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Effect of Advertising Design on Click Attitude towards Click Intention: Mediating Impact of Emotion

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Abstract

Emotion has gradually been one of the antecedents that influence online browsing behavior. Literature has paid limited attention to the effect of online user’s emotion evoked by advertisement (ad) design on the click attitude toward click intention. The main propose of this research thesis is to empirically examine a research model that describes click behavior of online ads. The effect of design types of ad is compared. This study considers two design types of ad which are video and animated picture ad for the same product from the same company. Moreover, emotion that is evoked by the ad is tested for the alternation power of effect of design type and click attitude after seeing the ads. Based on the data analysis of 154 valid samples for video type advertisement and 177 valid samples for the animated picture ad, the main research findings are as follows: (1) Both video and non-video types of design of ad are highly associated with click attitude, (2) Both types of ads are significantly related to emotion that is evoked, (3) Mediation effect of emotion is confirmed partially significant in the video design type of ad whereas insignificant in the non-video one, mainly because of the strength of emotion induced. Discussion and implications are also addressed.

Keywords: Social marketing, Advertising media, Emotion, Click attitude, Click intention
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1.1 Research Background

The Internet is one of the biggest achievement in human history. In 1967’s first concept of basis Internet ARPANET was published. This was developed by Advanced Research Project Agency (in 1971, the name was changed Defense Advanced Research Projects Agency) under the direction of the US government. The main purpose was to communicate and share computer resources among mainly scientific users at the connected institutions. Later ARPANET divided two section which is Military network and simple network. Furthermore, simple network developing whole century become nowadays The Internet (World Wide Web) that connected all around the world computers then sharing huge amount information. Around 40% of the world, population has an internet connection today. In 1995, it was less than 1%. The number of internet users has increased tenfold from 1999 to 2013. The first billion was reached in 2005. The second billion in 2010. The third billion in 2014. Figure 1.1 shows the number of global internet users per year since 1993. It shows that people can communicate freely and innovative business and applications are rapidly bloomed.

Figure 1.1: Internet users in the world
(http://www.internetlivestats.com/internet-users/)
Firstly, the Internet was used to connect the computers all around the world. As time passes, the Internet has changed many things such as marketing. People start to use internet searching for their needs, to get what they want or where to buy goods and services. Consequently, companies wish to remain constant benefits by changing their marketing methods such as an online advertisement in order to change their customers’ buying habits. Comparing between traditional marketing methods, such as newspaper, television advertising, direct mail and phone call, to an online advertisement, it has been seen that the later may help cut the costs and efficiently reach targeted customers Lars E. Perner (2008). To date, the online advertising (ad) is a large business and is growing rapidly (Marketing Spend Facts & Statistics - CMO Council, December 2015). The online ad is to use internet social media to enhance website traffic, target and deliver certain messages to the right customers. It is a tool that performs marketing through unique and useful applications. The online advertising increases since the early 1990s, which has evolved into a standard for small and large organizations. For instance, in 2011, online advertising income in the United States overleaps those of traditional marketing methods. Internet users mostly used social media. According to the statistic in figure 1.2, it has shown that facebook has most activate users in the worldwide. This signifies that online ad has increasingly attracted both marketers’ and consumers’ attention in the Internet commerce.

**Figure 1.2: Users of social media in the world**
Mostly, companies often use Facebook as one of online marketing tools because of freely to share video, picture and ideas with others. Also, they can receive customer’s feedback right after post advertisement, which means they can highly interact with users. Despite that the sides of Facebook can post ads that deliver a huge amount of information, users may ignore and skip the ads. In order to deliver effective ads, the focus has been placed on how to attract user’s attention and increase their interest (Berry, 1995). Delivering effective advertisement in marketing may not be as easy as marketers expect. Usually, posting an advertisement in Facebook is one thing, but attracting intention and making people click on while browsing is another, which is quite tough to the actual effect of those ads. Existing research described in literature have identified the important aspects and factors that are linked significantly to ad click intention in the online communities (e.g., contents, size and style of word, and the number of Like in Facebook), limited attention has been paid to the effective design of ads that help increase impact on click attitude toward click intention. For example, that “I like this video type ad because it delivers a message of product funny way”. Moreover, the degree of mediating emotion with the design of ads such as video or non-video type may alternate the effect on the click behavior; however, this is still under examination.

Mongolia has been a developing country nowadays. The DataCom started its service in Mongolia on 17th of Jan, 1996. The user population in Mongolia has reached to almost 2 million in 2014 CRCMS (2015). As shown Figure 1.3, Internet users increase a lot since 2009, which indicates that in 2014 the Internet population almost doubles that of 2009 within five years in Mongolia. In 2015 the CRCMS (2015) also reported based on the Facebook users survey, there are almost 1.3 million active users in Facebook, and of which 53% are women and 47% male, and more than 80% of which are an adult. This indicates that The Internet is increasingly one of the popular tools that users search for, share with, and deliver information in Mongolia, which in consequence facilitates the development of Internet commerce and Internet marketing, and online ads as well.
Particularly, there are more than 50% of internet users in Mongolia who use Facebook. Of which, 0.8 million are 25-34 years old, which means that potential consumers who present buying power in the market can share product information in the form of ads via Facebook. Among variables to influence attraction of FB ads are media design of video type and non-video type toward click attitude and click intention as well (https://developers.facebook.com). The main objective of the current research is how ads
design type influences click attitude toward click intention. The mediating role that emotion induced by the ads plays is also considered.

1.2 Motivation and Objective

Importantly, the internet users in Mongolia is increasing. Most companies use online marketing to promote their products and services. Another reason that company uses online marketing is to introduce their product and service to other country and export it because Mongolia has a small market and most of the products are imported from other countries. However, as web users get more and more experienced, the online ads become less effective than before, which signifies that marketers and designers need to change their advertising plans to attract users’ intention (Wilcha, 2005 "Winning Ways "). One of the solutions may be the innovative media design. However, whether different types of online marketing ads attract a different level of intention is still under investigation. Moreover, the role that emotion induced by ads play is also unknown thus far.

To address this issue, the research thesis proposes a research model to describe the clicking behavior by considering the media design of advertisements such as video and non-video. The emotion induced by the advertisement is used as a mediator. The main purpose of the thesis is to empirically examine the research model and provide research findings and suggestions for marketers in the domain of online marketing in the context of Mongolia.

1.3 Research Procedure

The research procedure is shown in Figure 1-5. It covers steps as follows:

(1) Presenting the research motivations and objectives of this thesis.
(2) Reviewing literature that consists of independent variables of ads design which includes video type and non-video type, two dependent variables, click attitude and click intention and the variable of mediation, emotion that is evoked by the online ads.
(3) Developing research models and questionnaires. The data collection contains two stages; the first is for the non-video type of design ads and the second is video-type after 2 weeks.

(4) Utilizing software of statistics and structure equation model (SEM) to drive research results. Implications and discussion are also presented.

(5) Providing conclusions, suggestions, contributions, limitation, and future research direction.

![Research Procedure Diagram]

Figure 1.5: Research Procedure
1.4 Thesis Overview

There are five Chapters in the thesis:

Chapter One Introduction: This chapter covers the research background, research motivations, research objectives, research procedure, and the overview of the thesis.

Chapter Two Literature Review: Journals and articles are reviewed in this chapter, including related concepts. The research hypotheses are also developed in this chapter.

Chapter Three Research Method: The research models, sampling plan, operation definitions of variables, and measure are included. The techniques use to analyze data is also addressed.

Chapter Four Data analysis and Results: This chapter presents the results of data analysis and hypothesis testing. The reliability and validity testing, factor analysis, path relationship of research models are presented.

