

# Exploring the Impact of Consumer Generated Advertising (CGA) on Consumers' Perceptions and Intended Behaviors

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## ABSTRACT

**Purpose** – User-generated content (UGC) refers any form of content created by the customer, which contains online testimonials, written review and consumer-generated advertising (CGA). Whereas previous paper had shown that UGC has an extremely influence on the marketing event created by the brand-relating marketers, but there are only few research focus on CGA. As the result, this paper focuses on examining the factors of different kinds of CGA that affect the customer's intention.

**Design/methodology** –We use 2(nominal relationship: assonant vs. dissonant) x 2(underlying message: positive vs. negative) experimental study, which means **there are** four kinds of CGA (contrarian, incongruous, subversive and concordant), we explore the impact of these CGA vs. the official printed advertisement on spectators' perceived source credibility, brand attitude, brand trust and intention behaviors.

**Originality/value** – Through this research, we hope we can find out the better understanding of CGA by comparing different factors within themselves, then providing the more details of the further marketing strategy. And we expect this research can give a contribution to similar research and the supplier of the marketers.

**Keywords:** User-generated Content (UGC), Consumer-generated Advertisement (CGA), Social media strategy, Source credibility, Brand responses.

## Chapter 1 Introduction

Traditionally, corporates have been considered as the only source of marketing messages and they created the brand-related messages to influence customers. With the trends of social media technologies, the traditional one-way communication, such as social networking, video and community platforms, has been transformed into multi-dimensional communication (P. Berthon, Pitt, & Campbell, 2008) Instead of passively consuming these firm-created content, individual consumers now can easily generate and distribute their content (B. Ertimur & Gilly, 2012).

Supported by the diffusion of social media and online communities, User-generated content (UGC) is a rapidly growing form of online communication (Christodoulides, Jevons, & Bonhomme, 2012). Existing researches about UGC had mainly focused on verbal peer recommendations, written reviews found in blogs or forums. And the further studies start to concentrate on the field of WOM (Smith, Menon, & Sivakumar, 2005). However, besides the form of written text, UGC

also including the field of the content including the form printed photo and videos. And Consumer-generated advertising (CGA) is seen as a subset or particular form of this kind of UGC (P. Berthon et al., 2008)

Afterward, marketers fear that CGA may influence their brand equity, even make firm's brand out of control (Colin et al., 2011a; Pehlivan, Sarican, & Berthon, 2011). So, it is raising the question about how to respond to the challenges when the effect is coming. P. Berthon et al., (2008) classifying the CGA into different examples, trying to figure the motivation of consumers to engage in CGA (Steyn et al., 2015) and the motivations for consumers to create the co-create value (Vargo & Lusch, 2004). Although the existing researches were fragmented, the common force in the field is to seek and understand the consumers' reactions to CGA.

However, their understanding of the particular impact on the decision-making behaviors of consumers has remained incomplete until now. Most research merely analysis the influence of the messenger's (either the form of face-to-face, through video, audio, or text) credibility on the audience's reactions (Aljukhadar, Senecal, & Ouellette, 2010; E. J. Wilson & D. L. Sherrell, 1993). So, our study tried to analysis the different sources of CGAs – including both the text and photo form – and explores the impact of their credibility on the audience's intended behavior. Therefore, we compare official brand advertisements produced by professional ad agencies with CGAs produced by ourselves, which hasn't been disseminated in commercial routines.

In this experiment, we want to explore:

- 1) Compared to official printed-advertisements, how CGAs influence consumers' intention to buy products and increase willingness to spread such advertisements on their social networking sites: take Starbucks, take a well-known coffee brand over the world for example
- 2) How the different sources of advertisements affect the relationship between the source credibility, consumers' perceptions and intended behaviors

We hope that this study will reveal the perspectives to existing knowledge: First, we explored the influence of different content resources (firm-created vs. customer-created) and printed advertisements on audience's intended behaviors. Second, it examines the interaction between the source and underlying messages of the brand.

## **Chapter 2 Literature Review**

### **2.1 User-generated Content**

#### 2.1 User-generated Content

The unanticipated changing had influenced of human's lifestyle and company's innovation facilitated by the latest Web 2.0 technologies. More and more marketers began to understand and take control of these streams. Furthermore, they tried to lead the consumers' interest and involvement in online communities (P. R. Berthon, Pitt, Plangger, & Shapiro, 2012). Among these technologies, the most important one is social media (Chen, Yen, & Hwang, 2012).

