

# Improving the Effectiveness of Print Advertising Copy Using the Theory of Planned Behavior As a Guide

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IMPROVING THE EFFECTIVENESS OF PRINT ADVERTISING COPY  
USING THE THEORY OF PLANNED BEHAVIOR AS A GUIDE

by

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Marquette University,  
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## ABSTRACT

### IMPROVING THE EFFECTIVENESS OF PRINT ADVERTISING COPY USING THE THEORY OF PLANNED BEHAVIOR AS A GUIDE

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Marquette University, 2014

The purpose of this study was to discover whether the Theory of Planned Behavior (TPB) (Ajzen, 1991) could be applied and tested toward the improvement of destination advertisements. Specifically, the purpose was to understand the process through which a destination advertisement could influence behavioral intention. Understanding this process would help advertising professionals in the tourism industry. The destination used in this experiment was fictitious. The study used a posttest-only experiment with three conditions. One condition saw an advertisement with a behavioral belief appeal. Another condition saw an advertisement with a descriptive normative belief appeal. The third condition saw an advertisement with no appeal. Three versions of the instrument, one for each ad appeal, were distributed to a randomized sample of 900 Marquette University employees. The analyses of the data revealed that the TPB was an effective way to follow the process through which a destination advertisement influences behavioral intention. Analyses also showed that, with some practical refinements, the TPB could be used to help improve a destination's advertisements. Importantly, this study's results show that the Theory of Planned behavior can be applied in a destination advertising capacity.

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## Chapter I: INTRODUCTION

This research and its design reflect the researcher's background as a destination marketing professional. As a result of her professional experience with destination marketing, she is particularly interested in improving the persuasiveness of destination marketing communications such as print advertisements. The research and its design also reflect the researcher's involvement as a graduate student pursuing a Masters in Communication at Marquette University in Milwaukee, Wisconsin. Combining these two areas, she draws from her familiarity with the Theory of Planned Behavior (TPB) by Icek Ajzen (1991). The TPB postulates that information can have an impact on beliefs; these beliefs in turn have an impact on intent to perform a behavior. As a result of these professional and academic research interests, this researcher wondered: **could a social science theory, specifically the TPB, be applied and tested toward the improvement of destination advertisements?**

Accordingly, this thesis is organized in sections beginning with an introduction to the context behind advertising research followed by a statement of purpose and significance of this proposed study; next, is an explanation of the Theory of Planned Behavior along with a review of the relevant literature; then, models of the processes involved are illustrated and research hypotheses and methods are discussed; finally, results are discussed and conclusions given.

## ***A. Background***

Billions. This is how much money is spent on advertising in the United States. According to data published by Kantar Media, a provider of strategic advertising and marketing information, total 2012 advertising expenditures in the USA reached \$140 billion (Kantar Media, 2013). Among destination marketing organizations (DMOs), state destination marketers managed about \$677 million per year while city and specific destinations allocated more than \$1.4 billion (Bulick, 2012). Of those \$1.4 billion spent at the city level, 33% was spent on print advertising (Bulick, 2012). This equates to \$466 million spent on city-level destination advertising every year. With 65% of this budget allocated toward leisure travelers, this means that approximately \$300 million of a print advertising budget is directed at leisure travelers (Destination and Travel Foundation, 2012). With this many dollars at stake, it is no small wonder that producing a demonstrable return on investment (ROI) is essential for marketing managers. Marketing managers must be accountable for their spending and those who cannot demonstrate that their spending produces results are liable to have both their jobs and the organization's existence at the mercy of state officials.

Thus, in destination marketing, as with any other industry, it is crucial to be able to guarantee the efficacy of a print advertisement. And, it is for this reason that this research specifically focuses on improving the efficacy of destination advertisements. Improving the efficacy of advertisements touches on two ideas: 1) that advertisements are a persuasive medium, and 2) that advertisement persuasiveness can be improved upon by employing social scientific theory to strategically manipulate the functional components

of an advertisement, such as the copy and graphics, and to assess advertising effectiveness.

*1. Print Advertisements as a Persuasive Medium.*

Advertising has an observable impact on viewers. Furthermore, there is evidence to support that this impact is influential. For example, in a meta-analysis using 250 journal articles and books to establish how advertising affects the consumer, Vakratsas and Ambler (1999) outlined four major areas of impact; advertising impacted consumers' cognition, affect and experience as well as behavior. This meta-analysis reveals an overwhelming wealth of evidence that advertisements have an observable impact and that this impact is influential. Another example, from Huber and Arceneaux (2007) and Gerber, Gimpel, Green and Shaw (2011), demonstrates how influential advertising can be. Both sets of researchers investigated the persuasive effect of presidential campaign ads and both sets of researchers' results showed that those presidential campaign ads had a persuasive effect on viewers. This persuasive ability of advertisements is in part explained by Bolatito (2012), who noted that many common persuasive strategies and techniques are utilized in advertising.

*2. Improving the Persuasiveness of Advertisements.*

Manipulation of advertisement components has been shown to be an effective way to empirically improve advertising persuasiveness (see: Yi, 1990; Brooker, 1981, Jaeger and MacFie, 2001; Belch and Belch, 1990). By studying the ways in which manipulation of ad content impacts the effectiveness of advertising, researchers are helping construct crucial guidelines for advertising practitioners. For instance, in studying the effectiveness of direct versus indirect verbal claims when coupled (or not coupled)

with visual cues about the intended belief, Yi (1990) discovered that persuasion was enhanced by visual cues that suggested the intended attribute. Furthermore, indirectly induced persuasion showed more stability over time than directly induced persuasion when visual cues were absent. Similarly, Brooker (1981), in investigating the effectiveness of mild humor versus mild fear-arousing appeals, found that while the effectiveness of humor appeals was inconclusive, fear appeals had a negative effect on the persuasiveness of the advertisements. Both studies are clearly useful to practitioners: as a result of the former, the practitioner would know to ensure that visual cues and claims matched and, as a result of the latter, the practitioner would know to be wary of using fear appeals. However, more important than knowing what message tactics can affect persuasion is for the practitioner to understand why these tactics may or may not work under various conditions. Such is the role of theory: to help researchers and practitioners understand the causal processes involved.

### ***B. Purpose of the Study***

Building on the aforementioned background information, the purpose of this study is to improve the advertisements used in the travel and tourism industry by testing and using a behavioral theory to demonstrate an effective way to improve advertising *copy's* ability to result in actual behavior.

### *C. Significance of the Study*

The significance of this research lies in its testing of Ajzen's (1991) Theory of Planned Behavior in an advertising context, and its contributions to advertising theory and research, specifically that research concerned with ad format manipulation.

Additionally, the significance of this research lies in its contribution to the advertising profession, specifically those professionals involved in advertising development for the tourism industry. Tourism professionals will be able to use the study's findings to design advertisements to specifically target largely held beliefs and potentially spur action. Thus, this research has the potential to be used on a mass scale throughout the travel and tourism industry.



## Chapter II: LITERATURE REVIEW & THEORY

### ***A. Overview***

This chapter reviews and synthesizes the literature relevant to the investigation of how Icek Ajzen's (1991) Theory of Planned Behavior (TPB) works and how the theory can be applied to the advertising research proposed.

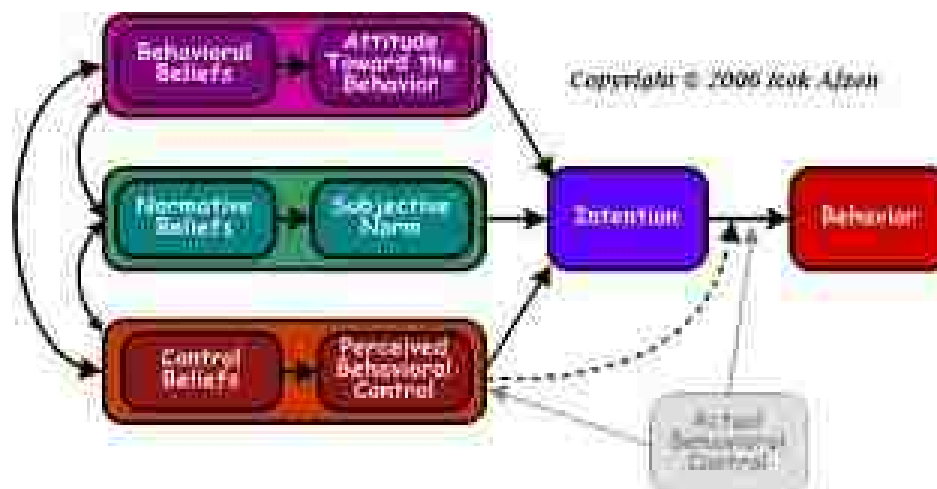
### ***B. The Theory of Planned Behavior (TPB)***

The TPB was preceded by the Theory of Reasoned Action (TRA). The TRA was developed by Fishbein and Ajzen (1975) and Ajzen and Fishbein (1980). The TRA was a behavioral measure intended to predict the performance of any voluntary act, unless intent changed prior to performance or unless the intention measure did not correspond to the behavioral criterion in terms of action, target, context, time-frame, and/or specificity. The TPB is an extension of this Theory of Reasoned Action (see: Ajzen & Fishbein, 1980; Fishbein & Ajzen, 1975), made necessary by the TRA's limitations in dealing with behaviors over which people have incomplete "volitional control" (Ajzen, 1991, p. 181).

### ***C. How the Theory of Planned Behavior Works***

As with the original Theory of Reasoned Action, the central factor in the TPB (a model of which is shown in Fig.1) is the individual's intention to perform a given behavior. Behavior is the manifest, observable response in a given situation with respect

to a given target (Ajzen, 1991). Intention is an indication of a person's readiness to perform a given behavior, and is considered to be the immediate antecedent of behavior (Ajzen, 1991). This intention accounts for the motivational determinants that influence behavior. Generally, the stronger the intention to engage in a behavior, the more likely should be its performance. This transition from intention to action can only occur if the person in question can decide at will whether or not to perform the behavior, that is, has volitional control. Therefore, the performance of most behaviors will depend to some degree on non-motivational factors such as availability of opportunities and resources such as time, money or skills. This is why perceived behavioral control and actual behavioral control (as pictured in Fig.1) have two points of influence in the model.



As illustrated in Figure 1, the TPB postulates that behavioral beliefs influence attitude toward the behavior, normative beliefs influence subjective norms, and control beliefs influence perceived behavioral control. Generally, the more favorable the attitude

and subjective norm, and the greater the perceived behavioral control, the stronger an individual's intention to perform the behavior should be (Ajzen, 1991).

The relative importance of each of these three factors' influence on intention depends on the precise behavior and situation. One or all of the determinants may have a significant impact on intention depending on the behavior in question and the precise situation. The singular targeting of a single determinant is possible because, if a single determinant is targeted then there should be an observable fluctuation in the corresponding determinants' level of influence on intention.

*1. Behavioral Beliefs.*

Behavioral beliefs are comprised of outcome beliefs (the individual's perceived likelihoods or "expectancies" of what the various results or effects of a given behavior would be), combined with his or her positive/negative evaluations (values) of those outcomes. These outcome beliefs and evaluations are typically measured in terms of the perceived likelihood that a particular outcome will occur from performance of the target behavior, and the positive/negative evaluation of such an outcome. There are usually multiple outcomes that individuals might expect when contemplating a given behavior, each assessed according the value the individual puts on the outcome. In the measurement scheme, each outcome belief is multiplied times its respective outcome evaluation. Thus, the set of individual beliefs-by-evaluations that people consider represent their subjective cost-benefit tradeoffs in performing the target behavior.

In this study, the particular behavioral belief outcomes are based upon the anticipated behavior of visiting a specific destination. Typically, the expectancy of each outcome is rated by the respondent on a 7-point semantic differential scale anchored on

the ends by “very unlikely” and “very likely.” Similarly, each evaluation is typically rated by the respondent on a 7-point semantic differential scale anchored on the ends by “very bad” and “very good.” As with any 7-point bipolar scale, the coding for each scale ranges from -3 to +3. As a result of this coding, a respondent’s belief-evaluation compound for each belief (the product term) can fall between -9 and +9. For example, if a respondent<sub>a</sub> judges an outcome as very likely (+3) and very bad (-3) then the belief-evaluation compound would be -9. Similarly, if a respondent<sub>b</sub> judges an outcome as very likely (+3) and very good (+3), then the belief-evaluation compound would be +9. The individual product terms (belief-evaluation compounds) are summed to produce the “behavioral beliefs” variable in Figure 1. The summed set of belief-evaluation compounds, or each individually (within the context of the others), can be analyzed to measure their relationships with attitude toward the behavior (AAct) and, eventually, behavioral intention and behavior. Attitude toward the behavior (AAct) is measured separately, as the individual's overall evaluation of his or her performing the behavior, influenced by the set of behavioral beliefs.

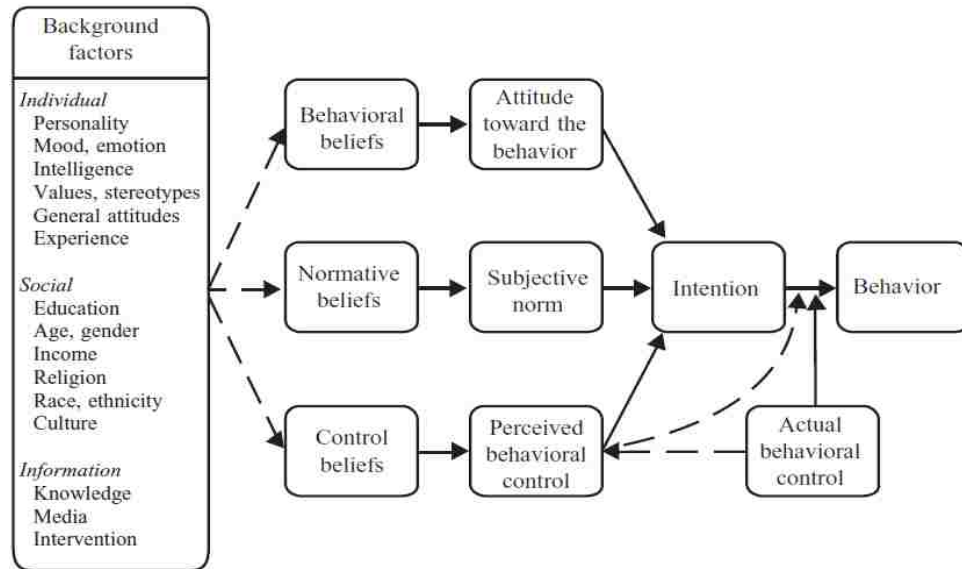
*a. Working with Behavioral Beliefs.* There are a number of ways that behavioral beliefs might be altered. Daniel J. O’Keefe (2002), in his book *Persuasion: Theory & Research* (2<sup>nd</sup> ed.) outlined six such ways of inducing change. First, one could attempt to add a new salient positive belief about the behavior. Second, one could attempt to increase the favorability of a positive belief. Third, one could attempt to increase the belief strength (likelihood) of an existing positive belief. Fourth, one could attempt to decrease the favorability of an existing negative belief. Fifth, one could attempt to decrease the belief strength (likelihood) associated with an existing negative belief. Sixth

and finally, one could attempt to shuffle the current beliefs around in such a way that a different set of beliefs is salient (since the attitude toward the behavior is only based on those salient beliefs). Here, salient beliefs refer to those beliefs that are top of mind about a particular behavior.

Within this thesis, the researcher will attempt to increase the belief strength (likelihood) of an existing positively valued belief. The aim is to indirectly alter the attitude toward the behavior of taking a vacation trip to Magaskawee by attempting to increase the belief strength (likelihood) of a salient positive outcome occurring. In doing so, the corresponding weighting of the attitudinal component should proportionally increase and as a result proportionally increase the behavioral intention.

Importantly, such alterations to behavioral beliefs are plausible because, according to Fishbein and Ajzen (2005) (as pictured in Figure 2.), beliefs can be developed or affected by individual characteristics (including experience), social upbringing, and information. In particular, knowledge, media and intervention can all have an impact on beliefs. This means that it may be possible to affect a person's beliefs by providing her or him with information in the form of a strategically developed advertisement. Moreover, it may be possible to affect a specific behavioral belief about a travel destination that has not yet been experienced or visited (as is the case in this study) since the sum of that person's experience can be provided in the form of said advertisement. To this end, a fictional yet plausible travel destination will be used for this study. This approach also controls for individuals' prior experiences from traveling to any given destination. Individuals may transfer experiences with similar destinations to the expectations and values they hold for the destination described in the advertisement.

The destination will be posed as real to the study subjects, who will be debriefed afterward that the destination was in fact fictional.



**Figure 2. The Theories of Reasoned Action and Planned Behavior.**

Executing the abovementioned targeting of a specific salient belief using an advertisement requires two crucial steps. The first step is determining the salient behavioral outcomes the target population holds about taking a vacation trip to the fictional, outdoorsy "Magaskawee"—whether the behavioral outcomes are unlikely or likely. The second step requires determining the equivalent salient behavioral evaluations this target population holds about taking a vacation trip to Magaskawee—whether each of the behavioral outcomes are perceived as unfavorable or favorable. To facilitate experimental testing, the second step requires selecting those behavioral beliefs which are ranked as unlikely or unknown but still valued favorably (since the point is to attempt to increase the belief likelihood of an existing positive belief). In turn, these two steps

provide the much needed groundwork necessary for developing an advertisement aimed at targeting a specific belief. The information will help create the copy and headline for the belief to be targeted. Examples of behavioral belief destination ads can be found in Appendix K.

## *2. Attitude toward the Behavior (AAct).*

Attitude toward the behavior (AAct) refers to the degree to which a person has an overall favorable or unfavorable evaluation or appraisal of personally performing the specific behavior in question.

According to the TPB, attitudes develop from the beliefs people have about an object by associating it with certain attributes, that is, with other behaviors, characteristics, or events. Each behavioral belief links a given behavior to a certain outcome or to some other attribute such as the cost incurred by performing the behavior. Because the attributes that come to be linked to the behavior may already be valued positively or negatively, individuals automatically and simultaneously acquire an attitude toward the behavior, based on the subjective combinations of the values and attributes they associate with the behavior. Consequently, individuals learn to form favorable attitudes toward behaviors they associate with mostly desirable consequences and they form unfavorable attitudes toward behaviors they associate with mostly undesirable consequences.

Attitude toward the behavior is directly measured using bipolar adjectives that are evaluative in nature. These responses are then summed. The actual attitude toward the behavior score is determined by calculating the mean or the sum of those responses.

*a. The relationship between Behavioral Beliefs and Attitude toward the Behavior.*

As shown in this equation

$$A \propto \sum b_i e_i$$

a person's attitude ( $A$ ) is directly proportional ( $\propto$ ) to the summative belief index ( $\sum b_i e_i$ ), where the strength of each salient belief ( $b$ ) is combined in a multiplicative fashion with the subjective evaluation of the belief's attribute, and then resulting products are summed over the  $n$  salient beliefs.

*3. Normative Beliefs.*

Normative beliefs are concerned with the individual's perceived likelihood that referent individuals or groups who are important to the individual approve or disapprove of performing a given behavior, or the extent to which the referents perform it themselves. The strength of each normative belief ( $n$ ) is multiplied by the person's motivation to comply ( $m$ ) with the referent in question. The actual normative belief score is determined by calculating the mean or the sum of those product-term responses.

Within the TPB there are two types of normative beliefs—descriptive and injunctive. Descriptive norms are comprised of the perceptions that the behavior in question is typically performed (by any referent group) (Cialdini, 2003). Injunctive norms are comprised of the perceptions that a behavior is typically approved or disapproved (by any referent group) (Cialdini, 2003). As will be described later, subjective norms are measured separately, and in a manner similar to the relationship of behavioral beliefs to attitude toward the behavior, subjective norms represent the individual's more summary judgment of what others important to him/her would themselves do, or think he/she should do.



*a. Working with Normative Beliefs.* Prominent social persuasion researcher Robert Cialdini (2003) suggests “aligning descriptive norms (what people typically do) with injunctive norms (what people typically approve or disprove)” (p.105) in order to optimize the power of normative appeals. Here, aligning descriptive norms refers to ensuring that the images and copy of an advertisement illustrate the same type of normative belief. For example, an advertisement would be considered misaligned if it had a descriptive normative copy while the graphics illustrated an injunctive message.

Positively affecting normative beliefs also requires encouraging a person’s motivation to comply (*m*) with the referent. This is demonstrated by Cialdini in his body of research (see: Cialdini and Rhoads, 2001; Cialdini, 2005; Goldstein, Cialdini and Griskevicius, 2008) into the role normative messages have on behavior. In 2001, Cialdini, along with fellow researcher Kelton v.L. Rhoads, stated that marketers could stimulate compliance by showing the audience that individuals similar to them had already complied. This strategy reflects the fact that people use the beliefs of others as a framework to make decision and form their own opinions (psychologists Susan Fiske and Shelly Taylor (1991) as cited in Cialdini and Rhoads, 2001). Consequently, according to Cialdini (2005), personal choice is generally guided by others’ choices and people tend to underestimate how influenced their personal actions are by the actions of others in a similar situation. Thus, people also tend to underestimate how *persuasive* others’ behavior can be when alluded to in marketing communications. These characteristics of human decision making are important to this thesis because they explain why normative beliefs may be possible must-have features for any advertisement.