Chapter Five Conclusion: This chapter summarizes the research results, illustrates the research findings and suggestions for the academic and practice, and provides future research directions.
Chapter Two: Literature Review

The thesis considers the factors that influence the behavior to click an ad, inducing click attitude toward intention. A salient consideration is a mediating effect that may alternate the effect of the ad on click attitude. The major aspects of literature that needs to be considered are that of social marketing, advertising media, theories of planned behavior and emotions. Firstly, the advent of excellent search engines like Google, setting up of Google Analytics, tracking resources with Google Analytics, which are the core functions that seek utility values of how advertising design influences click attitudes which transform into click motives. Emotions do play a critical role that helps induce click or not-to-click. While appeal, attractiveness, and pleasantness of the ad are important factors, evoking emotions could be another one of the major motivators that derive behavioral benefit for an online ad. For this, the literature review needs to deal with the deeper understanding, fundamental concepts, knowledge, and findings, and arguments as well, to better develop concepts and arguments for the research thesis.

For example, the area of online marketing is reviewed that deals with building strategies to increase sales and conversion rates and offer free and easy usability for marketers to address major aspects of marketing contents. Particularly, of this area the related concepts are presented, such as how media design of ad stimulates click attitudes, which thereafter generates click willingness. For the advertising media, it needs to address issues of how web optimizers offer choosing pages, creating alternative versions and also help to identify the conversion of both qualitative and quantitative manners. To deepen this issue, the theory, theory planned behavior (Ajzen, 1991), needs to be addressed for what are the major issues that determine estimated conversion rates, what its motivating and demotivating factors, how the appealing image of videos offer greater propensities or possibilities for clicks or non-clicks and the role, responses and rationality
(or otherwise) of emotions in determining whether to click or not to click. Details are provided below.

2.1 Social Marketing

Marketing is any activity that delivers the products or services to customers. The term developed from an original meaning refers literally to go to a market to buy or sell goods or services. Kotler (1971) specified that marketing "required the needs and wants through an exchange process." In that exchanging operation, customers will receive products or services by exchange their money if they feel that their needs are fully met; more clearly the expected earnings over the organization can charge transaction value (“Marketing 3.0, 2010”). To benefit the marketing operation, one of the marketing concepts is that companies must analyze the needs of their customers and make decisions to meet those needs.

In the past 20 years, marketing and management activity has increasingly changed. Lots of study and papers reported that some of the old marketing principles in sixty to seventy’s are no longer fitting to the modern business society (Brady J., Davis I., (1993), Sheth and Sisodia 1995, Bakos 1998, Chaffey et. al., 2000, Coviello and Brodie 2001, Constantinides 2006, Court 2007). In today’s globalized technology and media-driven the world, social media sites have become places where retailers or individual traders can extend their marketing campaigns without time and place limits for a wider range of consumers. Such developments would require a new market positioning of the old debate, which thereafter needs to innovate new paradigms. To do so, redefining marketing role (e.g., social marketing) to reach a consensus may be necessary for the marketers in the Internet era (Constantinides, 2006; Heaton, 2006; Thomas, 2007). Among the diverse concepts of social marketing are the social media which should be addressed first.

According to Wikipedia definition, the social media is that media is designed to overspread through social intercommunion and is created to be a very easy to use and scalable publishing technologies. Social media supports social interaction needs for the
use of the Internet and Web-based technologies for online users. It is different from the broadcast media monologs (one to many). Also, it supports equality conversations and social networking that allow any kinds of knowledge and information and share individual opinions to suppliers. Most social media term is associated with the content generated by the user, an opinion shared by many academics (Agichtein et al., 2008, Mangold and Faulds, 2009). The “Web 2.0” is for the users of the internet to use the World Wide Web, of which the contents are always altered by all users to share and collaboration by the establishment of new methods (Kaplan and Haenlein, 2009). Web 2.0 applications support the creation of informal networks of users, which facilitates the flow of ideas, information and knowledge and promotes innovation and creativity by enabling the efficient generation, distribution, sharing and editing contents. This definition focuses on the types of applications and social effects that are the most important elements in the marketing perspectives.

Generally, to consider social media as a marketing tool a distributor has to understand every viewpoint of it. In 1971, Kotler and Zaltman (1971) indicated that first formal definition of social marketing is designed to control thoughts acceptance and implementation of the calculation of the impact and social ideas for product planning, pricing, communication, distribution and marketing research program. Chi (2011) defines social media marketing as a “connection between brands and consumers, offering a personal channel and currency for user-centered networking and social interaction.” The tools and approaches to communicating with customers have gradually changed with the emergence of social media; therefore, businesses must learn how to use social media in a way that is consistent with their business plan (Mangold and Faulds 2009). Existing reports and a growing number of studies already provide a good picture of the basic models of involving social media as part of the marketing strategy (Chesbrough, 2006; Bernhoff and Li, 2008; Prahalad and Krishnan, 2008; Deighton and Konrfield, 2009). Among main approaches are positive approach and active approach.
The passive approach is based on the use of the public domain of social media as a potential source of the voice of the customer (Anderson, 2007). The aim of marketing is to provide marketers with information on market needs, customer experience, and competitive moves and trends. The active approach is using social media as communication tools, direct sales, customer acquisition and customer retention (McKinsey 2007, b).

The field of social media then become a low-cost but high-quality source of information on what is happening in the market at any time at the place. This information can help marketers track issues and market opportunities. For example, blogs or online forums are often used for consumers to report problems or product failures. The major benefit is that companies can save money (or reduce cost) and prevent reputational damages if action is taken before the news (Gillin, 2007, 2009). When marketers get feedback from consumers, they may use traditional ways such as surveys, focus groups, data mining and many other traditional market research methods; however, these methods may be time-consuming and therefore are not always compatible with the needs of timely information, prompt messages, and highly competitive market developments. Today, marketers are able to communicate customer’s feedback and opinions in almost real time manner, such as live or online chat. It helps marketers to follow what people discuss, complain, comment, and express in the social network, such as blogs, forums and online communities (e.g., Facebook).

As aforementioned, marketers increasingly understand the importance of the live chat in online forums and communities. Corporate blogs presentation, website forums and communities sponsored by the company as part of the online presence of the company have been the important channels that allow business executives to draw on their own dialog neighborhoods, especially moderate comments and directly respond to concerns or questions from customers (Singh et al., 2008). To date, the Internet has been seen a channel that helps reduce marketing cost (Kiang et al., 2000). Although it is believed that marketing is more than ads (Constantinides 2002), the ads have been playing one of the
key roles for the marketing merits (Kiang et al. 2000). Internet community can be viewed as a social group where interaction and participation are ubiquitous, and so are chat rooms and discussion boards (Ngai, 2003). Social media and blogs are a key part of any inbound marketing strategy. For example, Facebook has been one of the communication fora that online users almost use every day. This signifies that social media attached in Facebook as ads will be likely an effective ad that marketing strategy may adopt to deliver information to users.

For example, Chu (2011) reported that users who are members of the Facebook group maintain a more favorable attitude towards social media and advertising. Users who have more positive attitudes toward advertising are more likely to join a Facebook group brand or a retailer to receive promotional messages. Based on this result, Chu (2011) emphasized that there is a link between usage and consumer interconnection in the group of applications on social media sites. Consequently, the relationship between use and consumer interconnection with group applications will affect the rate and efficiency of advertising on social media (e.g., Facebook). Generally, in the research of Chu (2011), the Facebook’s college-aged users have the most favorable attitudes toward social media advertising and are the largest growing demographic, which suggests that social media sites are a potentially rich platform for online advertising campaigns, especially for companies with a younger target market.