Among the issues in social media sites, the most noted one in both academics and corporates fields are Facebook, Twitter, and YouTube. These sites are getting much mature, and UGC creates communities that encourage the members to interact with each other in the similar interests (Winer, 2009).

It is a trend that marketers should put more and more emphasis on the UGC field because many brands or products advertisements appear in the footage of social media sites, on the discussed blogs, or forums.

In the past, most of the existing researches about UGC had merely focused on the form of text or numerical product rating founded in blog or forums. However, the extended issues from previous research only discuss the comparison of UGC and

FGC in different sites.

The current study, therefore, expands on previous research by examining the credibility of customer generate advertisements (CGA) about native advertisements.

## 2.2 Consumer-generated Advertisement (CGA)

### 2.2.1 The Content of CGA

UGC focused specifically on a brand “represents a subset of the more general swell in user generated content” (Colin Campbell et al., 2011a). Consumer-generated advertising (CGA) is considered as a subset or particular form of UGC (P. Berthon et al., 2008). In other words, CGA is "specific instances that consumers create brand-focused messages with the intention of informing, persuading or reminding others" and it is this definition of CGA that we apply in this research (P. Berthon et al., 2008). We summarized the results on the figure1.

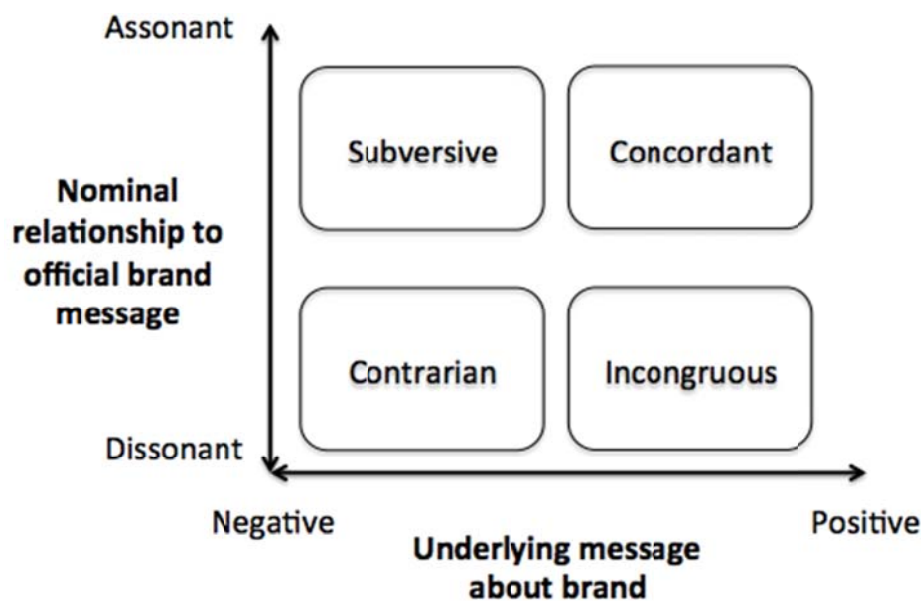


Figure 1 Category of CGAs.

Nowadays, CGAs were estimated be transferred with millions. On the most popular social media sites, Compared to the traditional corporate sources, consumers even preferred to trust the information from the peers or the online review (Cheong & Morrison, 2008).

Considering their responses to CGA, it could have divided into from two sides - attitudes and behaviors. In the previously limited studies, attitudinal responses vary. Pehlivan et al., (2011) show CGA itself may not enhance views consistently. They find that if CGA created from the purpose of the company-sponsored events, it might lead the consumer to think this source for advertising-created is questioned (B. Ertimur & Gilly, 2012). However, the CGA from the award-winning events or the famous CGA may bring the positive influence (Steyn, Wallström, & Pitt, 2010).

On the other side, there are only a few behavioral outcomes from CGA experiences mentioned in the past papers. Consumers may spark their opinion to share their brand conversations on the social media sites by posting comments, giving recommendations or rating (Cheong & Morrison, 2008).

### 2.2.2 Main Effects of CGA

The messages of advertisements are useful if they influence consumers’ purchase and communication, (Hennig-Thurau, Gwinner, Walsh, & Gremler, 2004; Noort, Voorveld, & Reijmersdal, 2012). Because it was difficult to measure consumers’

behavior completely, our research focuses on intention consequences, which includes the willingness of sharing advertisements (Chen et al., 2012; Chiu, Yi-Ching, Ya-Hui, & Lee, 2007). Also, the other paper revealed the result on purchase intention of consuming the products in the photo (P. Berthon et al., 2008).