Field experiment research carried out by Goldstein, Cialdini and Griskevicius (2008) offer further guidelines for determining the referent to be used for the descriptive normative belief advertisement in this study. Goldstein, Cialdini and Griskevicius (2008) demonstrated that hotel guests were especially motivated to reuse their towels when they learned that most others had chosen to participate in a hotel's environmental conservation program. The initial descriptive normative message of

*JOIN YOUR FELLOW GUESTS IN HELPING TO SAVE THE ENVIRONMENT. Almost 75% of guests who are asked to participate in our new resource savings program do help by using their towels more than once. You can join your fellow guests in this program to help save the environment by reusing your towels during your stay (p. 474)*

produced a participation rate around 45% while a standard environmental message of

*HELP SAVE THE ENVIRONMENT. You can show your respect for nature and help save the environment by reusing your towels during your stay (p. 473)*

produced a participation rate around 35%. The researchers improved these aforementioned compliance rates by adding different levels of referent groups to the message. The highest towel reuse rate (of 49.3%) came as a result of using a same room identity descriptive norm (this included, a rationally meaningless and relatively non-diagnostic group—other hotel guest who stayed in the guests' particular rooms (provincial norms)) message of

*JOIN YOUR FELLOW GUESTS IN HELPING TO SAVE THE ENVIRONMENT. In a study conducted in Fall 2003, 75% of the guests **who stayed in this room** [emphasis added] participated in our new resource savings program by using their towels more than once. You can join your fellow guests in this program to help save the environment by reusing your towels during your stay (p.476)*

Meanwhile, the other three descriptive norm conditions produced the following towel reuse rates—the citizen identity descriptive norm (43.5%), this included the reference group identity of citizen; the gender identity descriptive norm (40.9%), this

included the reference group and social identity of gender; and the guest identity descriptive norm (44%), this included the reference group as general hotel guests (global norm).

Thus, Goldstein, Cialdini and Griskevicius (2008) demonstrated that normative appeals may be “most effective when describing group behavior that occurred in the setting that closely matched individuals’ immediate situational circumstances.” The researchers referred to this as being provincial norms (Goldstein, Cialdini and Griskevicius, 2008; p.472).

A number of more recent examples of destination advertisements which incorporate (intentionally or otherwise) Goldstein, Cialdini and Griskevicius’ (2008) strategies can be found in Appendix K.

Ultimately, Goldstein, Cialdini and Griskevicius’ (2008) study demonstrates that incorporating the Theory of Planned Behavior’s descriptive normative belief component into an advertisement does not necessarily require capturing every possible referent group in the message. Instead, a general referent can be just as, and maybe even more, effective. Drawing from these research results, this study proposes to target motivation to comply by using a descriptive normative message in the advertisement. Moreover, that descriptive normative message will contain a referent group that is provincial and corresponds to the “same room identity” value the researchers used. What the latter means is that the norm will match respondents’ anticipated “immediate situational circumstances” (Goldstein, Cialdini and Griskevicius, 2008; p.472). Because the sample will be comprised of Marquette University faculty, administrators and staff, likely same-situation identity provincial descriptive norms would be: 1) Marquette community

members deciding on a vacation destination, 2) Milwaukeeans deciding on a vacation destination, 3) Wisconsinites deciding on a vacation destination, and 4) Midwesterners deciding on a vacation destination.

*b. Design considerations when using normative beliefs in advertisements.* As mentioned earlier, in order to maximize the power of normative appeals, descriptive and injunctive norms should be aligned. The following research by Cialdini (2003) demonstrates why this is the case. While investigating the effectiveness of public service messages at Arizona's Petrified Forest National Park, Cialdini (2003) discovered that signage which emphasized an injunctive-norm both in content and graphics resulted in significantly less theft of petrified wood than the signage that emphasized a descriptive-norm (1.67% vs. 7.92%) (the actual ratio of thefts to park visitors falls just under 3%). The descriptive-norm signage read, "Many past visitors have removed petrified wood from the Park, changing the natural state of the Petrified Forest" and was accompanied by pictures of three visitors taking wood (p. 107). The injunctive-norm signage read, "Please, don't remove the petrified wood from the Park, in order to preserve the natural state of the Petrified Forest" and was accompanied by pictures of a lone visitor stealing a piece of wood, with a red circle-and-bar symbol superimposed over his hand (p.107).

Although Cialdini (2003) found that highlighting descriptive norms is detrimental when environmentally harmful behavior is prevalent, this approach should be effective when the prevalent behavior is environmentally beneficial. In other words, if the behavior is negative, emphasize the injunctive norms. If the behavior is positive, emphasize descriptive norms.

Altogether, Cialdini's findings provide key guidelines for developing and executing the normative appeal (DNA) in this thesis' advertisement stimuli. Given that the behavior in question is "taking a trip to Magaskawee for a vacation," respective descriptive norms are likely to reflect that, given the chance, people would like the chance to take a vacation trip. Similarly, respective injunctive norms are likely to be positive in that traveling for vacation is generally expected to be considered a socially positive behavior among reference groups important to the individual. Subsequently, this thesis' advertising stimuli will align both the injunctive norms and the descriptive norms by at least not making them contradictory, but place emphasis on descriptive rather than injunctive norms (since the behavior in question is positive).

#### 4. *Subjective Norms.*

Subjective norms refer to the perceived social pressure to perform or not perform a behavior. As with normative beliefs, subjective norms can be descriptive (the individual's summary perception of what others in the individual's referent groups typically do) or injunctive (the individual's summary perception of what others who are important to the individual would approve or disapprove of the individual doing). These responses are typically then summed, although injunctive and descriptive norms measures can be left separate in analyses, as will be done in this study due to the nature of the descriptive normative advertising appeal to be used.

*a. The relationship between Normative Beliefs and Subjective Norms.* In the TPB, the subjective norm (SN) is directly proportional to the sum of the resulting products across the  $n$  salient referents. This is written as:

$$SN \propto \sum n_i m_i$$

### 5. *Control Beliefs.*

Control beliefs refer to the perceived absence or presence of resources and opportunities necessary to permit the completion of the behavior (Ajzen, 1991). The more resources and opportunities individuals believe they possess, and the fewer obstacles or impediments they anticipate, the greater should be their perceived control over the behavior. Each control belief ( $c$ ) is multiplied by the perceived power ( $p$ ) of the particular control factor to facilitate or inhibit performance of the behavior. These responses are then summed. The actual control belief score is determined by calculating the mean of the sum of those responses.

### 6. *Perceived Behavioral Control.*

Perceived behavioral control refers to the individual's overall perception of the ease or difficulty he or she would have in performing the behavior; PBC is assumed to reflect past experience as well as anticipated impediments and obstacles. It is directly measured by assessing an individual's sense of self-efficacy and perceived control over executing the behavior. These responses are then summed. The actual perceived behavioral control score is determined by calculating the mean of sum those responses.

#### *a. The relationship between control beliefs and perceived behavioral control.*

PBC is directly proportional to the summative index of control beliefs. The products of each control belief ( $c$ ) and perceived power of control ( $p$ ) are summed across the  $n$  salient control beliefs to produce the perception of behavioral control (PBC). This is written as

$$\text{PBC} \propto \sum p_i c_i$$

*b. A note about PBC and actual behavioral control.* As illustrated in Figure 1, actual behavioral control affects the TPB model at two points—pre-intention and post-

intention/pre-behavior. This characteristic makes it difficult to easily localize and target the perceived behavioral control determinant of behavior. It is also difficult to practically increase an individual's ability to complete the behavior, that is, his or her resources and opportunities, using an advertisement, except perhaps in circumstances where self-efficacy-related (enabling) information in an ad (e.g., "how-to" information) might better enable the individual to perform a given behavior. This study will not attempt to affect PBC (nor actual behavioral control), but instead control it by randomization of subjects to experimental conditions and by measuring PBC in the post-test.

#### ***D. Further Information on the Use of TPB Concepts in Advertising Research***

Jaeger and MacFie (2001) studied the effect that manipulating advertising content and format had on consumer expectations for a new apple variety. Results of the study showed that one particular format—featuring pictorial as well as textual information—negatively influenced expectations about the new apple variety. Translated into TPB concepts, Jaeger and MacFie (2001) identified an ad format which had a negative impact on behavioral beliefs that the apple would be juicy and taste good (it was deemed *unlikely* that the *outcome* of eating the apple would be a juicy good taste). Similarly, the results of Severn, Belch and Belch's (1990) research bears a striking similarity to the way in which the TPB operates. The researchers studied the role that visually explicit sexual stimuli play in the processing of verbal information in a persuasive message, and its resulting effect on traditional outcome measures of recall, attitudes and behavioral intentions. The researchers found that while brand attitudes were not significantly different between

sexual and non-sexual material, those subjects viewing sexual appeals did show stronger purchase intentions. In terms of the Theory of Planned Behavior, “behavioral intentions” is conceptually identical to Severn, Belch and Belch’s (1990) “purchase intentions.” Consequently, it is fair to say that manipulating various parts of an advertisement can produce an impact on key TPB concepts of beliefs, expectations and behavioral intentions.

Another example does not explicitly use the TPB, but instead uses all the elements the TPB describes. Pechmann and Knight (2002) used an experimental investigation to study the effects of advertising and peers on adolescents' beliefs and intentions about cigarette consumption. By including peers in their study, Pechmann and Knight (2002) incorporate, to an extent, Ajzen’s (1990) subjective norm component of the TPB. The other dependent variables—beliefs and intentions—clearly mirror the TPB. The findings of their study were interesting in the context of TPB led advertising research. Pechmann and Knight (2002) found that subject’s beliefs and intentions about cigarette consumption were enhanced by the joint effects of advertising and peers. This means that results of the study were consistent with the TPB. Altogether, both studies demonstrate that conceptually the Theory of Planned Behavior can be considered a viable lens through which to complete research into the effectiveness of advertisement formats.

### ***E. The Attitude toward the Advertisement Construct***

Advertising research shares concepts similar to those used in the Theory of Planned Behavior (Ajzen, 1991). It is significant that concepts are shared because it shows that the Theory of Planned Behavior can support the commonly used objectives of



advertising research and achieve tangible results. One example of the TPB in advertising research which investigated ad format manipulation is provided by Mitchell and Olson (1981). These researchers used Fishbein and Ajzen's (1975) earlier TRA attitude theory to study the effect of advertising on product attitudes and brand attitudes. To manipulate attribute beliefs, the researchers exposed subjects to simple advertisements that contained either a verbal claim or visual information. Their findings indicated that product attribute beliefs affected attitude formation. This means that, notwithstanding the potential limitations from measurement errors, messages delivered by the advertisement affected subjects' beliefs which in turn affected their attitudes towards the act (AAct). In accordance with the Theory of Reasoned Action, the researchers found that attitude toward the behavior (AAct) was the mediator between beliefs and behavioral intention (BI).

Contrary to the process of attitude formation suggested by the TRA and TPB, Mitchell and Olson (1981) found that attitude toward the behavior (AAct) was not solely a function of attribute beliefs but that it (AAct) was partially affected by consumers' general liking for the ad itself (Aad). This suggested that there might be an additional variable, in the form of Aad, which affected AAct. They also suggested that the relationship between Aad and AAct might simply be as a result of Aad picking up variance in AAct left over from a behavioral belief measure that was improperly suited for the construct being tested. Nevertheless, the researchers recommended that Aad be used as a conceptually distinct variable when conducting advertising effects research in order to account for this mediating effect of consumers' general liking for the ad itself. In this way, researchers would then have access to a separate construct that could provide

separate diagnostic information about an advertisement's attitudinal impact on consumers.

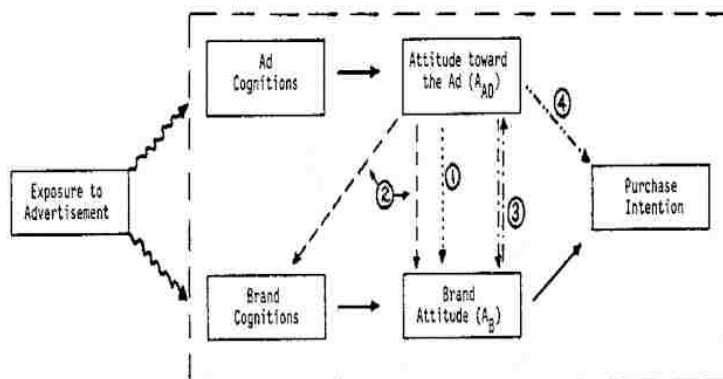
Researchers have had success using Aad as a conceptually distinct variable in advertising research (see: Gresham and Shimp, 1985, Gelb and Pickett, 1983, Moore and Hutchinson, 1983, Muehling, 1987, Keller, 1987 and Alvaro, Crano, Siegel, Hohman, Johnson and Nakawaki, 2013). Each of these researchers used advertising stimuli and either measured or manipulated the attitude toward the ad construct. Notably, Alvaro et al. (2013) examined adolescents' attitude toward the ad for a smoking cessation kit and the relationship between those attitudes and usage intentions and actual marijuana usage. They found that users with more positive attitudes toward the ads were less likely to report intention to use marijuana and to continue marijuana use after 1 year had passed. This characteristic of attitude toward the ad to have a durable impact on attitude and intention was similarly demonstrated by Moore and Hutchinson (1983). Moore and Hutchinson (1983) examined the relationship between affective reactions to advertising and advertising effects. Specifically two researchers investigated the effect time had on affective reactions (such as attitude toward the ad). They found that, after a seven day delay before measurement, ads eliciting both positive and negative reactions generated greater change in brand consideration than neutral ads. These assertions were supported by Keller's (1987) research investigation the effect of ad retrieval cues on brand evaluations. Here, ad retrieval cues refer to verbal or visual information from the ad. Keller found that favorable ad likability resulted in the formation of "somewhat stronger links" (p. 330) in memory between the brand name and ad cue and the brand claims than

did those ads which were processed purely in a brand-directed manner (that is, by those who judged the merits of the brand).

*1. How Attitude toward the Ad Works.*

While there are numerous examples of Aad impacting the relationship between beliefs and attitude, there is less consensus on why and how that mediation occurs. Muehling and McCann (1993) documented this lack of consensus after completing an extensive review of research incorporating the Aad construct. They noted that while there were (and still are) two general conceptual definitions of attitude toward the ad, unidimensional Aad and multidimensional Aad, many studies made no attempt to define Aad and simply elected to operationally define the construct in the methods section of the paper. Given that the unidimensional approach is more consistent with the attitude construct by Ajzen and Fishbein (1980) because it is entirely focused on the affective nature of Aad (Muehling and McCann, 1993) this thesis will use the unidimensional definition of Aad. The unidimensional definition of Aad defines Aad as “a predisposition to respond in a favorable or unfavorable manner to a particular advertising stimulus during a particular exposure occasion” (Lutz, 1985, p.46).

The most supported explanation for how this unidimensional approach to Aad works was first proposed by Lutz, Mackenzie and Belch (1983). These three researchers proposed and tested four models of Aad (see Figure 3): affect transfer, dual mediation, reciprocal mediation and independent influence hypotheses.



Key: Solid arrows represent hypothesized causal flows in all four models. All other arrows appear only in those models indicated. Constructs not connected by arrows in any particular model are presumed to be mutually independent.

Model 1 postulates direct one-way causation from  $A_{AD}$  to  $A_B$ .

Model 2 postulates indirect one-way causation from  $A_{AD}$  through Brand Cognitions to  $A_B$ , as well as direct causation from  $A_{AD}$  to  $A_B$ .

Model 3 postulates direct two-way (i.e. mutual) causation between  $A_{AD}$  and  $A_B$ .

Model 4 postulates the mutual independence of  $A_{AD}$  and  $A_B$ , with each exerting direct one-way causal influence on Purchase Intention.

<sup>28</sup>Source: MacKenzie and Lutz (1982)

Figure 3. Four Alternative Specifications of the Mediating Role of Aad (Lutz, MacKenzie and Belch, 1983).

As a result of these tests, Lutz, MacKenzie and Belch (1983) found that the dual mediation hypothesis (DMH) was the best fit for the data. Further testing of these four models by other researchers has provided similar support for the DMH as being the process through which Aad affects AAct (see: Brown and Stayman, 1992, Homer, 1990, Lutz et al., 1983, Gardner, 1985, and Miniard et al., 1990). Thus, it would seem that Aad affects AAct by indirectly affecting attitude via brand cognitions as well as directly affecting attitude. In such a way then, consumers' affective reactions to an ad influence their propensity to accept the claims made in an ad on behalf of the brand: the more favorable they feel toward the ad, the more receptive they are to its content. Essentially,

Aad has a halo effect on the attitude formation process. This study will thus also examine the relationship of Aad to AAct.

### *F. Statement of Research Hypotheses*

Based on the literature review, Figure 3 demonstrates a model of how three manipulations of ad appeals could affect two TPB conceptual determinants of behavioral intention— attitude toward the behavior and subjective norms. The overarching research question (RQ) is: What are the effects of viewing a specific behavioral belief appeal and a descriptive normative belief appeal on subjects' behavioral intention to visit a travel destination, especially as channeled through the belief-based antecedents of that intention? Perceived behavioral control (PBC) will be controlled by measurement in the posttest instrument, and by randomization of subjects to conditions.

#### *1. Behavioral Beliefs.*

Recall that, in the TPB notation system, "b" refers to one's subjective likelihood (belief) that a given outcome will occur, and "e" refers to one's subjective evaluation of that outcome on a scale of it being a very bad outcome for oneself to it being a very good outcome. The notation "be" or ("bxe") refers to the belief-evaluation compound that results from multiplying these measures in an expectancy-value format. The sum of these compounds across all relevant behavioral beliefs (essentially, the tradeoffs of performing the targeted behavior as perceived by the individual) then predicts the more summary Attitude Toward the Behavior (AAct), which then affects behavioral intention (BI) and, indirectly, actual behavior. Relevant beliefs and evaluations will be measured as part of the instrumentation of the study.

Figure 4 illustrates that an advertising message strategically crafted to target individuals' favorably held outcomes (e) of visiting a tourist destination could indirectly impact behavioral intention through the path of behavioral beliefs and attitude toward the behavior, given that they believed (b) in advance of the message that these outcomes would be unlikely or uncertain to occur for them. In particular, this stimulus message would be crafted specifically to communicate to the individuals that they would actually be likely to experience (b) this favored outcome (e) by engaging in the behavior—here, vacationing in "Magaskawee." The salient belief to be targeted was assessed via a belief elicitation survey conducted on a population in many ways similar to the target population for this study.

## *2. Normative Beliefs.*

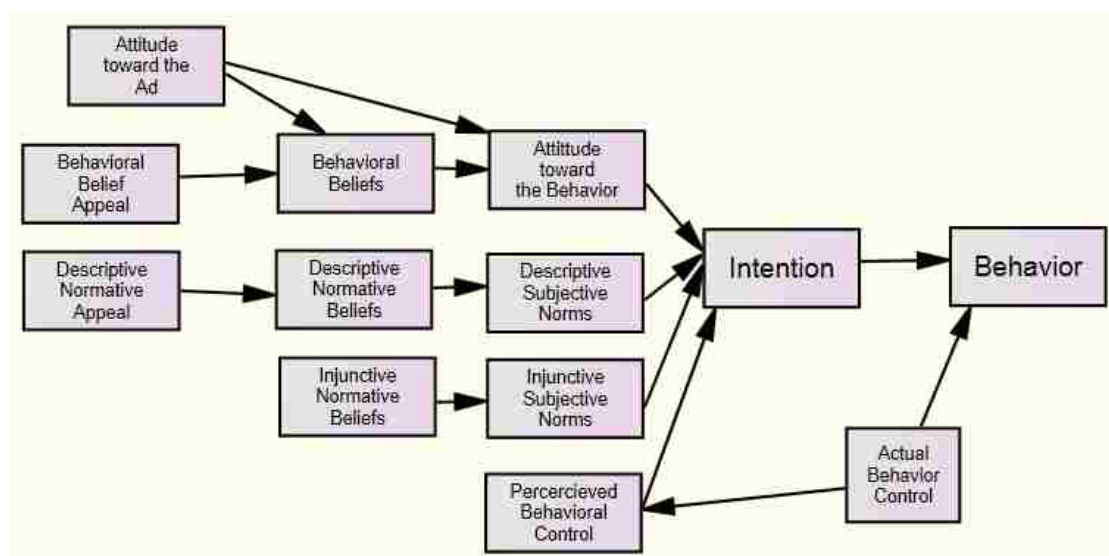
Note that, in the TPB notation system, "n" refers to one's subjective belief that a given behavior is typically done (or avoided) by a group of relevant others (descriptive norm) or that these others think that he or she should perform (or not perform) the behavior (injunctive norm). The notation "m" refers to one's motivation to comply (or not) with the behaviors or expectations of that group. The notation "nm" or ("nxm") refers to the normative-motivation compound that results from multiplying these two measures in an expectancy-value format (note that "dn" will refer to descriptive norms and "in" to injunctive.) The sum of these compounds across all relevant normative beliefs then predicts the more summary Subjective Norms (SN), which then affects behavioral intention (BI) and, indirectly, actual behavior.