Cox (2010) also investigated the correlation between age and attitude for the online marketing and reported that social network user attitude toward online advertising formats (i.e. blogs, video, and brand channel or page) differed in some extents across age groups. The report stated that users who aged from 18 to 28 had strong positive attitudes towards blogs, video, and brand channel ad formats. This was because that users found these ad formats to be eye-catching, informative, and amusing. On the other hand, the 35-54 age groups preferred ad formats on video and brand channels because they found them to be more eye-catching, informative, and had a better placement within the online page layout. Overall, online advertising formats with positive attributes are welcomed by users;
however, the effect of ads that are intrusive or interfere with online social networking activities, such as pop up, expandable, or floating formatted ads may be different due to users’ various preferences. To response to this concern, marketers increasingly pay more attention to ad design for how to attract online community users’ attention. By focusing on the types of media ad design, video, and non-video, the goal of the research thesis is to investigate the effect of the type of ads design on click attitude toward click intention. Moreover, the mediation effect of emotion evoked by the types of media ad on click attitude is also explored. To develop the argument with regard to the click behavior, the theory of planned behavior is presented below.

2.2 Theory of Planned Behavior

With the growing popularity of online video/picture ads, Internet users are taking the advantages as a new form of a search for or receive ads, although it is more difficult for marketers or advertisers to produce the ads than traditional ways (Brown, 2008). To describe the use behavior of online ads, the research thesis adopts the Theory of Planned Behavior (TPB) to model the Internet user’s attitude of online ads click. The TPB introduced by Ajzen (1985, 1991) argued that a useful causal model is used to explain the key factors that influence how consumers evaluate the received information towards behavioral attitude and intention. The TPB has been used successful in various contexts (George, 2002; Wang et al., 2003; Tan and Teo, 2000; Taylor and Todd, 1995).

The theory of planned behavior is an extension of a known theory of reasoned action (TRA) (Fishbein and Ajzen 1975). The TRA argues that behavior is a direct function of behavioral intention. According to the TRA, behavioral intention is modeled as the summary of the attitude and subjective norm (Fishbein and Ajzen 1975). Furthermore, the TPB is an extension of TRA model that contains an additional concept which called perceived behavioral control (PBC) to account for an individual lacking significant control over the target behavior (Ajzen 1991). This presents "the possible
effects of perceived behavioral control on the achievement of behavioral objectives" (Ajzen 1988, p.133). According to Ajzen (2002), the implication of perceived behavioral control has hidden variable that includes two sub-dimensions which are controllability and self-efficacy (Bandura 1982).

The TPB has been applied to various fields, such as users acceptance of computer technology (Davis, 1989), inclination to bid in online auctions (Bosnjak, Obermeier and Tuten 2006), online shopping behavior (Hansen, Jensen and Solgaard 2004), switching behavior of customer service provider (Bansal and Taylor 2002), participation in web survey (Bosnjak, Tuten and Wittmann 2005), the intention to use online stock trading (Gopi and Ramayah 2007), and consumers intention to use e-coupons (Kang et al. 2006).

Although TPB has demonstrated its success in describing behavior, whether it is still applicable to the clicking behavior is still unknown. Therefore, the research thesis attempts to adopt the TPB to describe the causal effect of click attitude on click intention. The argument is that when click attitude is stimulated by the received information (e.g., looking at an ad, video or non-video), the online users will be likely intending to click that ad. The fire hypothesis is then defined as follow.

H1: Click attitude significantly influences click intention.
2.3 Types of Advertising Media

The main goal for an ad is for marketers to deliver messages about product or services that they provide to the consumers, and eventually, expect them making a purchase or taking services from them (Abideen and Saleem, 2011). Generally, among main ways to promote product or service are traditional TV commercial ads and online ads. Of which, there are many types of online ads. For instance, 3D animation mixed with multimedia techniques like animation, animation message and text information, animated picture, video, banners are major types used for online ads. Although in some cases consumers may be confused with the exact communication messages that the ad is trying to deliver, it is empirically proven that these information transition elements are able to evoke attitudes, and thereafter may stimulate positive behaviors toward the ads. Breuer and Brettel (2012) sorted online ads as Banner ads, coupon ads, search engine ads, and price comparison ads. Lohtia, R., Donthu, N., & Hershberger, E.K. (2003, December) investigated the impact of content and design elements on the click-through rate for a banner ad. Companies usually promote their products by banner ads, because they enable measurable and real-time tracking numbers. The average click rate is the statistic measured by companies to measure the effectiveness of the banner. The click rate measure by the percent of users who see a banner then clicks on banner ads that link to the company's website or anywhere else where the advertiser wants to generate traffic.

There have been many studies reported that such a channel do increase the rate. For example, research shows that the integration of video in banner ads can increase click-through rates between 2.5 and 5 times higher than the construction of banners without video. According to a study by Jupiter Research, between 2006 and 2007 (Internet users’ perceptions of ‘privacy concerns’ and ‘privacy actions’), the percentage of people watching video type ads online jumped from 11% to 28%, suggesting that online video has the potential to reach a mass audience in five years (Mulligan, Banerjee and Thomas 2008). Another study conducted by Forrester Research confirmed this
trend in anticipation of the growth of 350% in the delivery of online video ads worldwide between 2008 and 2013 (McQuivey to Lussanet and Wilkos 2008). In support of this, Hallerman (2008) also reported that this type of service out-competes other online services in terms of revenue based on advertising potential. So far, there are insufficient studies that deal with the understanding of how consumers’ behavior are influenced by the types of media ads. It is essential for online video ads makers and advertisers to understand the processes involved in user acceptance, or even catch attention, in order to develop design strategies for these services. To deepen the knowledge about user acceptance of new technologies can greatly help to increase the rate of adoption (Amberg, Schröder and Fischer 2005). For example, some advertisers develop incentives to attract consumers to watch their online video ads, such as cash, extra bonus, or coin related to the online game. Pittman (Chairman and CEO of iHeartMedia, Inc., a global media and entertainment company, Pittman led the team that created MTV) noted that TV advertising has changed to become mini-music videos, such as the ad Whitney Houston for Diet Coke (1988) and that for the sewing Council on MTV.

Basically, advertisers have been and are learning to reach target audiences through a non-narrative approach. Using quick cuts, highly stylized sets, and vibrant music, they create videos of the non-narrative mood to sell their products. "The strongest appeal you can present is emotional. If you can get their emotions go (and make them forget the logic), you have them". Other common suggestions to improve click through rates include the use of animation, which limits the amount of text, with a strong call to action (e.g., "Click HERE!" Message) and using buzzwords as "Free". Particularly, the noted interactive banner using an integrated search form significantly will be likely improving the click rate. Moreover, the coupon ad (non-video type) is to offer discounts to induce buying behavior of consumers. The search engine ads (one of non-video type) are based on search results. The related ads are shown after the search keywords in the search engine. From the perspective of media types, Hsieh and Chen (2012) classified the ads...
into text ads, picture ads, and their combinations. In particular, the picture-typed ad is used in wide contexts.

Most ads using pictures represent either a visual representation of advertised specific product or a person who is likely a user of the product (Lynch, J., & Schuler, D. 1994; Pollay. R. W. 1985). The image in ads with product photos is usually the product itself. For ads with a person, however, the choice of the specific model is yet another consideration. Related research and study reported that pictures are effective ad materials. Rayner and Castelhano (2007) indicated that audiences pay more attention to pictures than words. Research by McQuarrie (2007) investigated marketing decision makers for ad use and found out that pictures are remarkably effective. Moreover, Aydinoğlu, N. Z., and Cian, L. (2014) reported that pictures increase the customer’s attitude and enhance marketing merits. However, these studies are not presented in detail how images attract attention, especially when the emotions raised by the images involved.