Source effects had been proved that influence on message created by peers on consumer behaviors is greater than the expert or official sources (Andsager, Bemker, Hong-Lim, & Torwel, 2006). With the non-commercial source, the receivers perceived these messages are much more similar to themselves (Chakravarty, Liu, & Mazumdar, 2010; Paek et al., 2011). Furthermore, individuals would pay more trust on the messages produced by someone, which is similar to them. Research also has shown that content from unofficial source has a much stronger influence on purchase behavior than that from official sources (Cheong & Morrison, 2008; Dhar & Chang, 2009; Riegner & Cate, 2007). Previous studies had reported that consumers show higher willingness to share information originating from peers than that from commercial sources (Chiu et al., 2007).

## **2.3 Source Credibility**

From the perspective of theory, it stated that consumers had more willingness to accept the information and take actions for compliance when the source is through as credible source (Liu & Stout, 1987; E. Wilson & D. Sherrell, 1993). Existing researchers pointed out that the consumers had the significantly higher credibility of UGC than the information from the corporate sources (Cheung et al., 2009; Chu, Shu-Chuan, & Kamal, 2008; Ertimur, Burçak, & Gilly, 2012)

Within the source credibility, trustworthiness and expertise are considered as the main components (McCracken & Grant, 1989; Ohanian & Roobina, 1990). Both of these two factors should have a significant influence on the source credibility of CGAs.

### **2.3.1 Trustworthiness**

Trustworthiness refers to “the perceived willingness of the source to make valid assertions” (McCracken & Grant, 1989), which makes audiences believe that the communicators provide information in an honest, fair and sincere manner (Eagly, Wood, & Chaiken, 1978). The key factor in the perception of trustworthiness is thought as the source’s intentions. (Eagly et al., 1978). From the viewpoint of Persuasion Knowledge Model (Friestad, Marian, & Wright, 1994), Consumers knew that marketers use advertising information combined commercial intention, trying to persuade consumers for the product, services, or even brand they provide (Barbara & Schindler, 2001). In contrast, UGC only provided the information about their experience and perceptions without commercial motivation, but this kind of messages seem to be more trustworthy (P. Berthon et al., 2008). Even, the Nielsen company (2009) found that audiences trusted the personal opinions posted from consumers much more than the official advertisements. We propose the following hypotheses:

**H1a-d: Different CGAs will lead variance of trustworthiness after they see the official advertisements.**

### **2.3.2 Expertise**

Expertise refers to “the perceived ability of the source to make valid assertions” (McCracken & Grant, 1989). It’s also defined as the degree that information from the communicator is valid and accurate (Hovland, Janis, & Kelley, 1953). In some literature about product or service categories, expertise can be divided into two dimensions, which are using experience and product-related knowledge (Luthje, 2004). And use experience, which is generated by user’s frequent use, also refers as vivid and credible knowledge about products and services (Hoch & Deighton, 1989). Luthje (2004) also show that users often score use experience as the highest items, because direct acquaintance creates it.

Most CGAs featured personal stories or experience from the creators’ ideas. And these personal involvements would allow

the receivers to concede the messages with some individual words (Barbara & Schindler, 2001; B. Ertimur & Gilly, 2012).

Hence, we suggest the following hypothesis:

**H2a-d: Different CGAs will lead variance of expertise after they see the official advertisements.**

## **2.4 Brand Attitude**

CGAs are the advertisements concluding the photo and subtext, which are relating to the firm's brand advertisements. The imagery, audio, and dialogue featured in the advertisement align with official brand communications and the underlying message of the ad mean that it would occur the positive/ negative effect towards the featured brand (Kennedy, Gannon, & Kennedy, 2014). There are several constructs had been proved that they would have the significant impact on the brand attitude, including Product Involvement, Message Source and Need for Cognition (NFC) (Hansen, Lee, & Lee, 2014). The other study also pointed out that nominal relationship and the underlying message would significantly influence on the brand attitude (P. Berthon et al., 2008). Findings from the limited empirical research on consumer responses to CGAs undertaken to date are quite varied (Steyn et al., 2010). Christodoulides et al., (2012) noted that “despite the rapid increase in UGC and its potential effect on brands there has been limited research to date on the impact of consumer generated content on how brands are perceived”. Hence, we suggest the following hypothesis:

**H3a-d: Different CGAs will lead variance of brand attitude after they see the official advertisements.**

## **2.5 Brand Trust**

In the consumers' perspective for the brand, brand trust is considered as an important component of them. Therefore, it's also an important factor in assessing the impact of CGAs on brands (Colin Campbell et al., 2011a; O'Brien, 2011; Xingyuan, Li, & Wei, 2010). As mentioned previously, the brand relationships between the marketers and consumers are considered as a multiple-dimensional item. Among the components of relationships, the trust in the brand from consumers should be analyzed at first (Delgado-Ballester, Munuera-Alemán, & Yagüe-Guillén, 2003). Under the premises, CGA is assumed to increase the ability to gain trust. In general, brand trust is a perspective for analyzing the consumer reactions for brand-relating CGA (B. Ertimur & Gilly, 2012). So, we adopt the brand trust scale developed from Delgado-Ballester et al., (2003) and try to measure the brand trust on two dimensions, which are brand reliability and brand intentions. Brand reliability represents that the brand company should accomplish its value promise and try to meet the consumers' belief. And brand intentions refer that the corporation should solve every unexpected problem when purchasing products/services, trying to support their customers and meet their expectations (Delgado-Ballester et al., 2003). In the social media field, these factors can be applied to CGAs and evaluate the impact of CGAs on overall brand trust. Hence, we suggest the following hypothesis:

**H4a-d: Different CGAs will lead variance of brand trust after they see the official advertisements.**

## **2.6 Intentioned Behaviors**

If the brand related contents are persuasive, consumers will favorably influence consumers' behaviors, including sharing the content and taking actions on purchasing. If the brand-relating contents are persuasive (Hennig-Thurau et al., 2004; Noort et al., 2012). Because actual behavior 's hard to measure, our study focuses on intended behavioral consequences including the willingness to forward and share advertisements and purchase intention (Chen et al., 2012; Chiu et al., 2007). In our case, the intention means buying the STARBUCKS product (P. Berthon et al., 2008).

And several researchers pointed out that comments from consumers have a much stronger influence on purchase behavior than the content from traditional advertising sources (Cheong & Morrison, 2008; Dhar & Chang, 2009; Riegner & Cate,

2007). The other studies also said that consumers show a higher willingness to share and forward messages originating from the un-official source than messages or information from professional commercial sources (Chiu et al., 2007). We propose the following hypotheses:

**H5: Trustworthiness positively related to Intentioned behaviors.**

**H6: Expertise positively related to the Intentioned behaviors.**

**H7: Brand attitude positively related to Intentioned behaviors.**

**H8: Brand trust positively related to Intentioned behaviors.**

## Chapter 3 Methodology

### 3.1 Research Framework

The objective of this study was to examine the influence of different CGAs (Concordant, Subversive, Incongruous and contrarian) on source credibility, brand attitude, brand trust and intention behaviors. Therefore, we conducted a 2(nominal relationship: assonant vs. dissonant) x 2(underlying message: positive vs. negative) factorial between-subjects experimental design. The research framework was depicted in Figure 2.

