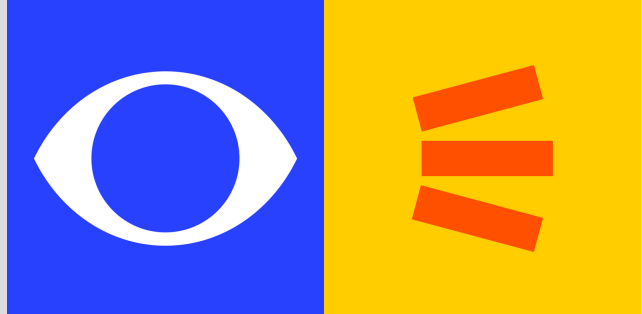
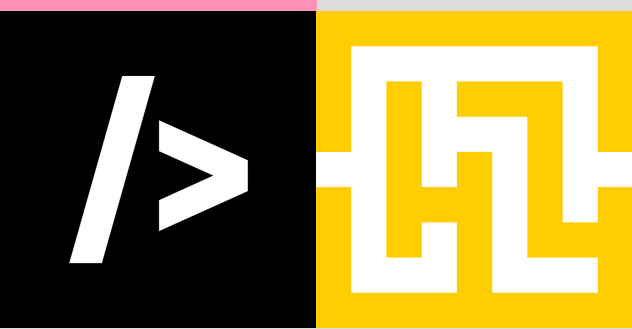
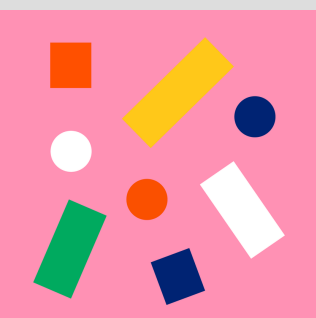


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DIFFERENT FORMATS SPONSORED CONTENT MESSAGES: IMPACT ON THE PURCHASE OF HEDONIC PRODUCTS

Beatričė Staniūnaite



BEATRIČĖ STANIŪNAITĖ

**DIFFERENT FORMATS SPONSORED CONTENT MESSAGES:
IMPACT ON THE PURCHASE OF HEDONIC PRODUCTS**

Scientific research

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Recenzentai:

Dr. Tomas Butvilas (Vilnius Tech – Vilniaus Gedimino technikos universitetas)

Dr. Miglė Eleonora Černikovitė Gydaite (Mykolo Romerio Universitetas)

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CONTENTS

INTRODUCTION.....	4
1.THE THEORETICAL ASPECTS AND FORMATS OF SPONSORED CONTENT.....	6
1.1. Defining and demanding sponsored content as a marketing tool.....	6
1.1.2. Ethics and regulatory aspects of sponsored content.....	7
1.1.3. Different formats of sponsored content.....	10
1.1.4. Storytelling as a tendentious style for sponsored content.....	13
1.2. Customer preferences for hedonic products.....	15
1.2.1. Hedonism in marketing and hedonic products.....	15
1.2.2. Differences in customer journey for hedonic and utilitarian purchases.....	16
1.2.3. Marketing tools and tactics for hedonic products.....	18
1.3. Appropriate research model: IAM.....	19
2. THE IMPACT OF DIFFERENT FORMATS OF SPONSORED CONTENT MESSAGES ON THE PURCHASE OF HEDONIC PRODUCTS RESEARCH METHODOLOGY.....	21
2.1. Research methodology, working model and hypotheses	21
2.2. Sample size.....	28
3. THE IMPACT OF DIFFERENT FORMATS OF SPONSORED CONTENT MESSAGES ON THE PURCHASE OF HEDONIC PRODUCTS RESEARCH RESULTS.....	29
3.1. Respondent demographics.....	29
3.2. Research scale's reliability analysis.....	30
3.3. Hypothesis analysis.....	32
SCIENTIFIC DISCUSSION.....	39
CONCLUSIONS.....	47
REFERENCES.....	49
ANNEXES.....	58

INTRODUCTION

Nowadays, hedonism is more active than ever, driven by rising living standards and better access to goods and services. With increasing financial freedom, people are more inclined to seek pleasure and enjoyment in everyday life. This change in consumer behaviour is driving demand for experiences and products that provide immediate gratification and emotional satisfaction (Cambridge dictionary, 2023; Soper, 2016; Syse and Mueller 2015). In this context, sponsored content plays an important role by seamlessly integrating advertising messages into immersive narratives that prioritise entertainment and emotional resonance, thus directly satisfying consumers desire to experience pleasure and enjoyment.

The influence of different formats of sponsored content on social media and their impact on consumers purchase intentions is an increasingly important area of marketing research. Today, marketers use sponsored content to strengthen the relationship between consumers and brands by delivering persuasive and favourable brand messages (Kim et al., 2017). This approach is particularly effective for tapping into hedonic desires, as brand-related messages are presented in a context that prioritises enjoyment and emotional engagement. Sponsored content refers to material in which brand-related messages aimed at persuasion are deliberately integrated into non-commercial editorial content, making it difficult for consumers to bypass advertising (Boerman et al., 2014). By appealing to consumers appetite for pleasure and enjoyment, marketers can create a more immersive experience that increases purchase intentions while fostering positive associations with the brand.

Previous research on sponsored content has examined whether it can create persuasive messages and whether disclosure influences peoples' perceptions of its promotional intent (Boerman et al., 2012; Geuens, 2013; van Reijmersdal et al., 2015). These studies have also sought to determine whether sponsored content increases brand awareness and customer engagement (Cain, 2011), but they have not distinguished between product types, such as hedonic products, that satisfy consumers desires for pleasure and sensory satisfaction. The integration of hedonism into these studies is crucial as hedonic products often rely on emotional appeal and experiential marketing to influence consumer behaviour. Also, there was investigation about the impact of hedonistic appeals in the marketing of luxury goods, analyzing how various communication tools influence perceptions of luxury and consumers attitudes toward the product as well as their purchase intentions (Amatulli et al., 2020).

In addition, several studies focus on sponsored content created by influencers. With the rise of influencer marketing, researchers have sought to understand whether audiences differentiate between commercial content created by influencers and original non-commercial media content (Evans et al., 2017), especially when promoting hedonistic products. This distinction is important because the effectiveness of sponsored content can vary depending on its ability to resonate with consumers hedonistic motives, which ultimately influences their purchase intentions and brand loyalty.

Although the previous studies cover a broad area of research, there are still aspects of sponsorship content messages that have not been fully explored. While the phenomenon of sponsored content has been studied (Huang and Yoon, 2021; Youn and Kim, 2019; Ham et al., 2022), there is a lack of understanding of which sponsorship message formats are most effective for specific product categories. This gap is particularly large when it comes to hedonic products that satisfy consumers desires for pleasure and emotional satisfaction. It is important to understand which format of sponsorship content – such as sponsorship videos or sponsorship articles – could be more effective in increasing the purchase impact of hedonic products. Each format has unique characteristics that can influence consumer engagement and emotional response, for example, videos can provide a useful insight into the product, while articles can provide detailed information that increases credibility. By exploring how different formats respond to consumers hedonistic motives, researchers can gain valuable insights into strategies that maximise purchase intentions and foster deeper emotional connections with brands. This insight is crucial for marketers seeking to optimise their campaigns in a competitive environment and ultimately to develop more effective advertising practices tailored to the hedonistic products.

The problem of this study is: Which sponsored message format (article or video) is more effective in generating purchase intent for a hedonic product?

The goal of this study is: The aim of this study is to investigate the impact of the same sponsored content message but presented in a different format (article and video) – which works better when it comes to capturing a consumer's attention and getting them to purchase a hedonic product.

The objectives of the study as follows:

1. To analyse the concept of sponsored content and ethics of regulatory aspects.
2. To discuss the different sponsored content message formats commonly used.
3. Based on the results of previous studies, develop a research model for the impact of different formats of sponsored content on purchase intention.
4. To establish which format of sponsored content messages is more likely to purchase hedonic product.
5. Based on study findings, provide suggestions, recommendations and work limitations.

Work limitation: The study was carried out on a national scale, so results may vary depending on the country where the study is carried out. The surveys also struggled to maintain a uniform number of respondents, as incorrect data had to be excluded. However, the survey was controlled, and this did not have a significant impact on the study. Also, in terms of socio-demographics, the largest number of respondents were young, with higher education, middle-income earners, most of them women. It is possible that the results may differ for different segments, for example, for the older age group.

1.THE THEORETICAL ASPECTS AND FORMATS OF SPONSORED CONTENT

1.1. Defining and demanding sponsored content as a marketing tool

In today's advertising environment, traditional ways of reaching consumers face new challenges. People get lost in, avoid or even ignore advertising, making it harder for advertisers and marketers to capture their attention. In response to this phenomenon, paid advertising has become an effective marketing tool (Einstein, 2016). Advertising has emerged in the digital age, but brands are increasingly paying for it not through traditional channels such as TV, radio, newspapers, etc., but in the digital space – on social media channels, news portals or other platforms. Advertising paid for by brands is known variously as paid content, sponsored content, native advertising, programmatic native advertising or content recommendations. However, when researching paid advertising across traditional or digital channels and analysing other authors, the term “sponsored content” is most commonly used.

The term „sponsored content” has emerged online from editorial content as advertisements, on various news portals or profiles, and displayed as publisher, profile content (Wojdyski et al., 2016). There are various definitions of the term, but one of the earliest literature sources is the most precise, stating that sponsored content is the targeted integration of brands persuasive messages into a media outlet's editorial content in exchange for sponsors' compensation, i.e., revenue generated from clients (van Reijmersdal et al., 2009). Some authors emphasise that “sponsored content appears similar to editorial content to the consumer” (Howe and Teufel, 2014, p. 79), while some researchers emphasise the organic nature and influence of sponsored content (Campbell et al., 2014). However, the main goal of sponsored content is to organically connect the advertisement with the brand to make it more appealing than traditional advertising (Matteo and Zotto, 2015), in other words, more humanised.

The main sponsors or clients of sponsored content are usually commercial brand owners, companies, and may also be politicians (Hardy, 2021), and examples of sponsored content can be many and varied, such as brand placement, promotional games, advertorials in magazines and newspapers, and mentions of brands and products in content (Eisend et al., 2020). Sponsored content requires a closer collaboration between media organisations and brands than older traditional forms of advertising or marketing, and spans most forms of media, from public relations, media relations and marketing (Falkheimer and Heide, 2014).

Although it is not an entirely new marketing tool, observing the marketing activities of brands shows that there is a steady increase in the demand for sponsored content (Hardy, 2021) and that it is increasingly visible in their multi-communication. In fact, with declining revenues from traditional advertising, sponsored content has provided an opportunity for some channels (where content is hosted)

to generate higher revenues, and for marketers to address the issue of ad avoidance and increase engagement (Harms et al., 2017). For example, several studies have shown that sponsored content increases the marketing effectiveness and profitability of the dominant commercial media (Wang and Huang, 2017; Wang et al., 2019).

According to Sonderman and Tran (2013), they note that many commercial publishers or brands are increasingly relying on sponsored content as they face the problem of declining revenues from traditional advertising. As publishers such as news portals are rapidly monetizing content, increasingly using pay-per-click advertising, Carlson (2015) argues that it is sponsored content that is emerging as the norm based on audience-engaging content.

In summary, sponsored content has become a valuable marketing tool in the contemporary advertising environment. It is a way for brands to overcome advertising avoidance and attract consumers attention by integrating persuasive messages into different sponsored content formats. With the proliferation of digital platforms, sponsored content is becoming more and more popular as it provides brands with opportunities to generate more revenue and effectively engage audiences by driving purchase intent. Its seamless integration with organic content and the growing demand for sponsored content show that it remains relevant in a changing marketing landscape.

1.1.2. Ethics and regulatory aspects of sponsored content

The growing popularity of sponsored content has intensified the debate on the transparency of sponsored content. Sponsored content has grown significantly but has come to be seen as an untrustworthy source in media (Hardy, 2021). Brands, influencers or other market players deliberately do not use the term “advertising” to describe sponsored content promotion, as this may discourage consumers from engaging with the content (Casale, 2015). With the proliferation of social media and online influencers, it is becoming increasingly difficult for audiences to distinguish between genuine, unbiased content and sponsored content. Muller and Christandl (2019) observed that sponsored content can lead to negative brand perceptions due to potential opacity. This lack of transparency raises concerns about deceptive marketing practices and potentially misleading or manipulative information. Interestingly, the results of a study by van Reijmersdal et al. (2017) showed that minors find it particularly difficult to identify sponsored content and are therefore more sensitive to its effects. As knowledge about the impact of disclosure and transparency is crucial for this younger population, the focus shifted to where young people spend most of their time – social media.

The first focus has been on influencers – people who create online content, have a large following and can persuade them to take a certain action (De Veirman et al., 2017). They create sponsored online content on a particular topic, which integrates commercial messages into entertaining and seemingly non-commercial content (Bladow, 2018). For example, they may present products or services without

explicitly stating that they have been paid to do so, and such sponsored online content is not identified by internet users as advertising (Amazeen and Muddiman, 2018). This has become a problem because consumers need to know that they are being exposed to advertising in order to cope with attempts to persuade them to purchase or take another action (Han et. Al., 2018). Schauster and Neill (Citation, 2017) also pointed out that sponsored content can be misleading and also provides ample opportunities for unethical behaviour, so clear disclosures should be used. To combat this problem, rules and guidelines have been established to ensure that sponsored content is clearly identified. To make sponsored advertising more transparent, in 2018, Consumer Protection Laws make it one of consumers rights to know when they are exposed to advertising, and therefore to indicate that advertising is paid for (European Commission, 2018). As transparency in social media is very broadly described in all codes of ethics around the world, there are the main aspects that bring this general provision together such as: the separation between advertising and original media content; disclosure forms and labels; work processes for commercial content creation; sponsored content and native advertising (Ikonen et al., 2017).