Literature has shown that emotion is a strong but short reaction caused by internal stimuli and subsequently influences the attitude toward something or someone (Scherer, 2005). In support of this concept, how to design ads or concrete objects to change emotions and satisfaction are studied (Laros & Steenkamp, 2005; Collinsworth et al., 2014; Voorthuis et al., 2014). For example, Collinsworth et al. (2014) reported that pictures produce more effect than texts do in testing consumer’s emotions. This conclusion is supported by Hooge (2014) that the effect of emotions on the attitude is important in considering the willingness of click attitude. However, the literature has pay limited attention to the impact of the emotion created by the picture online ads on clicking attitude. The main purpose of the current research is to investigate the effect of emotion raised by picture-typed ads and video type ads on click attitude toward click intention. In examining the viewer’s cognitive response, Li and Bukovac (1999) reported that function of the banner, such as animated banner, and size influenced viewer recall and clicks. However, the impact of video and non-video is still unknown. Therefore, the second hypothesis is defined as follow.
H2: Design type of ads significantly influence click attitude.

H2-a: Video type advertisement significantly influences click attitude

H2-b: Non-Video type advertisement significantly influences click attitude

2.4 Emotion

Emotion is a natural human reaction to senses of seeing, tasting, hearing, and touching. It can be excitement, lovely, happy, fear, anger or relax. Another concept of emotion is the mental state that stimulates an individual to organize behavior and adjust to the requirements for the environment. Emotion may influence behaviors and is a psychological process. It is invoked by their perception towards an occasion and memories (Bagozzi et al., 1999). Literature indicated that there are two main types of emotion. One is a positive emotion, like happy, lovely, excitement, and another is a negative emotion, like anger, fear and sad (Laros & Steenkamp, 2005; Thompson, 2007; Vulpe & Dafinoiu, 2011; Collinsworth et al., 2014). Studies and their findings depicted in literature differed in focuses, such as development of measure of emotions (Richins, M. L., 1997; Laros & Steenkamp, 2005; Thompson, 2007), effects of emotions toward attitudes (Cottrell et al., 2010; Vulpe & Dafinoiu, 2011; Spinelli et al, 2014). Furthermore, López-Sánchez & Mosquera (2014) reported that positive emotions are likely to affect intention and negative emotions are likely to lead to negative effects. However, limited attention has been paid to the effects of positive and negative emotions raised by the types of media ads in the online community on click attitude.

Friestad and Thorson (1987) indicated that the impact of emotional ads on viewers is more likely to be recalled than neutral advertisements. This implies that reviewers of online ads like emotional commercials (video and non-video type of ads) better than neutral commercials. Generally, consumers have more positive attitudes toward click intention on the ads with emotional commercials than neutral ones. The feelings, both negative and positive, are important predictors of an advertisement's effectiveness, as well as unique contributors to a viewer's attitude toward the ad and attitude toward click
intention (Edell & Burke, 1987). There is a relationship between feelings derived from an ad (e.g., video and non-video type) and attitude toward an ad and attitude toward click intention. The feelings generated by exposure to advertising were more important than the judgment to explain the attitude to advertising when the ad was high in processing and low in information (Edell & Burke, 1987).

To evaluate the role of emotion in advertising, the study conducted by Holbrook & Batra (1987) reported that emotions evoked by ad mediated the relationship between advertising design and attitude toward click intention. They added that pleasure, arousal and dominance (emotional response dimensions) clearly mediated the effects of advertising design on attitude toward click intention. However, further information about how types of ad design (video and non-video) influence click attitude is still under examination. In other words, after looking at the online ads designed as video or non-video type, how users feel, positive emotion or negative emotion, and how the click attitude toward click intention is influenced may be useful for designing relevant ads. Moreover, limited attention has been paid to the mediating effects of emotions raised by online community ads towards click attitude. Accordingly, the third hypothesis is defined as follows.

H3: Emotion-induced by advertisement significantly mediates the effect of ads on click attitude.

H3-a: Emotion significantly mediates the effect of video type ads on click attitude.

H3-b: Emotion significantly mediates the effect of non-video type ads on click attitude.
Chapter Three: Research Method

The general goal of this study is to investigate and compare the effect of types of ad design media, video, and non-video, on click attitude toward click intention in the context of online advertising. A salient examination is the mediating role of emotion induced by browsing the ad. The idea is when browsing an ad whether emotion that is evoked by the ad mediates the effect of design type of media on click attitude. The research method used is an empirically survey-based study and is conducted via two stages; one is to select the practical advertisement media from the online community and another is to examine the research model that describes the click attitude toward click intention. In this Chapter, the research model is developed based on the literature review described in Chapter two. The sample and measure are presented and data analysis is then addressed.

3.1 Research Model

According to the literature review discussed in Chapter 2, the research model is developed, as shown in Figure 3-1. There are two types of relationships in the model. One is causal effect and another is the mediation effect. The independent variables for the causal effect are design type of ad media, video type, and non-video type. The dependent variable is the click attitude. The relationship between click attitude and click intention is also defined. For the mediation effect, the variable, emotion evoked by the ad is used. The environment that the current research simulates is that a community user browses an ad, then they will response to the perception toward click attitude. There is a fact that while browsing the ad, emotion may be produced, even it is just a glimpse. The produced emotion may have an impact, more or less, positive or negative, on the click attitude. The research hypotheses are presented, followed by the operational definition for variables that are presented in Table 3-1.
H1: Click attitude significantly influences click intention.

H2: Design of advertisement significantly influences click attitude.
    - H2-1: Video type advertisement significantly influences click attitude
    - H2-2: Non-Video type advertisement significantly influences click attitude

H3: Emotion-induced by advertisement significantly mediates the effect of ads on click attitude.
    - H3-1: Emotion significantly mediates the effect of video type ads on click attitude.
    - H3-2: Emotion significantly mediates the effect of non-video type ads on click attitude.

Table 3-1: Operational definition

<table>
<thead>
<tr>
<th>Variables</th>
<th>Operational definition</th>
<th>Types</th>
</tr>
</thead>
<tbody>
<tr>
<td>Design of ads</td>
<td>The perception of the design of an ad</td>
<td>Video type ads</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Non-video type ads</td>
</tr>
<tr>
<td>Click attitude</td>
<td>The degree of attitude toward clicking an ad (Ajzen, 2002)</td>
<td>-</td>
</tr>
<tr>
<td>Click intention</td>
<td>The degree of intention toward clicking an ad (Ajzen, 2002)</td>
<td>-</td>
</tr>
<tr>
<td>Emotion</td>
<td>The emotion induced when social community users are browsing ads (Allen et al. 2005; Laros &amp; Steenkamp 2005)</td>
<td>-</td>
</tr>
</tbody>
</table>
3.2 Sample

To better focus on an ad subject, the research chooses the ads that are used for the Cashmere-based products, well known as Cashmere wool in the market. The Cashmere generally represents fine in texture, strong, light, and soft. The research targets on the online community Cashmere consumers as the subjects who live in Ulaanbaatar, Mongolia, Capital of Mongolian. Data collection is based on an online questionnaire which is put in an online community, such as Facebook groups who are following Cashmere company groups and Google+. Subjects who are experienced in using online community are qualified to be a participant.

Basically, the subjects that are applied in this scenario cover a wide range of community users, due to the fact that the Internet has immersed into our lives over the past few decades, and so as the people living in Ulaanbaatar, Mongolia. Moreover, the overall percentage of online users has been gradually increasing as it has already become a trend of searching information, or developing relationships, in online community groups. Therefore, it would be fairly convenient for subjects available to response to the questionnaire as long as they have experience in online browsing ads, in particular, the ads for the Cashmere products. Moreover, Mongolian population is around 3 million and subjects who are using Internet community are a little fewer than cities in other countries. To increase the response rate, therefore, the lottery of “Goyo” brand cashmere gift card is applied.