Figure 4 illustrates that an advertising message strategically crafted to target individuals' descriptive normative beliefs about visiting a tourist destination could

indirectly impact behavioral intention through the path of descriptive normative beliefs and descriptive subjective norms believed about the behavior. In particular, this stimulus message will be crafted specifically to communicate to the individuals that a group of relevant others typically visit a destination for vacation purposes. As suggested by Goldstein, Cialdini and Griskevicius (2008), the stimulus message will include references to the immediate situation of the individuals (that they are deciding where to visit) in hopes that this will help make motivation to comply with the behaviors and expectations mentioned in the stimulus message salient. Motivation to comply will not actually be manipulated in the stimulus; instead, care will be taken to use this component to maximize the strength of the stimulus message as Cialdini has demonstrated that it plays a role in message compliance by increasing the presence of perceived similarities. In this instance, including statements geared toward motivation to comply would ensure that people believe that the norms in question are held by people similar to themselves (the individuals) *and* in a similar situation (trying to pick a destination). The referent group term used in the stimulus was based upon the intended sample population— Marquette University faculty, staff and administrators. Within the study, individuals' subjective beliefs along with their motivation to comply with the norms of the referent group will be measured.

### *3. Attitude toward the Ad.*

Figure 4 illustrates the point of influence that attitude toward the ad is expected to have within the model. Namely, that attitude toward the ad (Aad) will influence behavioral beliefs and attitude toward the behavior (AAct).



**Figure 4. Model of how belief-based and normatively-based advertisements could affect behavioral intention.**

As a result of the model suggested in Figure 4, the first research question is:

RQ1: What are the effects of a specific behavioral belief ad appeal on the components of the Theory of Planned Behavior?

Specific hypotheses to be tested are:

**H1a:** Viewing the targeted behavioral belief appeal will positively affect subjects' behavioral belief (b) that the behavioral outcome targeted in the appeal will be more likely to occur (i.e., outcome likelihood will be higher among the subjects who have viewed the behavioral belief appeal than among subjects who did not).

**H1b:** The belief-evaluation compound (bx<sub>e</sub>) for the targeted behavioral belief will be positively correlated among all subjects with attitude toward the behavior (AA<sub>ct</sub>).

**H1c:** The belief-evaluation compound (bx<sub>e</sub>) for the targeted behavioral belief will be positively correlated among all subjects with behavioral intention (BI).



**H1d:** Among all behavioral beliefs, the summed set of belief-evaluation compounds ( $\sum b_i x e_i$ ) will be positively correlated with attitude toward the behavior (AAct) among all subjects.

**H1e:** Attitude toward the behavior (AAct) will be positively correlated with behavioral intention (BI) across all subjects.

**H1f:** Viewing the targeted behavioral belief appeal will positively affect subjects' behavioral intention (BI).

**H1g:** The summed set of belief-evaluation compounds (bx<sub>e</sub>) for the targeted behavioral belief will be positively correlated among all subjects with behavioral intention.

The second research question is:

RQ2: What are the effects of a descriptive normative belief appeal on the components of the Theory of Planned Behavior?

Specific hypotheses to be tested are:

**H2a:** Viewing the targeted descriptive normative belief appeal will positively affect subjects' descriptive normative belief (dn) that the behavior targeted in the appeal is common among the referent group referred to in the appeal (i.e., the relevant normative belief will be stronger among the subjects who have viewed the normative belief appeal than among subjects who did not).

**H2b:** The norm-motivation compound (dnxm) for the targeted descriptive normative belief will be positively correlated among all subjects with descriptive subjective norms (SN).

**H2c:** The norm-motivation compound (dnxm) for the targeted descriptive normative belief will be positively correlated among all subjects with behavioral intention (BI).

**H2d:** Among all normative beliefs, the summed set of norm-motivation compounds (dnxm) ( $\sum dn_i xm_i$ ) will be positively correlated with subjective norms (SN) among all subjects.

**H2e:** Subjective norms (SN) will be positively correlated with behavioral intention (BI) across all subjects.

**H2f:** Viewing the targeted descriptive normative belief appeal will positively affect subjects' behavioral intention (BI).

**H2g:** The summed set of norm-motivation compounds (dnxm) for the targeted normative belief will be positively correlated with behavioral intention (BI).

The third research question is:

RQ3: What is the relationship of Attitude toward the Ad (Aad) with the components of the Theory of Planned Behavior?

Although there are various possibilities that could be explored, this study will follow from the results of Mitchell and Olson (1981) and test the following hypothesis:

**H3:** There will be a positive relationship between Aad and AAct over and beyond the relationship of the summed set of belief-evaluation compounds ( $\sum b_i x e_i$ ) with attitude toward the behavior.

## Chapter III: METHOD

### *A. Overview*

This chapter describes the methods and measures used in the final study. A description of the methods used to prepare for the final study instrument and stimuli can be found in Appendix M. The methods were crafted to fulfill the purpose of this study, which was to:

improve the advertisements used in the travel and tourism industry by testing and using a behavioral theory to demonstrate an effective way to improve advertising *copy* and the ensuing reactive behavior as a result of having seen such advertisements.

The method outlined in this chapter was also meant to effectively address the three research questions and hypotheses.

The final study used a posttest-only experimental design. Initially, the study was to use a 2x2 factorial design but that design had to be abandoned for a three-condition experiment in order to ensure enough subjects for each experimental condition. This also meant abandoning testing for a combined experimental condition (receiving a behavioral belief *and* a descriptive normative belief appeal) since that would have required the 2x2 design.

Subjects were randomly assigned to one of three experimental conditions, each had a different variation of the ad stimuli (these ads can be found in Appendix E). One advertisement featured only the image and a fake website URL—no appeals (CG); subjects who saw this ad were considered the control group. Another advertisement had

the same information as the control ad, but featured a specific behavioral belief appeal (BBA). A third advertisement had the same information as the control ad, but featured a descriptive normative belief appeal (SNA).

## ***B. Developing the Instrument and Experimental Stimuli***

### *1. Selecting the Destination.*

Because this study aims to test the variability of responses for different types of appeals, the researcher decided that a "blank slate" destination would be best to reduce the likelihood that prior knowledge of the destination influenced responses. For this reason, it was decided to use a fictitious destination.

Given that many of the destinations around Wisconsin share Native American names, it seemed fitting to choose a Native American name for the fictitious destination. Thus, Native American place names significantly made up the potential list (see Appendix A). These names were selected arbitrarily from a list of Native American names on the website BabyNameGuide.com. A pair of non-Native American names were also arbitrarily concocted and added to the final list. Care was made to select a destination name that was not similar to the current top Wisconsin leisure travel destinations (e.g., Green Bay, Milwaukee, Madison) nor the name of an actual place in Wisconsin.

The name—Magaskawee—was selected as a result of a pilot study which found Magaskawee to be a practical name to use as the travel destination in the actual study.

### *2. Selecting Beliefs for the Final Instrument to Measure and for the Ad to Target.*

Using feedback from an informal focus group and travel research results (see: Kozak, 2002; Moscardo, Morrison, Pearce and Lang, O’Leary, 1996; Lounsbury and Franz, 1990; and, Kim and Ritchie, 2010) regarding the motivations for tourist behavior, a belief elicitation survey was developed (see Appendix B and Appendix F). This belief elicitation survey was used to identify the most salient behavioral beliefs the target audience had about visiting a fictitious destination called Magaskawee and to also identify the behavioral belief to target with the ad stimuli. The stimuli for this belief elicitation process was an image of a lakeshore which was used to represent Magaskawee. Respondents were then asked to respond to a series of items in relation to that image. Several belief elicitation survey respondents reported being surprised when, at the end of the survey, they were told that Magaskawee was actually a fictitious place.

As a result of this belief elicitation survey, seven beliefs were selected to be used in the final study instrument. These beliefs related to getting relaxation, getting a break from routine, coming across unfamiliar experiences during the trip, learning more about travel companions, having a change in perspective due to the trip and having some time alone. The final instrument can be found in Appendix C. Although initial results determined that “having unfamiliar experiences” might be the more suitable behavioral belief outcome to target with the advertisement stimuli, it was decided in the course of the study that conveying that message via an advertisement was too difficult. It was decided to instead target the “having relaxation” behavioral belief in the final behavioral belief experimental group.

### *3. Selecting the Referent Group.*

Similar to the behavioral belief appeal, the descriptive normative appeal required a pilot study. This pilot study determined whether the most appropriate referent group for the study sample was Marquette employees, Milwaukeeans, Wisconsinites, or Midwesterners. In the end, it was determined that Marquette employees was the most appropriate referent group. It was necessary to clearly identify the referent group to be used in the descriptive normative appeal because the research (see: Cialdini, 2003, Cialdini and Rhoads, 2001; Cialdini, 2005; Goldstein, Cialdini and Griskevicius, 2008; Susan Fiske and Shelly Taylor, 1991) shows that the referent group alluded to in an advertisement plays an important role in whether or not the person viewing the ad believes the content of the ad and/or complies with what the ad is asking he/she to do.

### *4. Instrument Pre-tests.*

*a. Experimental stimuli.* The stimuli were pretested on a small convenience sample to determine that the attitude toward the ad was favorable and that the advertisement was not perceived as fake.

*b. Final instrument.* Initially, the instrument was to be pretested on a convenience sample and a factor analysis performed on the data to determine whether the factor loadings matched the TPB determinant groupings. However, due to time constraints, this pretest did not occur. Similarly, the instrument was not re-administered again (within two weeks) to the same group of people to determine the test-retest reliability of the instrument.

***B. Study Investigating the Hypotheses*** (a timeline can be found in Appendix M)

*1. Subjects.*

The probability sampling frame was made up of the Marquette University employee population—faculty, administrators and staff.

The total number of subjects sought for this study was 300 or 100 subjects per experimental group. To ensure a good possibility that this total number was reached, 900 subjects were invited to complete the instrument. Subjects had from Monday, March 17, 2014 to midnight on Wednesday, March 26, 2014 to complete the instrument. Of those contacted, a total of 280 subjects began the study with 238 actually completing it. Of those 238 instruments completed, 228 were used for the final analyses (response rate= 26%). Of these 228 subjects, 56% were female and 44% were male (4 gave no response); the overwhelming majority of subjects were White (90%) (11 gave no response); 45% of subjects were faculty, 31% were staff, and 24% were administrators (2 gave no response); 71% had a postgraduate education or above, 20% completed a 4-year university, 7.5% completed 2-3 year university, and 1.3% only completed only high school (1 gave no response); 62% were married, 24% were single, never married, and 14% were single, separated/divorced/widowed. Ages for subjects ranged from 23-82, the mean age was 49 years old. A complete list of descriptive statistics for demographic variables can be found in Appendix G.

*2. Experimental Stimuli.*

Stimuli for this experiment was in the form of three advertisements specifically created for this study (see Appendix E). Two advertisements each targeted a separate

variable under investigation—a specific behavioral belief or descriptive normative belief. Each advertisement shared the same image. While some parts of the copy related to the specific appeal were edited to match the variable being targeted, copy which was unrelated to the appeal, such as destination details or location information, remained the same across all three advertisements. The third advertisement contained no copy related to an appeal. An explanation of the creative guidelines can be found in Appendix D and more specific information can be found in the explanation of the manipulated independent variables below.

### *3. Procedures.*

The study was approved by Marquette University's Office of Research Compliance on February 13, 2014 (HR-2764).

After this university approval, the study began with 900 subjects being randomly selected for the study and then randomly assigned to one of the three experimental conditions.

Next, the study instrument was distributed to these subjects. The instrument was distributed online through Opinio, an online instrument system used by Marquette University and supported by Marquette's IT Services department. Through Opinio, the sample was invited to complete the study and reminded to complete it (if they have not done so after three days).

The content of the actual study included a consent form, a version of the advertisement, the TPB measures, the attitude toward the ad measure, a general section containing demographic and behavioral measures and a debriefing section. The consent form for the study indicated that the location in the advertisement was in Wisconsin and



defined the term “vacation” as “traveling for leisure purposes to a destination and staying there overnight for one or more nights.” Subjects were also directed not to use internet sources to inform their responses to the instrument. The debriefing section instructed subjects that Magaskawee was, in fact, fictional. Included in the instrument were two items designed to indicate whether the subjects paid attention (one a manipulation check) (7 subjects incorrectly answered that the instrument asked about visiting Michigan) and did not use information from the internet to help answer questions (12 subjects admitted to using a search engine to help answer questions on the instrument). Analyses indicated that neither item affected the dependent variables, so there was no need to include them in the analysis or exclude those responses. In this way, it was possible to avoid reducing the sample size any further.

#### *4. Instrument.*

Based upon the information provided in the experimental stimuli (the three versions of the advertisement), subjects were asked to indicate their attitude toward the advertisement, behavioral beliefs, normative beliefs, attitude toward the behavior, subjective norms, perceived behavioral control, behavioral intention and attitude toward the ad. The TPB instrument was developed specially for the purposes of this study in keeping with previous applications of Ajzen’s TPB in instruments, particularly those with applications related to tourism or advertising (see Appendix C). A number of measures were reverse-scored in the instrument, and in the analysis these measures were reversed so that higher scores go with the more positive responses.

### *5. Measurement.*

In keeping with most applications of the TPB, all measures were scored using a 7-point semantic differential bipolar scale (e.g. very unlikely- very likely). While there is no a priori criterion to decide whether these scales are uni-polar (scored 1 to 7) or bipolar (scored -3 to +3), Ajzen (1991) noted that when belief strength is uni-polar, correlations with attitude “greatly improved” (p.195) in comparison to the correlations obtained with bipolar scoring of beliefs.

This researcher has decided to go with the more traditional bipolar scaling which produces product terms (when beliefs and evaluations are multiplied) such that, for example, negative values occur when the subject perceives that bad outcomes are likely or good outcomes unlikely; positive values occur when the subject perceives that good outcomes are likely or bad outcomes unlikely. Unipolar scaling does not provide that same interpretation.

### *6. Manipulated independent variables.*

*a. Advertising Appeal.* The advertising appeal refers to the body copy of the advertisement. These appeals were developed with the help of Dr. Jean Grow, an associate professor of advertising at Marquette University, Dione Baker, a copywriter at Jigsaw, and Michael Stefaniak, vice president of strategic services and senior brand strategist at Hanson Dodge, and Charles Nevsimal, senior copywriter and associate creative director at Hanson Dodge

*b. Appeal to Behavioral Belief (BBA).* The appeal to behavioral beliefs refers to the body copy intended to provoke and enhance positive behavioral beliefs about taking a trip to the destination. Adducing from the TPB, the appeal must include mention of the

behavior along with a consequence of that behavior. Furthermore, the appeal should make a respondent believe that a particular outcome is, in fact, likely to occur.

The behavioral belief appeal was designed to influence the belief that vacationing in Magaskawee would be relaxing: “SHHHHHHH. That’s the sound of the shore saying welcome without the hummm of other people. The sound of stress ebbing away. The soundtrack for every sailing, kayaking, canoeing or hiking adventure. The sound of your wish to getaway coming true. MAGASKAWEE. MAKE YOUR GREAT ESCAPE. VISITMAGASKAWEE.COM.”

*c. Appeal to descriptive normative belief (DNBA).* The appeal to a descriptive normative belief refers to the body copy intended to provoke and enhance the perception of what is commonly done by relevant others in a given situation. Adducing from the TPB, the appeal must include mention of the behavior along with the assurance that it is typically done by a provincial referent group (such as Marquette community members, Milwaukeeans, Wisconsinites, or Mid-westerners). The appeal would also make a situational reference that is as close as possible to what would be expected in the case of the actual sample. For example, a possible same-situation identity could be making a decision about a destination for vacation.

The descriptive normative belief appeal meant to influence the perception that a referent group (specifically, Marquette employees in this case) generally vacation in Magaskawee: “SHHHHHHH. That’s the sound of the shore without the hmmmmmm of other people. The sound of where Golden Eagles rest. Where many a Marquette employee has traded in blues for Magaskawee gold—peace, quiet, escape. MAGASKAWEE. MAKE YOUR GREAT ESCAPE. VISITMAGASKAWEE.COM.”

*d. No Appeal (Control).* The control group saw “MAGASKAWEE. MAKE YOUR GREAT ESCAPE. VISITMAGASKAWEE.COM.” This copy featured no appeal.

### 7. *Dependent Variables.*

The behavior under study is “traveling to Magaskawee for my next vacation.” Subjects were told that the term “vacation” referred to “traveling for leisure purposes to another destination and staying there overnight for one or more nights.” Of course, actual behavior could not be measured in this study; a behavioral intention measure was used in lieu of this since, according to Ajzen (1991) behavioral intention is a good predictor of actual behavior.

*a. Behavioral Intention (BI).* Behavioral intention is an indication of a person’s readiness to perform a given behavior and is considered an immediate antecedent of behavior (Ajzen, 1991). Generally, the stronger the intention to engage in the behavior, the more likely the behavior is to occur. In this study, the behavioral intention under study is subjects’ intention to take a trip to Magaskawee for their next vacation.

There were two questions which assessed behavioral intention to visit Magaskawee on a “future” vacation and on a “next” vacation:

**I intend to vacation in Magaskawee on a future vacation.**

Strongly disagree    -3      -2      -1      0      1      2      3 Strongly agree

**I intend to vacation in Magaskawee on a next vacation.**

Strongly disagree    -3      -2      -1      0      1      2      3 Strongly agree

These two items were combined to form a Behavioral Intention measure with a Cronbach’s Alpha of .83.

*b. Behavioral Beliefs (BB).* A behavioral belief is made up of two components—perceived likelihood and evaluation. Behavioral beliefs, then, are a set of behavioral beliefs about particular behavior with each behavioral belief having its own perceived likelihood and evaluation.

Perceived likelihoods refer to the perceived likelihood that a particular outcome from completing a behavior will actually occur. Behavioral beliefs are made up of a set of individual outcomes which are perceived as likely.

Evaluations refer to the positive or negative evaluation of each of the aforementioned outcomes from having completed a behavior.

Each outcome belief was measured on a semantic differential scale of (-3) unlikely to (+3) likely, whereas the evaluation was measured on a semantic differential scale of (-3) bad to (+3) good. The set of belief-evaluation pairs (with different stems) were used in order to calculate an overall behavioral belief measure ( $\sum bixei$ ) for TPB.

The following is an example of one behavioral belief pair:

**Vacationing in Magaskawee would be relaxing for me.**

Very Unlikely -3      -2      -1      0      1      2      3      Very Likely

**For me, experiencing relaxation would be:**

Very Bad      -3      -2      -1      0      1      2      3      Very Good

For each pair, the product terms produce a range of positive values when a likely outcome is perceived as good (e.g.,  $3 \times 3 = 9$ ) or an unlikely outcome is perceived as bad (e.g.,  $-3 \times -3 = 9$ ); it produces a range of negative values when a likely outcome is perceived as bad ( $3 \times -3 = -9$ ) or an unlikely outcome is perceived as good ( $-3 \times 3 = -9$ ). Zeroes on either measure render the belief-evaluation compound to zero.

The six behavioral belief compounds (product terms) were combined to form a Behavioral Belief measure with a Cronbach's alpha of .64, which reflects at best only moderate reliability (internal consistency) for this summated scale. Thus, it was quite likely that the set of behavioral beliefs may have represented more than one dimension. So, to refine the measure further, the items of the measure were factor analyzed (principal components analysis, Varimax rotation, using IBM SPSS) to reveal two separate components—Behavioral Beliefs re Seeking Diversion (Alpha=.72) and Behavioral Beliefs re Gaining New Perspectives (Alpha=.39). A table of the factor analysis results can be found in Appendix J. The former is comprised of high loadings for items related to relaxation, taking a break, and time alone; the latter is comprised of high loadings for items related to unfamiliar experiences, learning about companions, and a change in perspective. The Seeking Diversion factor most closely represents the behavioral belief appeal aim of relaxation, and thus should be affected by it.

Additionally, during data analysis the relaxation behavioral belief belief-evaluation compound will also be left as a separate variable so that Hypotheses 1a, 1b and 1c can be tested. Recall, the relaxation behavioral belief belief-evaluation compound was the target of the behavioral belief ad.