Sponsored news content is usually accompanied by disclosures placed outside the main text, which mention the advertiser or sponsor and are often set apart from the main content by a different background colour or a border (Wojdyski and Evans, 2014). It specifies that sponsored content information must be tagged with “sponsored”, “#ad” and “X paid for my X” (CAP Federal Trade Commission, 2019), but there are other terms that vary depending on the channel and form of the sponsored content (Table 1). According to Campbell and Grimm, 2019, the terms “sponsored content”, “sponsored message” and “sponsorship” were deliberately chosen, likely blurring the distinction between the traditional meanings of “advertising” and “sponsorship”. By labelling sponsored content, brands, media or influencers promote honesty and accountability, allowing consumers to make informed decisions about the content they consume. This practice fosters a trusted relationship between creator brands and their audiences, and increases the transparency and credibility of digital advertising, although this remains a pressing issue.

Table 1. *Sponsored content disclosing terms*

Term	Form	Channel
Sponsored (Robb, 2020, Evans et al., 2017)	Textual post, reels, video	Social media
Sponsorship (Boerman et al., 2018)	Textual post, reels, video	Social media
#Ad (Childers et al., 2019, Margot et. al., 2021) et. al., 2021)	Post	Social media
Partner content (Margot et. al., 2021)	Article	Newsportals, magazine, newspaper
X paid for my X (Robb, 2020)	Textual post, video, reels	Social media

Paid from Campaign X (a term often used in political advertisements, Soper, 2017).	Textual post, video, layout, article	Social media, TV, OOH, newsportal, newspaper, magazine
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Source: compiled by the author on the basis of scientific sources, 2024

Disclosure of sponsored content was a new topic for researchers who wanted to find out how the labelling of sponsored content affects customers. Some researchers believe that transparency is essential to maintain trust and integrity so that audiences can make informed decisions, as undisclosed relationships can lead to confusion and erode trust. Other researchers consider that disclosure of sponsorship content hinders the achievement of commercial objectives, believing that audiences can identify sponsorship content without explicit disclosure.

With the introduction of sponsored content disclosure, a new research topic has emerged. Eisend et al (2020) discovered and identified scepticism in their study – when sponsored content is disclosed to the consumer, customers tend to disbelieve the content and are sceptical about it. A study by the same authors showed that exposure to sponsored content increased attitudes towards the brand, credibility and source, but also increased recognition, persuasive knowledge and resistance. Furthermore, when consumers or social media users are exposed to a paid post, they tend to be suspicious of influencers words, questioning their true opinions (Evans et al., 2017). In other words, disclosed sponsored content can lead to trust and distrust: trust has a positive effect on purchase intention, while distrust leads consumers to distrust the advertisement, which has a negative effect on purchase intention (Pengnate and Sarathy, 2017).

However, there are studies that have confirmed the positive effects of disclosing sponsored content. For example, Boerman and van Reijmersdal (2016) found that disclosure of sponsored content reduced brand attitudes and purchase intentions, but on the other hand, when consumers are aware of the disclosure, it is successful in triggering persuasive messages and may increase brand recall. In addition, disclosure of sponsored content can increase engagement with social media posts (Boerman et al., 2017). Interestingly, previous research has also found that disclosure of sponsored content improved young people understanding of brand engagement in films (Spielvogel et al., 2019).

According to Hardy (2021), the purpose of properly tagged sponsored content is to allow the reader to discover and evaluate the usefulness of the advertising information, not to hide it. While both negative and positive aspects have been identified, many studies have shown that the impact of sponsored content triggers people's recognition of sponsored content as a form of advertising, their perception that sponsored content has a commercial source develop a critical attitude towards the content (Boerman et al., 2017; van Reijmersdal et al., 2020, Eisend et al., 2020). Although there is a large body of research on how disclosure of sponsorship content affects customer engagement, it is not fully

understood how different formats of sponsorship content affect purchase intentions for certain types of products. In summary, the growing volume of content supported raises concerns about its transparency. While efforts are being made to establish clear disclosure guidelines, the impact of disclosure on customer engagement is still debated. Nevertheless, transparency of sponsored content is essential to maintain trust and enable consumers to make informed decisions. According to the authors research, it is clear that sponsored content is most valued through trust and usefulness of the information. Even when sponsored content is disclosed, consumers are critical of the content and therefore the information needs to be presented as credible and useful.

In summary, the growing volume of content supported raises concerns about its transparency. While efforts are being made to establish clear disclosure guidelines, the impact of disclosure on customer engagement is still debated. Nevertheless, transparency of sponsored content is essential to maintain trust and enable consumers to make informed decisions. According to the authors research, sponsored content is most valued through trust and usefulness of the information. Even when sponsored content is disclosed, consumers are critical of the content and therefore the information needs to be presented as credible and useful.

1.1.3. Different formats of sponsored content

Social media platforms enable companies, brands or influencers to communicate with customers and customers in various formats, both text and visual (Rietveld, 2020). This means that sponsored content covers a wide range of formats that brands and creators can use to promote products or services. A social media post is what a social media user publishes to their followers. Posts can be in the form of text, image or video (Obar and Wildman, 2015). Social media engagement is an important key performance indicator (KPI) that measures the effectiveness of sponsored posts in various formats (Hughes et al., 2019; Lammenett, 2019). One common format is video, where brands and creators collaborate to produce engaging promotional videos that are shared on social media platforms. Another popular format is social media posts, where influencers or content creators present brand offers using images, text messages or stories. However, sponsored content can also go beyond social media and can include articles on news portals or magazine. Articles provide a more in-depth approach as brands work with publishers or bloggers to create informative content that highlights their offers and is published on websites, blogs or online magazines. In addition, brands can participate in sponsored events, local advertising, product launches, influencer takeovers and other creative formats to effectively reach and engage the target audience. However, here is various formats are the most common using with sponsored content:

Textual post. Text messages are a common format for sponsored content, especially on social media platforms and blogs. In this format, influencers or content creators create posts that contain written

content promoting a brand's product or service. While users are likely to avoid or ignore traditional advertisements, text-based posts are the most likely to be recognised by users as sponsored and their information is the most easily accepted (Evans et al., 2017). Text messages tend to contain useful information directly related to the brand or product being promoted (Roose et al., 2018). Thus, the main advantage of sponsored text messaging is the opportunity to provide in-depth information, share personal experiences or provide expert insights on brand offers. Compared to other formats, they allow for deeper communication and storytelling.

Image (layout) post. Sponsored images or mock-ups provide brands with an effective format to present their products or services through visually appealing designs. It is a visually appealing way to increase brand awareness, engage viewers and stimulate customer interest and action. The authors agree that visual advertising has a greater impact on consumers' emotions and is therefore more likely to be shared with others (Rietveld et al., 2020). Therefore, social media often use images or simply layouts that can be presented as sponsored content. Therefore, images or layouts are accompanied by tags, very little (or no) text or a CTA link.

Text and image. Brands or content creators usually use a combination of both video and text ads. This is known as display advertising but is also defined as graphic advertising related to attracting users online through various websites or social media (Mao and Zhang, 2015). Sponsored visual and text messages harness the power of visual storytelling to attract attention and effectively communicate a brand message. The use of appealing images or graphics helps to grab users' attention and immediately establish a connection. Captions are additional textual information added to an image to reflect the message of the image. The combination of images and captions or text has a positive effect on attitudes towards products (Van Rompay et al., 2010). Accompanying text provides an opportunity to convey key information, tell a story or convey a brand value proposition in a concise and persuasive way. For example, Mao et al. (2019) concluded that image and text ads capture customers' attention more than video ads.

Video. Bortone and Shankman (2017) found that video is one of the biggest possibilities to engage new customers in a more authentic and credible way. The sponsored video format has become very popular as a popular and effective advertising and brand engaging tool often used by political companies. Especially the video format has become increasingly popular with mobile smart devices and social networks, where short videos are made available (Vandersmissen et al., 2014). With this format, brands or creators of content can present their products, services or messages in a promotional context. Mowat (2018) also argues that video marketing gives companies the opportunity to evoke an emotional response and thus satisfy their audience. On the other hand, Krämer and Böhrs (2017, p. 255) define video as a means of "effectively communicating complex facts to a target group in a short period of

time”. Sponsored videos often come with a CTA (call to action) format and encourage consumers to continue their activity on social media, where they can continue shopping (Lin et al., 2014)

In principle, the video format can be more expensive compared to other formats. Hansch et al. (2015) argue that video production is the most expensive aspect of online course development. For example, creating a video about a hedonic product requires content, filming equipment, production space and editing. The process can become complex and time consuming. Da Silva et al. (2016) also argue that choosing the right video design should be cost-effective. And although the video format may be more costly, observing the trends – it remains one of the most effective and popular formats, especially on social networks.

Reels. The video format has become increasingly popular in recent years, especially with the rise of short-form video content. One striking example of this is the launch of Reels on social media. These are short vertical videos that allow users to create engaging and entertaining content in 15-60 seconds, the videos can be sped up, slowed down, with sound effects and music that can be tailored to the user's needs (Maksimova and Savolainen, 2021). With reels, creators can grab attention by combining video, sound and various creative tools. Liu et al. (2019) argue that using rolls in a marketing strategy can save time, spread faster on social media, and using this format can provide space and time for potential users who do not have a lot of time to search for information, so they can still be updated in the process of searching social media.

Article. Sponsored articles in news portals or magazines are an effective way to reach your target audience, establish brand leadership and increase brand trust. Articles sponsored by news portals or magazines must be transparent and clearly disclose the nature of the sponsorship to readers. This ensures that readers know that the content is promotional, promotes transparency and maintains the credibility of the publication. They are usually labelled “Partner content” (Margot et al., 2021). By partnering with trusted publications, brands can benefit from their expertise and trusted platforms to provide valuable content to readers and promote their products or services. Saenger and Sound (2019) found that sponsored articles published in a news channel that are relevant to a brands image generate trust and a more favourable attitude towards the brand. Also, some experts argue that sponsored articles are most effective when they function similarly to editorial content, offering a seamless and consistent experience (Sharethrough, 2017). Content analytics research also highlights that sponsored articles presented with emotive content have an impact on the engagement of media readers and users (Berger and Milkman, 2012). So, a sponsored article is usually effective when the content relates to the subject matter of the news portal or magazine, as well as evokes emotions, which is best done by storytelling.

In conclusion, these formats have become an integral part of today's advertising and marketing strategies using sponsored content. By using these different formats, brands can reach their target audience through multiple channels, cater to different content preferences and increase the impact of

their sponsored content on purchase intent. Regardless of the format chosen, it is essential that brands prioritise reliability and usefulness of the information, thereby promoting trust and authenticity among audiences, as mistrust of sponsored content persists. Authors agree that no matter the type of message, it needs to be planned and influences consumers response to advertising – whether it is text, an article, an image or a video, a structured message influences consumer engagement, interactive reactions and opinions on social networks (Rietveld et al., 2020; Mao et al., 2019). The literature on different types of messages generally agrees that the type of message posted on social networks determines the type of message (Mao et al., 2019), but there is no consensus on which format is more effective. However, it is observed that articles and videos are the most commonly used formats for sponsored content (Campbell et al., 2014; Ferrer, 2016), as it is easier to present a story in these formats, and thus easier to present information in a useful way.

1.1.4. Storytelling as a tendentious style for sponsored content

People are exposed to a lot of advertising daily, so they tend to ignore it over time. This means that marketers need to find a way to humanise their advertising message and present the product in a way that encourages purchase intent. Storytelling as a marketing tool is currently very popular to achieve this goal. He et al. (2016) argued that storytelling is like the backbone of brand marketing and that stories can be a brand marketing tactic. Storytelling is the process that product marketers use to convey a message to their audience by combining facts and narrative with emotion. In particular, new technologies and the proliferation of the internet have contributed to the success of storytelling in several fields such as marketing, media, communication, and management (Bassano et al., 2019), where storytelling has become a powerful persuasion tool. Most explanations acknowledge that the format of storytelling is a hybrid mix of editorial content and advertising content, published as “embedded advertising” or that which takes the form of its environment, whether digital or print publications (Matteo and Zotto, 2015). While many media outlets and brands use fact-based narratives to create sponsored content, others combine fiction and improvisation to reveal the key components of branding. Storytelling is a powerful tool that can be integrated into sponsored content in a variety of formats such as articles or videos. Storytelling can be used in sponsored articles to make the content more relatable and engaging, also more personal. Storytelling can be used in sponsored posts or even articles on social media or blogs to create a personal connection with your audience and generate interest. Video is also a dynamic format for storytelling, allowing brands to create stories that showcase their products, highlight testimonials or evoke emotions through image and sound. Gilliam and Flaherty (2015) have shown in their research that original storytelling can encourage consumer acceptance of a brand and strengthen brand image and brand loyalty.

Kakroo (2015) defined storytelling as the use of facts with an emotional wrapping to encourage people to act, such as purchase. The same author identified three main storytelling points, i.e. plot, character and aesthetics, which should be used to create sponsored content in any format:

Plot. With a beginning, an interval and an end. A story would not be made without plots, and plots define the actions of a story.

Character. A plot without characters would not create action. A brand with good storytelling would become a character in consumers lives. In addition, a brand allows consumers to be more convincing characters in the story they tell.

Aesthetics. Telling styles and rhetorical skills in narrative would make a story more attractive for customers.

Authors who have studied the inclusion and shaping of storytelling in advertising have also found other aspects. For example, He et al. (2016) explained the use of narrative stories in marketing as follows: (1) an origin story explaining the motivation and purpose of the founder of the organisation; (2) a function story describing the product's purpose and use; (3) a effectiveness story pointing to examples of the organisation's effectiveness. Pan and Chan (2019) in their study sought to discuss how storytelling through people's instincts influences brand image and purchase intentions. Based on the framework of storytelling theory and heuristic theory, the authors identified the elements required for storytelling in marketing (*Figure 1*).