3.3 Measure

To derive the research findings, the questionnaire is designed and developed to collect data. As aforementioned, the research focuses on the ads of Cashmere-based products. The ads available in the online community are borrowed to develop the research questionnaire. The reason to do so is to make the best possible to reflect the practical situation that the research attempts to conduct. Because the design of media is framed in two types in this research, video and non-video for the same advertising purpose, the research chooses a video ad as the video type while a picture ad as the non-
video type. They are presented in Table 3-2. Both ads are used for the purpose of showing Cashmere-based clothes. The video type ad is presented with a hyperlink by which community users can watch while browsing. The non-video one is simple a picture ad that community browsers can see directly. The overall questionnaire is designed based on the criteria presented in Table 3-3. Each question item is designed in the Likert 5-digit scale of which 1 represents strongly disagree and 5 strongly agree. The subjects can provide comments with respect to the questionnaire if they have.

Table 3-2: Two types of ad from Cashmere ads

<table>
<thead>
<tr>
<th>Video typed cashmere ad</th>
<th>Non-video typed cashmere ad</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="https://www.youtube.com/watch?v=Nc59BBh7RY0" alt="Video typed cashmere ad" /></td>
<td><img src="MOH" alt="Non-video typed cashmere ad" /></td>
</tr>
</tbody>
</table>

23
Table 3-3: The designed questionnaire

Below is an online ad. Please take a look at it and answer the following questions

< The ad is shown here >

Design of ad:
1: The design of the ad is good (Likert 5 scales)
2: The design of the ad attracts my attention (Likert 5 scales)
3: The design of the ad is useful (Likert 5 scales)
4: The design of the ad conveys messages well (Likert 5 scales)

Emotion:
1. When I see the ad, I feel:
   😊😊😊😊😊 - (very happy, happy, normal, unhappy, disappointed)
2. The degree of emotion I have (Likert 5 scales).

Click attitude
1. I will be happy to click the ad.
2. It will be good for me to click on the ad.
3. My attitude to click on the ad is positive.

Click intention
1. I will be considering to click on the ad.
2. I will be intending to click on the ad.
3. I will very possibly click on the ad.

To avoid the cross effect of one ad on another, the two types of designed questionnaire is separately presented to the subjects. The subjects browse the ad presented and answer the questions about the perception of the designed ad. Once this is done, he or she then responses to the emotion of browsing the ad and tick up one of the six emoji. It should be noticed that the five emoji represents (very happy, happy, normal, unhappy, disappointed), respectively. Another option for the emotion is “Not aware” if the subjects would like to present ignorant with respect to the ad browsed. If subjects tick up their emotion, they need to specify the degree of that emotion in order to quantify the variable of Emotion. Moreover, for the variables of Click attitude and Click intention, three question items are designed, respectively.
3.4 Data Analysis Techniques

After collecting the data from the respondents, the statistics techniques are used to conduct data analysis, including descriptive statistics that presents the data frequency distribution, reliability and validation, and hypothesis test. To ease the analysis works, the Statistical Package for Social Sciences program (SPSS) is used. The Cronbach’s alpha is used to check the internal data reliability, in which criteria of acceptance level is set to be 0.5 (Hair et al., 1998). The exploratory factor analysis is used to derive the actual factors. Question item that lowers the overall reliability is deleted to increase reliability. The Structural Equation Model (SEM) is a theoretical concept that is used to model the relationships among variables and is used to examine the research model with respect to the hypotheses tests. Analysis results are described in Chapter 4.
Chapter Four: Result and Discussion

In chapter four, there are five parts that include the descriptive statistic, reliability and validity, factor analysis, hypothesis test and discussion and implications. The research used the structure equation model (SEM) to test the results for the hypotheses. Regarding the analysis tools, this study adopted two softwares: Excel 2013 to summarize raw data into descriptive statistics and SPSS 22.0 to examine reliability and validity (Cronbach’s alpha and factor analysis). The results are also presented in Tables and Figures in this chapter.

4.1 Descriptive Statistics

To conveniently distribute the research instrument, the online questionnaire was officially released for 25 days from 1st to 25th May and collected 345 samples total. First 14 days distributed non-video type (animated picture) based questionnaire and collected 177 valid samples showing a validity rate of 98%. From the 15th day, while stopping non-video type questionnaire the video type questionnaire was available for same domain and collected 154 valid samples presenting a validity rate of 93%. It should be noticed that a collected sample is regarded as invalid when the questionnaire is incomplete or a single answer for all questions. Details are presented in Table 4.1. Particularly, the emotions induced by the picture ads are likely positive, such as Very happy, happy, normal, unhappy, and disappointment. The research regards these answers are positive emotions and thereafter the degree of emotion is used as the measure of the variable of Emotion.
Table 4.1: The collected data

<table>
<thead>
<tr>
<th>Design of Ads</th>
<th>Emotion replied</th>
<th>Quantity</th>
<th>Percentage</th>
<th>Total</th>
<th>Valid</th>
<th>Invalid</th>
</tr>
</thead>
<tbody>
<tr>
<td>Picture ads</td>
<td>Disappointment</td>
<td>6</td>
<td>3%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Unhappy</td>
<td>25</td>
<td>14%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Normal</td>
<td>28</td>
<td>16%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Happy</td>
<td>99</td>
<td>56%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Very happy</td>
<td>19</td>
<td>11%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Video ads</td>
<td>Disappointment</td>
<td>2</td>
<td>1%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Unhappy</td>
<td>9</td>
<td>6%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Normal</td>
<td>16</td>
<td>10%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Happy</td>
<td>98</td>
<td>64%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Very happy</td>
<td>29</td>
<td>19%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>345</td>
<td></td>
<td>331</td>
<td></td>
<td>14</td>
</tr>
</tbody>
</table>

Originally, both non-video and video questionnaires contained a section for subjects to provide their personal information such as gender, income, age. However, a number of responses showed that they were not willing to answer to the questions in the section due to personal privacy. This is understandable because of the limited population of the city and users of internet are quite possibly the young generation; they are sensitive with providing information online. It is believed that the decision for doing so would not influence the main focus of the research; that is to examine the research model.
4.2 Reliability

The Cronbach’s alpha was used to test the reliability; if value of item is greater than 0.5 it is acceptable. The Cronbach’s alpha for 11 components for both non-video type and video types are shown as follows.

(1) Non-video type

The alpha coefficient of the first independent value which is design of ads (non-video type) is 0.831, and the corrected item-total correlation value is between 0.620 - 0.680 and Cronbach’s alpha will decrease if any item is deleted. Therefore every item is included in this variable. The dependent variable such as click attitude’s alpha is 0.902 which is highly acceptable. Based on the result, again, if any items deleted then alpha will decrease, implying that all items are included in the variable. For the second dependent variable, click intention, the Cronbach’s alpha is 0.594, and corrected item-total correlation value is between 0.146 and 0.576. Based on table result the Cronbach’s Alpha value will increase if item I1A is deleted. Therefore, I1A was deleted in order to increase reliability of the variable of click intention. Details are presented in Table 4.2. It should be noticed that there is no Cronbach’s Alpha for the variable of Emotion because of it has only one question item.