*c. Attitude toward the behavior (AAct).* Attitude toward the behavior refers to the degree to which a person has an overall favorable or unfavorable evaluation or appraisal of the specific behavior in question. Note that this is separate from the individual's evaluations of each of the expected outcomes of performing the behavior, which are tapped in the behavioral belief compounds. In TPB, behavioral beliefs are hypothesized to influence AAct directly. In this study, AAct measured the degree to which a person has

a favorable or unfavorable evaluation of taking a vacation trip to Magaskawee. The measure of attitude toward the behavior used semantic differential bipolar scale terms specific to the behavior. The following were the attitude toward the behavior items:

**Vacationing in Magaskawee for my next vacation would be:**

Very unenjoyable	1	2	3	4	5	6	7	Very enjoyable
A waste of time	1	2	3	4	5	6	7	Very worthwhile
Very foolish	1	2	3	4	5	6	7	Very wise
Very punishing	1	2	3	4	5	6	7	Very rewarding
Very bad	1	2	3	4	5	6	7	Very good

These five items were combined to form the Attitude toward the Behavior measure with a very good Cronbach's Alpha of .83. Unlike the Behavioral Belief measure, factoring revealed no underlying components and so all five questions of the AAct measure were used for the measure.

*d. Normative Beliefs (NB).* A normative belief is made up of two components—belief strength and motivation to comply. Normative beliefs, then, are a set of normative beliefs about a particular behavior with each normative belief having its own belief strength and motivation to comply. Normative beliefs are either injunctive or descriptive.

Injunctive normative beliefs refer to perceptions of what is commonly approved or disapproved by a particular group. Descriptive normative beliefs refer to an individual's perception of what is commonly done in a particular situation by a particular group.

The injunctive normative belief measure used the following two pairs:

**Most of my friends would think that I \_\_\_\_\_ not vacation in Magaskawee for my next vacation.**

Absolutely should not 1 2 3 4 5 6 7 Absolutely should

**How much do you want to do what your friends think you should do?**

Not at all                    1        2        3        4        5        6        7 Very much

**Most of my family would think that I \_\_\_\_\_ not vacation in Magaskawee for my next vacation.**

Absolutely should not   1        2        3        4        5        6        7 Absolutely should

**How much do you want to do what your family thinks you should do?**

Not at all                    1        2        3        4        5        6        7 Very much

The resulting motivation-compliance product was used as the injunctive normative belief measure, this measure had a Cronbach's Alpha of .62.

The descriptive normative belief measure used the following pairing:

**Many people who work at Marquette would select Magaskawee for their next vacation.**

Strongly disagree        1        2        3        4        5        6        7 Strongly agree

**How much do you want to choose a destination people who work at Marquette would choose?**

Not at all                    1        2        3        4        5        6        7 Very much

The resulting motivation-compliance product was used as the descriptive normative belief measure, this measure had a Cronbach's Alpha of .89.

During data analysis, the descriptive normative belief norm-motivation compound with the Marquette employee referent will also be left as a separate variable so that Hypotheses 2a, 2b and 2c can be tested. Recall, the descriptive normative belief norm-motivation compound with the Marquette employee referent was the target of the descriptive normative belief ad.

*e. Subjective Norms (SN).* Subjective norms refer to the perceived, more general social approval given for a vacation spent in Magaskawee. This includes descriptive and



injunctive norms. Injunctive norms refer to the perceptions of what is commonly approved or disapproved within culture (Reno, Cialdini and Kallgren, 1993) and should relate to injunctive normative beliefs. Descriptive norms refer to perceptions of what is commonly done by many or most others in a given situation and should relate to descriptive normative beliefs. The injunctive subjective norm measure used the following item:

**Most people who are important to me would think that I should take my next vacation in Magaskawee.**

Strongly disagree    1    2    3    4    5    6    7 Strongly agree

The descriptive subjective norm measure used the following pairing:

**In general, many people would select Magaskawee for their next vacation.**

Strongly disagree    1    2    3    4    5    6    7 Strongly agree

**How much do you want to choose a destination other people would choose?**

Strongly disagree    1    2    3    4    5    6    7 Strongly agree

The resulting motivation-compliance product was used as the descriptive subjective norm measure.

#### *8. Measured Independent Variable.*

Attitude toward the Ad (Aad) was a measured independent variable in this study. Attitude toward the advertisement refers to subjects' favorable or unfavorable evaluation of the advertising stimulus. MacKenzie, Lutz and Belch (1986) measured Aad as the overall reaction to the advertisement on two scales, favorable/unfavorable and interesting/boring and yielded a Cronbach alpha reliability of .85. Similar scales by Gardner (1985) and Mitchell and Olson (1981) which used dislike/like and

uninteresting/interesting along with good/bad and not irritating/irritating yielded a Cronbach alpha reliability of .87, .78, and .86 for three different ads.

In this study Aad measured the overall reaction to the advertisement on six bipolar scales: unfavorable/favorable, unlikeable/likeable, tasteful/tasteless, artless/artful, good/bad and uninteresting/interesting. The behavioral belief appeal condition's Aad measure had a Cronbach's Alpha of .89. The subjective norm appeal condition's resulting measure had a Cronbach's Alpha of .89. The control condition's resulting measure had a Cronbach's Alpha of .82. Overall, for all subjects, the Aad measure had a very good Cronbach's Alpha of .88.

#### *9. Measured Covariates.*

Perceived Behavioral Control (PBC) was a measured covariate in this study. Perceived behavioral control refers to the perceived ease or difficulty of taking a trip to Magaskawee for a vacation, and the individual's control over doing so. There were four questions for this measure. An example of two such items can be found below. The other two items replaced "next vacation" with "future vacation."

**If I wanted to take my next vacation in Magaskawee, I would definitely be able to do so.**

Strongly disagree    -3    -2    -1    0    1    2    3 Strongly agree

**Vacationing in Magaskawee on my next vacation is up to me.**

Strongly disagree    -3    -2    -1    0    1    2    3 Strongly agree

The final Perceived Behavioral Control measure used the two above items to create a measure with the best reliability. Removing the two future vacation items

improved the measure's Alpha from .69 to .92, and also the desirable outcome of making the behavioral description more specific.

*C. Statistical analysis.*

An “experimental condition” variable was created to code the data according to the stimuli received. Among the dependent and control measures, “do not know” responses were recoded as the midpoint of the 7-point scale—4. Then, system missing values were replaced with the mean of these newly computed variables.

The main analysis strategy was to analyze the effects of the manipulated variables using one-way ANOVAs. Testing of the relationships among the TPB variables was conducted via partial correlation and hierarchical multiple regression.

Descriptive statistics for each measure described can be found in Appendix H and I.

## Chapter IV: RESULTS

### *A. Overview*

This chapter discusses the results of this study as they relate to the research questions and hypotheses proposed in this research.

### *B. Effects of Behavioral Belief Advertisement on Behavioral Beliefs and Other TPB Components.*

The first research question (RQ1) asked: What are the effects of a specific behavioral belief ad appeal on the components of the Theory of Planned Behavior? The results are illustrated in Tables 1 through 4.

#### *1. Effect of Behavioral Belief Appeal on the Targeted Behavioral Belief Outcome.*

Hypothesis **H1a** predicted that viewing the targeted behavioral belief appeal would positively affect subjects' behavioral belief (b) that the behavioral outcome targeted in the appeal would be more likely to occur (i.e., outcome likelihood will be higher among the subjects who have viewed the behavioral belief appeal than among subjects who did not).

As shown in Table 1, there is a statistically significant difference between the experimental groups in the perceived likelihood (expectancy) that “vacationing in Magaskawee would be relaxing for me,” the behavioral belief targeted by the behavioral belief experimental condition ( $F(2,225)=2,82, p=.03$  one-tailed).

Table 1. Relationship of Experimental Condition to Behavioral Beliefs and Behavioral Intention (One-way Analysis of Variance)							
Predictor	Experimental Condition (Cells: <b>means of dependent variables</b> , based on the responses to predictor variables as noted below.)			F	df	Sig.	Eta <sup>2</sup>
	Behavioral Belief Appeal (b)	Descriptive Normative Appeal (d)	Control Group (c)				
Behavioral Belief Outcome: Vacationing in Magaskawee would be relaxing for me. <sup>1</sup>	<b>1.60</b> (n=73) d	<b>1.12</b> (n=86) b	<b>1.54</b> (n=69)	2.82	2, 225	.06 (.03 one-tailed)	.02
Behavioral Belief Compound: Expectancy-value product item relaxation. <sup>2</sup>	<b>4.41</b> (n=73) d	<b>2.94</b> (n=86) b	<b>4.23</b> (n=69)	3.25	2, 225	.04	.03
BBEV Scale Factor 1: Seeking Diversion	<b>.19</b> (n=73) d	<b>-.21</b> (n=86) b	<b>.06</b> (n=69)	3.38	2, 225	.04	.03
BBEV Scale Factor 2: Gaining New Perspectives	<b>.03</b> (n=73)	<b>-.04</b> (n=86)	<b>.01</b> (n=69)	.11	2, 225	ns	.00
Attitude toward the Behavior <sup>3</sup>	<b>4.82</b> (n=73) d	<b>4.34</b> (n=86) b,c	<b>4.74</b> (n=69) d	5.59	2, 225	.00	.05
Behavioral Intention: To vacation in Magaskawee on next Vacation. <sup>3</sup> Alpha=.83	<b>3.11</b> (n=73)	<b>2.95</b> (n=86)	<b>3.18</b> (n=69)	.63	2, 225	ns	.01
Attitude toward the Ad <sup>3</sup>	<b>5.24</b> (n=73) d	<b>4.88</b> (n=86) b, c	<b>5.39</b> (n=69) d	5.04	2,225	.01	.04

<sup>1</sup>Response options on a -3 to +3 scale were “Very Unlikely” to “Very Likely.”  
<sup>2</sup>Response options on a -9 to +9 scale.  
Outcome likelihood response options on a -3 to +3 scale were “Very Unlikely” to “Very Likely.”  
Evaluation response options on a -3 to +3 scale were “Very Bad” to “Very Good.”  
<sup>3</sup>Response options range from 1 through 7.

The initials b, d and c appearing in a cell indicate that the cell mean is significantly different from another cell mean that is represented by the initial (Bonferroni post-hoc test).

The Bonferroni post hoc test revealed, however, that there was only one pairwise significant difference ( $p=.05$  one tailed): between the means for the behavioral condition ( $\bar{x}=1.60$ ) and the descriptive normative belief condition ( $\bar{x}=1.12$ ). However, there was not a significant difference between the behavioral belief condition and the control group ( $\bar{x}=1.54$ ).

Therefore, viewing the behavioral belief appeal positively affected subjects' targeted behavioral belief outcome of relaxation such that those subjects were more likely than the normative belief subjects to believe that the vacationing in Magaskawee would be relaxing. Therefore, Hypothesis 1a is supported only in terms of the difference between the behavioral belief condition and the descriptive normative belief condition.

It is worth noting also, that the behavioral belief ad also positively affected subjects' attitude toward the behavior ( $F(2,225)=5.59$ ,  $p=.00$ ). The Bonferroni post hoc test revealed that there were pairwise significant differences ( $p=.05$  two-tailed) between the means for the behavioral condition ( $\bar{x}=4.82$ ) and the descriptive norm condition ( $\bar{x}=4.34$ ) and between the descriptive norm condition ( $\bar{x}=4.34$ ) and the control group ( $\bar{x}=4.74$ ). However there was no statistically significant difference in means for the behavioral belief condition and the control group. It is noteworthy that the descriptive norm ad group developed a less favorable attitude toward the behavior (AAct) of visiting Magaskawee than did the behavioral condition or even the control condition.

## *2. The Relationship between the Targeted Behavioral Belief-Evaluation Compound and Subjects' Attitude toward the Behavior.*

Hypothesis **H1b** predicted that the belief-evaluation compound (bx<sub>e</sub>) for the targeted behavioral belief would be positively correlated among all subjects with attitude toward the behavior (AAct).

As displayed in Table 2, partial correlation results show that the relaxation belief-evaluation compound was positively correlated and statistically significant among all subjects with attitude toward the behavior (partial  $r(214)=.30$ ,  $p=.01$ ). Therefore, Hypothesis 1b is supported.

Table 2. Partial Correlation Results Showing Relationship of the Targeted Behavioral Belief Compound to Attitude toward the Behavior and Behavioral Intention among All Subjects.			
		Attitude toward the Behavior	Behavioral Intention
Behavioral Belief Compound: Expectancy-value product item relaxation. <sup>1</sup>	Partial Correlation	<b>.30</b>	<b>.21</b>
	Significance	.01	.01
	df	214	214
1. Controlling for Attitude toward the Ad, Normative Belief Descriptive Scale, Normative Belief Injunctive Scale, "Other people's opinions matter to you.", expectancy-value product item taking a break, expectancy-value product item having unfamiliar experiences, expectancy-value product item learn about travel companion, expectancy-value product item have a change in perspective and expectancy-value product item have time alone.			

### 3. *The Relationship between Targeted Behavioral Belief-Evaluation Compound and Subjects' Behavioral Intention*

Hypothesis **H1c** predicted that the belief-evaluation compound (bxe) for the targeted behavioral belief would be positively correlated among all subjects with behavioral intention (BI).

As displayed in Table 2, partial correlation results show that the relaxation belief-evaluation compound was positively correlated and statistically significant among all subjects with intent to vacation in Magaskawee on their next vacation (partial  $r(214)=.21$ ,  $p=.01$ ). Therefore, Hypothesis 1c is supported.

4. *The Relationship between the Summed Set of Belief-Evaluation Compounds and Attitude toward the Behavior*

Hypothesis **H1d** predicted that among all behavioral beliefs, the summed set of belief-evaluation compounds ( $\sum b_{i,x_i}$ ) would be positively correlated with attitude toward the behavior (AAct) among all subjects.

Recall that the set of belief-evaluation compounds factored into two components—Behavioral Beliefs re Seeking Diversion (Alpha=.72) and Behavioral Beliefs re Gaining New Perspectives (Alpha=.39). The "Seeking Diversion" factor scale includes the targeted "relaxation" expectancy-value measure as well as the other expectancy-value measures related statistically and conceptually to it. Hypothesis 1d was thus reframed to examine both factors.

As displayed in Table 3, multiple regression results show that only one of the two factor scales of belief-evaluation compounds (Behavioral Belief Scale: Seeking Diversion, beta=.21, p=.01) was positively correlated with attitude toward the behavior among all subjects; the other behavioral belief scale, Gaining New Perspectives, was not (beta=-.07, ns). It should be noted that the latter scale had lower internal-consistency reliability, which may have hampered its relationship with attitude toward the behavior (i.e., there may be more "noise" than "signal" in the "Gaining New Perspectives" factor scale).

Therefore, Hypothesis 1d is supported for the Behavioral Belief Scale: Seeking Diversion factor.



Table 3. Relationships among Behavioral Intention, Subjective Norms, Attitude Toward the Behavior, Beliefs, and Control Variables Hierarchical Multiple Regression Analyses (betas)				
Control Variables	Dependent Variable:			
	Determinants of Intention			Behavioral Intention
	Attitude toward the Behavior	Subjective Norm Descriptive	Subjective Norm Injunctive	
Other people's opinions matter to you	-.14a	.10	-.10	-.04
Attitude toward the Ad	.23c	.04	.13a	-.00
<i>R<sup>2</sup> change</i>	.16c	.11c	.15c	.06c
BBEV Scale Factor 1: Seeking Diversion	.21c	.04	.24c	.11
BBEV Scale Factor 2: Gaining New Perspectives	-.07	.004	-.06	.02
<i>R<sup>2</sup> change</i>	.08c	.03a	.11c	.08c
Injunctive Normative Belief Scale	.46c	-.10	.54c	.00
Descriptive Normative Belief Scale	-.04	.68c	.08	.12
<i>R<sup>2</sup> change</i>	.15c	.36c	.23c	.07c
Perceived Behavioral Control	-	-	-	.03
Subjective Norm Injunctive	-	-	-	.32c
Subjective Norm Descriptive	-	-	-	-.02
Attitude toward the Act	-	-	-	.19a
<i>R<sup>2</sup> change</i>	-	-	-	.09c
Multiple R	.62c	.70c	.70c	.54c
Adjusted R <sup>2</sup>	.37	.48	.48	.26
Overall ANOVA	F(6,221)=22.73	F(6,221)=35.29	F(6,221)=36.03	F(10,217)=9.02
N=	228	228	228	228
Significance key: (a) p≤.05 (b) p≤.01 (c) p≤.001				

### 5. The Relationship between Attitude toward the Behavior and Behavioral Intention

Hypothesis **H1e** predicted that attitude toward the behavior (AAct) would be positively correlated with behavioral intention (BI) across all subjects.

As displayed in Table 3, multiple regression results show that attitude toward the behavior was positively correlated with behavioral intention across all subjects. Attitude

toward the behavior had a positive, statistically significant relationship with behavioral intention ( $\beta=.19$ ,  $p=.01$ ). Therefore, Hypothesis 1e was supported.

6. *The Relationship between the Targeted Behavioral Belief Appeal and Behavioral Intention*

Hypothesis **H1f** predicted that viewing the targeted behavioral belief appeal would positively affect subjects' behavioral intention (BI).

Using an one-way ANOVA, the relationship between intent to vacation in Magaskawee and the behavioral belief experimental condition was not significant ( $F(2,225)=.63$ , ns) (see: Table 1).

Therefore, viewing the behavioral belief appeal did not, in a statistically significant way, positively affect subjects' intention to travel to Magaskawee for vacation. Therefore, Hypothesis 1f is not supported.

7. *The Relationship between the Summed Set of Belief-Evaluation Compounds and Behavioral Intention*

Hypothesis **H1g** predicted that the summed set of belief-evaluation compounds (bx<sub>e</sub>) for the targeted behavioral belief would be positively correlated among all subjects with behavioral intention.

As displayed in Table 3, multiple regression results show that there was no significant direct positive relationship among all subjects between the summed set of belief-evaluation compounds for the targeted behavioral belief and behavioral intention (Behavioral Belief Scale: Seeking Diversion ( $\beta = .11$ , ns). Therefore Hypothesis 1g is not supported.

However, the hierarchical multiple regression of behavioral intention (Table 4) indicates that the Seeking Diversion Scale has a positive relationship with behavioral intention through model 2 ( $\beta = .29$ ,  $p < .001$ ), model 3 ( $\beta = .23$ ,  $p < .001$ ) and model 4

(beta= .14,  $p < .05$ ), but that this relationship drops to non-significance in model 5 (beta=.12,  $p = .093$ , ns), where the variable Attitude toward the Behavior (AAct) was added as the final block in the regression. This pattern may, of course, reflect a spurious relationship between the Seeking Diversion scale and Behavioral Intention, with both being affected by AAct. However, this pattern may also indicate that AAct serves as an intervening (mediating) variable between the Seeking Diversion Scale and behavioral intention, such that the Seeking Diversion Scale might be affecting behavioral intention indirectly through AAct. Such a result would be quite consistent with the Theory of Planned Behavior.

Thus, measured behavioral beliefs related to relaxation and diversion as a favored outcome of this potential vacation trip seem to indirectly affect behavioral intention through attitude toward the behavior (AAct), consistent with the Theory of Planned Behavior; however the experimental manipulation of a relaxation and diversion outcome belief, while it affected these beliefs and AAct, was apparently not itself strong enough to carry through to behavioral intention.

Table 4. Relationship of Behavioral Intention to Theory of Planned Behavior Determinants and Control Variables Hierarchical Multiple Regression Analyses (betas)					
Control Variables	Dependent Variable: Behavioral Intention				
	Model 1	Model 2	Model 3	Model 4	Model 5
Other people's opinions matter to you	.03	.03	-.04	-.06	-.04
Attitude toward the Ad	.23c	.16a	-.10	.04	-.00
<i>R<sup>2</sup> change</i>	.06c	.06c	.06c	.06c	.06c
BBEV Scale Factor 1: Seeking Diversion	-	.29c	.23c	.14a	.12
BBEV Scale Factor 2: Gaining New Perspectives	-	-.01	-.02	.00	.02
<i>R<sup>2</sup> change</i>		.08c	.08c	.08c	.08c
Injunctive Normative Belief Scale	-	-	.26c	.06	.00
Descriptive Normative Belief Scale	-	-	.12	.12	.12
<i>R<sup>2</sup> change</i>			.07c	.07c	.07c
Perceived Behavioral Control	-	-	-	.03	.03
Subjective Norm Injunctive	-	-	-	.35c	.32c
Subjective Norm Descriptive	-	-	-	-.04	-.02
<i>R<sup>2</sup> change</i>	-	-	-	.06c	.06c
Attitude toward the Behavior	-	-	-	-	.19a
<i>R<sup>2</sup> change</i>	-	-	-	-	.02a
Multiple R	.24c	.37c	.46c	.52c	.54c
Adjusted R <sup>2</sup>	.05	.12	.19	.24	.26
Overall ANOVA	F(2,225)=6.82	F(4,223)=14.00	F(6,221)=9.73	F(9,218)=9.10	F(10,217)=9.02
N=	228	228	228	228	228
Significance key: (a) p≤.05 (b) p≤.01 (c) p≤.001					

***C. Effects of Descriptive Normative Belief Advertisement on Normative Beliefs and Other TPB Components.***

The second research question (RQ2) asked: What are the effects of a descriptive normative belief appeal on the components of the Theory of Planned Behavior? The results are illustrated in Tables 3 through 11.