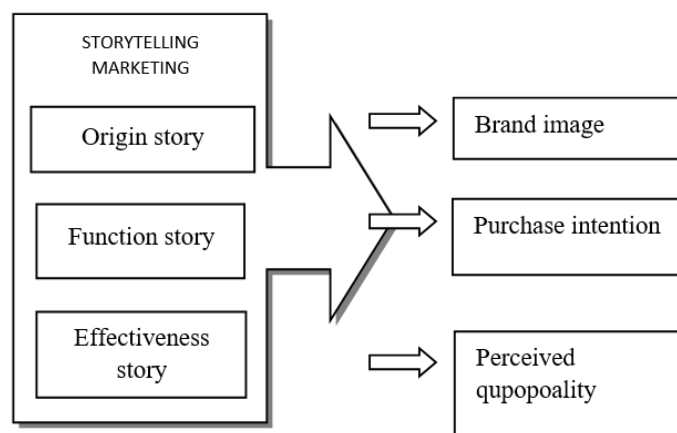


Figure 1. Elements required for storytelling marketing

Source: Lee-Yun Pan and Kuan-Hung Chen, 2019, p. 707

By incorporating storytelling into marketing activities, brands can create a positive brand image, establish an emotional connection with the audience, build trust and distinguish themselves from competitors (Stylidisa et al., 2015, Kent, 2016). By using compelling narratives, brands can increase purchase intent by generating a desire to purchase their products or services (Chung et al., 2016), by demonstrating their unique value proposition and by providing an engaging experience that connects with consumers. Moreover, storytelling plays a crucial role in shaping the perceived quality of a brand.

By using narratives that emphasise craftsmanship, innovation or attention to detail, brands can present themselves as providers of high-quality products or services, thereby fostering positive consumer attitudes (Jayakrishnan et al., 2016).

Overall, the strategic use of storytelling in marketing allows brands to have a lasting impact, influence consumer behaviour and foster a favourable brand image, leading to perceived quality and increased purchase intent and (Pan and Chan, 2019). Thus, by using storytelling in their marketing strategy, brands can build trust, foster loyalty and stand out in a crowded marketplace. By leveraging the power of storytelling, brands can create sponsored content that resonates with audiences, drives engagement, and ultimately influences consumer behaviour, such as purchase intent. However, when using a storytelling tool, it should be remembered that it combines story with facts it should be presented as useful and trustworthy information.

1.2. Customer preferences for hedonic products

1.2.1. Hedonism in marketing and hedonic products

Hedonism plays an important role in the context of marketing research in order to understand consumer behaviour and develop effective marketing strategies. By recognising and satisfying consumers' desires for pleasurable, sensory experiences, marketers can create an engaging brand experience and thus drive purchase. Semaan et al. (2019) argue that hedonism is one of the driving forces behind luxury consumption, which is characterised by emotional usefulness. According to Subawa (2015), hedonism is a persistent phenomenon that permeates modern global society as consumerism increases and people's standard of living improves. It manifests itself through hedonistic, more luxurious products that are marketed primarily to provide consumers with pleasure and sensory satisfaction. This can include products such as luxury watches, perfumes, flowers, sports cars and etc. These products are usually associated with the enhancement of personal well-being, entertainment or pleasure. Eisenbeiss et al. (2015) agree that hedonistic products or services are also primarily consumed for pleasure, while Hamilton et al. (2014) argue that hedonistic consumption is linked to impulsivity, where decisions are made unconsciously.

Sopers (2017) research has launched a search for alternative ways to reconcile the sale of hedonic goods with an alternative, self-aware approach to consumption, where personal well-being is reflected alongside social justice and ecological sustainability. In the analysis of this study and others, it has been noted that the phrase "alternative hedonism" has emerged alongside hedonism as an opposition to societal consumerism. Alternative hedonism is a response to those who are concerned about the relationship between business ethics and quality of life that has led to consumerism (Syse and Mueller, 2015). Reducing, simplifying, limiting and slowing down consumption through alternative hedonism

encourages consumers to admire and strive for more sustainable behaviours (Husemann and Eckhardt, 2018). The authors point out that hedonic goods can create imbalances in consumers lives. For example, an overemphasis on the pursuit of immediate gratification and pleasure can overshadow other important aspects such as responsibility and sustainability. In addition, hedonism can lead to impulsive and risky behaviour, as individuals may prioritise instant gratification without considering the potential long-term consequences (Zemack-Rugar et al., 2016) suggested that consumers will refuse to buy hedonistic products if they feel a strong sense of anticipatory guilt. Choi et al., (2020) found in their study that consumers considering a hedonic purchase tend to feel guilty about spending money on unnecessary pleasures, and itemised prices reflecting lower actual prices are used to justify spending and reduce guilt. The authors found that the stronger the preconceived guilt caused by contemplating hedonic consumption, the less likely it is that consumers will choose to purchase hedonic products.

In conclusion, the authors agree that hedonic products have both positive and negative aspects. It is argued that hedonism can increase the enjoyment of using or consuming hedonic products, thus increasing overall experience and emotional satisfaction. It allows people to enjoy a luxurious, pleasurable and memorable experience. However, the negative aspects of hedonism in relation to hedonic products are possible overconsumption, materialism and superficiality. Therefore, while hedonism can increase the pleasure of consuming hedonistic products, it is important to strike a balance and consider the ethical and sustainable consequences of consumption.

1.2.2. Differences in customer journey for hedonic and utilitarian purchases

The hedonistic and utilitarian shopping journeys differ depending on consumers values, emotional and practical needs (Li et al., 2020) (*Table 2*). These differences have been repeatedly explored by the authors and the conclusions drawn are relevant for companies to optimise their marketing strategies and to create not only a tailored experience for customers, but also advertisements included in sponsored content. Hedonic products, which are consumed primarily for affective or sensory satisfaction, are often contrasted with utilitarian products, which provide functional and practical benefits (Huber et al., 2018). Although this distinction can be ambiguous, there is a consensus that utilitarian products have different effects on cognition and emotions than hedonic products. The consensus is that hedonic products induce greater affect, arousal, pleasure and engagement than utilitarian products (Baghi and Antonetti, 2017).

Table 2. *Contrasting Characteristics of Utilitarian and Hedonic Purchases*

Utilitarian Purchases	Hedonic Purchases
Goal-driven, cognitive	Fun, surprise, variety-seeking, and guilt alleviation
Concrete product attributes	Intangible product attributes
More brand switching	Less brand switching

Deliberate, deep, and attribute specific information processing	Ambiguous, holistic, simple cue, and heuristics-driven
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Source: compiled by the author based on scientific sources by Li et al., 2020

Consumers of hedonic products are driven by their emotions and seek instant satisfaction, often relying on simple advertising signals to make decisions (Park et al., 2018). The immediate browsing behaviour associated with hedonic purchases involves a more relaxed and exploratory approach, where consumers can explore fewer product pages and make impulsive purchase decisions (Mallapragada et al., 2016), which would suggest that consumers interested in hedonic products would be driven by an immediate intention to purchase after reading a sponsored article or seeing a sponsored video. In the digital era, social media has become an important cornerstone for hedonic brands as consumers turn to entertainment-oriented platforms, such as news portals or social media channels, for product information and recommendations (Hughes et al., 2019; Liu et al., 2019; Park et al., 2018). The visual and interactive nature of social media allows users to engage with engaging content and interact with like-minded individuals, thereby shaping their hedonistic purchasing decisions. These characteristics underline the importance of capturing attention, creating engaging content and leveraging social media platforms to effectively reach consumers in a hedonistic market and drive purchase.

Regarding the phenomenon of post-shopping regret and brand betrayal, sensory consumers of hedonic products tend to attenuate the feeling of betrayal to regret, whereas consumers of utilitarian products are more likely to regret post-shopping (Mishra et al., 2021). Therefore, consumers may regulate their regret differently between hedonic and utilitarian products, leading to different behaviour when advertisements reach consumers (White et al., 2017), and therefore, when sponsored content is presented about a hedonic product or a utilitarian product, it is expected that consumers of utilitarian products will evaluate the sponsored content with a more critical eye and will think longer about the purchase to avoid regretting it later. There is more research that reflects consumers preference for hedonic products over utilitarian products (Tong and Su, 2018) in the context of fast purchases. In studies using shared displays, consumers were more likely to choose hedonic products when they were presented alongside utilitarian products (Pizzi et al., 2019). Furthermore, both physical and virtual purchasing environments can influence consumers perceptions of the hedonic and utilitarian value of their purchases, highlighting the impact of retail environments on consumers choices and experiences (Krystof and Richter, 2017).

In summary, understanding consumers emotional desires and practical needs in hedonistic and utilitarian markets is crucial to optimising marketing strategies. Hedonistic products focus on instant gratification, emotions and sensory satisfaction, while utilitarian products provide functional benefits. By adapting their marketing approaches, companies can effectively reach and connect with consumers in these markets. They can do this by delivering a variety of messages in the most effective formats.

Considering the shopping habits of consumers of hedonic products and consumers of utilitarian products, as well as data from previous studies, it can be assumed that sponsored content can lead to a difference in purchase intent simply because of the type of product. Therefore, this paper will seek to investigate how different sponsored content formats affect hedonic products in terms of purchase intention.

1.2.3. Marketing tools and tactics for hedonic products

Marketing tools and tactics for hedonic products are tailored to reflect the emotional and sensory appeal that drives consumers to buy goods for pleasure and enjoyment rather than practical necessity. As these purchases are usually driven by an emotional response, marketing strategies for hedonic products are very different from those for utilitarian goods, for example. Hedonic products are usually consumed for the purpose of affect or sensory gratification, and therefore this emotion or feeling needs to be conveyed through advertising (Lu et al., 2016). While there are various marketing tools and tactics to convey this, the following are the most commonly presented and discussed in the literature:

Emotional branding is essential for hedonistic products because it fosters a strong connection between the brand and the consumers emotions. Campaigns are often designed to evoke feelings of excitement, enjoyment or nostalgia. For example, luxury brands often use storytelling to communicate exclusivity and status, creating an emotional connection that goes beyond the functionality of the product (Stylidisa et al., 2015).

Storytelling, as mentioned before, is particularly effective for hedonistic products because it provides consumers with a narrative they can relate to and deepens the brand experience (Gilliam and Flaherty, 2015). Brands often use blog posts, social media stories, articles and video content (all those formats usually used in sponsored content) to share the inspiration, craftsmanship or lifestyle associated with a product.

Influencer marketing also plays a particularly important role in the introduction of hedonic products. By partnering with influencers who are aligned with a brands aesthetics and values, companies can leverage their reach and credibility to create authentic and aspirational content (Evans et al., 2017). Influencers share experiences that make the product more appealing. De Veirman et al. (2017) argued that the influencer was deliberately chosen to create sponsored content because influencers with a large social media following can influence purchase decisions, especially when buying a hedonic product.

Exclusivity tactics can also be found in the marketing of hedonistic goods. Exclusivity tactics is also popular. Creating a sense of scarcity or exclusivity in hedonistic products can be particularly effective (Amatulli et al., 2020). Limited editions, exclusive offers and “available for a short time only” messages can increase demand, as the product may be perceived as rare and coveted.

Visual elements are key elements in the marketing of hedonic products as they help to convey the luxury, quality and charm of the product. High-quality images, videos and aesthetically pleasing product design often capture consumers attention and make them want the product. While video can be a common format, marketers can also use imaginative descriptive articles useful (Roose, Geuens and Vermeir, 2018). For example, emphasising textures, scents and colours in promotional texts to evoke pleasure even before the consumer has direct contact with the product.

In summary, marketing strategies for hedonic products are uniquely tailored to meet consumers emotional and sensory desires. Emotional branding and storytelling help brands to connect more deeply with consumers by appealing to feelings of pleasure, nostalgia or exclusivity. Influencer marketing with authentic and relatable content further enhances appeal, especially to a social media audience. In addition, visual and sensory elements such as high-quality images, videos and descriptive text play an important role in presenting these products as luxurious, desirable and enjoyable. Therefore, in this context, influencer marketing, storytelling, emotional content and visual elements will be used in this scientific study to investigate the impact of different sponsored formats on the intention to purchase a hedonic product.

1.3. Appropriate research model: IAM

In advertising, understanding the effectiveness of different advertising formats is crucial for marketers and advertisers. When analysing the literature and research on the impact of advertising on consumer behaviour and purchase decisions, it has been observed that the most commonly used Information Adopted Model (Boerman et al., 2018, Eisend et al., 2020). The IAM includes four components: 1) argument quality; 2) source credibility; 3) information usefulness; 4) information adoption (Sussman et al., 2003) (*Figure 2*). According to this model, users select and evaluate information in two different ways: central route or peripheral route. In the central route (argument quality → information usefulness → information adoption), consumers prefer strong and persuasive arguments to weak and unsubstantiated ones when forming an opinion. The peripheral route (source credibility → information usefulness → information adoption) means that consumers consumer orientation towards the credibility of the source rather than the quality of the information content (Petty and Cacioppo, 1986). This model has been used in various studies but has been adapted by different

authors to suit their topics by adding more variables. A more detailed model has also been developed by Erkan and Evans (2016).

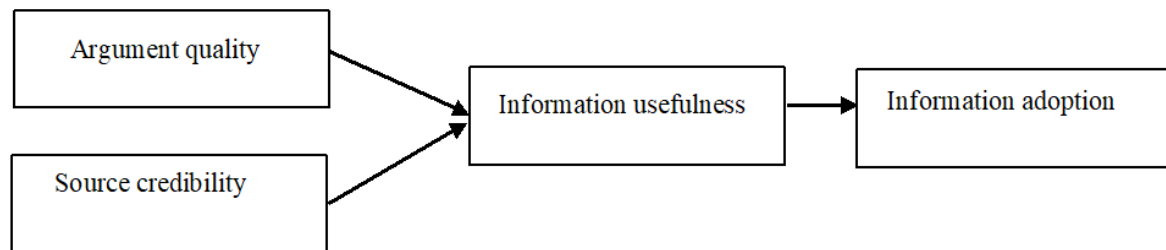


Figure 2: Information Adopted Model
Source: Susman et al., 2003

Them model shows which criteria influence the perception of the message/advertising information, which which determine consumers intention to purchase or not to purchase. The authors have added to the existing model two independent variables: information needs and approach to information. They also add a dependent variable: intention to purchase. Information needs indicate the degree to which users perceive information as useful. Approach to information depends on the product to be purchased, personal attitudes and environmental influences.