(2) Video type

For the video type, the Cronbach’s alpha of independent variable is 0.783 which is acceptable. The corrected item total correlation between 0.537 and 0.659. If any item deleted Cronbach’s alpha will decrease in this case; so no item was deleted. For the two dependent variable which are click attitude and click intention, the Cronbach’s Alpha are 0.875 and 0.686 which are acceptable. But the same situation as non-video type occurs that I1A was deleted to increase the reliability. The Cronbach’s Alpha of the click intention now becomes 0.858.
Table 4.2 Reliability of variables for non-video type ads

<table>
<thead>
<tr>
<th>Variables</th>
<th>Item</th>
<th>Mean</th>
<th>Cronbach's Alpha</th>
<th>Corrected Item-Total Correlation</th>
<th>Cronbach's Alpha if item deleted</th>
</tr>
</thead>
<tbody>
<tr>
<td>Design of ad</td>
<td>D1A</td>
<td>3.78</td>
<td>0.831</td>
<td>0.679</td>
<td>0.777</td>
</tr>
<tr>
<td></td>
<td>D2A</td>
<td>3.77</td>
<td></td>
<td>0.680</td>
<td>0.776</td>
</tr>
<tr>
<td></td>
<td>D3A</td>
<td>3.63</td>
<td></td>
<td>0.620</td>
<td>0.803</td>
</tr>
<tr>
<td></td>
<td>D4A</td>
<td>3.78</td>
<td></td>
<td>0.655</td>
<td>0.788</td>
</tr>
<tr>
<td>Click Attitude</td>
<td>A1A</td>
<td>3.02</td>
<td>0.902</td>
<td>0.812</td>
<td>0.855</td>
</tr>
<tr>
<td></td>
<td>A2A</td>
<td>3.21</td>
<td></td>
<td>0.813</td>
<td>0.854</td>
</tr>
<tr>
<td></td>
<td>A3A</td>
<td>3.08</td>
<td></td>
<td>0.793</td>
<td>0.871</td>
</tr>
<tr>
<td>Click Intention</td>
<td>I2A</td>
<td>2.46</td>
<td>0.801</td>
<td>0.668</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td>I3A</td>
<td>2.34</td>
<td></td>
<td>0.668</td>
<td>-</td>
</tr>
</tbody>
</table>

Table 4.3: Reliability of variables for video type ads

<table>
<thead>
<tr>
<th>Dependent Variables</th>
<th>Item</th>
<th>Mean</th>
<th>Cronbach's Alpha</th>
<th>Corrected Item-Total Correlation</th>
<th>Cronbach's Alpha if item deleted</th>
</tr>
</thead>
<tbody>
<tr>
<td>Design of ad</td>
<td>D1A</td>
<td>4.08</td>
<td>0.783</td>
<td>0.568</td>
<td>0.743</td>
</tr>
<tr>
<td></td>
<td>D2A</td>
<td>3.81</td>
<td></td>
<td>0.659</td>
<td>0.692</td>
</tr>
<tr>
<td></td>
<td>D3A</td>
<td>4.01</td>
<td></td>
<td>0.611</td>
<td>0.720</td>
</tr>
<tr>
<td></td>
<td>D4A</td>
<td>3.94</td>
<td></td>
<td>0.537</td>
<td>0.761</td>
</tr>
<tr>
<td>Click Attitude</td>
<td>A1A</td>
<td>2.84</td>
<td>0.875</td>
<td>0.773</td>
<td>0.811</td>
</tr>
<tr>
<td></td>
<td>A2A</td>
<td>3.07</td>
<td></td>
<td>0.724</td>
<td>0.855</td>
</tr>
<tr>
<td></td>
<td>A3A</td>
<td>2.88</td>
<td></td>
<td>0.782</td>
<td>0.803</td>
</tr>
<tr>
<td>Click Intention</td>
<td>I2A</td>
<td>2.36</td>
<td>0.858</td>
<td>0.752</td>
<td>0.752</td>
</tr>
<tr>
<td></td>
<td>I3A</td>
<td>2.17</td>
<td></td>
<td>0.752</td>
<td></td>
</tr>
</tbody>
</table>

4.3 Factor Analysis

During the factor analysis, we need to clarify whether it is suitable or not to continue analysis. Therefore, some examinations should be conducted. One of the way is KMO coefficient from data. Value of the all variable should be greater than or equal to 0.5. Both KMO coefficient are 0.884 (video type) and 0.818 (non-video type), implying
that both types of ads are suitable for factor analysis. Details for both type of ads are described as follows.

(1) **Video type**

There are 3 variables extracted from video type. Each items are between 0.689 and 0.859 which shows that the items are extracted into appropriate components. As shown In Table 4.4 three items in component 1 are formed with A1A (I will be happy to click the ads), A2A (It will be good for me to click ads) and A3A (My attitude to click on the ad is positive), the concept of this component is the consumers click attitude for video type advertisement. It is ranked from 0.859, 0.821, and 772 for A2A, A3A and A1A. Second dependent variable is Click Intention which 2 items and both of their value are greater than 0.5. The results show acceptable, 0.789 and 0.689. For the last component (D1A, D2A, D3A and D4A), they represent the video type advertisement design. All of the value are greater than 0.6, indicating that is the factor was formed.

<table>
<thead>
<tr>
<th>Components</th>
<th>Components</th>
<th>Components</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>A2A</td>
<td>.859</td>
<td>.162</td>
</tr>
<tr>
<td>A3A</td>
<td>.821</td>
<td>.158</td>
</tr>
<tr>
<td>A1A</td>
<td>.772</td>
<td>.343</td>
</tr>
<tr>
<td>D2A</td>
<td>.216</td>
<td>.801</td>
</tr>
<tr>
<td>D3A</td>
<td>.186</td>
<td>.777</td>
</tr>
<tr>
<td>D4A</td>
<td>.149</td>
<td>.740</td>
</tr>
<tr>
<td>D1A</td>
<td>-.066</td>
<td>.715</td>
</tr>
<tr>
<td>I2A</td>
<td>.460</td>
<td>.008</td>
</tr>
<tr>
<td>I3A</td>
<td>.569</td>
<td>.028</td>
</tr>
</tbody>
</table>

(2) **Non-Video type**

As shown in Table 4.5, the factor analysis results are almost the same as those for the video type of ads. All the variable values are greater than 0.5 which means they are meaningful with the values between 0.600 and 0.851.
Table 4.5 Factor Analysis (non-video type)

<table>
<thead>
<tr>
<th></th>
<th>Components</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1</td>
</tr>
<tr>
<td>D1A</td>
<td>.835</td>
</tr>
<tr>
<td>D2A</td>
<td>.807</td>
</tr>
<tr>
<td>D4A</td>
<td>.706</td>
</tr>
<tr>
<td>D3A</td>
<td>.600</td>
</tr>
<tr>
<td>A3A</td>
<td>.178</td>
</tr>
<tr>
<td>A1A</td>
<td>.320</td>
</tr>
<tr>
<td>A2A</td>
<td>.344</td>
</tr>
<tr>
<td>I2A</td>
<td>.207</td>
</tr>
<tr>
<td>I3A</td>
<td>.130</td>
</tr>
</tbody>
</table>

4.4 Hypothesis Test:

(1) Video-type ad.

The hypothesis one (H1) representing the relationship between click attitude (independent variable) and click intention (dependent variable). The test result is shown in Table 4.6. The R-square is 0.452, p-value 0.000, which means 1% significance and t value is 11.187.

Table 4.6 Test result for H1

<table>
<thead>
<tr>
<th>Dependent variable</th>
<th>Click Intention</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>R Square</td>
</tr>
<tr>
<td>Click Attitude</td>
<td>0.452</td>
</tr>
</tbody>
</table>

***p<0.01

The next hypothesis is H2-a, video type advertisement towards click attitude. Based on result in table 4.7, it shows significant with p-value 0.000.
Table 4.7 Test result for H2-a

<table>
<thead>
<tr>
<th>Dependent variable</th>
<th>Click Attitude</th>
</tr>
</thead>
<tbody>
<tr>
<td>R-Square</td>
<td>Beta</td>
</tr>
<tr>
<td>Design</td>
<td>0.178</td>
</tr>
</tbody>
</table>

***p<0.01

Since the variable, Emotion is considered as a mediator, three prerequisites are checked. The first is the effect of video-type design on click attitude is significant, the second is that effect of emotion on click attitude is significant, and the final is the effect of video-type design on emotion is significant. The result presented in Table 4.6 confirms the first prerequisite, whereas the Table 4.8 and Table 9 confirm the second and final prerequisite, respectively.

