the two groups is statistically significant.

In both cases, analysis results show that there is a significant difference between the effectiveness of ads for brand extensions vs. line extensions. Therefore, H4b is supported. When this study takes a closer look at H4a and H4b hypotheses and their results, it can be further asserted that regardless of ad type whether it has celebrity appearance or not, type of extensions does not create a difference in terms the how much consumers like the digital video ad.

CHAPTER 6

CONCLUSION AND IMPLICATIONS

It has been observed that all four dimensions in the research model such as argument quality, source credibility (celebrity appeal), brand favorability, general attitude towards advertising are statistically significant in terms of likeability of digital video ads with celebrities. Furthermore, all the four dimensions are also statistically significant in terms of effectiveness of digital video ads with celebrities.

This study also finds out that argument quality, brand favorability and general attitude towards advertising are statistically significant in terms of likeability of digital video ads without celebrities. Moreover, all the three dimensions are also statistically significant in terms of effectiveness of digital video ads without celebrities.

Only limitation here would be the information accuracy sub-dimension of information usefulness where it has lower Cronbach's alpha value lower than 0.700 only for one brand out of two brands that has been studied with their ads without celebrities in this research. Although the Cronbach's alpha value can be improved to some extent for this very specific variable, not to remove any sub-dimensions from any independent variable, this study decided to take this into account as a limitation and keep this sub-dimension also.

By looking at the paired sample t-tests where this study compared the means within groups, it can be said that ads with celebrities have higher likeability levels than that of ads without celebrities. When further research is conducted, it can be seen that ad likeability does not only stem from having a celebrity, it is also very much

correlated with brand familiarity and brand likeability. Thus, it is worth note that ads with celebrities with the confounding effects of brand familiarity and brand likeability have higher likeability than ads without celebrities.

In terms of ad effectiveness, it can also be noted that ads with celebrities have higher levels of effectiveness with compared to ads without celebrities.

When it comes to between groups comparisons where this study runs independent samples t-tests, it has been observed that ad effectiveness is statistically different between brand extension and line extension. However, no such significant difference is observed for ad likeability between brand and line extension. A plausible conclusion might be that when consumers watch an ad, they do generally not pay attention whether a brand extending itself into new business i.e. brand extension or a brand adding another line to its business i.e. line extension in terms of ad likeability.

On the other hand, it might be further asserted that consumers perceived line extensions more effective than brand extension when this study compared the ad effectiveness levels. Thus, it can be said that line extensions might come to consumers' ears more favorable because they already have a trust to the brand which is opening just another line and not going into new business, that might be one of the reasons why there is a significant difference between brand and line extensions with respect to ad effectiveness.

However, this research could be improved by more balanced data especially in terms of gender. Also, within the scope of further research, specific attitudes of consumers who encountered digital video ads in specific platforms might also be discussed by further measuring the usage of social media platforms.

Another area for further research might be to use different advertisements i.e. one with a celebrity and one without a celebrity from very same brand and compare

them with respect to celebrity affect, in this way brand favorability and its repercussions might also be lowered while that measurement occurs. This approach might also be enriched by measuring the dependent variables while taking into account the actual usage of the service which is offered by brands.

APPENDIX A

QUESTIONNAIRE

Dear Respondent,
This research is being conducted in the context of the thesis study of Yavuz Selim Elmas, a graduate student of Bogazici University, Management Information Systems Master's Program (with Thesis), under the supervision of Prof.Dr. Hande Türker. The title of the study is: Consumer Attitudes Toward Video Ads in Digital Media: The Impact of Information Quality, Information Source and Brand Attitude.

No personal identity or communication information will be demanded from you in the questionnaire. The responses will be kept strictly confidential and anonymous and will be used solely for academic research purposes.

Thank you for your time and support.

All rights of this questionnaire are reserved. It cannot be used, totally or partially, without the consent and permission of the researchers.

1- In which of the following digital media environment(s) have you encountered video ads? You can check more than one option.

- Facebook

- Instagram

- Twitter

- YouTube

- LinkedIn

- Snapchat

- TikTok

2- Your agreement level about the statements regarding video ads you encounter while spending time in the digital environment.

- I want to close/skip these ads if the content does not attract me

- I want to close/skip these ads regardless of their content.

- I think these ads are time-consuming.

- These ads make me lose interest and concentration in what I am doing in the digital environment.

- I find the appearance of these ads out of my control annoying.

- I think it's natural for such ads to appear in digital media.

- I like watching these ads if they are enjoyable or attractive for me.

- I can find out about new products, services or brands by watching these ads.

- I find these ads less irritating than the ads in other media (TV, radio, outdoor, etc.)

- I think these ads enrich my experience in digital media.

In the following part of the questionnaire, you will be asked to watch only two ads and answer some questions about them. It is crucial that you watch n-both ads and answer all questions in order for the questionnaire to be valid.