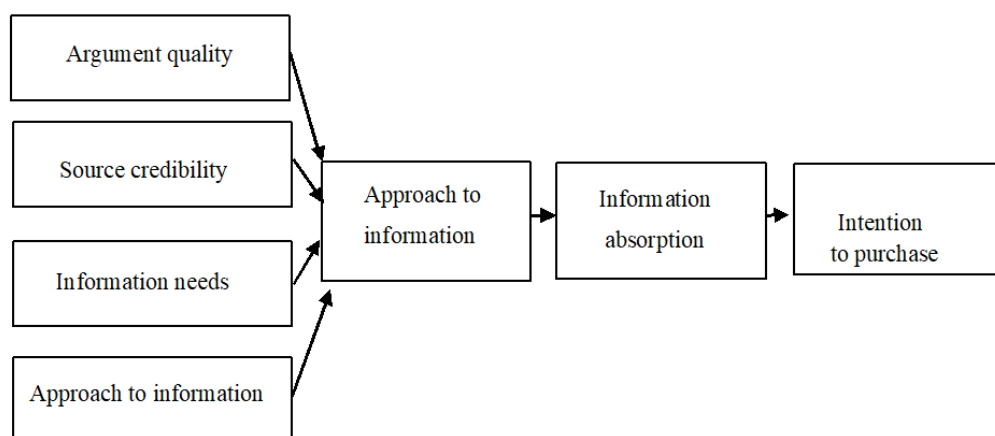


Figure 3. Information adopted model
Source: Erkan and Evans, 2016

Thus, the information acceptance model is often used to evaluate advertising using the following measurement criteria. Therefore, this paper will also assess different formats messages of sponsored content es based on this model.

2. THE IMPACT OF DIFFERENT FORMATS OF SPONSORED CONTENT MESSAGES ON THE PURCHASE OF HEDONIC PRODUCTS

RESEARCH METHODOLOGY

2.1. Research methodology, working model and hypotheses

This part of the study, based on the literature analysis carried out in the first part of the study, presents the methodology of the study, which includes the methods and the aim of the study, the problem of the study and the research model, the hypotheses and a description of the research methodology.

The problem of this research: What is the impact of different content formats on the intention to purchase a hedonic product?

The goal of this research: To determine the impact of different formats on the intention to purchase a hedonic product.

The working model is based on the analysis of the scientific literature on The Information Adoption Model (IAM) (Sussman and Siegal, 2003), as well as on the basis of research models, findings and recommendations for further research. The model is based on the work of other authors observations that to study information messages, which can be presented in different formats, it is necessary to establish criteria for the evaluation of the messages. The criteria are based on an analysis of other studies that have used the Informational Adoption Model, which identifies the following criteria: *information usefulness*, *information trust* and *information adoption*. The developed theoretical model tested empirically in a later stage of this work.

Based on the literature analysis, the authors believe that different message formats may have different effects on the consumers intention to purchase a product. Therefore, following the model developed by the author, the study will seek to find out how different sponsored message formats influence the consumers intention to purchase a hedonic product. While the theoretical part discusses more message formats, the author has chosen to study *sponsored article* and *sponsored video* formats in this study, due to their perceived frequency of use in practice and other research (Ferrer, 2016). As Campbell et al., (2014) argue, text-based articles or video narratives are usually referred to as “sponsored content” because advertising is similar to publishers’ content, and it is easier to integrate a product into it.

Sponsored content ethics: As Campbell et al. (2014) note, sponsored content often resembles the editorial style of the host platform, which is why it is important to make a clear distinction between advertising and organic content. When an article is submitted, it is marked with a separate tag to distinguish it as sponsored to the reader. At the top of the article, the source was marked: Partner

content (liet. “Partnerio turinys”). The format of the video has also been distinguished by a separate tag at the bottom of the video by tag “Sponsored content” (liet. “Remiamas turinys”)

The study was compiled model explains the factors that determine the impact of consumer-generated content on consumer behaviour. The research model consists of: 1) Different formats of sponsored content (article/video); 2) Message information usefulness; 3) Message information trust; 4) Message information adoption; 5) Intention to purchase.

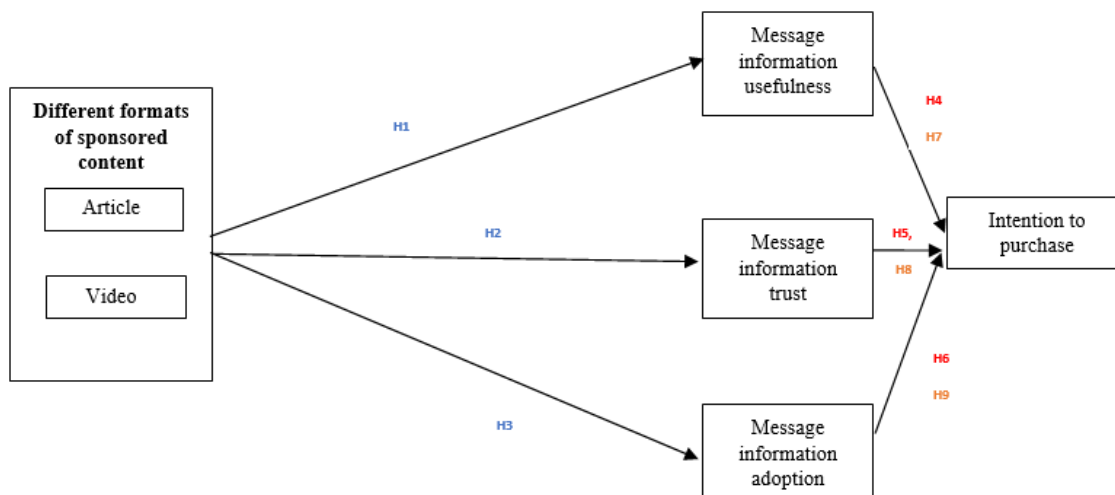


Figure 4: The impact of different formats sponsored content messages on the purchase of hedonic products

Source: compiled by the author

Based on the model developed by the author and the analysis of other studies aimed at investigating the impact of different message formats on purchase intention, 9 hypotheses were developed. The hypotheses are grouped according to the variables and the different colours in the presented model.

H1: The usefulness of the message information will be higher for a sponsored article than for a sponsored video.

Although there is not much research on sponsored articles, the authors agree that in textual content such as an article, advertising that is directly related to the advertised product is useful (Roose, Geuens and Vermeir, 2018). According to Huang (2009), consumers tend to browse more websites and articles when searching for information about a product on the Internet than when searching for information about experiential products.

H2: The trust of the message information will be higher for a sponsored video than for a sponsored article.

H3: The adoption of message information will be higher for a sponsored video than for a sponsored article.

On the other hand, video format is used in major broadcast content distribution channels and is effective to promote content and attract viewers (Kim, 2017). Boerman and van Reijmersdal (2016) argue that when a message is presented in a familiar commercial format in a news article, distrust of the content may be reinforced. Considering this claim increases the credibility of the sponsored video information. Sponsored videos are an excellent means of effectively conveying facts to the target group in a short period of time (Krämer and Böhrs, 2017), and it can be argued that the message information contained in sponsored videos is easy to receive.

H4: The higher information usefulness in the sponsored article, the stronger intention to purchase

H5: The higher information trust in the sponsored article, the stronger intention to purchase

H6: The higher information adoption in the sponsored article, the stronger intention to purchase

Based on the scientific literature, it can be argued that the content of articles can have an impact on purchase intentions. Research by Huang (2009), also shows that consumers who are interested in a product are more likely to accept the information provided in the sponsored article. The informativeness of an article has a positive effect on the value of advertising and predicts attitudes towards advertising on websites using sponsored articles (Murillo et al., 2016; Dao et al., 2014). Sweetser et al. (2016) also show that the informativeness of a sponsored article is a positive predictor of attitudes towards the content and brand. Thus, it can be argued that consumers value the informativeness and acceptance of the information presented in a sponsored article.

H7: The higher information usefulness in the sponsored video, the stronger intention to purchase

H8: The higher information trust in the sponsored video, the stronger intention to purchase

H9: The higher information adoption in the sponsored video, the stronger intention to purchase

In modern communication, it is observed that sponsored videos can have a direct impact on CTAs (call-to-action) (Verčič, 2015), such as purchase intent. Liu et al. (2019) argue that the use of short promotional videos in a marketing strategy can save time, making them useful and influencing the consumer's intention to purchase. Authors agree that the more structured the message in a video, the more acceptable it is (Rietveld et al., 2020; Mao et al., 2019), thus influencing consumer engagement, interactive reactions, such as product purchase.

Considering the hypotheses developed from other authors and their studies, the following research aimed to confirm or reject them. After considering the insights and hypotheses put forward by other researchers, this study aims to contribute to existing knowledge by empirically testing the proposed hypotheses in the context of the specific objectives of the study. Data collection method and survey instruments

The research method chosen for the study of this research work was a quantitative research method. Stonkienė et al., (2010) state that quantitative research allows for the identification of several key trends, so in order to investigate how different formats of sponsored messages impact on the intention to purchase hedonic products, it was chosen to carry out the above-mentioned research. A factorial design was also chosen as this method aims to manipulating factors in experiments to observe their effects on outcomes, with a minimum loss of data information (Table 3). In other words, a small number of understandable factors can be derived from a much larger number of variables (Nyaradzo and Christopher, 2013). Similar studies in the literature dealing with different message formats have also used a factorial experimental design (Wojdyski, 2016; Krämer and Böhrs, 2017; Hughes et al., 2019), suggesting that such an approach is appropriate for the purpose of the study.

To collect data for the study, a questionnaire survey was chosen survey method, as it is one of the simplest and most convenient ways to achieve the required group of respondents. A questionnaire survey allows to find out, measure, identify, evaluate the extent of the problem (Vazonienė, 2010). Other authors have also used the survey method in their studies to investigate different messages or their formats (Schroeder et al., 2023; Xiao et al., 2020). The two (A/B) questionnaires were digitised, upload on a survey platform and distributed online.

Table 3. *Factorial experimental design*

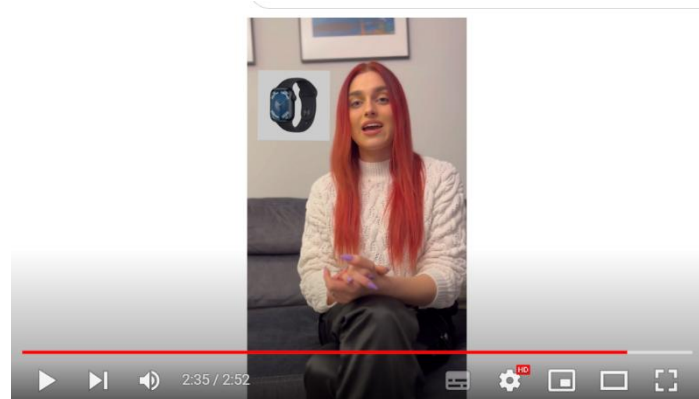
1 questionnaire A	2 questionnaire - B
Hedonic product (Apple Watch Series 9) – sponsored article	Hedonic product (Apple Watch Series 9) – sponsored video

Source: compiled by the author

Practical part. In order to investigate which sponsored content format has an impact on the intention to purchase hedonic product, sponsored article (image 1) and sponsored video (image 2) were created before the study. These two formats were created using the tool of storytelling, promoting a product through a story, as original storytelling can encourage consumers to reinforce the brand image and encourage product purchase (Gilliam and Flaherty, 2015). As a storyteller was chosen a Lithuanian singer, participant in various TV projects, nano-influencer with more than 10,000 followers on “Instagram” social media channel. An influencer was specifically chosen to create the sponsored content, as influencers with a large social media following have the power to drive purchase (De Veirman, Cauberghe and Hudders, 2017).



Image 1. *Sponsored article*



Survey A sponsored video example

Image 2. *Sponsored video*

The Apple Watch Series 9 (image 3) was chosen as an example of a hedonic product. For survey case A, a sponsored article was created in which a selected nano-influencer tells the story of how the Apple Watch Series 9 saved her life with its smart features. Kakroo (2015) defined storytelling as a combination of facts and emotions, which is why the sponsored article tells an emotional story. The article is followed by a special call to action (CTA) with a link to buy the watch. The term “Partner content” was used to disclose hidden advertising in the article (Morgot et. al., 2021). Survey case B contains an example of a sponsored video in which the same nano-influencer tells the same emotive story. The video is less than 3 minutes long. The nano-influencer is wearing a watch while telling the story and a picture of the model appears for a few seconds during the video. This is a conscious decision, as the content that discloses the sponsorship information may contain pictures of the product being used or hyperlinks that refer to the product (Zhu and Tan, 2007). The sponsored article and sponsored video about the hedonic product can be found in Annex 1.

Scenario have been developed with the aim of maintaining integrity – the same story of the hedonic product is told by the same nano-influencer in the sponsored article (A) and in sponsored video (B).