*1. Effect of the Descriptive Normative Belief Appeal on the Targeted Descriptive Normative Belief.*

Hypothesis **H2a** predicted that viewing the targeted descriptive normative belief appeal would positively affect subjects' descriptive normative belief (dn) that the behavior targeted in the appeal is common among the referent group referred to in the appeal (i.e., the relevant normative belief will be stronger among the subjects who have viewed the normative belief appeal than among subjects who did not).

As displayed in Table 5, there is was no statistically significant difference between the experimental groups in the normative belief that “Many people who work at Marquette would select Magaskawee for their next vacation,” the descriptive normative belief targeted by the descriptive normative belief experimental condition ( $F(2,225)=.33$ , ns).

Predictor	Experimental Condition (Cells: <b>means of dependent variables</b> , based on the responses to predictor variables as noted below.)			F	df	Sig.	Eta <sup>2</sup>
	Behavioral Belief Appeal (b)	Descriptive Normative Appeal (Referent: Marquette - employees) (d)	Control Group (c)				
Normative Belief: Many people who work at Marquette would select Magaskawee for their next vacation. <sup>1</sup>	<b>4.07</b> (n=73)	<b>4.14</b> (n=86)	<b>4.04</b> (n=69)	.33	2, 225	ns	.00
Normative Belief Compound: Motivation-compliance product item for Marquette. <sup>2</sup>	<b>9.67</b> (n=73)	<b>9.33</b> (n=86)	<b>8.95</b> (n=69)	.28	2, 225	ns	.00
Normative Belief Descriptive Scale. <sup>2</sup> Alpha=.89	<b>10.17</b> (n=73)	<b>10.03</b> (n=86)	<b>10.61</b> (n=69)	.20	2, 225	ns	.00
Normative Belief Injunctive Scale. <sup>2</sup> Alpha=.62	<b>3.99</b> (n=73)	<b>3.77</b> (n=86)	<b>3.98</b> (n=69)	1.56	2, 225	ns	.01
Descriptive Subjective Norms <sup>2</sup>	<b>12.01</b> (n=73)	<b>11.44</b> (n=86)	<b>12.74</b> (n=69)	1.19	2, 225	ns	.00
Injunctive Subjective Norms <sup>3</sup>	<b>4.48</b> (n=73)	<b>4.14</b> (n=86)	<b>4.24</b> (n=69)	.76	2, 225	ns	.01

<sup>1</sup>Response options on a 1 to 7 scale were “Strongly Disagree” to “Strongly Agree.”  
<sup>2</sup>Response options on a 1 to 49 scale.  
Motivation response options on a 1 to 7 scale were “Very Unlikely” to “Very Likely.”  
Compliance response options on a 1 to 7 scale were “Not at All” to “Very Much.”  
<sup>3</sup>Response options range from 1 through 7.

The initials b, d and c appearing in a cell indicate that the cell mean is significantly different from another cell mean that is represented by the initial (Bonferroni post-hoc test).

Therefore, viewing the descriptive normative belief appeal did not, in a statistically significant way, positively affect subjects’ intention to travel to Magaskawee for vacation. Therefore, Hypothesis 2a is not supported.

This particular result is unsurprising given that, as shown in Table 6, descriptive normative belief motivation to comply was remarkably low among subjects.

Approximately 80% of subjects did not want to choose a destination other Marquette employees would choose. This trend continued for the other referent groups as well (See untransformed responses shown in Tables 8-10). Additionally, "don't know" responses to the normative belief item was relatively high. As shown in Table 7, the item "Many people who work at Marquette would select Magaskawee for their next vacation." had approximately 58% subjects who responded "don't know."

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not At All	85	37.3	38.6	38.6
	2	61	26.8	27.7	66.4
	3	31	13.6	14.1	80.5
	4	35	15.4	15.9	96.4
	5	6	2.6	2.7	99.1
	6	2	.9	.9	100.0
	Total	220	96.5	100.0	
Missing	Don't Know.	7	3.1		
	System	1	.4		
	Total	8	3.5		
Total		228	100.0		

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	2	.9	2.1	2.1
	2	8	3.5	8.4	10.5
	3	6	2.6	6.3	16.8
	4	45	19.7	47.4	64.2
	5	21	9.2	22.1	86.3
	6	12	5.3	12.6	98.9
	Strongly Agree	1	.4	1.1	100.0
	Total	95	41.7	100.0	
Missing	Don't Know.	132	57.9		
	System	1	.4		
	Total	133	58.3		
Total		228	100.0		

Table 8. How much do you want to choose a destination people from Milwaukee would choose? (Untransformed scale, range 1-7)					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not At All	79	34.6	37.1	37.1
	2	53	23.2	24.9	62.0
	3	35	15.4	16.4	78.4
	4	37	16.2	17.4	95.8
	5	9	3.9	4.2	100.0
	Total	213	93.4	100.0	
Missing	Don't Know.	13	5.7		
	System	2	.9		
	Total	15	6.6		
Total		228	100.0		

Table 9. How much do you want to choose a destination people from Wisconsin would choose? (Untransformed scale, range 1-7)					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not At All	74	32.5	34.7	34.7
	2	44	19.3	20.7	55.4
	3	32	14.0	15.0	70.4
	4	43	18.9	20.2	90.6
	5	19	8.3	8.9	99.5
	6	1	.4	.5	100.0
	Total	213	93.4	100.0	
Missing	Don't Know.	14	6.1		
	System	1	.4		
	Total	15	6.6		
Total		228	100.0		

Table 10. How much do you want to choose a destination other people would choose? (Untransformed scale, range 1-7)					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not At All	53	23.2	24.3	24.3
	2	45	19.7	20.6	45.0
	3	35	15.4	16.1	61.0
	4	54	23.7	24.8	85.8
	5	24	10.5	11.0	96.8
	6	6	2.6	2.8	99.5
	Very Much	1	.4	.5	100.0
	Total	218	95.6	100.0	
Missing	Don't Know.	10	4.4		
Total		228	100.0		



Additionally, given that the descriptive normative belief had a statistically significant score which was less than the statistically significant control group, the descriptive appeal had a negative effect on attitude toward the behavior ( $(F(2,225)=5.59, p=.00)$ ). The Bonferroni post hoc test revealed that there was a pairwise significant difference ( $p=.04$ ) between the means for the descriptive norm condition ( $\bar{x}=4.34$ ) and the control group ( $\bar{x}=4.74$ ) and there was a pairwise significant difference ( $p=.01$ ) between the means for the behavioral condition ( $\bar{x}=4.82$ ) and the descriptive norm condition ( $\bar{x}=4.34$ ). Still, since the normative belief group scored about the mid-range of the attitude toward the behavior scale, this would indicate that subjects' felt fairly neutral or slightly positive toward the behavior as compared to either the control or beliefs group, who had more positive feelings.

2. *The Relationship between the Targeted Norm-Motivation Compound and Subjects' Descriptive Subjective Norms.*

Hypothesis **H2b** predicted that the norm-motivation compound (dnxm) for the targeted descriptive normative belief would be positively correlated among all subjects with descriptive subjective norms (SN).

As displayed in Table 11, partial correlation results show that the norm-motivation compound for the targeted descriptive normative belief (Motivation-Compliance product item for Marquette) was positively and significantly correlated with the descriptive subjective norms measure among all subjects (partial  $r(218)=.15, p=.03$ ). Therefore, Hypothesis 2b is supported.

Table 11. Partial Correlation Results Showing Relationship of Normative Beliefs to Subjective Norms and Behavioral Intention among All Subjects.				
		Descriptive Subjective Norms <sup>1</sup>	Injunctive Subjective Norms <sup>2</sup>	Behavioral Intention <sup>3</sup>
Normative Belief Compound: Motivation-compliance product item for Marquette.	Partial Correlation	<b>.15</b>	<b>.13</b>	<b>.10</b>
	Significance	.03	.05	.13
	df	218	218	219
<p>1. Controlling for Subjective Norm Injunctive, Attitude toward the Ad, “Other people’s opinions matter to you.”, BBEV Scale Factor 1: Seeking Diversion, BBEV Scale Factor 2: Gaining New Perspectives, Motivation-compliance product item for Milwaukee, Motivation-compliance product item Milwaukee, Motivation-compliance product item Wisconsin and “Most employees at Marquette who are important to me would approve of my vacationing in Magaskawee for my next vacation.”</p> <p>2. Controlling for Subjective Norm Descriptive, Attitude toward the Ad, “Other people’s opinions matter to you.”, BBEV Scale Factor 1: Seeking Diversion, BBEV Scale Factor 2: Gaining New Perspectives, Motivation-compliance product item for Milwaukee, Motivation-compliance product item Milwaukee, Motivation-compliance product item Wisconsin and “Most employees at Marquette who are important to me would approve of my vacationing in Magaskawee for my next vacation.”</p> <p>3. Controlling for Attitude toward the Ad, BBEV Scale Factor 1: Seeking Diversion, BBEV Scale Factor 2: Gaining New Perspectives, Normative Belief Injunctive Scale.</p>				

Furthermore, the norm-motivation compound for the targeted descriptive normative belief (Motivation-Compliance product item for Marquette) was positively and significantly correlated with the injunctive subjective norms measure among all subjects (partial  $r(218)=.13, =.05$ ).

*3. The Relationship between the Targeted Descriptive Normative Belief Norm-Motivation Compound and Subjects’ Behavioral Intention.*

Hypothesis **H2c** predicted that the norm-motivation compound (dnxm) for the targeted descriptive normative belief would be positively correlated among all subjects with behavioral intention (BI).

As displayed in Table 11, partial correlation results show that the norm-motivation compound for the targeted descriptive normative belief was not positively correlated among all subjects with behavioral intention (partial  $r(219)=.10, ns$ ).

Therefore, Hypothesis 2c is not supported.

#### 4. *The Relationship between Normative Beliefs and Subjective Norms.*

Hypothesis **H2d** predicted that among all normative beliefs, the summed set of norm-motivation compounds ( $dnxm$ ) ( $\sum dn_i xm_i$ ) would be positively correlated with subjective norms (SN) among all subjects.

As displayed in Table 3, multiple regression results show that the summed set of norm-motivation compounds (descriptive) had a strong positive, statistically significant correlation among all subjects with descriptive subjective norms ( $\beta = .68$ ,  $p = .01$ ). Additionally, the injunctive norm-motivation compound was found to be positively correlated and statistically significant when correlated with injunctive subjective norms ( $\beta = .54$ ,  $p = .01$ ). It is noteworthy that the injunctive norm-motivation compound was not significantly correlated with descriptive subjective norms ( $\beta = -.10$ , ns) the descriptive norm-motivation compound was not significantly correlated with injunctive subjective norms ( $\beta = -.08$ , ns).

Therefore, Hypothesis 2d is supported to the extent that the type of normative belief (descriptive or normative) consistently relates to the parallel type of subjective norm (descriptive or normative), but not to the other type, in a theoretically consistent pattern of convergence and discrimination. This pattern tends to support the differences between descriptive and injunctive norms proposed in the Theory of Planned Behavior.

#### 5. *The Relationship between Subjective Norms and Behavioral Intention.*

Hypothesis **H2e** predicted that Subjective Norms (SN) would be positively correlated with behavioral intention (BI) across all subjects.

As displayed in Table 4, multiple regression results show that only injunctive subjective norms were found to be correlated with behavioral intention (and positively

so) across all subjects. Injunctive subjective norms had a positive, statistically significant relationship with behavioral intention ( $\beta=.32, p=.01$ ). Meanwhile, descriptive subjective norms had no statistically significant relationship with behavioral intention ( $\beta=-.02, ns$ ). Therefore, Hypothesis 2e was supported only for the relationship between injunctive subjective norms and behavioral intention.

6. *The Relationship between the Targeted Descriptive Normative Belief Appeal and Behavioral Intention.*

Hypothesis **H2f** predicted that viewing the targeted descriptive normative belief appeal would positively affect subjects' behavioral intention (BI).

Using a one-way ANOVA, the relationship between the descriptive normative belief experimental condition and intent to vacation in Magaskawee was not significant ( $F(2,225)=.63, ns$ ) (see: Table 1).

Therefore, viewing the descriptive normative belief appeal did not affect subjects' intention to travel to Magaskawee for vacation. Therefore, Hypothesis 2f is not supported.

7. *The Relationship between the Targeted Descriptive Normative Belief Norm-Motivation Compound and Behavioral Intention.*

Hypothesis **H2g** predicted that the summed set of norm-motivation compounds ( $dnxm$ ) for the targeted normative belief would be positively correlated with behavioral intention (BI).

As displayed in Table 3, multiple regression results show that there was no statistically significant correlation among all subjects between the summed set of norm-motivation compounds for the targeted normative belief and behavioral intention

(Normative Belief Descriptive Scale,  $\beta = .12$ , ns). Therefore Hypothesis 1g is not supported.

***D. Effects of Attitude toward the Ad on Attitude toward the Behavior and Other TPB Components.***

The third research question (RQ3) asked: What is the relationship of Attitude toward the Ad (Aad) with the components of the Theory of Planned Behavior?

Hypothesis **H3** predicted that there would be a positive relationship between Aad and AAct over and beyond the relationship of the summed set of belief-evaluation compounds ( $\sum b_i x_{e_i}$ ) with attitude toward the behavior.

As displayed in Table 3, multiple regression results show that, with controls for the summed set of belief-evaluation compounds ( $\sum b_i x_{e_i}$ ) and the other variables entered into the multiple regression, attitude toward the ad had a positive, statistically significant relationship with attitude toward the behavior (AAct) ( $\beta = .23$ ,  $p = .001$ ). Thus, H3 is supported. Thus, Aad may be contributing to variance in AAct not accounted for by behavioral beliefs, as is consistent with Mitchell and Olson (1981).

In addition, attitude toward the ad had a statistically significant, positive relationship with injunctive subjective norms ( $\beta = .13$ ,  $p = .05$ ) (shown in Table 3). And, as shown in the hierarchical multiple regression of behavioral intention in Table 5, attitude toward the ad had a statistically significant, positive relationship with behavioral intention through model 1 ( $\beta = .23$ ,  $p < .001$ ) and model 2 ( $\beta = .16$ ,  $p < .05$ ), but that relationship drops to non-significance level in model 3 ( $\beta = -.10$ , ns) when the injunctive normative belief scale and descriptive normative belief scale were added to the regression. As it is the injunctive normative beliefs scale and not the descriptive

subjective norms scale that correlated with behavioral intention, it is likely that injunctive subjective norms are either an intervening variable or are the cause of a spurious relationship. In Table 3, attitude toward the ad has a relationship with injunctive subjective norms, yet Table 4 shows that the relationship between injunctive normative beliefs and behavioral intention disappears when injunctive subjective norms is added to the regression (Model 4). Therefore, it is likely that the attitude toward the ad is affecting injunctive subjective norms via injunctive normative beliefs and that it is through this path (Aad>INB>ISN>BI) that behavioral intention may be eventually affected.

Further still, Table 1 shows that there is a statistically significant difference between the experimental groups' attitude toward the ads used for each condition ( $F(2,225)=5.04, p=.01$ ). The Bonferroni post hoc test revealed, there was a pairwise significant difference ( $p=.05$ , one tailed): between the means for the control group ( $\bar{x}=5.39$ ) and the descriptive normative belief condition ( $\bar{x}=4.88$ ) and a pairwise significant difference between the behavioral belief condition ( $\bar{x}=5.24$ ) and the descriptive normative belief condition. However, there was not a significant difference between the behavioral belief condition and the control group. Therefore, viewing no appeal or a behavioral belief appeal positively affected subjects' attitude toward the ad such that subjects who saw no appeal or a behavioral belief appeal had a more positive attitude toward the ad than the descriptive normative belief subjects.

#### ***E. Effects of Perceived Behavioral Control on Behavioral Intention***

Perceived behavioral control had no statistically significant relationship to behavioral intention (see: Table 3 and 4). The majority of subjects felt quite capable of

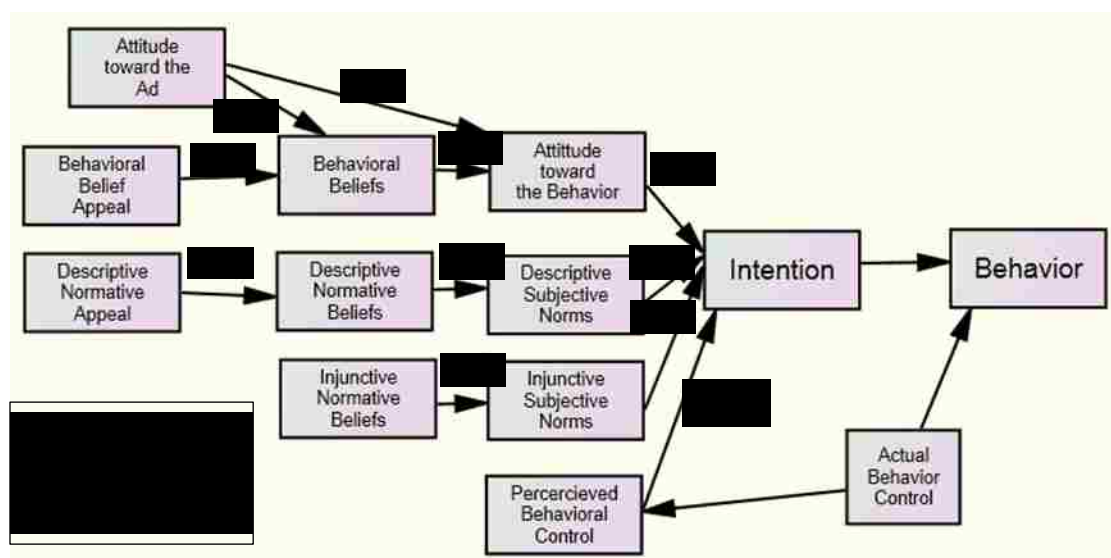
executing the behavior (see: Table 12), which suggests that a lack of much variance in the measure may have resulted in lack of correlation with behavioral intention (i.e., if there is little variance in perceived behavioral control, then there is less opportunity for it to covary with behavioral intention). Demographics (not shown) do not reveal significant relationships with PBC.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	5	2.2	2.2	2.2
	2	3	1.3	1.3	3.5
	3	9	3.9	3.9	7.4
	4	43	18.9	18.9	26.3
	5	57	24.9	24.9	51.2
	6	54	23.7	23.7	74.9
	7	57	25	25	100
	Total	228	100	100	

#### ***F. Research Model based on Results***

Based on the results of this research, changes were made to the suggested model (see: Figure 4) of how belief-based and normatively-based advertisements affected behavioral intention. Specific to the behavioral belief pathway, Figure 5 shows that the relationship between the behavioral belief appeal and behavioral beliefs was supported, the relationship between behavioral beliefs and attitude toward the behavior, the relationship between behavioral beliefs and attitude toward the behavior was supported and the relationship between attitude toward the behavior and behavioral intention was supported. Specific to the descriptive normative belief pathway, Figure 5 also shows that the relationship between the descriptive normative belief appeal and the descriptive

normative beliefs was not supported, the relationship between descriptive normative beliefs and descriptive subjective norms was supported, but the relationship between descriptive subjective norms was not supported. Figure 5 shows that the relationship between injunctive normative beliefs and injunctive subjective norms was supported and the relationship between injunctive subjective norms and behavioral intention was supported. Finally, the relationship between attitude toward the ad and behavioral beliefs and attitude toward the behavior was supported.

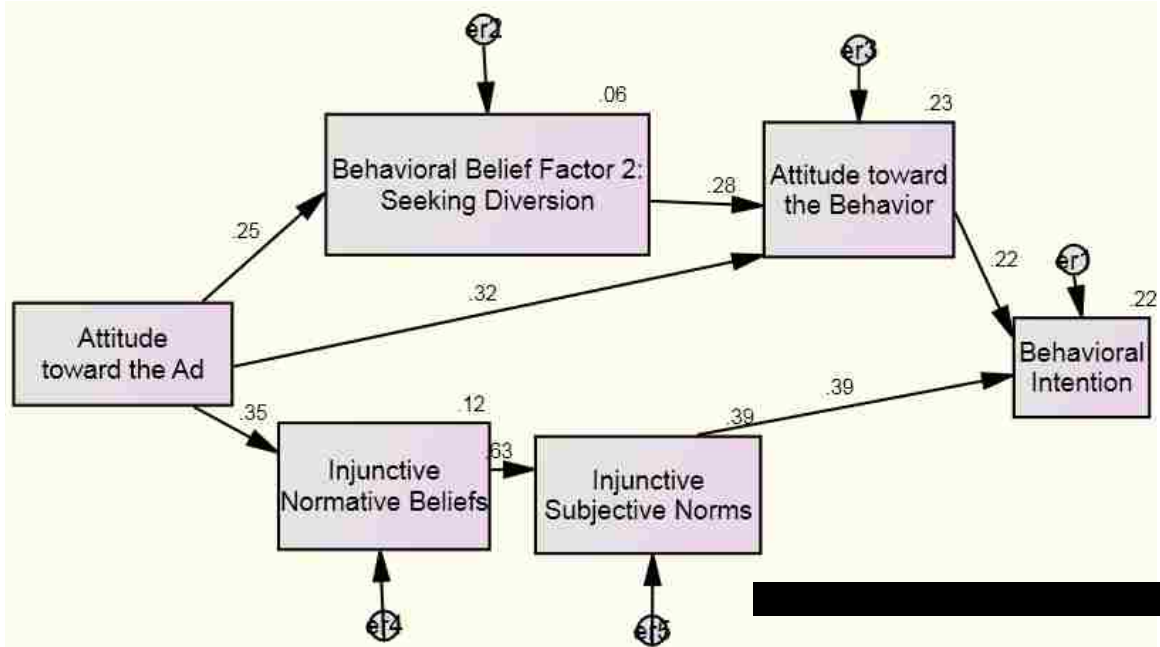


**Figure 5. Model of how belief-based and normatively-based advertisements affected behavioral intention.**

As it specifically relates to attitude toward the ad, the results suggest the particular configuration of variables shown in Figure 6 and Table X. Figure 6 shows that attitude toward the ad directly affected behavioral beliefs ( $\beta=.25$ ), attitude toward the behavior ( $\beta=.32$ ) and injunctive normative beliefs ( $\beta=.63$ ). Via behavioral beliefs, attitude toward the ad had an indirect effect on attitude toward the behavior ( $\beta=.28$ ). Via



attitude toward the ad, attitude toward the behavior had an indirect effect on behavioral intention (beta=.22). Via injunctive normative beliefs, attitude toward the ad indirectly affected injunctive subjective norms (beta=.63). Via injunctive subjective norms, attitude toward the ad had an indirect effect on behavioral intention (beta= .39).