Table 4.8 Test result for emotion towards click attitude

<table>
<thead>
<tr>
<th>Dependent variable</th>
<th>Click Attitude</th>
</tr>
</thead>
<tbody>
<tr>
<td>R Square</td>
<td>Beta</td>
</tr>
<tr>
<td>Emotion</td>
<td>0.199</td>
</tr>
</tbody>
</table>

***p<0.01

Table 4.9 Test Result for video type ads towards Emotion

<table>
<thead>
<tr>
<th>Dependent variable</th>
<th>Emotion</th>
</tr>
</thead>
<tbody>
<tr>
<td>R Square</td>
<td>Beta</td>
</tr>
<tr>
<td>Design</td>
<td>0.468</td>
</tr>
</tbody>
</table>

***p<0.01

To test the mediation effect of emotion on the relationship between design ads and click attitude, both variable Emotion and design ad are considered as independent variables that are associated to the click attitude. The test result is presented in Table 4.10. It is found that the t value decrease from 5.742 to 2.238 (Model 1) and p-value increases from 0.000 to 0.027, which implies that variable emotion partially mediates the effect of video-type design ad on click attitude.
Table 4.10 Test result for H3-a

<table>
<thead>
<tr>
<th>Dependent variable</th>
<th>Click Attitude</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Model 1</td>
<td>Model 2</td>
<td></td>
</tr>
<tr>
<td>Independent variable</td>
<td>Beta</td>
<td>t</td>
<td>p-value</td>
</tr>
<tr>
<td>Design</td>
<td>0.42</td>
<td>5.742***</td>
<td>0.000</td>
</tr>
<tr>
<td>Mediator: Emotion</td>
<td></td>
<td>0.296</td>
<td>3.011</td>
</tr>
<tr>
<td>R Square</td>
<td>0.178</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**p<0.05; ***p<0.01

(3) Non-Video-type ad.

For the non-video-type ad, the research performed the same process to derive results, as shown in from 4.10 to 4.14. Results are obtained. First, the H1 is significant according to Table 4.11. Second, the non-video-type design is significantly associated with the click attitude (Table 4.12), and finally the mediation effect of emotion evoked by the non-video-type design ad is not significantly (Table 4.13 to 4.15).

Table 4.11 Test Result for H1

<table>
<thead>
<tr>
<th>Dependent variable</th>
<th>Click intention</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>R Square</td>
<td>Beta</td>
<td>t</td>
</tr>
<tr>
<td>Attitude</td>
<td>0.412</td>
<td>0.642</td>
<td>11.081***</td>
</tr>
</tbody>
</table>

***p<0.01

Table 4.12 Test Result for H2-b

<table>
<thead>
<tr>
<th>Dependent variable</th>
<th>Click Attitude</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>R Square</td>
</tr>
<tr>
<td>Design</td>
<td>0.426</td>
</tr>
</tbody>
</table>

***p<0.01
4.5 Discussion and Implications

The hypothesis test results are shown in Figure 4.1. It is found that both video and non-video design types of ads are significantly associated with the click attitude. From the results, the research has managerial implications.

First, when developing online advertisements, designers should consider carefully to include video and animated pictures because both design types of ads are associated with the click attitude. Generally, although ad content is one of the important factors that might be attracting online browsers’ attention to specific products, even just one second
the first moment that emotion is evoked by the ad type (i.e., video and picture) also plays an important role. Generally, the design features especially colorful animated picture for promoting product also contain what other product can use together with promoted product that can attract more attentions. In Mongolian, online users are more likely to see short video ads. The online users are very possibly evoked by the ad and thereafter are stimulated to click on for more information.

Second, according to the analysis result video and animated picture type of ads are both important. In other words, Mongolian users of internet pay more attention to those types of ads when they are using internet. So, online marketer should take care of both ways for advertisement. Moreover, they should take special consideration into account to contents that how to touch users feeling to evoke emotion in the ads, no matter video or no-video one. Doing so will be likely for the online ads to get higher click rate.

Finally, for the mediation effect, it shows that mediation effect partially mediate the effect of design type of ad, especially the video type of ad. This implies that video type of ad presents more evoking power than non-video type does. This concept deepens the understanding of that emotion likely influences the effect of design type ads on
attitude towards click intention. It also supports the argument by López-Mosquera & Sánchez (2014) that positive emotions will likely produce impacts on intention and that emotion is likely a predicator of decision making. As aforementioned, emotion is a particular psychological process that yields outcomes via sense of touch, sight, taste, and/or hearing; the outcome will thereafter very possibly lead to actions. Basically, video type of ad is using the sense of sigh and will be producing such emotion as happy, excited, or disappointment and thereafter may stimulate online browsers with interests to dig more information in it. This argument is confirmed by our findings of the research thesis, which deepens the understanding of effect of emotion on click attitude. It is suggested that online marketers and ad designers place special emphasis on the impact of video type of ad on emotion development.
Chapter Five: Conclusion

The main propose of this research thesis is to examine and compare which design type of advertisement affect online users’ click attitude toward click intention on that online ads. This study considers two design types of advertisement which are video and animated picture ad for the same product from the same company. Moreover, emotion that is evoked by the ad is tested for the alternation power of effect of design type and click attitude after seeing the ads. The conclusion is described in this Chapter.

5.1 Research Findings

The main findings are listed as follows based on the data analysis results.

(1) The click attitude of online users in Mongolian does not differ in the design types of online ads, video or non-video ads.
(2) Both design of advertisement toward click attitude is highly significant.
(3) Both video and non-video ads are significantly associated with the emotion that is evoked.
(4) Mediation effect of emotion is confirmed partially significant in the video design type of ad whereas insignificant in the non-video one, mainly because of the strength of emotion induced.

5.2 Research Suggestions

There are suggestions based on the research findings.

(1) From the marketers or designer of advertisement view, while developing the online ads they should try to make it animated picture or video type because both of designs likely attract consumer’s attention toward click intention.
(2) If emotion is considered included in the ad design, marketers and online media designers should better choose video ads to manipulate ad contents because emotion may be likely evoked toward click attitude.

5.3 Limitations and Future Study

There are some limitations on this research.

(1) Sample population of the research focus only on those who are experienced in using Cashmere without considering age group and gender.

(2) Video and picture ads used in the research thesis was in the context of Cashmere products. The findings presented in this study may not be able to extend to other domains because emotions evoked by such type of video ads vary in individual and products, and context as well.

(3) It is believed that people generally have different ways to express their emotions. The current research adopted the quantitative way (i.e. 5-digit scale) to represent feeling at the time subjects are browsing the video or picture type ads. It may not be able to totally reflect the entire emotion at that moment.

(4) This study focuses only on two types of advertisement. The research findings is not applicable to other types of ads, such as video-non video mixed and animations.

(5) The current research did not consider respondents’ emotional condition before answering the questionnaire. Pre-emotion may be also an important factor that influences the results.
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Appendix A: Research Questionnaire for video and animated picture type (Mongolian)

Formal Research Questionnaire (Mongolian Version)

Хүндэт эрэм танаа

Энэхүү судалгаа нь зөвхөн мастрын дипломны ажилд ашиглаж зорилгоор хийж байгаа богоод интернэт зар сурталчилгааны загвар хийц нь (ведио болон хөдөлгөонт зурган) тухайн зар сурталчилгааны дээр дарж үзэхэд нөлөөлөх эсэх гэсэн сэдэвтэй байна. Судалгааны хариу дээр үндэслэн Монгол улсын дах интернэт маркетингийн хэлтс мон интернэт зар сурталчилгааны загвар зохион бутээгчдийн руу чиглэсэн маркетингийн стратеги бодлого болон зөвлөгөө огох зорилготой болно. Хэрэвээ доорх судалгааны талаар санал хүсэлт байдвал доорх хаягаар холбоо барина уу.