Image 4. Apple Watch Series 9

Constructs. The questionnaire is divided into four groups of four questions aimed at to identify the factors in the research design: message information usefulness, message information trust, messages information adoption and intention to purchase. The same constructs will be used two times: in the hedonic product survey about the sponsored article (A) and the sponsored video (B). The 7-point Likert scale used to measure the constructs of the questions is widely used by other researchers to measure user-generated content. The Likert scale can be applied to a wide range of constructs, making it a valuable tool for gaining insights into the effectiveness of different formats of sponsored content. This scale is often used in studies that aim to measure advertising (Wojdyski, 2016; Kim et al., 2017; Kim et al., 2019). On the Likert scale, 1 means strongly disagree, 2 means disagree, 3 means more disagree than agree, 4 – neither agree nor disagree, 5 – more agree than disagree, 6 – agree, 7 – strongly agree. The constructs in the questionnaire are based on the previous constructs used in previous studies:

1. **The message information usefulness** is measured by six statements based on Yuksel, H. F., (2016): 1) *I think that the provided content would encourage me to buy this watch;* 2) *I think that the provided content is useful for finding information about this watch;* 3) *I think that the provided content is valuable;* 4) *I think the provided content is a convenient source of information when interested in buying this watch;* 5) *I think that the provided content influences my decision to be interested in this watch;* 6) *I think that the provided content would encourage a quicker purchase of the this watch.*

2. **The message information trust** is measured by five statements based on Schnepf, J., Lux, A., Jin, Z., Formanowicz, M., (2021): 1) *I believe that the provided content about this watch is reliable;* 2) *I believe that the provided content information is correct;* 3) *I believe that the provided content information is understandable;* 4) *I believe that the provided content information is trustworthy;* 5) *I would use the information in this content to persuade other people to buy this watch.*

3. **Messages information adoption** is measured by four statements based on Tseng, S. Y., and Wang C. N., (2016): 1) *I intend to use the information contained in the content to purchase this watch;* 2) *Provided content encourages me to take a deeper insight into information about this watch;*

3) *Information in the provided content about this watch is acceptable to me;* 4) *Information contained in the content motivates me to purchase this watch in the future.*

4. **Intention to purchase** is measured by four statements based on Erkan, I., and Evans, E., (2016): 1) *If I would go to buy a watch, I would consider about this model, mentioned in provided content;* 2) *If I would consider to buy a watch, the chances are high that I would buy the model mentioned in the provided content;* 3) *I would intend to buy the watch mentioned in the content when I would be choosing between others;* 4) *would buy this watch;* 5) *I would recommend this watch model to others.*

Table 5. *Constructs and questions used in the questionnaire*

Constructions	Questions	Source
Usefulness of message information	1) I think that the provided content would encourage me to buy this watch. 2) I think that the provided content is useful for finding information about this watch. 3) I think that the provided content is valuable. 4) I think the provided content is a convenient source of information when interested in buying this watch. 5) I think that the provided content influences my decision to be interested in this watch. 6) I think that the provided content would encourage a quicker purchase of this watch.	Yuksel, H. F., (2016)
Trust of message information	1)) I believe that the provided content about this watch is reliable. 2) I believe that the provided content information is correct. 3) I believe that the provided content information is understandable. 4) I believe that the provided content information is trustworthy. 5) I would use the information in this content to persuade other people to buy this watch.	Schnepf, J., Lux, A., Jin, Z., Formanowicz, M., (2021)
Messages information adoption	1) I intend to use the information contained in the content to purchase this watch. 2) Provided content encourages me to take a deeper insight into information about this watch. 3) Information in the provided content about this watch is acceptable to me. 4) Information contained in the content motivates me to purchase this watch in the future.	Tseng, S. Y., and Wang C. N., (2016)
Intention to purchase	1) If I would go to buy a watch, I would consider about this model, mentioned in provided content. 2) If I would consider buying a watch, the chances are high that I would buy the model mentioned in the provided content.	Erkan, I., and Evans, E., (2016)

	3) I would intend to buy the watch mentioned in the content when I would be choosing between others. 4) I would buy this watch. 5) I would recommend this watch model to others.	
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Source: compiled by the author based on scientific sources, 2023

2.2. Sample size

A non-probability convenience sampling method (Zhu et al., 2013) was used to select the respondents for this survey method. Guided by the academic literature in the context of consumer generated content research and best practice, the average sample size was determined:

Table 6. *Calculating the sample of respondents based on good practice*

Author, year	Sample size in the study
Saenger, C. and Song, D., (2019)	191
Ham et al., 2021	501
Wang et al., 2019	195
Kim et al., 219	134
Li et al., 2020	246
Pengnate, S. and Sarathy, R., 2017	326
Erkan, I. and Evans, C. (2016)	529
Evan et al., (2017).	310
Average:	304

Source: compiled by the author on the basis of scientific research, 2023

Based on the data presented in the table, the average number of respondents for this study is 304. Therefore, each of the A and B questionnaires had on average 152 respondents. The study was conducted in accordance with ethical principles. The selected respondents were given the right to choose whether to participate in the study and were treated with respect and courtesy. Respondents were warned that the data obtained would be made public for scientific purposes.

The questionnaires were carried out over a period of 10 days from 2024-10-11 to 2024-10-21. The questionnaires were hosted on *Google Forms* platform. In order to reach the required number of respondents as quickly as possible the surveys were shared on social networks such as Facebook, Instagram, LinkedIn. *IBM SPSS Statistics* was used to process the data and obtain the results.

3. THE IMPACT OF DIFFERENT FORMATS OF SPONSORED CONTENT MESSAGES ON THE PURCHASE OF HEDONIC PRODUCTS RESEARCH RESULTS

3.1. Respondent demographics

During the collection of the results, 304 respondents took part in four surveys. Controlling for surveys A and B, 152 respondents answered each questionnaire. This was followed by tests of response variance to see which respondents did not investigate the questionnaire, did not take enough time to do so and filled it in unfairly. A total of 38 respondents who did not answer all the questions or who answered dishonestly, without insight, were excluded from A and B cases. After the initial data analysis, the study further analysed the responses of 266 target respondents.

The first step is to assess the demographic distribution of respondents in this study (by gender, age and income). It is noted that female make up the largest proportion of respondents in the A and B questionnaires. It can be noted that female make up the largest proportion of respondents in both questionnaires (64,4% in questionnaire A; 52,7% in questionnaire B), while male make up a smaller proportion of respondents in both questionnaires (32,2% in questionnaire A; 46,6% in questionnaire B). An analysis of the distribution of respondents by age category reveals that the age groups are distributed differently. In the A survey the largest age group was 18-25 (51,7%), while in the B survey the largest age group was 26-34 (47,3%). The analysis of the income data shows a very similar distribution between A and B data. In the survey A with sponsored article, the highest number of respondents income was 1100-2000 EUR (43,4%), the same income was also chosen by respondents in the survey B with sponsored video (40,5%). The demographic data is shown in Table 6 below.

Table 7. *Respondent demographics*

Respondent demographics		A		B	
		N	%	N	%
Gender	Male	48	32,2%	69	46,6%
	Female	96	64,4%	78	52,7%
Age	18-25	77	51,7%	45	30,4%
	26-34	48	32,2%	70	47,3%
	35-44	12	8,1%	18	12,2%

	45-55	11	7,4%	15	10,1%
	56+	1	0,7%	0	0%
Income	0-500 Eur	14	9,4%	10	6,8%
	600-1000 Eur	28	18,8%	19	12,8%
	1100-2000 Eur	66	44,3%	60	40,5%
	2100-3000 Eur	24	16,1%	30	20,3%
	3100+ Eur	15	10,1%	28	18,9%
N=		149		117	

Source: compiled by the author using SPSS tool

3.2. Research scale's reliability analysis

Once the relevant data had been collected and processed, the first step was to assess the internal consistency of the questionnaire. This was checked by calculating the Cronbach's Alpha coefficient, since it is related to the questionnaire's correlation between items. For further analysis of the study, the results are appropriate when the Cronbach's alpha value ranges from 0,7 to 1,0. The reliability of the constructs used in the study was tested separately for options A and B. The Cronbach's alpha coefficients were then calculated for the overall hedonic product study (*A- sponsored article; B – sponsored video*). The results of the Cronbach's Alpha coefficient calculations are shown in Table 7 below.

Table 8. *Reliability statistics*

Variables	N	A	B
Message information usefulness	6	0,948	0,959
Message information trust	5	0,904	0,932
Message information adoption	4	0,906	0,933
Intention to purchase	5	0,948	0,954
Overall study Cronbach alpha (A/B)	40	0,980	

Source: compiled by the author using SPSS tool

As shown by the statistical calculations, the overall message information usefulness, message information trust, message information adoption and the intention to purchase of the hedonic product questionnaire A/B variants, the Cronbach's Alpha coefficient was $\alpha = 0,980$, while the individual questionnaire items ranged from $\alpha = 0,904$ (lowest) to $\alpha = 0,959$ (highest).

Reliability of all individual parts of the questionnaire is very good, as it fits in the range between 0,7 and 1,0, and therefore are acceptable for further analysis of the survey.

Tests of Normality

The normality of the data for variants A and B was further analysed. The *Kolmogorov-Smirnov* and *Shapiro-Wilk* criteria were used to analyse the normality of the data. The *p-values* obtained were less than $p > 0.05$. Thus, the distributions did not satisfy the normality conditions, as $p > 0.05$, but the value of the asymmetry coefficient (Skewnees) and the coefficient of excess (Kurtosis) were within the range of -1 to 1, so it can be said that the conditions of the distributions are partially acceptable. The results of the Normality Test and Descriptives are shown in Tables 8 and 9 below. Therefore, the following analysis will use parametric criteria and linear regression analysis.

Table 9. *Normality Test*

		<i>Kolmogorov-Smirnov</i>			<i>Shapiro-Wilk</i>		
		Statistic	df	Sig.	Statistic	df	Sig.
Message information usefulness	A	,088	149	,007	,960	149	<,001
	B	,075	149	,041	,961	149	,003
Message information trust	A	,075	149	,040	,960	149	<,001
	B	,077	149	,031	,971	149	,003
Message information adoption	A	,099	149	,001	,957	149	<,001
	B	,106	149	<,001	,955	149	<,001
Intention to purchase	A	,083	149	,014	,954	149	<,001
	B	,069	149	,078	,962	149	<,001

Source: compiled by the author using SPSS tool

Table 10. *Descriptives*

		Skewness		Kurtosis	
		Statistic	Std. Error	Statistic	Std. Error
Message information usefulness	A	,112	,199	-,993	,395
	B	,149	,199	-,941	,395
Message information trust	A	,160	,199	-,937	,395
	B	,035	,199	-,842	,395
Message information adoption	A	,147	,199	-,927	,395
	B	,270	,199	-,919	,395

Intention to purchase	A	,178	,199	-,897	,395
	B	,166	,199	-,901	,395

Source: compiled by the author using SPSS tool

In the following this paper will analyse hypotheses H1 to H9. The data and hypotheses will be analysed for the hedonic product with *A (sponsored article)* and *B (sponsored video)* variants.

3.3. Hypothesis analysis

The data from questionnaires A and B are combined to test the different sponsored message formats (sponsored article and sponsored video) on the variables (message information usefulness, message information trust, message information adoption) according to hypotheses H1, H2, H3 and to analyse which format of the sponsored content leads to the intention to purchase the hedonic product.

H1: The usefulness of the message information will be higher for a sponsored article than for a sponsored video

H2: The trust of the message information will be higher for a sponsored video than for a sponsored article

H3: The adoption of message information will be higher for a sponsored video than for a sponsored article

Table 11. Hedonic product H1, H2, H3 Hypothesis testing with Paired-Sample T Test

HEDONIC PRODUCT		Mean	t	Significance One-Sided (p)
Paired 1	Article information usefulness & Video information usefulness	23,9128	1,389	0,084
		22,7852		
Paired 2	Article information trust & Video information trust	20,6242	,754	,226
		20,1678		
Paired 3	Article information adoption & Video information adoption	15,6174	1,444	,075
		14,9463		

Source: compiled by the author using SPSS tool

The Paired-Sample T Test for all cases did not reveal a statistically significant difference, as the Significance One-Sided (p) values obtained are higher than $p=0,05$. No statistically significant difference was found between the message information usefulness in the sponsored article and in the sponsored video (Sig. (1-tailed) $p=0,084$; $p>0,05$); No statistically significant difference was found between the message information trust in the sponsored article and in the sponsored video (Sig. (1-tailed) $p=0,226$; $p>0,05$); No statistically significant difference was also found between message information adoption in the case of the sponsored article and the sponsored video (Sig. (1-

tailed) $p=0,075$; $p>0,05$). The results of H1, H2, H3 testing with Paired-Sample T Test are shown in Table 10.

Therefore, hypotheses **H1, H2 and H3 is rejected** as there are no statistically significant differences between the message information usefulness, message information trust and message information adoption in the sponsored article and the sponsored video. These criteria are similarly assessed in both the sponsored article and the sponsored video.

In the following, hypotheses H4, H5, H6 will be analysed with selected tests.

H4: The higher information usefulness in the sponsored article, the stronger intention to purchase

H5: The higher information trust in the sponsored article, the stronger intention to purchase

H6: The higher information adoption in the sponsored article, the stronger intention to purchase

Table 12. *Hedonic product H4, H5, H6 Hypothesis testing with Correlations*

HEDONIC PRODUCT		Intention to purchase
Sponsored article information usefulness	Pearson Correlation (r)	0,685**
	Sig. (2-tailed) (p)	<0,001
	N	149
Sponsored article information trust	Pearson Correlation (r)	0,654**
	Sig. (2-tailed) (p)	<0,001
	N	149
Sponsored article information adoption	Pearson Correlation (r)	0,790**
	Sig. (2-tailed)	<0,001
	N	149

Source: compiled by the author using SPSS tool

The correlation showed that there is a statistically significant relationship between intention to purchase and **sponsored article** information usefulness, sponsored article information adoption and sponsored article information trust. These hypotheses were measured by the Pearson correlation coefficient. When $r=$ is close to 1, it means that there is a strong positive linear relationship between the variables. If the correlation coefficient is positive but closer to 0, the relationship is weaker. The results of the H4, H5, H6 correlation are shown in Table 11.

Testing the relationship between the variables of hypothesis H4, a statistically significant relationship was found (Sig. (2-tailed) $p=0,001$; $p<0,05$). The relationship between the sponsored article information usefulness and intention to purchase is strong ($r=0,685$). The results **confirmed H4 (before the regression test)** and suggest that the usefulness of sponsored article information has a positive effect

on the intention to purchase a hedonic product. The information contained in the sponsored article is one of the factors that promote consumer trust and influence the consumers intention to purchase.

Also, when testing the relationship between the variables of hypothesis H5, a statistically significant relationship was found (Sig. (2-tailed) $p=0,001$; $p<0,05$). The relationship between the sponsored article information trust and the intention to purchase is strong ($r=0,654$). The results ***confirmed H5 (before the regression test)*** and suggest that the sponsored article information trust has a positive effect on the intention to purchase a hedonic product. When the information in the sponsored article is reliable, it has an impact on the consumers intention to purchase.