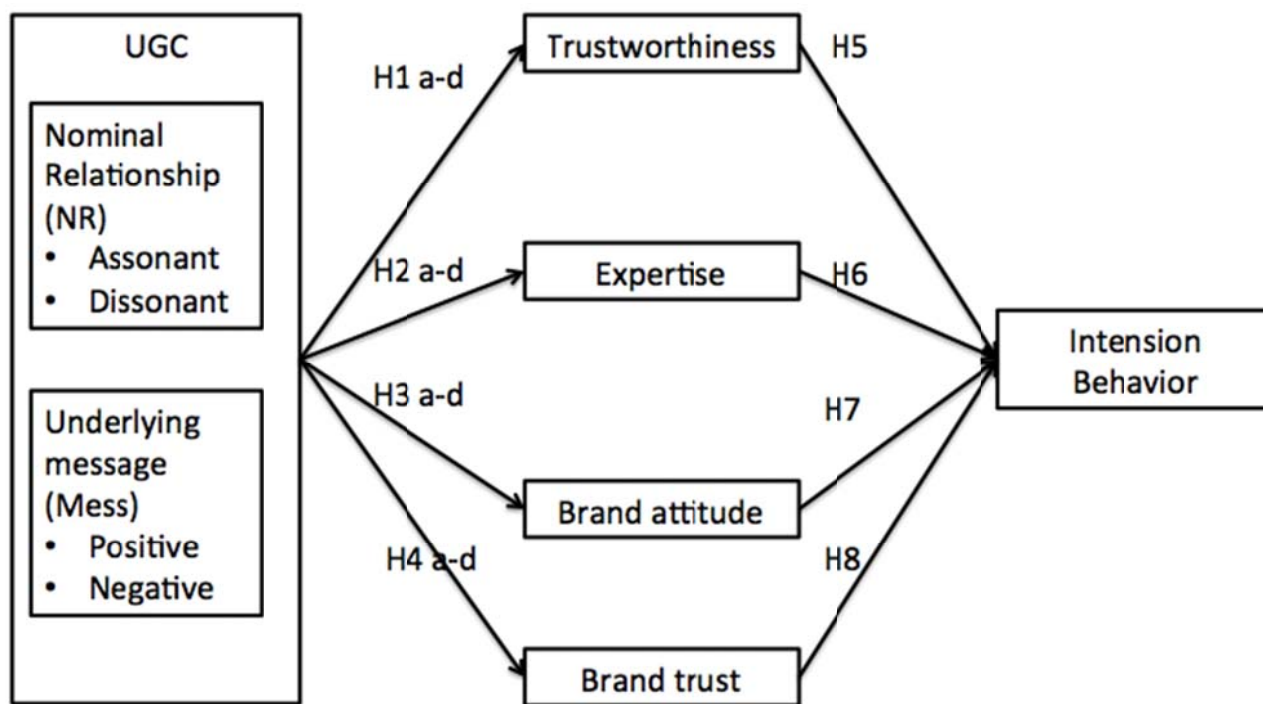


Figure 2. Research framework.

### 3.2 Experimental Design

This study was a 2 x 2 experiment design, which resulted in four scenarios. The product of the advertising in this study was Starbucks. The Starbucks brand was chosen as a well-known and recognized brand maximized the potential of informed responses from the sample while also ensuring the validity of the data.

Also, the sampling procedure for CGAs required the identification of each of the four types of CGA categorized by P. Berthon et al., (2008) for a single brand. So, we provided an official Starbucks ad first and then show the audience one of the CGAs, trying to compare the difference between their reactions for these two sources of advertisements. And we summarized the experimental manipulations of nominal relationship to official brand message (NR) and underlying message about brand (Mess) in Table 1.

Variables	Operational definition		Manipulation
Nominal relationship to official brand message (NR)	The brand-related CGAs, as the form of artistic expression, are related to the official brand message or not.	Assonant	Respondents would think the ad is out of tune with the brand message.
		Dissonant	Respondents would think the ad is out of tune with the brand message.
Underlying message about brand (Mess)	Every form of the underlying or implicit meaning of a text in the advertisements content, including the written word, the audio track and the visual image	Positive	The subtext of advertising on advertisement is positive towards the featured brand.
		Negative	The subtext of advertising on advertisement is negative towards the featured brand

**Table 1. Operational Definitions and Manipulations. (P. Berthon et al., 2008)**

### 3.3 Measurement

The measurement of this study is included five different constructs: trustworthiness, expertise, brand attitude, brand trust and intention-behavior. Trustworthiness refers to “the perceived willingness of the source to make valid assertions” (McCracken & Grant, 1989). Source expertise refers to “the perceived ability of the source to make valid assertions” (McCracken & Grant, 1989). Brand attitude means the changes in consumers’ attitudes towards the brand (P. Berthon et al., 2008). Brand trust is considered as an important component of consumers’ perception of a brand in general and consequently a major factor in assessing the impact of CGAs on brands (Colin Campbell et al., 2011a; O’Brien, 2011; Xingyuan et al., 2010). Intention-behavior is included “intention to try” and “willingness to share,” and this construct was used to assess the likelihood of sharing and forwarding the advertisements and of writing, discussing, or talking about Starbucks after being exposed to the photo. The constructs of attitude toward advertising and purchase intention are measured by seven-point Likert-type scale range from 1 (very disagree) to 7 (very agree).

### 3.4 Procedure and Participants

Participants were contacted via links to the online questionnaire and were randomly assigned to one of the four experimental conditions. At first, the participants were appointed to read the Starbucks official advertisements, then directed to answer the subsequent questions. Then they will see another advertisements from the four of the CGAs, then answers the other subsequent questions. After being exposed to their individual treatment, the participants were asked to answer general questions regarding their online behavior, gendering other demographic items.

Due to missing responses, some questionnaires were eliminated. Resulting in 306 participants in total. 16 of these participants were only presented questions concerning the manipulations. 290 participants were presented our variables after the manipulation, thereby forming our four experimental groups (Group 1=69, Group 2=86, Group 3=59, Group 4=76 participants).

## Chapter 4 Result

### 4.1 Data Collection

All of the data were collected randomly online. There are 306 samples were collected and the valid samples were 290 samples in this paper. Thereby forming our four experimental groups (Group 1=69, Group 2=86, Group 3=59, Group 4=76 participants). The effective response rate was 94.77%.