Please watch the ad on this link before moving on to the following questions and answer the questions for this specific ad.

3- Please state your agreement level with the following statements about the video ad you just watched.

- The ad was sufficiently informative about the promoted service.
- The content of the ad is beneficial for the consumer.
- The ad clearly explains why the consumer should use this service.
- Adequate information is given in the ad about the specific attributes of the service promoted to consumers.

- The content of the ad is trustworthy.

- The ad does not include misleading elements.

- The ad does not make exaggerated claims.

- The content of the ad is attractive.

- It is pleasant and enjoyable to watch this ad.

- I would not be bored of or irritated from watching this ad.

4- Please answer the following questions about the brand whose ad you just watched.

- How familiar are you with Sahibinden as a brand?

- How likeable is Sahibinden for you as a brand?

5- Have you ever used Oto360 service of Sahibinden?

- Yes

- No

6- If your answer is Yes, what is your general satisfaction level from the service(s) of this brand? If your answer is No, please mark inapplicable.

Very low				Very High	Inapplicable
O	O	O	O	O	O

7- Please evaluate the fit of Oto360 service to the current brand image and position of Sahibinden.

Not appropriate at all				Very appropriate
O	O	O	O	O

8- How would you score this ad over 10 points?

1	2	3	4	5	6	7	8	9	10
O	O	O	O	O	O	O	O	O	O

9- Please state your agreement level with the following statement about the ad you just watched.

- The ad affects my general opinion about this brand positively.
- The ad increases the favorability of this brand for me.
- I would be curious and search about the promoted service after watching this ad.
- I would be curious and search about the other products and services of this brand after watching this ad.
- I would be convinced to try and use the promoted service after watching this ad.
- I would inform others and motivate them to try the promoted service after watching this ad.

Please watch the ad on this link before moving on to the following questions and answer the questions for this specific ad.

10- Please state your agreement level with the following statements about the video ad you just watched.

- The ad was sufficiently informative about the promoted service.
- The content of the ad is beneficial for the consumer.
- The ad clearly explains why the consumer should use this service.
- Adequate information is given in the ad about the specific attributes of the service promoted to consumers.
- The content of the ad is trustworthy.
- The ad does not include misleading elements.
- The ad does not make exaggerated claims
- The content of the ad is attractive.
- It is pleasant and enjoyable to watch this ad.

- I would not be bored of or irritated from watching this ad.

11- Please answer the following questions about the brand whose ad you just watched.

- How familiar are you with Getir as a brand?
- How likeable is Getir for you as a brand?

12- Have you ever used GetirBüyük service of Getir?

- Yes
- No

13- If your answer is Yes, what is your general satisfaction level from the service(s) of this brand? If your answer is No, please mark inapplicable.

Very low				Very high	Inapplicable
O	O	O	O	O	O

14- Please evaluate the fit of GetirBüyük service to the current brand image and position of Getir.

Not appropriate at all				Very appropriate
O	O	O	O	O

15- What is your overall opinion about the celebrity in the ad?

Very negative				Very positive
O	O	O	O	O

16- What is the potential of the celebrity to attract the audience to the ad?

Very low				Very high
O	O	O	O	O

17- How appropriate is it for the celebrity in the ad to take part in the promotion of this brand?

Not appropriate at all				Very appropriate
O	O	O	O	O

18- To what extent does this celebrity appeal to the target audience of this brand ?

Very weak				Very strong
O	O	O	O	O

19- What is the influence of this celebrity to be identified with the brand and create recall about the brand?

Very weak				Very strong
O	O	O	O	O

20- How would you score this ad over 10 points?

1	2	3	4	5	6	7	8	9	10
O	O	O	O	O	O	O	O	O	O

21- Please state your agreement level with the following statement about the ad you just watched.

- The ad affects my general opinion about this brand positively.
- The ad increases the favorability of this brand for me.
- I would be curious and search about the promoted service after watching this ad.
- I would be curious and search about the other products and services of this brand after watching this ad.
- I would be convinced to try and use the promoted service after watching this ad.
- I would inform others and motivate them to try the promoted service after watching this ad.

22- Gender:

- Male
- Female
- Prefer not to declare

23- Age:

_____

24- Monthly Income (Net):

- 4000 TL'den az
- 4000 TL – 8000 TL
- 8001 TL – 12000 TL
- 12001 TL – 20000 TL
- 20000 TL'den fazla

25- Education Level:

- Highschool or lower
- Highschool Graduate
- Student – Bachelor's
- Graduated – Bachelor's
- Graduate Student
- Graduated (Master's or PhD's)

QUESTIONNAIRE (TURKISH)

Değerli Katılımcı,

Bu çalışma, Boğaziçi Üniversitesi Yönetim Bilişim Sistemleri Tezli Yüksek Programı öğrencisi Yavuz Selim Elmas'ın, Prof.Dr. Hande Türker danışmanlığında yürütmekte olduğu "Dijital Medyadaki Video Reklamlarına Yönelik Tüketici Tutum ve Niyeti: Bilgi Kalitesi, Bilgi Kaynağı ve Marka Tutumunun Etkileri" başlıklı tez çalışması kapsamında gerçekleştirilmektedir.