When testing the relationship between the variables of hypothesis H6, a statistically significant relationship was found ($p=0,001$; $p<0,05$). The relationship between sponsored article information adoption and intention to purchase is very strong ($r=0,790$). The results ***confirmed H6 (before the regression test)*** and suggest that the sponsored article information adoption has a positive effect on the intention to purchase the hedonic product. When the information in the sponsored article is acceptable, it influences the consumers intention to purchase.

The analysis of how these factors predict purchase intentions will be presented below.

Table 13. *Hedonic product H4, H5, H6 Regression analysis*

HEDONIC PRODUCT	Model parameters			Model coefficients			
	R Square	F	ANOVA Sig. (p)	Unstandardized B	Standardized Coefficient Beta (β)	t	Sig.
Sponsored article information usefulness	0,637	84,821	<0,001	0,102	0,119	1,366	0,174
Sponsored article information trust				0,113	0,100	1,242	0,216
Sponsored article information adaption				0,792	0,620	6,875	<0,001

Source: compiled by the author using SPSS tool

A regression model was constructed to analyse how information usefulness, information trust and information adoption in the case of a ***sponsored article*** predict intention to purchase a hedonic product.

The regression model constructed was statistically significant as the ANOVA value of $p=0,001$ is less than $p<0,05$. The coefficient of determination R Square=0,637 is more than $>0,20$, which means that the independent variables (message information usefulness, message information trust and message information adoption) explain 63,0 % of the respondents' intention to purchase hedonic product after reading the sponsored article.

However, when looking at the effect of each of the variables on purchase intention, it appears that not all of them are statistically significant. Sponsored article information usefulness Sig. $p=0,174$, which is more than $p>0,05$, and $\beta=0,119$, which means that even the correlation test found a relation, sponsored article information usefulness does not have a strong effect on the intention to purchase a hedonic product. Therefore, after the regression test, ***H4 is rejected.***

The regression test showed that the sponsored article information trust Sig. $p=0,216$, which is more than $p>0,05$, $\beta=0,100$, which means that even though the correlation test found a relation, the sponsored article information trust does not have a strong effect on the intention to purchase a hedonic product. Therefore, after the regression test, ***H5 is rejected.***

However, the regression test for H6 shows that sponsored article information adoption, Sig. $p=0,001$ and this is less than $p<0,05$, and $\beta=0,620$, which means that sponsored article information adoption has a strong effect on the intention to purchase a hedonic product. Therefore, after the regression test, ***H6 is confirmed.***

Thus, although H4, H5, H6 were confirmed in the correlation test, after the regression test it is found that only the message information adoption in the case of sponsored article has an effect on the intention to purchase the hedonic product.). The results of H4, H5, H5 regression analysis are shown in Table 12.

In the following, hypotheses H7, H, H9 will be analysed with selected tests.

H7: The higher information usefulness in the sponsored video, the stronger intention to purchase

H8: The higher information trust in the sponsored video, the stronger intention to purchase

H9: The higher information adoption in the sponsored video, the stronger intention to purchase

Table 14. Hedonic product H7, H8, H9 testing with Correlations

HEDONIC PRODUCT		Intention to purchase
Sponsored video information usefulness	Pearson Correlation (r)	0,757**
	Sig. (2-tailed) (p)	<0,001
	N	149
Sponsored video information trust	Pearson Correlation (r)	0,640**
	Sig. (2-tailed) (p)	<0,001
	N	149
Sponsored video information adoption	Pearson Correlation (r)	0,755**
	Sig. (2-tailed)	<0,001
	N	149

Source: compiled by the author using SPSS tool

The correlation showed that there is a statistically significant relationship between intention to purchase and *sponsored video* information usefulness, sponsored article information adoption and sponsored article information trust. These hypotheses were measured by the Pearson correlation coefficient. When $r=$ is close to 1, it means that there is a strong positive linear relationship between the variables. If the correlation coefficient is positive but closer to 0, the relationship is weaker. The results of the H, H7, H8 correlation are shown in Table 13.

Testing the relationship between the variables of hypothesis H6, a statistically significant relationship was found (Sig. (2-tailed) $p=0,001$; $p<0,05$). The relationship between the sponsored video information usefulness and intention to purchase is very strong ($r=0,757$). The results **confirmed H6 (before the regression test)** and suggest that the usefulness of sponsored video information has a positive effect on the intention to purchase a hedonic product.

Also, when testing the relationship between the variables of hypothesis H7, a statistically significant relationship was found (Sig. (2-tailed) $p=0,001$; $p<0,05$). The relationship between the sponsored video information trust and the intention to purchase is strong ($r=0,640$). The results **confirmed H7 (before the regression test)** and suggest that the sponsored video information trust has a positive effect on the intention to purchase a hedonic product. When the information in the sponsored video is reliable, it has an impact on the consumers intention to purchase.

When testing the relationship between the variables of hypothesis H8, a statistically significant relationship was found ($p=0,001$; $p<0,05$). The relationship between sponsored video information adoption and intention to purchase is very strong ($r=0,755$). The results **confirmed H8 (before the regression test)** and suggest that the sponsored video information adoption has a positive effect on the intention to purchase the hedonic product. When the information in the sponsored video is acceptable, it influences the consumers intention to purchase.

The analysis of how these factors predict purchase intentions will be presented below.

Table 15. *Hedonic product H7, H8, H9 Regression analysis*

HEDONIC PRODUCT	Model parameters			Model coefficients			
	R Square	F	ANOVA Sig. (p)	Unstandardized B	Standardized Coefficient Beta (β)	t	Sig.
Sponsored video information usefulness	0,644	87,563	<0,001	0,301	0,365	3,945	<0,001
Sponsored video information trust				0,017	0,016	0,198	0,843
Sponsored video information adaption				0,573	0,461	4,886	<0,001

Source: compiled by the author using SPSS tool

A regression model was constructed to analyse how information usefulness, information trust and information adoption in the case of a *sponsored video* predict intention to purchase a hedonic product.

The regression model constructed was statistically significant as the ANOVA value of $p=0,001$ is less than $p<0,05$. The coefficient of determination $R^2=0,644$ is more than $>0,20$, which means that the independent variables (message information usefulness, message information trust and message information adoption) explain 64,0 % of the respondents' intention to purchase hedonic product after watching sponsored video.

However, when looking at the effect of each of the variables on purchase intention, it appears that not all of them are statistically significant. Sponsored video information usefulness Sig. $p=0,001$, which is less than $p<0,05$, and $\beta=0,365$, implying that the sponsored video information usefulness influences the intention to purchase a hedonic product. Therefore, after a regression test ***H7 is confirmed.***

The regression test showed that the sponsored video information trust Sig. $p=0,843$ which is more than $p>0,05$, $\beta=0,016$, which means that even though the correlation test found a relation, the sponsored video information trust does not have a strong effect on the intention to purchase a hedonic product. Therefore, after the regression test, ***H8 is rejected.***

However, the regression test for H9 shows that sponsored article information adoption, Sig. $p=0,001$ and this is less than $p<0,05$, and $\beta=0,461$, which means that sponsored video information adoption has a strong effect on the intention to purchase a hedonic product. Therefore, after the regression test, ***H9 is confirmed.***

Thus, while H7, H8 and H9 were confirmed by the correlation test, the regression test showed that the message information trust does not have influence on the intention to purchase the hedonic product in the case of the sponsored video. The information adoption criterion has the highest influence on the intention to purchase a hedonic product after watching a sponsored video, as $\beta=0,461$, and the information usefulness criterion is also important, as $\beta=0,365$. The results of H7, H8, H9 regression analysis are shown in Table 14.

Based on the results of the study, it can be summarised that, in terms of interest in the hedonic product, the sponsored video and the sponsored article do not differ significantly in their ability to stimulate purchases. What both formats have in common is that both sponsored video and sponsored article do not generate trust in respondents' minds when they are interested in a hedonic product. However, by elaborating on the criteria for the sponsored content format, the study shows that sponsored videos are considered more useful than sponsored articles and have a positive impact on purchase intentions for hedonic products. It is clear that the format of the presentation of the information plays a decisive role, since in the case of both sponsored articles and sponsored videos, the acceptability of the

information has an impact on purchase intention. However, it is important to note that the sponsored article had a significantly higher in Standardised Coefficient Beta ($\beta=0,620$), while the sponsored video had a significantly lower coefficient ($\beta=0,461$). It can therefore be argued that, although sponsored article and sponsored video have an impact on the intention to buy a hedonic product when measured against different criteria, both formats of sponsored content are valuable.

A and B results. So, considering options A and B, it can be said that sponsored article and sponsored video influence the intention to purchase a hedonic product. In conclusion, for hedonic products, both sponsored article and sponsored videos are effective in influencing purchase intent, although the acceptance of the information in the sponsored articles is slightly higher. Despite the differences in formats, a common problem is that they do not enjoy a high level of trust among respondents.

Three hypotheses were confirmed, and six out of nine hypotheses were rejected. The results are shown in Table 15 below.

Table 15. *Hedonic product hypothesis H1-H9 results*

HYPOTHESIS	RESULT
H1: The usefulness of the message information will be higher for a sponsored article than for a sponsored video	REJECTED
H2: The trust of the message information will be higher for a sponsored video than for a sponsored article	REJECTED
H3: The adoption of message information will be higher for a sponsored video than for a sponsored article	REJECTED
H4: The higher information usefulness in the sponsored article, the stronger intention to purchase	REJECTED
H5: The higher information trust in the sponsored article, the stronger intention to purchase	REJECTED
H6: The higher information adoption in the sponsored article, the stronger intention to purchase	CONFIRMED
H7: The higher information usefulness in the sponsored video, the stronger intention to purchase	CONFIRMED
H8: The higher information trust in the sponsored video, the stronger intention to purchase	REJECTED
H9: The higher information adoption in the sponsored video, the stronger intention to purchase	CONFIRMED

Source: compiled by the author

SCIENTIFIC DISCUSSION

Work structure: The first chapter compares and summarises the scientific literature, basing the topic and the research problem on previous studies insights and results. The theoretical part introduces the aspects and definition of sponsored content and its practical use in marketing and advertising. It discusses the possible formats of sponsored content and, according to previous research, identifies the two main ones – article and video. The use of storytelling, one of the most influential storytelling tools, is also discussed. Ethical and regulatory aspects are covered, highlighting the importance of responsible marketing practices. The chapter goes on to look at consumer preferences for hedonic products, highlighting the customer journeys of this category. The introduction of the Information adoption model (IAM) provides a structured approach to understanding consumer behaviour, which is a valuable tool for subsequent analysis.

The second chapter presents the methodology of the study. Based on the theoretical framework, a research model is developed, and 9 hypotheses are put forward. The data collection method and the research instrument are described. A factorial experimental design is applied, consisting of 2 different formats for the hedonic product (sponsored article and sponsored video). After analysing the literature and assessing the importance of the storytelling tool in the creation of sponsored content, two stories were created and told by the nano-influencer in sponsored article and sponsored video formats. Two surveys, one A and one B were used to design the two questionnaires. 304 respondents took part in these surveys in total. The sample is calculated using good practice.

The third chapter presents the results and conclusions of the empirical study on the impact of different formats of sponsored content messages (sponsored article/sponsored video) on the intention to purchase hedonic product. The messages in different sponsored formats measured through independent variables: message information usefulness, message information trust, message information adoption; and through dependent variable: intention to purchase. The socio-demographic data of the respondents are also discussed in the above-mentioned section. Paired-Sample T-test, Pearson Correlation test, ANOVA test and linear regression analysis were performed to determine the relationships and statistically significant differences between the variables.

Research methods: Literature analysis, survey, factorial experimental design (using two closed-ended questionnaires for four cases (A/B), statistical analysis of the data using *IBM SPSS Statistics* and summarisation.

Research findings

The study's findings reveal that both sponsored articles and sponsored videos are effective in influencing purchase intentions for hedonic products. However, while both formats contribute positively

to purchase intent, consumers exhibited a slightly higher acceptance of information presented in sponsored articles. Despite this advantage, neither format achieved a high level of trust among respondents, indicating a general scepticism toward sponsored content for hedonic products.

Out of the nine hypotheses tested, three were confirmed, and six were rejected, indicating complex consumer responses to different aspects of sponsored content. Specifically:

- Rejected Hypotheses on format preferences (H1, H2, H3): Initial expectations that sponsored articles would surpass videos in message usefulness (H1) and that videos would surpass articles in message trust (H2) and adoption (H3) were not supported. This suggests that neither format inherently holds an advantage in these dimensions.
- Influence of information usefulness and trust on purchase intent (H4, H5, H7, H8): Interestingly, while usefulness of information in sponsored videos (H7) was positively linked to purchase intent, this relationship was not significant for sponsored articles (H4). Similarly, higher information trust did not significantly influence purchase intent in either format (H5 and H8 rejected), underscoring that perceived trust may not be essential for driving purchase intentions of hedonic products.
- Impact of information adoption (H6, H9): The strongest predictor of purchase intent was information adoption. The confirmed hypotheses H6 and H9 indicate that a higher level of information adoption in both sponsored articles and videos directly strengthens purchase intention. This finding highlights the importance of crafting content that resonates with and is internalized by consumers.

The study suggests that while sponsored articles and videos can effectively influence purchase intent for hedonic products, consumer trust remains an area of challenge. The primary driver of purchase intent appears to be consumers' willingness to adopt the message content, rather than perceptions of trust or the specific format used. These findings underscore the need for marketers to focus on enhancing content relevance and resonance to encourage information adoption, while recognizing that trust-building may require additional strategies beyond sponsored content.

Limitations and recommendations for future research

While this study offers valuable insights into the impact of sponsored content formats on purchase intentions for hedonic products, several limitations warrant attention, and recommendations for future research are suggested to enhance the breadth and applicability of these findings.

1. This study was conducted within a single national context, which may limit the generalizability of its findings. Cultural differences can significantly influence consumers' perceptions of sponsored content, particularly for hedonic products, which are often linked to cultural and social values surrounding luxury, pleasure, and indulgence. Future research should replicate this study

in different countries to explore how cultural factors might alter consumer responses to sponsored articles and videos, thereby offering a more comprehensive understanding of these effects across diverse markets.