**Figure 6. Path analysis model of how attitude toward the ad affected the determinants of behavioral intention.**

Table 13. Path Analysis of Attitude toward the Ad's Standardized Direct, Indirect and Total Effects on Behavioral Intention					
	Attitude toward the Ad	Determinant of Behavioral Intention			
		Behavioral Belief Scale: Seeking Diversion	Attitude toward the Behavior	Injunctive Normative Belief Scale	Injunctive Subjective Norm Scale
Direct	n/a	n/a	.22	n/a	.39
Indirect	.17	.06	n/a	.25	n/a
Total	.17	.06	.22	.25	.39

N=228  
 Chi-Square (df=8)=94.28, p<.001  
 RMSEA=.33  
 P for test of close fit: .01

All coefficients are significant at p=.05.

## Chapter V: DISCUSSION

### *A. Discussion of Research Question 1*

The first research question asked, “What are the effects of a specific behavioral belief appeal on the components of the Theory of Planned Behavior?”

By manipulating the type of appeal that subjects saw, the researcher was able to clearly identify the process through which the behavioral belief appeal affected the components of the Theory of Planned Behavior. The data revealed that the behavioral belief advertisement had a relatively small but positive effect on behavioral beliefs ( $\eta^2=.03$ ) and attitude toward the behavior ( $\eta^2=.05$ ) (see: Table 1). Subsequently, attitude toward the behavior positively impacted behavioral intention ( $\beta=.19, p\leq.05$ ) (See: Table 4). Of note is the fact that the behavioral belief appeal did not directly impact behavioral intention but was mediated by attitude toward the behavior, which in turn had a direct impact on behavioral intention. This would suggest that with a stronger appeal to appropriate belief(s) than in the ad used in this study may well have produced a stronger effect ( $\eta^2$ ) on the behavioral beliefs and attitude toward the behavior and perhaps even affect behavioral intention.

A lesser but just as interesting effect of the behavioral belief manipulation was that the summed set of behavioral beliefs factored into two distinct components that then exhibited entirely dissimilar effects on the TPB determinants. Subjects in the behavioral belief condition were more likely to want the first component than to want the second component (see Table 1). Furthermore, this first component much more strongly related to the TPB determinants than the second component (see Table 3 and Table 4). The first

component contained all those behavioral beliefs that measured diversions from everyday life such as relaxation and was thus named “seeking diversion.” This component reflected the theme of the behavioral belief ad. The second component contained all those behavioral beliefs that measured gaining new perspectives such as learning more about travel companions and was thus named “gaining new perspectives.”

Intuitively, it makes sense that these two components would exhibit different relationships with the TPB model. Because the behavioral belief appeal targeted relaxation it in effect targeted those subjects who were “seeking diversion” as a result increasing the likelihood that that factor would be more salient to subjects. This is in keeping with Ajzen’s (1991) suggestion that behavioral beliefs are determined by saliency and O’Keefe’s (2002) suggestion that increasing the favorability of an existing positive salient belief can alter behavioral beliefs.

The relationship that normative descriptive beliefs and normative injunctive beliefs had with subjective norms and behavioral intention in this study provide a hint as to why the two behavioral belief components exhibited different relationships with the determinants of the TPB. It would seem that subjects had little interest in interacting with other referent groups, or more basically with a lot of other people, while on a vacation in Magaskawee. This then suggests that subjects’ had little interest in behavioral outcomes that were interactive in nature such as the gaining new perspectives behavioral beliefs. This observation will be further explained during the discussion of Research Question 2.

Altogether, the observed effect that the behavioral belief appeal had on the determinants of the TPB suggests that (1) behavioral beliefs can provide an effective path for persuasion, (2) that presenting a targeted behavioral belief appeal to an audience with

more homogenous vacation desires might improve the persuasive response to such an ad, (3) the targeted value should, at best, be positive and predominant among the targeted audience, while the related behavioral (outcome likelihood) belief at best be weak or neutral (and thus potentially malleable), in order for an ad that appeals to that relevant behavioral belief to have a strong, leveraged, persuasive effect on attitude toward the behavior and, eventually, behavioral intent.

### ***B. Discussion of Research Question 2***

The second research question asked, “What are the effects of a descriptive normative belief appeal on the components of the Theory of Planned Behavior.”

Unlike the behavioral belief appeal, the descriptive normative belief appeal had no significant effect on subjects’ descriptive normative beliefs or injunctive normative beliefs (see: Table 5). This may explain why the descriptive normative appeal had no impact, either, on the downstream components of the TPB—subjective norms and behavioral intention. For the descriptive normative belief scale, there was no significant difference between the means of those who saw the descriptive normative appeal and those who saw the behavioral belief appeal or control ad.

Even though the data revealed that viewing the descriptive normative belief had no significant effect on normative beliefs, the data also revealed that normative beliefs could still be used as a path of persuasion. Based on the data, this path of persuasion is likely not the descriptive normative path but the injunctive normative path. As in shown in Table 3, and Table 4, injunctive normative beliefs exhibited a strong relationship with injunctive subjective norms that in turn exhibited a moderate relationship with behavioral

intention. The same cannot be said for descriptive normative beliefs, which exhibited a strong relationship with descriptive subjective norms that in turn exhibited a very weak negative relationship with behavioral intention. Overall, these findings suggest that the stronger path of normative belief persuasion would be the injunctive route.

The data also revealed an important caveat for the use of descriptive and injunctive normative beliefs as a persuasive technique: pretest the specific referent group to discover whether there is an inverse relationship between standard TPB descriptive and injunctive normative belief items and vacation desires. The descriptive normative advertisement aimed to increase subjects' belief that Marquette employees would generally choose to vacation in Magaskawee. However, Table 6 shows that these Marquette employees overwhelmingly did not want to choose a destination other Marquette employees would choose. This sentiment suggests that on a vacation to a destination such as Magaskawee, subjects did not want to go to a place where other Marquette employees were likely to also be. They probably did not want to see work colleagues on their vacation.

Furthermore, given that Magaskawee was displayed as a rural location, this finding suggests that for a rural location where tourists are likely to run into each other, subjects did not want to risk see their peers. It is plausible that for an urban location this sentiment would be reversed so that subjects' knowing that their peers would vacation in a particular destination would increase subjects' desire to visit that destination since subjects' would be unlikely to run into those peers during the trip. As well, perhaps if the destination was chosen for its family oriented activities then the descriptive and

injunctive subjective norms would be more affected than if the purpose of the trip was for the subject alone.

Altogether, these normative belief findings indicate that the normative belief appeal was likely the wrong appeal to use to change the normative beliefs of this particular audience for this particular type of destination. Even further, these normative belief findings suggest that, generally, destination practitioners would do well to *not* reinforce descriptive normative beliefs about a destination as part of their promotional strategies for a destination.

Thus, specific to the parameters set by this research, the data revealed that the behavioral belief appeal might be a more effective and less complicated path of destination advertising persuasion.

### ***C. Discussion of Research Question 3***

The third research question asked, “What is the relationship of Attitude toward the Ad with the components of the Theory of Planned Behavior?”

Before discussing the how the results of this study help answer Research Question 3, it is important to discuss subjects’ attitude toward the ads used as experimental stimuli. Subjects who saw no appeal (control group) and subjects who saw a behavioral belief appeal had a more positive attitude toward the ad than subjects who saw the descriptive normative belief ad. Given that the only difference between the three ads was the copy used and that the control ad contained no appeal, this suggests that it was the ad’s visuals which accounted for the positive attitude toward the ad. Furthermore, this result suggests

that it was the copy used in the descriptive normative belief ad had a negative effect on subjects' attitude toward the ad.

This interpretation of this result can be explained in two ways. The first is that the copy used in the ad did not align correctly with the visual. Cialdini (2003) recommends that descriptive norms and injunctive norms should always be aligned—this includes both the copy and the visuals. Essentially, the descriptive copy used in the ad simply might not have aligned with the visual used—the visual may be injunctive in nature. The second way in which the attitude toward the ad results in Table 1 could be interpreted is that subjects who viewed the descriptive normative belief ad were decidedly “anti-referent group.” The term “anti-referent group” was coined by Dr. Jean Grow during the defense of this thesis on May 15, 2014 in Milwaukee, Wisconsin and it indicates that (as mentioned earlier) subjects' were not agreeable to the referent group used in the ad. The latter is counter to Goldstein, Cialdini and Griskevicius' (2008) strong recommendation that normative belief appeals may be “most effective when describing group behavior that occurred in a setting that closely matched individuals' immediate situational circumstances” (p. 472). In any case, there was *something* about the descriptive normative belief ad's copy that decreased subjects' attitude toward the ad.

Subjects' attitude toward the ads used as stimuli invariably affected how attitude toward the ad (the construct) affected the components of the Theory of Planned Behavior. In fact, the data revealed that attitude toward the ad had a very limited direct relationship with the components of the TPB. Specifically, attitude toward the ad had a moderate positive relationship with behavioral beliefs (see: Table 4), a moderate positive relationship with attitude toward the behavior, a weak positive relationship with

injunctive subject norms and a non-significant direct relationship with descriptive subjective norms and behavioral intention (see Table 3). These results support Mitchell and Olson's (1981) supposition that attitude toward the ad affects attitude toward the behavior by contributing variance not produced in attitude toward the behavior. Thus, it would seem that attitude toward the ad affects attitude toward the behavior by indirectly affecting attitude via brand cognitions as well as directly affecting attitude

However, as shown in Table 3, attitude toward the ad's correlation with behavioral intention disappears when injunctive normative beliefs are entered into the regression. This suggests that attitude toward the ad may have a larger relationship with the components of the TPB than implied by Mackenzie and Lutz and Belch's (1986) dual mediation hypothesis. There are two possibilities. First, the relationship may be spurious: injunctive norms may be simultaneously affecting attitude toward the ad and behavioral intention. Second, attitude toward the ad may also be working in a path through injunctive normative beliefs, then through injunctive subjective norms and then through to behavioral intention. In the former, social pressures (injunctive) may be affecting how subjects are responding to the ad so that subjects were overall reacting positively to the ad if they felt that others would want them to travel to the lake. The former possibility would imply that the ads may have overall reinforced normative beliefs, particularly the injunctive normative beliefs, and in so doing indirectly affect behavioral intention via the injunctive normative determinant. Determining the reason for this normative belief path for attitude toward the ad would require further research.



#### *D. Discussion of the Theory of Planned Behavior's Performance*

The Theory of Planned Behavior predicts three major pathways toward behavioral intention. The first is via behavioral beliefs, the second is via normative beliefs and the third pathway toward behavioral intention is perceived behavioral control. Within this study, each predicted pathway performed with varying degrees of success. A visual representation of these pathway results is shown in Figure 5 and Figure 6.

The measured behavioral belief variable for the targeted factor worked as was predicted by the Theory of Planned Behavior. The TPB predicts that behavioral belief would affect attitude toward the behavior and that attitude toward the behavior would affect behavioral intention. Table 3 shows that behavioral beliefs affected attitude toward the behavior ( $\beta=.21, p\leq.001$ ). And, attitude toward the behavior affected behavioral intention ( $\beta=.19, p\leq.05$ ). Importantly, it is likely that behavioral beliefs worked through attitude toward the behavior to affect behavioral intention. Table 4 shows how behavioral beliefs affect behavioral intention through model 2 ( $\beta=.29, p<.001$ ), model 3 ( $\beta=.23, p<.001$ ) and model 4 ( $\beta=.14, p<.05$ ), but that this relationship drops to non-significance in model 5 ( $\beta=.12, p=.093, ns$ ) when attitude toward the behavior is added to the regression.

Meanwhile, normative beliefs had mixed success. Normative beliefs are made up of descriptive normative beliefs and injunctive normative beliefs. The TPB predicts that descriptive normative beliefs would affect descriptive subjective norms and that injunctive normative beliefs would affect injunctive subjective norms. It also predicted that subjective norms, through descriptive subjective norms and injunctive subjective

norms, would affect behavioral intention. Descriptive normative beliefs affected descriptive subjective norms ( $\beta=.68, p\leq.001$ ). While injunctive normative beliefs affected injunctive subjective norms ( $\beta=.54, p\leq.001$ ). And, subjective norms, in the form of injunctive subjective norms, affected behavioral intention ( $\beta=.32, p\leq.001$ ). Parallel to behavioral beliefs and attitude toward behavior, it would seem that injunctive normative beliefs worked through injunctive subjective norms to affect behavioral intention. Table 4 shows how injunctive normative beliefs affect behavioral intention in model 3 ( $\beta=.26, p<.001$ ), but, when injunctive subjective norms are added to the regression in model 4, the relationship drops to non-significance levels ( $\beta=.06, ns$ ).

Only perceived behavioral control, the TPB component not targeted by advertisement stimuli, failed to operate in the way predicted by the TPB. The TPB predicts that control beliefs would affect perceived behavioral control and that perceived behavioral control would affect behavioral intention. However, Tables 3 and 4 show no statistically significant relationship between perceived behavioral control and behavioral intention. Unfortunately, analysis of the relationship between perceived behavioral control and demographic information revealed no underlying reason why perceived behavioral control did not affect behavioral intention. One possible reason for this may be that that variance in the PBC variable was fairly small, and thus PBC had less opportunity to co-vary with other variables, notably behavioral intention here. Another possibility is that this particular pathway (PBC) was not targeted in any of the ads; therefore, it was left up to subjects to infer clues from the advertisement and the instrument. Even though the instrument narrowed the destination to Wisconsin, subjects may have inferred different

travel times to Magaskawee; some popular travel destinations can be as much as seven hours drive from Milwaukee. This would likely affect subjects' control beliefs.

## Chapter VI: CONCLUSION

### *A. Summary of Key Findings*

The purpose of this study was to discover whether the Theory of Planned Behavior (TPB) (Ajzen, 1991) could be applied and tested toward the improvement of print destination advertising. Specifically, the purpose was to understand the process through which a destination print advertisement could influence behavioral intention. Subsequently, a posttest-only experiment was conducted using three conditions. Each experimental condition built on the TPB idea that information in the form of an advertisement could be used to affect behavioral intention through behavioral belief pathways. Specifically, that information could affect the salience, direction and strength of behavioral, injunctive normative beliefs and descriptive normative beliefs and that these beliefs respectively help form attitudes toward the behavior of vacationing in Magaskawee, perceived injunctive subjective norms and perceived descriptive subjective norms about vacationing in Magaskawee. The term injunctive refers to beliefs about what is commonly approved or disapproved by a particular group while descriptive refers to beliefs about a group would generally do. Additionally, the posttest-only experiment built on the TPB idea that attitude toward the behavior and perceived injunctive and descriptive subjective norms (along with Perceived Behavioral Control) individually and collectively have an impact on intention (a predictor of actual behavior) to vacation in Magaskawee.

Accordingly, subjects in the first condition saw an advertisement designed to appeal to their behavioral belief that vacationing in Magaskawee would result in relaxation. Subjects in the second condition saw an advertisement designed to appeal to their descriptive normative belief that, generally, Marquette employees would choose to vacation in Magaskawee on their next vacation. Subjects in the third experimental condition saw an advertisement that contained no appeal. Instead, the ad contained only basic destination information, the same basic destination information that was in the other two ads. These subjects were considered the control group. Both the behavioral belief and normative belief advertisement appeals were constructed using the comments and suggestions outlined by Ajzen (1991), Ajzen and Fishbein (1980) and Cialdini (2003), Cialdini (2005), Cialdini and Rhoads (2001) and Goldstein, Cialdini and Griskevicius (2008). The background image used in the advertisement was of a peaceful landscape displaying three kayaks resting on the shore of a lake, lush, green trees surrounded the lake. There were no people visible in the image. The advertisement copy indicated that the location displayed in the ad was a place called Magaskawee. This location was fictitious and used an artificial name. The reason for this deception was so to ensure that subjects were “blank slates” and that prior knowledge could not become an intervening variable in the experiment.

As a result of how this study was constructed, the TPB could be used to help identify how the manipulated advertisements affected behavioral intention as well as the determinants of behavioral intention.

There are three major conclusions as a result of this research. First, the Theory of Planned Behavior *can* be applied and tested toward the improvement of destination

advertisements. Second, the TPB *can* be used to understand the process through which an advertisement, specifically a destination advertisement, influences intention. Third, social science theory such as the TPB *can* be used to help refine and improve the persuasiveness of advertisements. Ultimately, TPB components present a promising way of gauging just how influential advertisements are. This means industry practitioners can conclusively demonstrate ROI and construct more effective creative guidelines specific to the audience and to the destination. This also means that TPB and advertising researchers can expand the application of the TPB in advertising research.

### ***B. Limitations***

There were three noteworthy limitations to this research and due to each of these limitations the results of this study have limited generalizability.

The first limitation is the advertisements used as the experimental stimuli. The researcher was unable to test and revise the advertisements used as experimental stimuli. This means that the advertisements were not as effective as they would have likely been with more revisions. With more revisions, the advertisements would have likely produced smaller variances around the means in responses to the ads within each experimental group, this is, they would have been more powerful manipulations. This would have probably produced more statistically significant differences in the data, including producing effects of behavioral intention

The second limitation is due to sampling. First, the researcher was only able to secure a relatively low number of subjects for each experimental group. This means that statistical power for the data was also relatively low. A larger sample size would have

eliminated this limitation. Second, the sample mostly comprised of White, well educated, married subjects (See: Appendix G) and contained only Marquette University employees. Third, the study had a relatively low response rate (approximately 26%). Fourth, some response items, especially the normative and subjective norm items, had a significant number of “don’t knows” and/or missing responses to the items altogether. For instance, Table 7 shows that approximately 58% of subjects “did not know” or did not respond to the item “Many people who work at Marquette would select Magaskawee for their next vacation.” Given that the role of the advertisement was to provide the information necessary for the subjects to feel informed enough to respond to the instrument, this high level of “don’t knows” would indicate that the ad did not effectively do its job.

The third limitation is due to the experimental design of the study. The study used three experimental conditions and none of these conditions tested for interaction effects. A 2x2 factorial experimental design, where the ad included a behavioral belief and a normative belief, would have been able to identify whether determinants were interacting with each other. Undoubtedly, lacking this information impacts the veracity of the interpretation of the results; after all, it is possible that having a combined advertisement may have been the most effective way of persuading subjects to vacation in Magaskawee.

### ***C. Recommendations for Future Research***

There are three major recommendations as a result of this research. First, the relationship that attitude toward the ad has with the determinants of the Theory of Planned behavior should be further investigated, specifically for the descriptive and injunctive normative beliefs and subjective norms. Second, the study should be recreated

instead manipulating destination segments—city versus rural, adventure versus relaxation, ecotourism, local versus national or international et cetera. Such studies would help to improve the accurate and efficient use of TPB concepts for destination print advertisements in the tourism industry. Third and finally, the researcher would highly recommend that future research asks, “How far away do you think this destination is?” Responses to such a question would then help explain perceived behavioral control results.

#### ***D. Professional Applications of this Research***

The professional application would be as follows: marketers would use the pre-study approach to discover what outcomes people already value highly but do not see as likely to occur from completing the behavior. Then, marketers would create add campaign to target those beliefs concurrently or individually. As previously mentioned in the discussion chapter, the normative beliefs and subjective norms items had a high number of missing responses and “don’t knows.” Even though from an experimental standpoint this was a limitation, this occurrence would be positive from an applied standpoint because it is easier to create a belief than it is to change belief. The low response rate to these items would indicate an opening for marketers to target—they could produce advertisements aimed at *creating* those normative or behavioral beliefs. These newly formed beliefs would produce much stronger effects on the TPB components than simply increasing the saliency of the beliefs.