Ankette kimlik ve iletişim bilgileriniz istenmeyecek, yanıtlarınız anonim ve gizli tutulacak ve yalnızca akademik amaçlarla kullanılacaktır.

Değerli zamanınız ve desteğiniz için teşekkür ederiz.

Bu anketin her hakkı saklıdır. Araştırmacıların izni olmadan tamamı veya bir kısmı kullanılamaz.

1- Aşağıdaki dijital mecralardan hangisinde veya hangilerinde video reklamlarla karşılaştınız? Birden çok seçeneği işaretleyebilirsiniz

- Facebook

- Instagram

- Twitter

- YouTube

- LinkedIn

- Snapchat

- TikTok

2- Dijital ortamda zaman geçirirken karşılaştığınız video reklamlar ile ilgili aşağıdaki ifadelere katılım derecenizi belirtiniz.

- İçeriği ilgimi çekmezse bu reklamları kapatmak/atlamak istiyorum.

- Bu reklamları içeriğinden bağımsız olarak hemen kapatmak/atlamak istiyorum.

- Bu reklamların bana zaman kaybettirdiğini düşünüyorum.

- Bu reklamlar o anda dijital ortamda yaptığım şeye karşı ilgi ve konsantrasyonumu bozuyor.

- Bu reklamların kontrolüm dışında karşıma çıkmasını sinir bozucu buluyorum.

- Dijital mecralarda bu reklamların yer almasını doğal karşılıyorum.

- Bu reklamları eğlenceli ya da ilgi çekici bulursam izlemekten hoşlanıyorum.

- Bu reklamlar sayesinde yeni ürün, hizmet ya da markalarla tanışabiliyorum.

- Bu reklamları diğer mecralardaki (TV, radyo, dış mekan gibi) reklamlardan daha az rahatsız edici buluyorum.

- Bu reklamların dijital ortamdaki deneyimimi zenginleştirdiğini düşünüyorum.

Anketin bundan sonraki kısmında sadece iki reklam izleyip, bu reklamlarla ilgili bazı soruları yanıtlamanız istenecektir. Anketin geçerli olması için her iki reklamı da izleyip, soruları tamamlamanız çok önemlidir.

Aşağıdaki sorulara geçmeden önce linkte bulunan reklamı izleyiniz ve soruları bu reklam için yanıtlayınız.

3- İzlediğiniz reklamla ilgili aşağıdaki ifadelere katılım derecenizi belirtiniz.

- Reklam, tanıtılan hizmet hakkında yeterince bilgilendiricidir.
- Reklamın içeriği tüketici için yararlıdır.
- Reklam tüketiciye bu hizmeti neden kullanması gerektiğini iyi anlatır.
- Reklamda tüketiciye tanıtılan hizmetin özellikleri hakkında yeterli fikir verilmektedir.
- Reklamın içeriği güvenilirdir.

- Reklam yanıltıcı bir unsur içermemektedir.
- Reklam yanıltıcı bir unsur içermemektedir.
- Reklamın içeriği ilgi çekicidir.
- Bu reklamı izlemek keyifli ve eğlencelidir.
- Bu reklamı izlemekten sıkılmaz, rahatsız olmazdım.

4- Az önce reklamını izlemiş olduğunuz marka ile ilgili aşağıdaki soruları yanıtlayınız.

- Letgo markasını ne kadar tanıyorsunuz?
- Letgo markasını ne kadar seviyorsunuz?

5- Letgo markası Otoplus hizmetini hiç kullandınız mı?

- Evet
- Hayır

6- Eğer bir önceki soruya yanıtınız evetse, bu markanın hizmet(ler)inden genel memnuniyet dereceniz nedir? Eğer yanıtınız hayırsa, lütfen uygulanamaz seçeneğini işaretleyiniz.

Çok düşük				Çok Yüksek	Uygulanamaz
O	O	O	O	O	O

7- Otoplus hizmetinin Letgo'nun mevcut marka imaj ve konumuna uyumunu değerlendiriniz

Hiç uygun değil				Çok Uygun
O	O	O	O	O

8- Bu reklama 10 üzerinden bir puan vermeniz gerekse kaç verirdiniz?

1	2	3	4	5	6	7	8	9	10
O	O	O	O	O	O	O	O	O	O

9- İzlediğiniz reklamla ilgili aşağıdaki ifadelere katılım derecenizi belirtiniz.

- Bu reklam marka hakkındaki genel fikrimi olumlu yönde etkiler.