2. Although the results of the study show that differences in usefulness, reliability and uptake of information between article and video formats are not statistically significant, future research would benefit from these results further interpretation, including possible cultural or contextual factors.
3. The limitations of the study are that it was conducted only in Lithuania with a limited sample of socio-demographic groups. Future research would benefit from broadening the geographical scope of the study and include a wider range of target groups.
4. In this work, only a few of the formats developed (sponsored article and sponsored video) are used. In future research, it is worth exploring in more depth how other different visual or textual formats affect the intention to purchase a hedonic product.
5. As highlighted by Schauster and Neill (2017), future research on sponsored articles and videos should prioritise ethical considerations, with a focus on transparency and clear disclosure to avoid misleading the audience. Appropriate labelling, such as 'sponsored' or '#ad', promotes fairness and accountability, and is compatible with consumer protection laws that guarantee the rights of audiences to know when they are exposed to advertising (European Commission, 2018). Research should take into account the challenges faced by vulnerable groups, in particular minors, who often find it difficult to identify sponsored content and are therefore more susceptible to its effects (van Reijmersdal et al., 2017). The separation of advertising and editorial content is crucial to avoid deceptive practices, as Muller and Christandl (2019) point out, while promoting trust and credibility in digital advertising (Campbell and Grimm, 2019). By highlighting these aspects, future research can contribute to more ethical and transparent practices of sponsored content.
6. In the scientific study, the sponsored article and the sponsored video were evaluated based on the Information Adopted Model (IAM) criteria – message usefulness, trust, information adoption and intention to buy. Future research should explore the possibility of assessing additional criteria, such as emotional and psychological factors, which may influence the intention to purchase hedonistic goods. Integrating these aspects will allow future research to further understand the effectiveness and ethical implications of sponsored content in shaping consumer behaviour.
7. Although the survey process was controlled to minimize the impact of data inconsistencies, the necessity of discarding incorrect or incomplete responses led to an uneven sample size across the two surveys. While this did not significantly impact the outcomes of this study, it suggests a

potential limitation in achieving a perfectly balanced dataset. Future studies could benefit from adopting alternative methods, such as larger initial sample sizes or employing advanced data validation techniques, to ensure more consistent and reliable results.

8. The study sample was predominantly composed of younger, highly educated, middle-income respondents, with a higher representation of women. This demographic skew may have influenced the findings, as younger consumers are often more engaged with digital content, more comfortable with online purchasing, and may respond differently to sponsored content than older demographics. Future research should aim to achieve a more balanced demographic representation, potentially focusing on specific age groups, income brackets, and educational backgrounds. This would provide insights into whether different demographic segments vary in their receptivity to sponsored content and in the importance, they place on information trust, usefulness, and adoption.
9. While this study broadly compared sponsored articles and videos, it did not delve into specific characteristics within each format, such as video length, article structure, or presentation style – that might influence consumer reactions. Future research could investigate these factors in greater detail to determine which elements of each format are most effective in driving engagement and purchase intention. For example, examining the role of video length or the inclusion of interactive features in articles might reveal format-specific best practices for maximizing consumer engagement with hedonic products.
10. The study observed generally low levels of trust in sponsored content across formats, but it did not explore the underlying reasons for this skepticism in depth. Future research could examine specific factors that may influence trust levels in sponsored content, such as the transparency of sponsorship disclosures, the perceived authenticity of the messaging, or the presence of endorsements from reputable influencers. Understanding these factors could help advertisers develop strategies to enhance trust in sponsored content, potentially increasing its effectiveness in driving purchase intent for hedonic products.
11. This study provides a snapshot of consumer intentions in response to sponsored content, but it does not account for how these intentions might evolve over time. Longitudinal studies that track consumer responses over a longer period would provide a deeper understanding of how repeated exposure to sponsored content influences attitudes toward hedonic products. This approach could reveal whether trust, usefulness, and information adoption change as consumers become more familiar with the brand and its sponsored content, offering insights into the sustainability of these marketing tactics.
12. In future studies, survey data could be presented not only in tables but also in graphs or charts to make the results more dynamic and visually appealing. Such a presentation would allow for

greater insight and understanding of the results. The inclusion of different types of data visualisation, such as bar charts, pie charts, infographics, etc., would also be more effective in revealing trends, correlations and patterns, which would help to improve the understanding of the data.

13. As digital media continues to evolve, new content formats (such as live streaming, interactive ads etc.) and platforms (like TikTok or emerging social networks) are becoming popular for reaching audiences. Future research could expand beyond traditional sponsored articles and videos to evaluate how these emerging formats perform in generating purchase intent for hedonic products. This line of inquiry would be valuable for marketers seeking to understand which new channels are most effective for engaging consumers seeking sensory and emotional gratification.
14. Since hedonic products inherently appeal to consumers emotions and desires, future studies could incorporate psychological frameworks to explore factors like impulsivity, self-indulgence, and emotional resonance in the context of sponsored content. By examining how these psychological aspects influence responses to sponsored articles and videos, researchers could better understand how consumers emotional states impact their receptiveness to marketing messages for hedonic products.

Based on an analysis of the scientific literature, the following recommendations are reached:

1. Considering the detailed results of a study on the impact of sponsored content formats on consumers purchase intentions, this proposal aims to improve and optimise digital advertising strategies for marketers. The study showed that both sponsored articles and sponsored videos have a significant impact on purchase intent.
2. When creating sponsored content, it is very important to make use of the storytelling tool, especially in sponsored article and sponsored video formats, as this humanises the advertising. Marketers should invest in creating compelling narratives to increase consumer engagement and influence purchase intent.
3. Recognising the differences in consumer response to hedonistic products, marketers should adapt their content strategies accordingly. For hedonic products, it is important to emphasise the experiential aspect in articles and videos.
4. Although sponsored articles are slightly more effective in terms of acceptance of information about hedonistic products, efforts should be made to increase the perceived usefulness of the information contained in the videos.
5. Engaging with influencers remains an effective strategy, but careful selection is essential. Although influencers are often chosen for sponsored content, you might want to consider a simple storyteller, or another influencer, to give the content more credibility.

6. Given the prevailing scepticism towards sponsored content, thought should be given to how to present information in the most credible way. Also start educating about the benefits of sponsored content – clearly communicating how sponsored content helps to get content out there can help make audiences more receptive.
7. When creating a sponsored article about a hedonic product, it is important to provide as much useful information about the product as possible. When creating a sponsored video about a hedonic product, it is important to think about how to present the information in the video in order to make it easier to accept and build trust.
8. These recommendations provide insights to help marketers optimise their sponsored content strategies. By tailoring approaches to product features, strengthening trust-building tools and strategically using a mix of content formats, marketers can more effectively navigate the complex digital advertising space and achieve greater consumer resonance. However, it is always important to assess whether there is a real need to diversify advertising into both text and video formats.

Practical recommendations based on these findings suggest a multifaceted approach to content creation that leverages storytelling, enhances information usefulness, and strategically includes influencers to strengthen authenticity and connection. Marketers should prioritize crafting relevant, engaging content and consider diversifying their sponsored content mix while remaining mindful of the varying impacts of articles and video formats. By aligning content strategies with the intrinsic appeal of hedonic products and recognizing consumers emotional drives, marketers can more effectively engage audiences and foster deeper consumer-brand connections in the digital landscape.

Based on the research data and findings, the following table (Table 16) outlines possible marketing strategies direction based on the latest findings on the impact of content formats and storytelling. Based on insights into consumer behaviour, emotional factors and product-specific reactions, marketers could develop the following strategies to reinforce the impact on the intention to purchase hedonic goods.

Table 16. *Marketing strategies direction*

Strategy direction	Action	Goal
Using storytelling	<ul style="list-style-type: none"> • Create compelling narratives for sponsored articles and videos. • Focus on human-interest stories. • Choose a storyteller that is “trusted” by the audience 	Storytelling will strengthen the emotional connection, increase consumer engagement and positively influence the intention to buy the hedonic product.

Adapting sponsored content	<ul style="list-style-type: none"> • For articles: provide detailed, useful product information. • For videos: Highlight the experiential and emotional aspects using visuals and scenarios • Choose a trusted storyteller for both formats • Choose a trusted channel to publicise for both formats 	Both formats will influence the intention to buy a hedonic product, and articles will present the information a little more effectively.
Build credibility	<ul style="list-style-type: none"> • Educate audience about the value of sponsored content. • Ensure transparency and authenticity of messages. • Choose credible publicity channels and spokespersons • Disclose sponsorship tactfully, in accordance with the ethics of sponsored content. 	Reduce consumer scepticism, strengthen trust in sponsored content.
Using influencers	<ul style="list-style-type: none"> • Work with influencers who share brand values. • Consider storytellers to ensure greater trust in them • Emphasise the authenticity of the product through the influencer 	Influencers will connect effectively with audiences, and their credibility will depend on consistency with the content and careful selection.
Emotional connection	<ul style="list-style-type: none"> • Use emotional and experiential content while telling story • Incorporate visuals, music, and storytelling for immersive experiences (for sponsored video) • Engage consumer emotions (for both formats) 	Emotional content will foster stronger consumer-brand bonds and increase audience engagement.
Evaluate and adapt	<ul style="list-style-type: none"> • Monitor campaign results and user feedback. • Refine strategies based on performance data. • Experiment with different formats to find the optimal mix. • Keep update digital advertising trends. 	Continuous evaluation ensures the relevance of strategies and maximum marketing impact.

The strategies direction outlined in the table below can help marketers to achieve effective results in stimulating purchase intentions for hedonistic goods. The marketing strategies direction presented highlight the importance of storytelling, adaptability, credibility, emotional connection and continuous

evaluation to effectively influence purchase intentions for hedonic products. Storytelling enhances emotional engagement, while adapting sponsored content formats takes advantage of both articles and videos for in-depth information and experiential appeal. Building credibility through transparency and ethical practices solves the problem of consumer scepticism by encouraging trust in sponsored content. The strategic use of influencers and storytellers ensures authenticity and strengthens connections with audiences. By taking a thoughtful, multi-faceted approach to content creation and continuously refining strategies based on results, marketers can build meaningful relationships with their audiences and achieve better results in the digital space.

CONCLUSIONS

Based on an analysis of the scientific literature, the following conclusions are reached:

1. The study found that both sponsored articles and sponsored videos have a significant impact on consumers purchase intentions. This means that, in the digital advertising field, both formats are a viable option for marketers seeking to drive consumer behaviour. However, a more detailed analysis reveals different patterns in the effectiveness of these formats depending on whether the product category.
2. The analysis of scientific sources has shown that sponsored content is effective when storytelling is used, most often in text and image formats, which is why two sponsored articles, and two sponsored videos have been successfully created in this thesis.
3. Information acceptance, perceived usefulness and message acceptance are key criteria influencing consumer behaviour in both hedonistic product contexts.
4. Hypothesis testing of hedonic product shows a complex interaction of factors. While three hypotheses were confirmed, suggesting some implied effect, six were rejected, revealing a more complex relationship between content format and purchase intention than originally thought. This complexity underlines the multidimensionality of consumer decision-making in the hedonism domain.
5. Looking at the category of hedonic product, the results show that both sponsored articles and sponsored videos are similarly effective in stimulating purchase intentions, but information in sponsored article format is better accepted. This underlines the importance of recognising the complex interplay of factors that contribute to consumer decision-making in a hedonistic context, where slight differences in format can lead to choice.
6. The study highlights that neither sponsored articles nor videos are effective in generating trust among consumers, suggesting that consumer communication strategies need to be improved. Even if the message is accepted and absorbed by consumers, sponsored content is difficult to maintain trust. However, this result supports the view of the authors discussed in the theory part, that even if hidden advertising is disclosed, people do not trust sponsored content. In the same way, an influencer telling a story in sponsored content may not inspire trust.
7. This study shows the need for a subtle understanding of the interaction between sponsored content formats and consumer behaviour. For hedonic products, both sponsored articles and videos are influential, but sponsored articles are slightly more influential due to their better information adoption.

8. These results highlight that for both articles and videos, the extent to which consumers adopt the message information is crucial in driving purchase intentions. Videos, however, also benefit from a perceived usefulness of information, which contributes to the intent to purchase. Marketers may benefit from focusing on enhancing the practical appeal and relevance of information in videos and encouraging engagement with content in articles to optimize purchase outcomes.
9. While the format does not directly influence usefulness, trust, or adoption on its own, the findings reveal that both articles and videos have distinct advantages in fostering purchase intentions for hedonic products, with adoption and perceived usefulness playing critical roles depending on the format.
10. Finally, when considering the promotion of a hedonic product, it is possible to use both a sponsored article and a sponsored video that have a purchase intention.

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Annex 1

A case. (sponsored article about Apple Watch Series 9)

Atlikėjos Senjosos kelionė į studiją vos nesibaigė nelaime: medikus iškvietė išmanioji technologija

Šaltinis: Parterio turinys



Televizijos projektų dalyvė, atlikėja, didžėja Senjasa (tikrasis vardas – Gabrielė Užkurytė) visai neseniai patyrė itin nemalonų incidentą – jos kelionė paspirtuku į studiją vos nesibaigė nelaime. Visgi istorija galiausiai baigėsi laimingai, o prie to prisidėjo išmanioji technologija.

Atlikėja Senjasa kreipėsi į savo sekėjus ir pasidalijo istorija, kurios ji dar ilgai nepamirš. „Tai nutiko vieną rudens popietę keliaujant paspirtuku į studiją... Mano kelionė vos nesibaigė nelaime, tačiau mane išgelbėjo mano išmanusis laikrodis“, – savo pasakojimą pradėjo ji.

„Žinoma, skubėjau, nes turėjau būti laiku ir visai nepastebėjau, kaip staiga sumėtė mano paspirtuką ir aš atsidūriau ant žemės... Kritau tikrai stipriai ir pajutau, kad susižeidžiau nugarą, kurį laiką net negalėjau pajudėti“, – tęsė atlikėja.