### 4.2 Demographics

Among the entire valid samples, 115 (39.7%) are male and the majority of the respondents are 19-22 years old (68.6%). Most of the subjects have college degree (56.2%). A large amount of respondents are students (55.9%),

**Table 2. Demographic information of the samples**

Items (n=290)	Frequency (N)	Percentage (%)	Items (n=290)	Frequency (N)	Percentage (%)	
<b>Gender</b>			<b>Age</b>			
	Male	115	39.7%	18 below	5	1.7%
	Female	175	60.3%	19~25	199	68.6%
<b>Occupation</b>				26~30	47	16.2%
				31~35	23	7.9%
	Manufacturing	19	6.6%	36~40	13	4.5%
	Technology	17	5.9%	41~45	1	0.3%
	Service	37	12.8%	46~50	2	0.7%
	Students	162	55.9%	50 above	0	0%
	Advertising	2	0.7%	<b>Education</b>		
	Medical treatment and health care	8	2.8%	Junior below	0	0
	Financial insurance	12	4.1%	Senior	7	2.4%
	Travelling and catering	1	0.3%	Associate Degree	4	1.4%
	Public departments	19	6.6%	Bachelor	163	56.2%
	Others	13	4.5%	Master	115	39.7%
				PhD	1	0.3%

**4.3 Validity and Reliability**

We use Statistics Package for Social Science (SPSS) to analysis the collected data. Then, we conducted factor analysis with varimax rotation for the constructs to examine the validity and Cronbach’s alpha value for the reliability of the constructs. The result that showed the constructs have high validity, internal consistency and results were depicted in Table 3.

**Table 3. Validity and reliability**

Constructs (Cronbach’s Alpha)	Question items	Factor loading
<b>Trustworthiness (.916)</b>	TR1 Dishonest – Honest	0.896
	TR2 Unreliable – Reliable	0.940
	TR3 Untrustworthy - Trustworthy	0.940
<b>Expertise (.933)</b>	EX1 Not an expert - Expert	0.903
	EX2 Inexperienced - Experienced	0.917
	EX3 Unknowledgeable - Knowledgeable	0.847
	EX4 Unqualified – Qualified	0.870
	EX5 Untrained - Trained	0.900
<b>Brand attitude (.885)</b>	BA1 Bad - Good	0.924
	BA2 Unpleasant - Pleasant	0.909
	BA3 Unfavorable - Favorable	0.872
<b>Brand trust (.880)</b>	BT1 The STARBUCKS is the brand that meets my expectation	0.917
	BT2 I feel confidence in STARBUCKS	0.914
	BT3 This ad would compensate me in some way for a problem with the STARBUCKS	0.712
	BT4 STARBUCKS would be honest and sincere in addressing my concerns	0.884
<b>Intension behavior (.874)</b>	IB1 The advertisement makes me wants to buy the STARBUCKS product.	0.751
	IB3 Would you forward this ad to other (friends, family, acquaintances)?	0.876
	IB4 Would you share such this ad via social networking sites with your friends?	0.911
	IB5 How often would you share the picture on your personal blog/Twitter account?	0.813
	IB6 How often would you share the picture on your social networking site?	0.725

For the five primary constructs (Trustworthiness, Expertise, Brand attitude, Brand trust and Intension behaviors) of the research framework, we use the principal component analysis. After the factor analysis, we extract the five components and all the questionnaires within each construct have the factor loading over 0.7. So, we can say that these constructs have convergence validity.



## 4.4. Different Responses according to CGAs

### 4.4.1 Trustworthiness

The scores for original advertisements and CGA in trustworthiness, measured after watching the original advertisement and after watching the CGA, three items were measured on a seven point Likert scale. There was a statistically significant decrease in mean score values from pre-CGA purchase intention (Mean = 5.048) to post-CGA purchase intention (Mean = 4.628),  $t(68) = 2.743$ ,  $p = 0.008$  after viewing the concordant CGA, suggesting respondents' trustworthiness increased as a result of viewing the concordant CGA. In comparison, for Subversive CGA, there was an increase but not statistically significant in scores from original advertisements in trustworthiness (Mean = 4.609) to CGA trustworthiness score (Mean = 4.651),  $t(85) = -0.219$ ,  $p = 0.518$ , indicating that respondents' trustworthiness increase as a result of viewing the Subversive CGA. A similar decrease in scores from pre-CGA trustworthiness (Mean = 4.955) to post-CGA trustworthiness (Mean = 4.831),  $t(58) = 0.826$ ,  $p = 0.412$  occurred for the Incongruous CGA, indicating, again, a decrease in respondents' trustworthiness as a result of viewing the Incongruous CGA. Also, the contrarian CGA was not a statistically significant decrease in scores from pre-CGA trustworthiness (Mean = 5.268) to post-CGA trustworthiness (Mean = 5.004),  $t(75) = 1.846$ ,  $p = 0.069$ . This mean value increase suggests that respondents were only more likely to be trustworthy the Starbucks after viewing the Subversive CGA.