For a real world example of this process in action, take the Atlantic City Alliance’s recent ad campaign. The Alliance wished to change Atlantic City from being

known as a casino destination to a being known as a family-friendly destination. Say perhaps that Atlantic City Alliance did a pre-study and found that most respondents ranked several family-friendly outcomes as being a highly favorable but indicated that they did not know that such outcomes were likely to occur in Atlantic City. Drawing from the results of this thesis, Atlantic City Alliance would design advertisements with text and *visual* behavioral belief appeals which promoted the likelihood that those family-friendly outcomes would occur on a vacation in Atlantic City. Thus, by repeatedly promoting family-friendly outcomes (perhaps with, several different ads each touting a different activity), attitudes would invariably improve and behavioral intention would be affected. Of course, for this process to be effective, marketing best-practice is still required—Atlantic City Alliance would still have to identify and direct the campaign at the specific group of people to whom this family-friendly theme is relevant.



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Appendix A  
Destination Name Selection Survey  
Total time: 2 minutes

Thank you for taking the time to complete this survey. Please answer the question as honestly as you can. Rate which of these names sound like a place in Wisconsin by circling the number on the scale that applies. If the name does not sound like a name of a place in Wisconsin, leave that rating blank.

**Altsoba**  
Unlikely 1      2      3      4      5      Likely

**Kweton**  
Unlikely 1      2      3      4      5      Likely

**Magaskawee**  
Unlikely 1      2      3      4      5      Likely

**Minniewah**  
Unlikely 1      2      3      4      5      Likely

**Sissinguaq**  
Unlikely 1      2      3      4      5      Likely

**Muscowequan**  
Unlikely 1      2      3      4      5      Likely



Using up your vacation time would be:

1 2 3 4 5 Not Applicable  
Bad== == == == == Good==

2. If you took a trip to this destination, you would be breaking from your routine.

1 2 3 4 5 Not Applicable  
Unlikely== == == == == Likely==

Breaking from your routine would be:

1 2 3 4 5 Not Applicable  
Bad== == == == == Good==

3. If you took a trip to this destination, you would come across unfamiliar experiences.

1 2 3 4 5 Not Applicable  
Unlikely== == == == == Likely==

In your opinion, coming across unfamiliar experiences would be:

1 2 3 4 5 Not Applicable  
Bad== == == == == Good

4. If you took a trip to this destination, you would have some downtime

1 2 3 4 5 Not Applicable  
Unlikely== == == == == Likely==

In your opinion, having some downtime would be:

1 2 3 4 5 Not Applicable  
Bad== == == == == Good==

5. If you took a trip to this destination, you would have closer relationships with your potential travel companion(s)

1 2 3 4 5 Not Applicable  
Unlikely== == == == == Likely==

In your opinion, having closer relationships with your potential travel companion(s) would be:

1 2 3 4 5 Not Applicable  
Bad== == == == == Good==

6. Travelling to this destination would result in your having new cultural experiences.

1 2 3 4 5 Not Applicable  
Unlikely== == == == == Likely==

~~Unlikely== == == == == Likely==~~In your opinion, having new cultural experiences would be:

1 2 3 4 5 Not Applicable  
Bad== == == == == Good

7. Travelling to this destination would result in your learning more about yourself.

1 2 3 4 5 Not Applicable  
Unlikely== == == == == Likely==

Learning more about yourself would be:

1 2 3 4 5 Not Applicable

1 2 3 4 5 Not Applicable  
Bad      Good

8. Travelling to this destination would result in your learning more about your potential travel companion(s).

1 2 3 4 5 Not Applicable  
Unlikely      Likely

Learning more about your potential travel companion(s) would be:

1 2 3 4 5 Not Applicable  
Bad      Good

9. Travelling to this destination would allow you to recharge.

1 2 3 4 5 Not Applicable  
Unlikely      Likely

In your opinion, recharging would be:

1 2 3 4 5 Not Applicable  
Bad      Good

10. Travelling to this destination would result in your having peace and quiet.

1 2 3 4 5 Not Applicable  
Unlikely      Likely

In your opinion, having peace and quiet would be:

1 2 3 4 5 Not Applicable  
Bad      Good

11. Travelling to this destination would result in a change in perspective.

1 2 3 4 5 Not Applicable  
Unlikely      Likely

In your opinion, having a change in perspective would be:

1 2 3 4 5 Not Applicable  
Bad      Good

12. Travelling to this destination would result in alone-time.

1 2 3 4 5 Not Applicable  
Unlikely      Likely

In your opinion, having alone-time would be:

1 2 3 4 5 Not Applicable  
Bad

13. Based on the photo above, what are some reasons why you would visit Magaskawee?

---



Thank You!

Thank you for completing this survey. Your participation is greatly appreciated!

Earlier in this survey I alluded to the idea that Magaskawee was a city in Wisconsin. In actuality, Magaskawee, Wisconsin is a fictitious city created in order to elicit unbiased travel perceptions from respondents. I regret the deception but hope that you understand the reason for it.

Please note that although the purpose of this study has changed from the originally stated purpose, everything else originally stated is correct. This includes the confidentiality of the data. Please do not disclose research procedures to anyone who might participate in this study in the future as this could affect the results of the study. If you have any questions, concerns or feedback you wish to share, feel free to email me via [nkenge.kirton@marquette.edu](mailto:nkenge.kirton@marquette.edu).

Appendix C  
Research Instrument

*Instrument Begins*

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**“Wisconsin Destination Tourism Survey”**

Instructions

Thank you for agreeing to take part in this survey.

Please take some time to view the below advertisement and then answer the questions which follow. **Answer the questions based solely upon the information provided in the advertisement.** Read and answer each item carefully because not all items have been worded the same. **For the purposes of this survey, the term "vacation" is defined as traveling for leisure purposes to another destination and staying there overnight for one or more nights.**

Click "**next**" when you are ready to continue with the survey. Please note that in this survey you can only move on to the next page. There is **NO "back" button.**

*New survey page*

---



1. Vacationing in Magaskawee for your next vacation would use up your vacation days. (unlikely/likely)
2. Vacationing in Magaskawee for your next vacation would allow you to take a break from your everyday routine. (unlikely/likely)
3. Vacationing in Magaskawee for your next vacation would result in your having unfamiliar experiences. (likely/unlikely)
4. Vacationing in Magaskawee for your next vacation would allow you to learn more about your potential travel companions. (unlikely/likely)
5. Vacationing in Magaskawee for vacation would result in a change in perspective about your life. (unlikely/likely)
6. Vacationing in Magaskawee for vacation would result in time to be alone. (unlikely/likely)
7. Vacationing in Magaskawee for vacation would result in relaxation. (unlikely/likely)

*New survey page*

---



1. Using up your vacation days would be (bad/good)
2. Having a break from your everyday routine would be (good/bad)
3. Having unfamiliar experiences would be (bad/good)
4. Learning more about your travel companions would be (bad/good)
5. Having a change in perspective about your life would be (bad/good)
6. Having some time alone would be (good/bad)
7. Experiencing relaxation would be (bad/good)

*New survey page*

---



1. Your friends would think that you (should not/should) vacation in Magaskawee for your next vacation.
2. Your family would think that you (should not/should) vacation in Magaskawee for your next vacation.
3. People would agree with your vacationing in Magaskawee for your next vacation. (Unlikely/Likely)

*New survey page*

---



1. When it comes to selecting a destination for your next vacation, you want to do what your friends think. (disagree/agree)
2. When it comes to selecting a destination for your next vacation, you want to do what your family thinks. (agree/disagree)
3. When it comes to selecting a destination for your next vacation, people's opinions matter to you. (disagree/agree)

*New survey page*

---



1. People who work Marquette would select Magaskawee for their next vacation. (true/false)
2. Milwaukeeans would select Magaskawee for their next vacation. (false/true)
3. Wisconsinites would select Magaskawee for their next vacation. (false/true)
4. People would select Magaskawee for their next vacation. (false/true)

*New survey page*

---



1. When selecting a vacation destination, how much do you want to choose a destination a person who works at Marquette would choose? (not at all/very much)
2. When selecting a vacation destination, how much do you want to choose a destination a Milwaukeean would choose? (not at all/very much)
3. When selecting a vacation destination, how much do you want to choose a destination people would choose? (not at all/very much)

*New survey page*

---



1. Vacationing in Magaskawee for your next vacation would be:  
(unenjoyable/enjoyable) (worthwhile/not worthwhile) (foolish/wise)  
(punishing/rewarding) (good/bad)

*New survey page*

---



1. Most people who work at Marquette who are important to you would approve of your vacationing in Magaskawee for your next vacation. (disagree/agree)

*New survey page*



1. Most people who work at Marquette like you would vacation in Magaskawee for their next vacation. (disagree/ agree)

*New survey page*



1. You are certain that you could vacation in Magaskawee for your next vacation. (disagree/agree)

*New survey page*



1. Vacationing in Magaskawee on your next vacation is up to you. (disagree/agree)

*New survey page*

---



1. You intend to vacation in Magaskawee on your next vacation. (unlikely/likely)

*New survey page*

---



1. Overall, the above advertisement was (favorable/unfavorable)  
(uninteresting/interesting) (unlikeable/likeable) (tasteful/tasteless) (artless/artful)  
(good/bad)

*New survey page*

---

2. Age (\_\_\_\_)
3. Sex (Female, Male, Other)
4. Ethnicity (Asian, Bi/Multi-Racial, Black, Hispanic, Native American, White, Prefer not to answer, Other)
5. Occupation (Administrative employee, Faculty, Graduate/Professional student, Staff, Other)
6. Education completed (High school, 2-3 year college, 4-year university, Postgraduate or above)
7. Marital Status (Single/never married, Married)

*New survey page*

---

Did you use a search engine to help you complete any of the information in this survey?  
(Yes|No)

*New survey page*

---

The advertisement used in this questionnaire asks you to visit Michigan. (Yes/No/Don't  
Know)

*End of instrument*

---



## Appendix D Ad Copy Guidelines for Thesis Project

The destination is fictitious. It's called Magaskawee. Magaskawee represents a place within Wisconsin that is about a 2-3 hour drive away.

Copy should be 200 characters or less. Destination advertisements tend to focus more on the imagery and use very little copy. The copy needs to be blunt. No need to be fluffy or use creative language. I need to be able to measure that people are responding and interpreting it in the way that we want them to. The easiest way to do that is to be direct in everything that is said.

The copy has to work with this image:



### **1. One advertisement must target a specific belief about what would be the result of visiting Magaskawee.**

Specific Guidelines for Ad Targeting the Behavioral Belief:

1. Must target the idea that that if a visitor were to come to Magaskawee they would experience “unfamiliar experiences” or “have experiences that they would not otherwise be able to have where they live”.
2. Must indicate that this result is *likely* to happen. Made up stats can work or just superlatives.
3. Must include mention of the actual behavior: “taking a trip to Magaskawee for their next vacation.”

**2. One advertisement must give the impression that visiting Magaskawee is a typical destination choice for a specific group of individuals.**

Specific Guidelines for Ad Targeting the descriptive normative belief:

1. Must include mention of the actual behavior: “taking a trip to Magaskawee for their next vacation.”
2. Must assure viewers that others in the reference group have already complied and is typically performed. Made up stats or using superlatives could work.
3. The referent group could be Marquette members, Milwaukeeans, Wisconsinites or Midwesterners. Hasn’t been determined yet.
4. Should reference the situation that viewers would be in: “deciding where to go for their next vacation”.

### Current Versions of the Advertisements

#### 1. Behavioral Belief Advertisement



## 2. Descriptive Normative Belief Advertisement



### **About the Thesis**

These advertisements are part of an experiment. Subjects will first view one of these two advertisements and then complete a survey. Essentially, this study will investigate the perceptions subjects have about a destination. The only information the subjects will have to work with will come from the advertisement. Marquette graduate students, faculty, staff and administrators will make up the survey sample.

Appendix E  
Experimental Stimuli Used in Final Experiment

Behavioral belief condition's stimuli featuring a behavioral belief appeal:





Descriptive normative belief condition's stimuli featuring a descriptive normative belief appeal:



Control group's stimuli:



Appendix F  
Experimental Stimuli (to be pretested)

Behavioral Belief Advertisement



Descriptive Normative Belief Advertisement



## Appendix G

## Descriptive Statistics for Experiment Sample

<b>Table 14. Comparison of Sample Demographics by Experimental Condition</b>					
Variable (Excludes missing and don't know responses)		Experimental Condition			Total
		Behavioral Belief Condition	Subjective Norm Condition	Control Group	
Gender	Female	60%	56%	52%	56%
	Male	40%	44%	48%	44%
	N=	73	82	69	224
Ethnicity	Asian	2.8%	2.6%	2.9%	2.8%
	Black	1.4%	3.9%	2.9%	2.8%
	Hispanic	0%	3.9%	5.9%	3.2%
	Native American	1.4%	1.3%	0%	0.9%
	White	94.4%	88.3%	88.2%	90.3%
	N=	72	77	68	217
Education	High School	1.4%	0%	2.9%	1.3%
	2-3 yr college	6.8%	9.4%	5.8%	7.5%
	4-yr university	24.7%	16.5%	18.8%	19.8%
	Postgrad or above	67.1%	72.9%	72.5%	70.9%
	Other	0%	1.2%	0%	0.4%
	N=	73	85	69	227
Marital Status	Single, never married	23.6%	25%	23.2%	24%
	Married	61.1%	58.3%	68.1%	62.2%
	Single, separated/divorced/widowed	15.3%	16.7%	8.7%	13.8%
	N=	72	84	69	225



Appendix H  
Descriptive Statistics for Experiment Responses

<b>Table 15. Descriptive Statistics for Experiment Responses</b>			
Variable	N	Mean	Std. Deviation
<b>Behavioral Belief Scale Items</b>			
Vacationing in Magaskawee would be relaxing for me (-3=Very Unlikely; +3=Very Likely)	228	1.40	1.42
Vacationing in Magaskawee would allow me to take a break from my everyday routine. (-3=Very Unlikely; +3=Very Likely)	228	2.03	1.12
Vacationing in Magaskawee would let me have unfamiliar experiences. (-3=Very Unlikely; +3=Very Likely)	228	.32	1.63
Vacationing in Magaskawee would allow me to learn more about my potential travel companions. (-3=Very Unlikely; +3=Very Likely)	228	.14	1.57
Vacationing in Magaskawee would result in a change in perspective about my life. (-3=Very Unlikely; +3=Very Likely)	228	-.39	1.56
Vacationing in Magaskawee would give me some alone time. (-3=Very Unlikely; +3=Very Likely)	228	1.17	1.68
For me experiencing relaxation would be bad/good (-3=Very Bad; +3=Very Good)	228	2.46	.944
Having a break from my everyday routine would be bad/good. (-3=Very Bad; +3=Very Good)	228	2.42	.946
For me, having unfamiliar experiences would be bad/good. (-3=Very Bad; +3=Very Good)	228	1.37	1.31
Learning more about my travel companions would be bad/good. (-3=Very Bad; +3=Very Good)	228	.93	1.30
Having a change in perspective about my life would be bad/good. (-3=Very Bad; +3=Very Good)	228	1.03	1.23
My having some time alone would be bad/good. (-3=Very Bad; +3=Very Good)	228	1.61	1.33
<b>Normative Belief Scale Items</b>			
<b>Injunctive</b>			
Most of my friends would think that I should/should not vacation in Magaskawee for my next vacation. (1=Absolutely Should Not; 7=Absolutely Should)	169	4.41	1.20
My family would think that I should/should not vacation in Magaskawee for my next vacation. (1=Absolutely Should Not; 7=Absolutely Should)	228	4.29	1.33
How much do you want to do what your friends think you should do? (1=Not At All; 7=Very Much)	228	2.52	1.44
How much do you want to do what your family think you should do? (1=Not At All; 7=Very Much)	228	3.73	1.74
<b>Descriptive</b>			
Many people who work at Marquette would select Magaskawee for their next vacation. (1=Strongly Disagree; 7=Strongly Agree)	228	4.09	.76

<b>Table 15. Continued</b>			
Variable	N	Mean	Std. Deviation
Many people who live in Milwaukee would select Magaskawee for their next vacation. (1=Strongly Disagree; 7=Strongly Agree)	228	4.11	.82
Many people who live in Wisconsin would select Magaskawee for their next vacation (1=Strongly Disagree; 7=Strongly Agree)	228	4.37	.89
How much do you want to choose a destination people who work at Marquette would choose? (1=Not At All; 7=Very Much)	228	2.25	1.25
How much do you want to choose a destination people from Milwaukee would choose? (1=Not At All; 7=Very Much)	228	2.37	1.28
How much do you want to choose a destination people from Wisconsin would choose? (1=Not At All; 7=Very Much)	228	2.59	1.40
<b>Attitude toward the Act Scale Items</b>			
Vacationing in Magaskawee for my next vacation would be: 1= Very Unenjoyable; 7= Very Enjoyable	228	4.91	1.22
Vacationing in Magaskawee for my next vacation would be: waste of time; 1=A Waste of Time; 7= Very Worthwhile	228	4.65	1.41
Vacationing in Magaskawee for my next vacation would be: foolish/wise	228	4.46	1.14
Vacationing in Magaskawee for my next vacation would be: 1= Very Punishing; 7=Very Rewarding	228	4.59	1.25
Vacationing in Magaskawee for my next vacation would be: 1= Very Bad; 7=Very Good	228	4.47	1.41
<b>Descriptive Subjective Norms Item</b>			
In general, many people would select Magaskawee for their next vacation. (1=Strongly Disagree; 7=Strongly Agree)	228	4.08	.78
How much do you want to choose a destination other people would choose? (1=Not At All; 7=Very Much)	228	2.93	1.46
<b>Injunctive Subjective Norm Item</b>			
Most people who are important to me would think that I should take my next vacation in Magaskawee. (1=Strongly Disagree; 7=Strongly Agree)	228	4.28	1.40
<b>Perceived Behavioral Control Scale Items</b>			
If I wanted to take my next vacation in Magaskawee, I would definitely be able to do so. (1=Strongly Disagree; 7=Strongly Agree)	228	5.16	1.53
Vacationing in Magaskawee on my next vacation is up to me. (1=Strongly Disagree; 7=Strongly Agree)	228	5.57	1.61

<b>Table 15. Continued</b>			
Variable	N	Mean	Std. Deviation
<b>Behavioral Intention Scale Items</b>			
I intend to vacation in Magaskawee on a future vacation (-3=Strongly Disagree; +3=Strongly Agree)	228	3.44	1.41
I intend to vacation in Magaskawee on my next vacation (-3=Strongly Disagree; +3=Strongly Agree)	228	2.70	1.51
<b>Attitude toward the Ad Scale Items</b>			
Overall the above advertisement was 1=Very Uninteresting; 7=Very Interesting	228	4.69	1.37
Overall the above advertisement was 1=Very Unlikeable; Very Likeable	228	5.04	1.35
Overall the above advertisement was 1= Very Tasteless; 7=Very Tasteful	228	5.58	1.39
Overall the above advertisement was 1= Very Artless; 7=Very Artful	228	5.30	1.26
Overall the above advertisement was 1=Very Bad; 7=Very Good	228	5.04	1.33
Overall the above advertisement was 1= Very Unfavorable; 7=Very Favorable	228	5.24	1.33
<b>Manipulation check</b>			
Did you use a search engine (e.g. Google or Facebook Search) to help you complete any of the responses in this survey? (1= Yes; 2=No)	227	1.95	.22
The advertisement used in this survey asks you to visit Michigan. (1=Yes; 2=No)	110	1.94	.25
<b>Demographics</b>			
How old are you? (open ended)	221	48.56	13.14
What is your gender? (1=Male; 2=Female)	224	1.44	.50

Appendix I  
Descriptive Statistics for Expectancy-Value Measures and Scales

<b>Table 16. Descriptive Statistics for Expectancy-Value Measures and Scales</b>			
<i>Scale Note: Possible range of each measure is...</i>	Alpha	Mean	Std. Deviation
<b>Behavioral Beliefs Scales</b>			
<b>General Behavioral Beliefs Scale:</b> <i>Behavioral beliefs about vacationing in Magaskawee.</i>	.64	2.29	2.02
<b>Behavioral Belief Scale Factor- Seeking Diversion:</b> <i>Behavioral beliefs that vacationing in Magaskawee would result in diversions from everyday life.</i>	.72	.00	1.00
<b>Behavioral Belief Scale Factor 2- Gaining New Perspectives:</b> <i>Behavioral beliefs that vacationing in Magaskawee would result in gaining new perspectives.</i>	.39	.00	1.00
<b>Normative Beliefs Scales</b>			
<b>Normative Belief Injunctive Scale:</b> <i>Perception that vacationing in Magaskawee would be approved by peers.</i>	.62	3.90	.88
<b>Normative Belief Descriptive Scale:</b> <i>Perception that vacationing in Magaskawee is commonly done by peers.</i>	.89	10.25	5.68
<b>Attitude toward the Behavior Scale:</b> <i>Attitude toward vacationing in Magaskawee.</i>			
.83	4.61	1.0	
<b>Subjective Norm Items</b>			
<b>Injunctive Subjective Norms Item:</b> <i>Most people who are important to me would think that I should take my next vacation in Magaskawee.</i>	N/A	4.28	1.40
<b>Descriptive Subject Norm:</b> <i>The motivation-compliance product for the item—Many people would select Magaskawee for their next vacation.</i>		12.02	6.49
<b>Perceived Behavioral Control Scale.</b> <i>Feels capable of executing the behavior.</i>			
.92	5.27	1.41	
<b>Behavioral Intent Scale.</b> <i>Intent to perform the behavior.</i>			
.83	3.07	1.35	
<b>Attitude toward the ad:</b> <i>Favorable or unfavorable evaluation of the ad.</i>			
.88	5.15	1.05	
N=228			