- Bu reklam markaya daha fazla sempati duymamı sağlar.
- Bu reklam sonrasında, tanıtılan hizmeti merak eder, araştırırdım.
- Bu reklam sonrasında, markanın diğer ürün ve hizmetlerini de merak eder, araştırırdım.
- Bu reklam sonrasında, tanıtılan hizmeti denemeye ikna olur, kullanmak isterdim.
- Bu reklam sonrasında, tanıtılan yeni hizmet hakkında çevremdekilere bilgi verir ya da denemeye teşvik ederdim.

Aşağıdaki sorulara geçmeden önce linkte bulunan reklamı izleyiniz ve soruları bu reklam için yanıtlayınız.

10- İzlediğiniz reklamla ilgili aşağıdaki ifadelere katılım derecenizi belirtiniz.

- Reklam, tanıtılan hizmet hakkında yeterince bilgilendiricidir.
- Reklamın içeriği tüketici için yararlıdır.
- Reklam tüketiciye bu hizmeti neden kullanması gerektiğini iyi anlatır.
- Reklamda tüketiciye tanıtılan hizmetin özellikleri hakkında yeterli fikir verilmektedir.
- Reklamın içeriği güvenilirdir.
- Reklam yanıltıcı bir unsur içermemektedir.
- Reklam abartılı vaatler içermemektedir.
- Reklamın içeriği ilgi çekicidir.
- Bu reklamı izlemek keyifli ve eğlencelidir.
- Bu reklamı izlemekten sıkılmaz, rahatsız olmazdım.

11- Az önce reklamını izlemiş olduğunuz marka ile ilgili bir takım değerlendirmeler yapmanız istenecektir.

- Sahibinden markasını ne kadar tanıyorsunuz?
- Sahibinden markasını ne kadar seviyorsunuz?

12- Hepsiburada markası HepsiExpress hizmetini hiç kullandınız mı?

- Evet
- Hayır

13- Eğer bir önceki soruya yanıtınız evetse, bu markanın hizmet(ler)inden genel memnuniyet dereceniz nedir? Eğer yanıtınız hayırsa, lütfen uygulanamaz seçeneğini işaretleyiniz.

Çok düşük				Çok Yüksek	Uygulanamaz
O	O	O	O	O	O

14- HepsiExpress hizmetinin Hepsiburada'nın mevcut marka imaj ve konumuna uyumunu değerlendiriniz.

Hiç uygun değil				Çok Uygun
O	O	O	O	O

15- Reklamda yer alan ünlü hakkındaki genel fikriniz nasıldır?

Çok olumsuz				Çok olumlu
O	O	O	O	O

16- Reklamda yer alan ünlünün reklama ilgi uyandırma potansiyeli ne kadardır?

Çok düşük				Çok yüksek
O	O	O	O	O

17- Reklamda yer alan ünlünün bu markanın tanıtımında yer almasının uygunluğu ne kadardır?

Hiç uygun değil				Çok uygun
O	O	O	O	O

18- Bu ünlünün sözkonusu markanın hedef kitlesine hitap etme derecesi ne kadardır?

Çok zayıf				Çok güçlü
O	O	O	O	O

19- Bu ünlü kişinin marka ile özdeşleşip marka hakkında hatırlanabilirlik yaratma gücü ne kadardır?

Çok zayıf				Çok güçlü
O	O	O	O	O

20- Bu reklama 10 üzerinden bir puan vermeniz gerekse kaç verirdiniz?

1	2	3	4	5	6	7	8	9	10
O	O	O	O	O	O	O	O	O	O

21- İzlediğiniz reklamla ilgili aşağıdaki ifadelere katılım derecenizi belirtiniz.

- Bu reklam marka hakkındaki genel fikrimi olumlu yönde etkiler.
- Bu reklam markaya daha fazla sempati duymamı sağlar.
- Bu reklam sonrasında, tanıtılan hizmeti merak eder, araştırırdım.
- Bu reklam sonrasında, tanıtılan hizmeti denemeye ikna olur, kullanmak isterdim.
- Bu reklam sonrasında, tanıtılan yeni hizmet hakkında çevremdekilere bilgi verir ya da denemeye teşvik ederdim.

22- Cinsiyetiniz:

- Erkek
- Kadın
- Belirtmeyi tercih etmiyorum.

23- Yaşınız:

_____

24- Aylık net gelir düzeyiniz:

- 4000 TL'den az
- 4000 TL – 8000 TL
- 8001 TL – 12000 TL
- 12001 TL – 20000 TL
- 20000 TL'den fazla

25- Eğitim Durumunuz:

- Lise ve altı
- Lise mezunu
- Üniversite öğrencisi
- Üniversite mezunu
- Lisansüstü öğrencisi
- Lisansüstü mezunu (yüksek lisans veya doktora)

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