### 4.4.2 Expertise

The scores for pre- and post-CGA Expertise, measured after watching the original advertisement and after watching the CGA. There was a statistically significant decrease in mean score values from pre-CGA Expertise to post-CGA after watching four of the CGAs and the subversive CGA shows the highest significant at a p value of 0.000.

And we summarized the resulting of these two factors (trustworthiness and Expertise) in table 4.

**Table 4 Consumer responses according to CGA type and response type (Trustworthiness, Expertise)**

Independent variable	Dependent variable					
	Trustworthiness			Expertise		
CGA type	Means (Official ad)	Means (CGA)	t-value	Means (Official ad)	Means (CGA)	t-value
Concordant	5.0483	4.628	2.743**	4.7217	5.1043	-2.422*
Subversive	4.6085	4.6512	-0.219	4.2465	5.1953	-6.272***
Incongruous	4.9548	4.8305	0.826	4.8407	5.261	-2.438*
Contrarian	5.2675	5.0044	1.846	4.9868	5.3132	-2.239*

Note: \* $p < 0.05$ ; \*\* $p < 0.01$ ; \*\*\* $p < 0.001$

### 4.4.3 Brand Attitude

Only in the case of concordant CGA has a decrease in mean score from pre-CGA (Mean = 5.101) to post-CGA brand attitude (Mean = 5.024),  $t(68) = 0.483$ ,  $p = 0.631$ , which didn't show the significant effect. The other three CGAs (Subversive, Incongruous, Contrarian) show the increased trends compared to original advertisements. Among them, the subversive CGA (Mean = 3.899), to post-CGA score in brand attitude (Mean = 4.97),  $t(85) = -6.2$ ,  $p = 0.000$  shows the most significant effect, following is the Contrarian CGA from (Mean = 4.746) to (Mean = 5.377),  $t(75) = -3.591$ ,  $p = 0.001$ . But the Incongruous CGA didn't show the significant difference from original advertisements (Mean = 3.899) to CGA (Mean = 4.973),  $t(58) = -1.356$ ,  $p = 0.180$ .

### 4.4.4 Brand Trust

Only in the case of concordant CGA has decrease in mean score from pre-CGA (Mean = 4.957) to post-CGA brand attitude (Mean= 4.903),  $t(68) = 0.658$ ,  $p = 0.513$ , which didn't show the significant effect. The others three CGAs (Subversive, Incongruous, Contrarian) show the increased trends compared to original advertisements. Among them, the subversive CGA (Mean= 4.578), to post-CGA score in brand attitude (Mean= 4.977),  $t(85) = -0.399$ ,  $p = 0.000$  shows the most significant effect, But the Contrarian CGA from (Mean=4.781) to (Mean=4.903),  $t(75) = -1.202$ ,  $p = 0.233$  and the Incongruous CGA didn't show the significant difference from original advertisements (Mean=4.578) to CGA (Mean=4.977),  $t(58) = -0.899$ ,  $p = 0.372$ .

And we summarized the resulting of these two factors (brand attitude and brand trust) in table 5.

**Table 5 Consumer responses according to CGA type and response type (Brand attitude, Brand trust)**

Independent variable	Dependent variable					
	Brand attitude			Brand trust		
CGA type	Means (Official ad)	Means (CGA)	t-value	Means (Official ad)	Means (CGA)	t-value
Concordant	5.1014	5.0242	0.483	4.9565	4.9034	0.658
Subversive	3.8992	4.9729	-6.2***	4.5775	4.9767	-4.068***
Incongruous	4.9944	5.2655	-1.356	5.0621	5.1695	-0.899
Contrarian	4.7456	5.3772	-3.591**	4.7807	4.9035	-1.202

Note: \* $p < 0.05$ ; \*\* $p < 0.01$ ; \*\*\* $p < 0.001$

#### 4.5 Main Effects on Intention Behaviors.

From the table 6, we can know that:

1. In the H5, the independent variable is Trustworthiness and the dependent variable is Intension behavior. The R2 value is 0.171, which represents the 17.1% of the dependent variable. The F-value is 120.326 and the p at the significant level ( $p < 0.001$ )
2. In the H6, the independent variable is Trustworthiness and the dependent variable is Intension behavior. The R2 value is 0.162, which represents the 16.2% of the dependent variable. The F-value is 113.179 and the p at the significant level ( $p < 0.001$ )
3. In the H7, the independent variable is Trustworthiness and the dependent variable is Intension behavior. The R2 value is 0.175, which represents the 17.5% of the dependent variable. The F-value is 120.326 and the p at the significant level ( $p < 0.001$ )
4. In the H8, the independent variable is Trustworthiness and the dependent variable is Intension behavior. The R2 value is 0.459, which represents the 45.9% of the dependent variable. The F-value is 492.922 and the p at the significant level ( $p < 0.001$ )

**Table 6. Regression Analysis test result**

Hypotheses	Beta	F-value	R <sup>2</sup>
H5 Trustworthiness → Intension behavior	0.415 ***	120.326	0.171
H6 Expertise → Intension behavior	0.405 ***	113.179	0.162
H7 Brand attitude → Intension behavior	0.420 ***	123.614	0.175
H8 Brand trust → Intension behavior	0.678 ***	492.922	0.459

Note: \* $p < 0.05$ ; \*\* $p < 0.01$ ; \*\*\* $p < 0.001$

## Chapter 5 Research Findings

### 5.1. Conclusion

The purpose of this study is to compare the responses between different types of CGAs. Specifically, this research examined how perceptions from these CGAs with the official advertisements and the impact of consumers' intended behaviors. Overall, our finding indicates that neither concordant nor incongruous CGAs, which contain the messages relating towards the official advertisements, significantly bring the positive impacts on consumers' attitudes toward the Starbucks. In contrast, both subversive and contrarian CGAs - which contained the messages that dissonant from official advertisements, did significantly bring the positive impact on the brand attitude.

Respondents indicated less trustworthiness towards the brand as a result of viewing the Concordant CGA only, but no significant variance in seeing the other three CGAs. These results show that CGAs, which contains either negative brand messages or the messages are dissonant from the official brand, have a positively impact on consumers' attitude and the behavioral changing. And these conclusions are opposite to the finding from Cheong & Morrison, (2008) assertion that negative UGC "can have harmful implications for building and sustaining a brand's equity." Vanden Bergh, Lee, & Hove, (2011), who found that there are no significant differences between the consumers' perceptions after watching the different types of parody CGAs. However, our finding indicates that the CGA, which are dissonant from the official advertisements, would have positive impacts on brand attitudes.

Summarized result is as follows (table 7):

**Table 7 Consumer responses from official advertisements to each of CGAs**

Independent variables	Dependent variables			
	Trustworthiness	Expertise	Brand attitude	Brand trust
<b>Concordant</b>	↓	↑		
<b>Incongruous</b>		↑	↑	↑
<b>Subversive</b>		↑		
<b>Contrarian</b>		↑	↑	

### 5.2 Discussion

This research is based on the growing literatures on UGC. It seems that these CGAs serve a potential threat for the brand related events. Nowadays, consumers have the ability to share their own comments in the form of advertisement and share it to global audience, which means this changing may be harmful to the brand equity (C. Campbell, Pitt, Parent, & Berthon, 2011b; Steyn et al., 2015). Furthermore, these are real and immediate challenges for marketing practitioners.

Our findings also suggest that marketers should concern about the CGA, which contains the positive message. In the expertise, all of these four CGAs would bring the positive impact. However, only the Concordant CGA would bring the negative effect on the trustworthiness. We assume that consumers may think this kind of CGA was created in the purpose of manipulate but not in the willingness of the consumer themselves. Consequently, it would cause the negative effect.

On the contrary, the incongruous and contrarian that including the negative content would result the positive effect. As a well known globally brand, Starbucks is a coffee brand with good brand image. The CGAs with negative message may be considered as the trick to hurt it on purpose. Consequently, it would bring the opposite effect on the brand. Among them, the incongruous CGAs would bring the positive effect on the trust.

The marketers may fear that they would lose the ability to "control messages about their brands"(Colin Campbell et al.,

2011a), even be unable to prevent consumers from spreading the messages are contrary to those firms would wish to send (Steyn et al., 2015).

Moreover, our research indicated that in our case, the respondents could identify CGAs as being spread from the consumer but not firm generated in our case and thus recognize the messages they contain as not being brand sanctioned.

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