Хүндэтгэсэн:

Каошунг хотын үндэсний их сургуулийн “Олон улсын бизнесын удирдлагын магистерийн (IMBA) тэнхим”

Зовлох багш: Dr. James Chien-Hsing Wu

Оюутан: Баяржаргалын Уянга.

E-mail:
1. Энэхүү асуултууд нь таны хөдөлгөөнт зурагн төрлийн интернэт зар суураачилгааны тухай бодлыг мэдэх зорилготой богоод 5 үнэлгээнд хувагдаан болно. 1 = огт санал нийлэхгүй байна, 3 = сайн мэдэхгүй байна, 5 = бүрэн санал нийлж байна. Оөрийн мэдлэг, туршлагад тулгуурлан үнэн зөв хариултыг тэмдэглэнэ үү.

<table>
<thead>
<tr>
<th></th>
<th>Энэ суураачилгааны загвар хийц нь сайн болсон байна.</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Энэ суураачилгааны загвар хийц нь мийн анхаардыг татаж чадсан.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Энэ суураачилгааны загвар нь тохиромжтой болж.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Энэ суураачилгааны загвар нь утга санагдаж бүрэн шаархийлж чадсан байна.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

2. Энэхүү асуулт нь дээрх зар суураачилгааг хараад таны төрсөн сэтгэлээд энэх зорилготой богоод 5 үнэлгээнд хувагдаан болно. 1 = огт таалагдсангүй, 3 = сайн мэдэхгүй байна, 5 = маш их таалагдалаа. Оөрийн үнэлэх мэдрэмжид тулгуурлан үнэн зөв хариултыг тэмдэглэнэ үү.

<table>
<thead>
<tr>
<th></th>
<th>Дээрх суураачилгааг хараад надад төрсөн сэтгэлээдэл.</th>
<th>🙄</th>
<th>😞</th>
<th>😊</th>
<th>😊</th>
<th>😊</th>
</tr>
</thead>
</table>

3. Доорх асуултууд нь таны интернэт зар суураачилгаа дээр дарах хандлагаыг мэдэх зорилготой богоод 5 үнэлгээнд хувагдаан болно. 1 = огт санал нийлэхгүй байна, 3 = сайн мэдэхгүй байна, 5 = бүрэн санал нийлж байна. Оөрийн мэдлэг, туршлагад тулгуурлан үнэн зөв хариултыг тэмдэглэнэ үү.

<table>
<thead>
<tr>
<th></th>
<th>Би зар суураачилгаан дээр дарж үздэдэрээс таагай байдаг.</th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>6</td>
<td>Зар суураачилгаан дээр дарж үсээсээр энэ нь надад өрөг болдог.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Мийн зар суураачилгаан дээр дарж үздээр хандлага мань өрөг байдаг.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Би зар суураачилгаан дээр дарж үздээр эсэхэээ эргүүлж боддог.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>Би зар суураачилгаан дээр дарж үздээр эсэхэээ эргүүлж боддог.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>Би зар суураачилгаан дээр байнга дарж үздэг.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>Би зар суураачилгаан дээр байнга дарж үздэг.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
1. Энэ сурталчилгааны загвар хийц нь сайн болсон байна.

2. Энэ сурталчилгааны загвар хийц нь мэний анхаарлыг татаж чадсан.

3. Энэ сурталчилгааны загвар нь тохиромжтой болж.

4. Энэ сурталчилгааны загвар нь угта санаагаа бүрэн ихэхийж чадсан байна.

5. Дээрх сурталчилгааг харахад надад төрсөн сэтгэгдэлийг мэдэсэн байна.

6. Би зар сурталчилгаан дээр дарж үзэхдээ таатай байдаг.

7. Зар сурталчилгаан дээр дарж үзэхэээр энг нь надад хэрэг болдог.

8. Миний зар сурталчилгаан дээр дарж үзэх хандлага мээнэ эрэг байдаг.

9. Би зар сурталчилгаан дээр дарж үзэх ээ ээ зэрэгцээрээ боддог.

10. Би зар сурталчилгаан дээр зориуд дарж үздэг.

11. Би зар сурталчилгаан дээр байгаага дарж үздэг.
Appendix B: Research Questionnaire for video and animated picture type (English)

Formal Research Questionnaire (English Version)

Dear Sir/Madam

This questionnaire is used for an academic research about the effect of types of advertisement (Video or animated picture) on the online users’ click attitude for the Cashmere product ads. Its purpose is to understand consumer’s perception, leading to suggestions and strategies for online marketers or advertisement designer. Please feel confident to fill it as it is only for academic research purposes. Thank you for your great cooperation. If you have any comments or suggestion feel free to contact me via e-mail.

Best regards

IMBA, National University of Kaohsiung

Adviser: Dr. Chien-Hsing Wu

Student: Uyanga Bayarjargal

E-mail:
Animated-picture type of ads questionnaire.

1. The following question is trying to understand your idea about animated picture type of ads. The degree of agreement are divided into 5 level, level 1 means strongly disagree, level 3 means moderate, level 5 means strongly agree. Please mark the proper answer with your own knowledge and experience.

<table>
<thead>
<tr>
<th>1</th>
<th>This ads design is good</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>This ads design attracts my attention</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>This ads design is useful</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>This ads design conveys message well</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

2. The following question is trying to understand your idea about your feeling after see the above design of ads. The degree of agreement are divided into 5 level, disappointment = 1, unhappy = 2, normal = 3, happy = 4, very happy = 5. Please mark the proper answer with your own feeling.

| 5 | How you feel after see the ads. Choose below emoji that represent your feeling. |

3. The following question is trying to understand your idea about click attitude and click intention into online ads. The degree of agreement are divided into 5 level, level 1 means strongly disagree, level 3 means moderate, level 5 means strongly agree. Please mark the proper answer with your own knowledge and experience.

| 6 | I will be happy to click the ads |
| 7 | It will be good for me to click ads |
| 8 | My attitude to click on the ad is positive |
| 9 | I will be considering to click on the ad |
| 10 | I will be intending to click on the ad |
| 11 | I will very possibly click on the ad |
## Video type of ads questionnaire.

1. The following question is trying to understand your idea about video type of ads. The degree of agreement are divided into 5 level, level 1 means strongly disagree, level 3 means moderate, level 5 means strongly agree. Please mark the proper answer with your own knowledge and experience.

<table>
<thead>
<tr>
<th></th>
<th></th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>This ads design is good</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>This ads design attracts my attention</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
<tr>
<td>3</td>
<td>This ads design is useful</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
<tr>
<td>4</td>
<td>This ads design conveys message well</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
</tbody>
</table>

2. The following question is trying to understand your idea about your feeling after see the above design of ads. The degree of agreement are divided into 5 level, disappointment = 1, unhappy = 2, normal = 3, happy = 4, very happy = 5. Please mark the proper answer with your own feeling.

<p>| | | | | | | | | | | |</p>
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<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>How you feel after see the ads. Choose below emoji that represent your feeling.</td>
<td>😞</td>
<td>😞</td>
<td>😞</td>
<td>😞</td>
<td>😞</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

3. The following question is trying to understand your idea about click attitude and click intention into online ads. The degree of agreement are divided into 5 level, level 1 means strongly disagree, level 3 means moderate, level 5 means strongly agree. Please mark the proper answer with your own knowledge and experience.

<p>| | | | | | | | | | | |</p>
<table>
<thead>
<tr>
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<th></th>
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<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>6</td>
<td>I will be happy to click the ads</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
<tr>
<td>7</td>
<td>It will be good for me to click ads</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
<tr>
<td>8</td>
<td>My attitude to click on the ad is positive</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
<tr>
<td>9</td>
<td>I will be considering to click on the ad</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
<tr>
<td>10</td>
<td>I will be intending to click on the ad</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
<tr>
<td>11</td>
<td>I will very possibly click on the ad</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
</tbody>
</table>