Appendix J  
Factor Analysis of Behavioral Belief Compounds

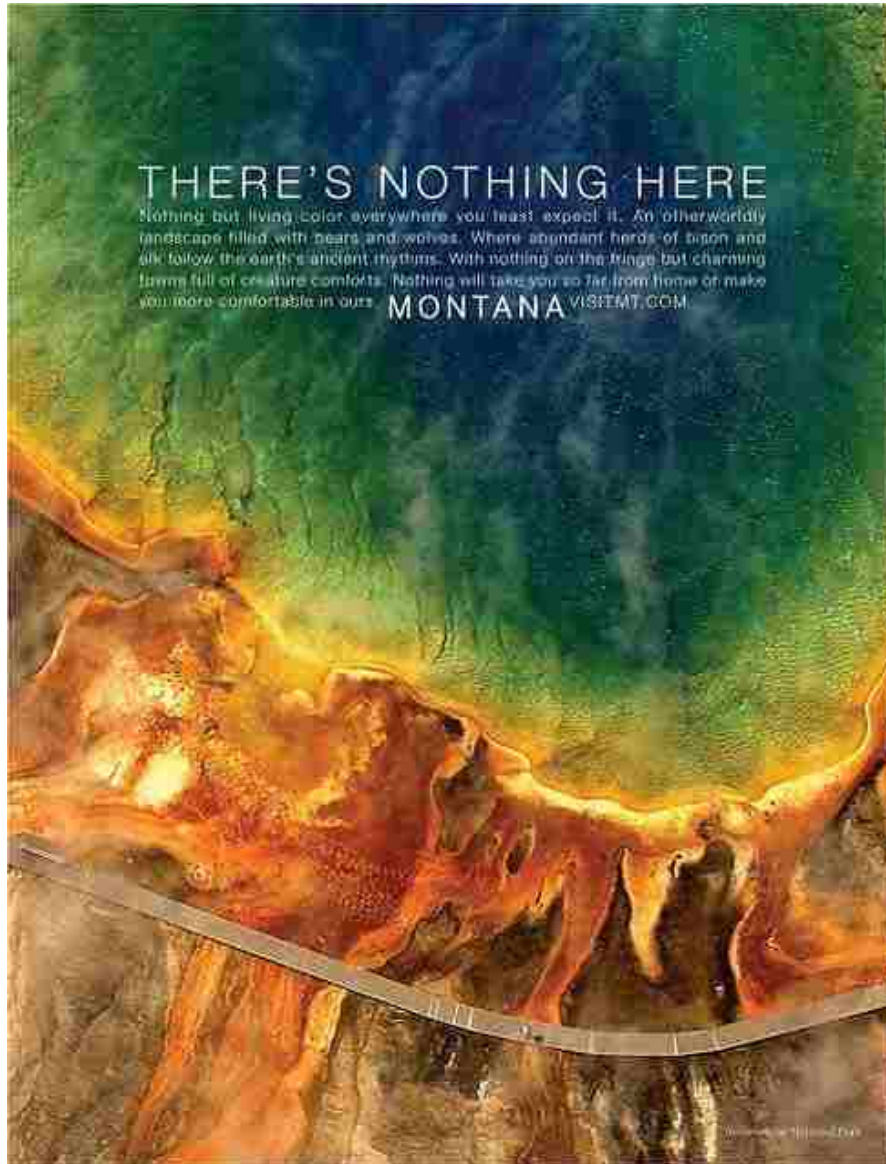
<b>Table 17. Communalities</b>		
	Initial	Extraction
Expectancy-value product item relaxation	1.000	.753
Expectancy-value product item taking a break	1.000	.628
Expectancy-value product item having unfamiliar experiences	1.000	.483
Expectancy-value product item learn about travel companion	1.000	.645
Expectancy-value product item have a change in perspective	1.000	.360
Expectancy-value product item have time alone	1.000	.504
Extraction Method: Principal Component Analysis.		
Total Variance Explained		

<b>Table 18. Total Variance Explained</b>									
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.224	37.069	37.069	2.224	37.069	37.069	2.052	34.204	34.204
2	1.149	19.152	56.221	1.149	19.152	56.221	1.321	22.017	56.221
3	.827	13.780	70.001						
4	.783	13.046	83.048						
5	.650	10.839	93.886						
6	.367	6.114	100.000						
Extraction Method: Principal Component Analysis.									

<b>Table 19. Rotated Component Matrix</b>		
	Component	
	1	2
Expectancy-value product item relaxation	.867	-.026
Expectancy-value product item taking a break	.778	.151
Expectancy-value product item having unfamiliar experiences	.150	.679
Expectancy-value product item learn about travel companion	-.065	.800
Expectancy-value product item have a change in perspective	.417	.432
Expectancy-value product item have time alone	.703	.100
Extraction Method: Principal Component Analysis.		
Rotation Method: Varimax with Kaiser Normalization.		
a. Rotation converged in 3 iterations.		

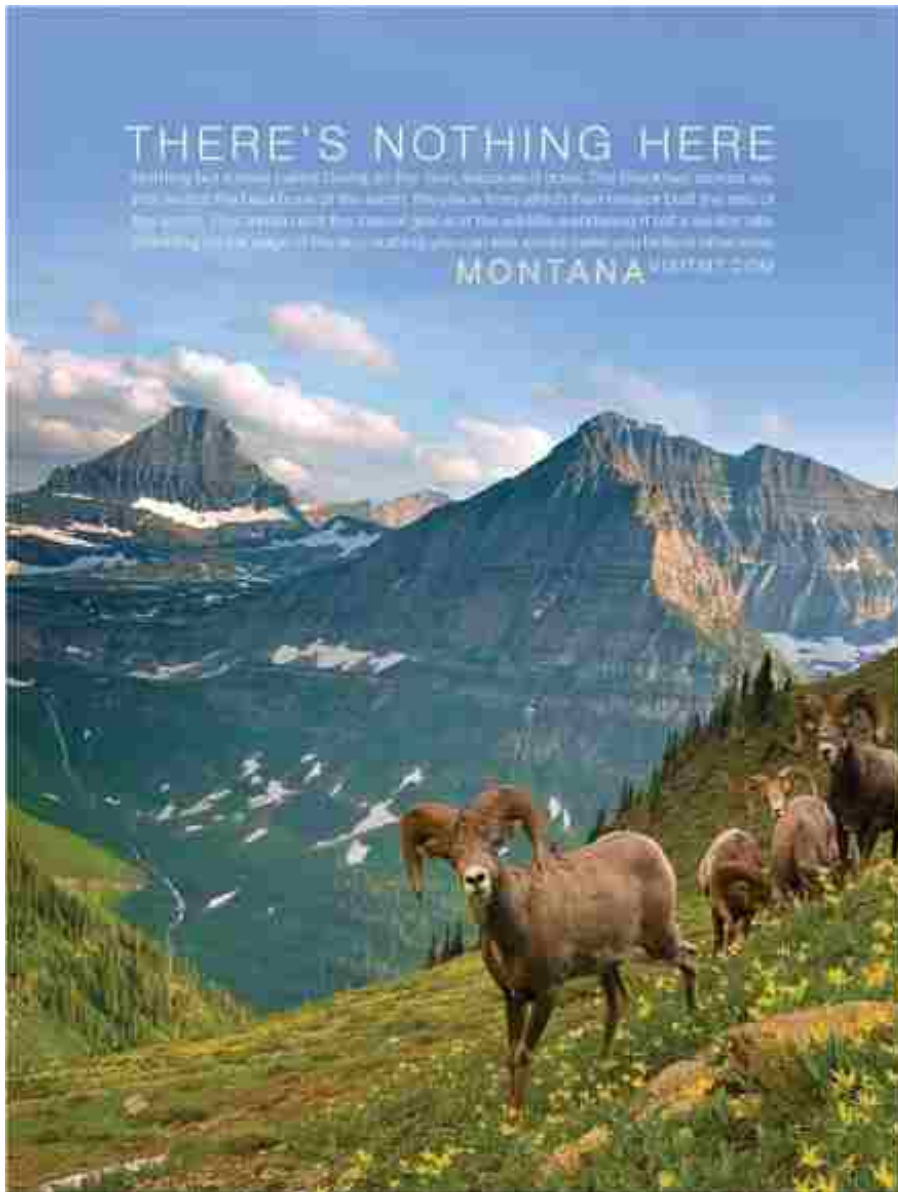
Appendix K  
Examples of Ad Campaigns That Mirror the Strategies Proposed by the Theory of  
Planned Behavior

Behavioral Beliefs Example



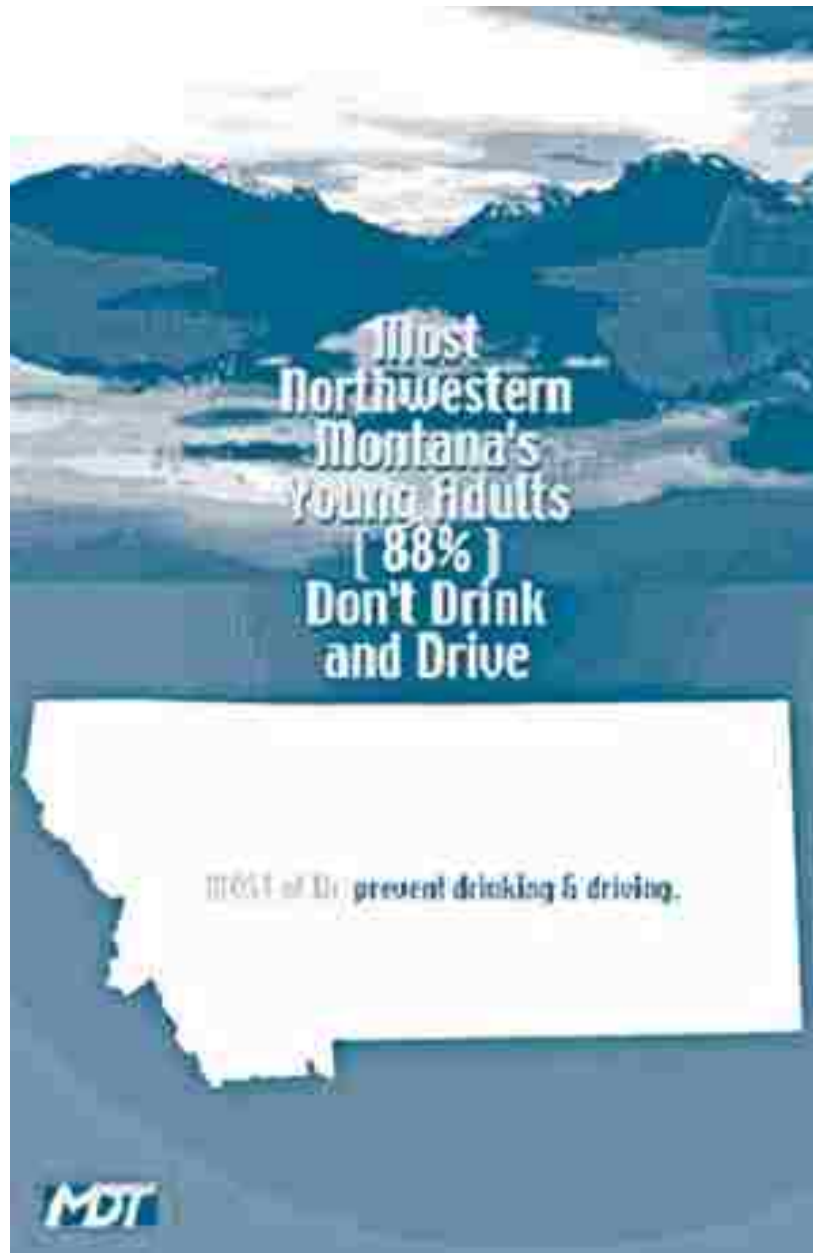
"Tourism Industry News." *Montana Tourism*. N.p., 8 Sept. 2011. Web. 8 May 2014.  
<<http://www.montanatourismnews.org/news/2011/09/08/montana-wins-another-prestigious-marketing-award/>>.

## Behavioral Beliefs Example



"Tourism Industry News." *Montana Tourism*. N.p., 8 Sept. 2011. Web. 8 May 2014.  
 <<http://www.montanatourismnews.org/news/2011/09/08/montana-wins-another-prestigious-marketing-award/>>.

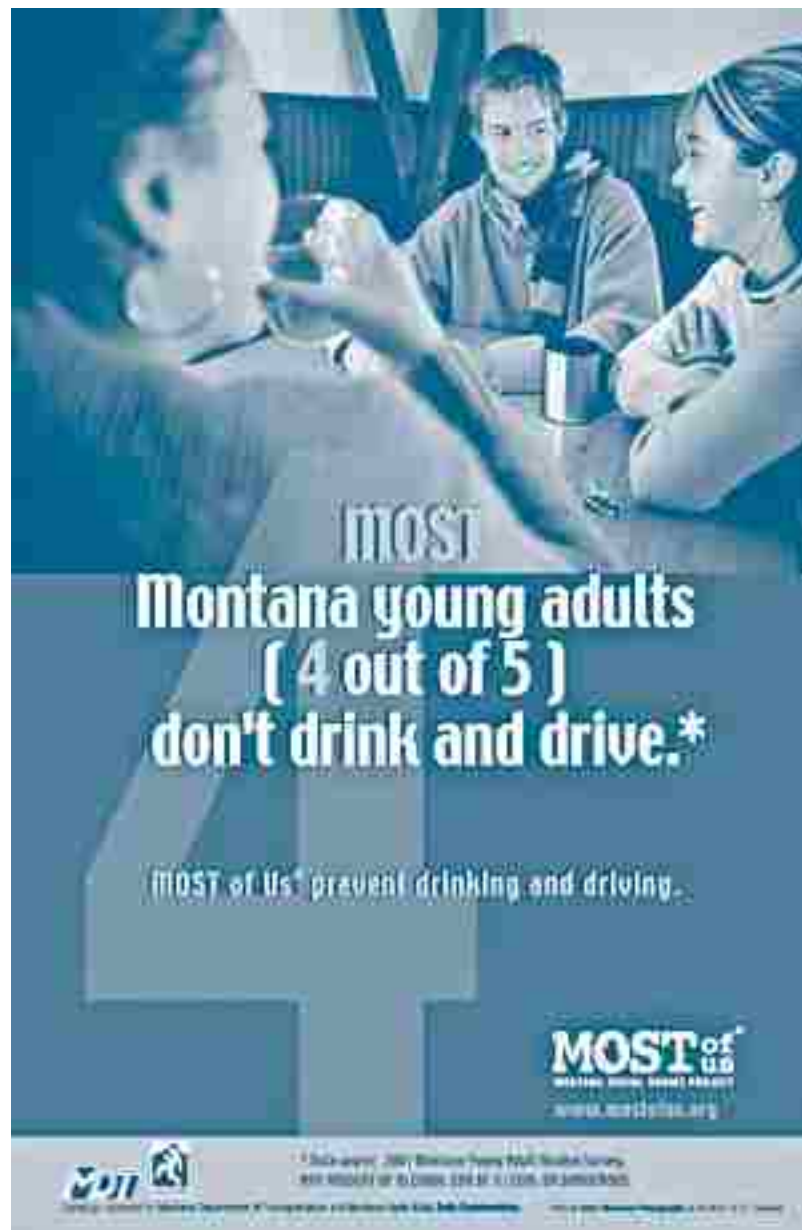
## Descriptive Normative Belief Example



"Social Norms Campaign Strategy Final Report." *National Highway Traffic Safety Commission*. N.p., n.d. Web. 8 May 2014.  
<[http://www.nhtsa.gov/people/injury/alcohol/SocialNorms\\_Strategy/pages/4HiIntensity.htm](http://www.nhtsa.gov/people/injury/alcohol/SocialNorms_Strategy/pages/4HiIntensity.htm)>.



## Descriptive Normative Belief Example



"Social Norms Campaign Strategy Final Report." *National Highway Traffic Safety Commission*. N.p., n.d. Web. 8 May 2014.  
 <[http://www.nhtsa.gov/people/injury/alcohol/SocialNorms\\_Strategy/pages/4HiIntensity.htm](http://www.nhtsa.gov/people/injury/alcohol/SocialNorms_Strategy/pages/4HiIntensity.htm)>.

## Appendix L Developing the Instrument and Experimental Stimuli

### *1. Selecting the Destination.*

Because this study aims to test the variability of responses for different types of appeals, the researcher decided that a "blank slate" destination would be best to reduce the likelihood that prior knowledge of the destination influenced responses. For this reason, it was decided to use a fictitious destination.

Given that many of the destinations around Wisconsin share Native American names, it seemed fitting to choose a Native American name for the fictitious destination. Thus, Native American place names significantly made up the potential list (see Appendix A). These names were selected arbitrarily from a list of Native American names on the website BabyNameGuide.com. A pair of non-Native American names were also arbitrarily concocted and added to the final list. Care was made to select a destination name that was not similar to the current top Wisconsin leisure travel destinations (e.g., Green Bay, Milwaukee, Madison) nor the name of an actual place in Wisconsin.

The name—Magaskawee—was selected as a result of a pilot study which found Magaskawee to be a practical name to use as the travel destination in the actual study.

### *2. Selecting Beliefs for the Final Instrument to Measure and for the Ad to Target.*

Using feedback from an informal focus group and travel research results (see: Kozak, 2002; Moscardo, Morrison, Pearce and Lang, O'Leary, 1996; Lounsbury and Franz, 1990; and, Kim and Ritchie, 2010) regarding the motivations for tourist behavior, a belief elicitation survey was developed (see Appendix B and Appendix F). This belief

elicitation survey was used to identify the most salient behavioral beliefs the target audience had about visiting a fictitious destination called Magaskawee and to also identify the behavioral belief to target with the ad stimuli. The stimuli for this belief elicitation process was an image of a lakeshore which was used to represent Magaskawee. Respondents were then asked to respond to a series of items in relation to that image. Several belief elicitation survey respondents reported being surprised when, at the end of the survey, they were told that Magaskawee was actually a fictitious place.

As a result of this belief elicitation survey, seven beliefs were selected to be used in the final study instrument. These beliefs related to getting relaxation, getting a break from routine, coming across unfamiliar experiences during the trip, learning more about travel companions, having a change in perspective due to the trip and having some time alone. The final instrument can be found in Appendix C. Although initial results determined that “having unfamiliar experiences” might be the more suitable behavioral belief outcome to target with the advertisement stimuli, it was decided in the course of the study that conveying that message via an advertisement was too difficult. It was decided to instead target the “having relaxation” behavioral belief in the final behavioral belief experimental group.

### *3. Selecting the Referent Group.*

Similar to the behavioral belief appeal, the descriptive normative appeal required a pilot study. This pilot study determined whether the most appropriate referent group for the study sample was Marquette employees, Milwaukeeans, Wisconsinites, or Midwesterners. In the end, it was determined that Marquette employees was the most appropriate referent group. It was necessary to clearly identify the referent group to be

used in the descriptive normative appeal because the research (see: Cialdini, 2003, Cialdini and Rhoads, 2001; Cialdini, 2005; Goldstein, Cialdini and Griskevicius, 2008; Susan Fiske and Shelly Taylor, 1991) shows that the referent group alluded to in an advertisement plays an important role in whether or not the person viewing the ad believes the content of the ad and/or complies with what the ad is asking he/she to do.

*4. Instrument Pre-tests.*

*a. Experimental stimuli.* The stimuli were pretested on a small convenience sample to determine that the attitude toward the ad was favorable and that the advertisement was not perceived as fake.

*b. Final instrument.* Initially, the instrument was to be pretested on a convenience sample and a factor analysis performed on the data to determine whether the factor loadings matched the TPB determinant groupings. However, due to time constraints, this pretest did not occur. Similarly, the instrument was not re-administered again (within two weeks) to the same group of people to determine the test-retest reliability of the instrument.



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resubmit to chair

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Submit thesis to  
committee

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Schedule proposal  
defense

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Defend thesis

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Revise thesis if  
necessary

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Submit revised  
thesis to  
committee

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Submit signed  
copy of thesis to  
the Graduate  
School

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\*\*May be done sooner.