Ji neslėpė, kad tą akimirką ji buvo apimta ne tik skausmo, bet ir siaubo – aplink nebuvo žmonių, o pati pagalbos vargiai būtų išsikvietusi.

„Kiek pavyko apsidairyti, žmonių aplink nebuvo. Tuo metu sekundės ėjo kaip valandos ir staiga pasižiūrėjau į savo „Apple“ išmanųjį laikrodį, kurio ekrane išmetė pranešimą: „It looks like you've taken a hard fall“. Tada davė pasirinkimo funkciją: „SOS Call Emergency“ arba „I am OK“. Kadangi rankas galėjau judinti, nuspaudžiau „SOS“ mygtuką ir, laimei, man pavyko iškart prisiskambinti į greitąją pagalbą“, – pasakojo Senjasa.

Atlikėja prabrėžė, kad išmanusis laikrodis „Apple watch Series 9“ turi ir daugiau naudingų funkcijų, kurios pagelbėjo ištikus nelaimei. Viena tokių – lokacijos nustatymas.

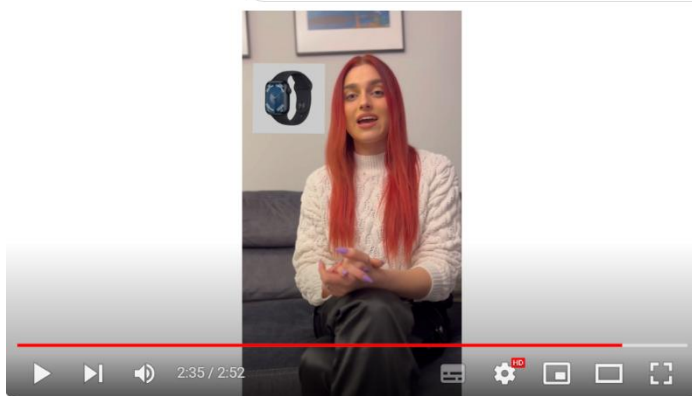
„Jau buvau beaiškinanti, kur aš esu ir sukau galvą, kaip tai padaryti, juk mano mintys buvo visai kitur... Visgi, pasirodo, man nebereikėjo vargti, nes mano buvimo vieta buvo nusiųsta iš laikrodžio ir greitoji pagalba jau žinojo, kur atvykti. Po 10-15 minučių medikai jau buvo vietoje, ir man suteikė pirmąją pagalbą“.

„Tiesa, medikė prasitarė, jog tai yra ne pirmas atvejis, kai šis išmanusis laikrodis išgelbėja gyvybes, o su tokiomis funkcijomis daug greičiau pasiekti žmogų nutikus nelaimei“, – pridūrė ji.

Galiausiai atlikėja prasitarė, kad po patirtos traumos jaučiasi gerai, dabar teliko keli nubrozdinimai, o rimtesnių nugaros sužiedimų jai pavyko išvengti. Visgi ji jaučiasi dėkinga ne tik greitosios pagalbos darbuotojams, bet ir išmaniai technologijai.

„Kažkada svarsčiau, ar tikrai verta išleisti 500 eurų laikrodžiui, tačiau dabar galiu pasakyti, kad tikrai verta. Jei ne šis „Apple watch Series 9“ modelis, nežinau, ar būtų pavykę sulaukti pagalbos ir ar viskas būtų baigėsi taip laimingai“, – savo pasakojimą baigė Senjasa.

B case. (sponsored video about Apple Watch Series 9)



Survey A sponsored video example

Annex 3

SPSS calculations

Respondent demographics

A, B cases

Please choose your gender:

	N	%
female	96	64,4%
male	48	32,2%

Your age group:

	N	%
18-25	45	30,4%
26-34	70	47,3%
35-44	18	12,2%
45-55	15	10,1%

Your monthly incomes:

	N	%
0-500 Eur	14	9,4%
600-1000 Eur	28	18,8%
1100-2000 Eur	66	44,3%
2100-3000 Eur	24	16,1%
3100+ Eur	15	10,1%

Cronbach's Alpha

Message information usefulness for A, B cases

Scale: usefulnessArA

Case Processing Summary

		N	%
Cases	Valid	148	99,3
	Excluded ^a	1	,7
	Total	149	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,948	6

Scale: usefulnessB

Case Processing Summary

		N	%
Cases	Valid	147	98,7
	Excluded ^a	2	1,3
	Total	149	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,959	6

Scale: trustA

Case Processing Summary

		N	%
Cases	Valid	147	98,7
	Excluded ^a	2	1,3
	Total	149	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,904	5

Scale: trustB

Case Processing Summary

		N	%
Cases	Valid	143	96,0
	Excluded ^a	6	4,0
	Total	149	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,932	5

Message information adoption for A, B cases

Scale: adoptionA

Case Processing Summary

		N	%
Cases	Valid	147	98,7
	Excluded ^a	2	1,3
	Total	149	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,906	4

Scale: adoptionB

Case Processing Summary

		N	%
Cases	Valid	146	98,0
	Excluded ^a	3	2,0
	Total	149	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,933	4

Intention to buy A, B cases

Scale: intentionA

Scale: intentionB

Case Processing Summary				Case Processing Summary			
		N				N	
Cases	Valid	142	95,3	Cases	Valid	143	96,0
	Excluded ^a	7	4,7		Excluded ^a	6	4,0
	Total	149	100,0		Total	149	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics	
Cronbach's Alpha	N of Items
,948	5

Reliability Statistics	
Cronbach's Alpha	N of Items
,954	5

Normality Test A/B

Tests of Normality						
	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
usefulnessAr	,088	149	,007	,960	149	<,001
trustAr	,075	149	,040	,960	149	<,001
informationadoptionAr	,099	149	,001	,957	149	<,001
intentionAr	,083	149	,014	,954	149	<,001
usefulnessVid	,075	149	,041	,961	149	<,001
trustVid	,077	149	,031	,971	149	,003
adotpionVid	,106	149	<,001	,955	149	<,001
intentionVid	,069	149	,078	,962	149	<,001
usefulnessbendras	,069	149	,083	,973	149	,005
trust	,058	149	,200 [*]	,979	149	,024
intention	,070	149	,074	,974	149	,006
adoption	,079	149	,024	,971	149	,003

*. This is a lower bound of the true significance.

a. Lilliefors Significance Correction

Descriptives A/B

Descriptives				Statistic	Std. Error
usefulness	Mean			23,8974	,96111
	95% Confidence Interval for Mean	Lower Bound		21,9938	
		Upper Bound		25,8010	
	5% Trimmed Mean			23,8860	
	Median			23,0000	
	Variance			108,076	
	Std. Deviation			10,39594	
	Minimum			6,00	
	Maximum			42,00	
	Range			36,00	
	Interquartile Range			17,00	
	Skewness			,060	,224
	Kurtosis			-,991	,444
trust	Mean			21,1966	,75148
	95% Confidence Interval for Mean	Lower Bound		19,7082	
		Upper Bound		22,6850	
	5% Trimmed Mean			21,3215	
	Median			20,0000	
	Variance			66,073	
	Std. Deviation			8,12854	
	Minimum			5,00	
	Maximum			35,00	
	Range			30,00	
	Interquartile Range			13,00	
	Skewness			-,129	,224
	Kurtosis			-,831	,444
informationadoption	Mean			15,5385	,66207
	95% Confidence Interval for Mean	Lower Bound		14,2272	
		Upper Bound		16,8498	
	5% Trimmed Mean			15,4696	
	Median			15,0000	
	Variance			51,285	
	Std. Deviation			7,16136	
	Minimum			4,00	
	Maximum			28,00	
	Range			24,00	
	Interquartile Range			13,00	
	Skewness			,187	,224
	Kurtosis			-,943	,444
intention	Mean			18,4615	,84519
	95% Confidence Interval for Mean	Lower Bound		16,7875	
		Upper Bound		20,1355	
	5% Trimmed Mean			18,2906	
	Median			18,0000	
	Variance			83,578	
	Std. Deviation			9,14211	
	Minimum			5,00	
	Maximum			35,00	
	Range			30,00	
	Interquartile Range			15,50	
	Skewness			,199	,224
	Kurtosis			-,9465	,444
usefulnessVid	Mean			26,9744	1,02636
	95% Confidence Interval for Mean	Lower Bound		24,9415	
		Upper Bound		29,0072	
	5% Trimmed Mean			27,3048	
	Median			30,0000	
	Variance			123,249	
	Std. Deviation			11,10177	
	Minimum			6,00	
	Maximum			42,00	
	Range			36,00	
	Interquartile Range			19,00	
	Skewness			-,485	,224
	Kurtosis			-,9354	,444
trustVid	Mean			23,4359	,82871
	95% Confidence Interval for Mean	Lower Bound		21,7945	
		Upper Bound		25,0773	
	5% Trimmed Mean			23,8177	
	Median			25,0000	
	Variance			80,351	
	Std. Deviation			8,96390	
	Minimum			5,00	
	Maximum			35,00	
	Range			30,00	
	Interquartile Range			13,50	
	Skewness			-,595	,224
	Kurtosis			-,764	,444
adoptionVid	Mean			17,1709	,69759
	95% Confidence Interval for Mean	Lower Bound		15,7893	
		Upper Bound		18,5526	
	5% Trimmed Mean			17,3010	
	Median			18,0000	
	Variance			56,936	
	Std. Deviation			7,54560	
	Minimum			4,00	
	Maximum			28,00	
	Range			24,00	
	Interquartile Range			14,00	
	Skewness			-,221	,224
	Kurtosis			-,924	,444
intentionVid	Mean			21,1709	,93949
	95% Confidence Interval for Mean	Lower Bound		19,3221	
		Upper Bound		23,0198	
	5% Trimmed Mean			21,3010	
	Median			24,0000	
	Variance			101,953	
	Std. Deviation			10,09719	
	Minimum			5,00	
	Maximum			35,00	
	Range			30,00	
	Interquartile Range			19,50	
	Skewness			-,340	,224
	Kurtosis			-,9546	,444

H1, H2, H3 testing

Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	usefulnessAr	23,9128	149	10,55739	,86490
	usefulnessVid	22,7852	149	10,55780	,86493
Pair 2	trustAr	20,6242	149	7,96909	,65285
	trustVid	20,1678	149	8,24408	,67538
Pair 3	informationadoptionAr	15,6174	149	7,05059	,57761
	adotpionVid	14,9463	149	6,99110	,57273

Paired Samples Test

		Paired Differences					Significance			
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference		t	df	One-Sided p	Two-Sided p
Pair 1	usefulnessAr - usefulnessVid	1,12752	9,91129	,81196	Lower	Upper	1,389	148	,084	,167
Pair 2	trustAr - trustVid	,45638	7,38560	,60505	Lower	Upper	,754	148	,226	,452
Pair 3	informationadoptionAr - adotpionVid	,67114	5,67170	,46464	Lower	Upper	1,444	148	,075	,151

H4, H5, H6 correliaton testing

Correlations

		intentionAr	usefulnessAr	informationado ptionAr	trustAr
intentionAr	Pearson Correlation	1	,685**	,790**	,654**
	Sig. (2-tailed)		<,001	<,001	<,001
	N	149	149	149	149
usefulnessAr	Pearson Correlation	,685**	1	,793**	,733**
	Sig. (2-tailed)	<,001		<,001	<,001
	N	149	149	149	149
informationadoptionAr	Pearson Correlation	,790**	,793**	1	,752**
	Sig. (2-tailed)	<,001	<,001		<,001
	N	149	149	149	149
trustAr	Pearson Correlation	,654**	,733**	,752**	1
	Sig. (2-tailed)	<,001	<,001	<,001	
	N	149	149	149	149

** . Correlation is significant at the 0.01 level (2-tailed).

H4, H6, H7 regression testing

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Akaike Information Criterion	Selection Criteria		
						Amemiya Prediction Criterion	Mallows' Prediction Criterion	Schwarz Bayesian Criterion
1	,798 ^a	,637	,630	5,48552	511,175	,383	4,000	523,190

a. Predictors: (Constant), informationadoptionAr, trustAr, usefulnessAr

b. Dependent Variable: intentionAr

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7657,062	3	2552,354	84,821	<,001 ^b
	Residual	4363,180	145	30,091		
	Total	12020,242	148			

a. Dependent Variable: intentionAr

b. Predictors: (Constant), informationadoptionAr, trustAr, usefulnessAr

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,078	1,275		1,629	,105
	usefulnessAr	,102	,075	,119	1,366	,174
	trustAr	,113	,091	,100	1,242	,216
	informationadoptionAr	,792	,115	,620	6,875	<,001

a. Dependent Variable: intentionAr

H7, H8, H9 correlaton testing

Correlations

		intentionVid	usefulnessVid	adotpionVid	trustVid
intentionVid	Pearson Correlation	1	,757**	,775**	,640**
	Sig. (2-tailed)		<,001	<,001	<,001
	N	149	149	149	149
usefulnessVid	Pearson Correlation	,757**	1	,824**	,748**
	Sig. (2-tailed)	<,001		<,001	<,001
	N	149	149	149	149
adotpionVid	Pearson Correlation	,775**	,824**	1	,759**
	Sig. (2-tailed)	<,001	<,001		<,001
	N	149	149	149	149
trustVid	Pearson Correlation	,640**	,748**	,759**	1
	Sig. (2-tailed)	<,001	<,001	<,001	
	N	149	149	149	149

** . Correlation is significant at the 0.01 level (2-tailed).

H7, H8, H9 regression testing

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Akaike Information Criterion	Selection Criteria		
						Amemiya Prediction Criterion	Mallows' Prediction Criterion	Schwarz Bayesian Criterion
1	,803 ^a	,644	,637	5,23498	497,243	,375	4,000	509,259

a. Predictors: (Constant), adotpionVid, trustVid, usefulnessVid

b. Dependent Variable: intentionVid

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7198,963	3	2399,654	87,563	<,001 ^b
	Residual	3973,721	145	27,405		
	Total	11172,685	148			

a. Dependent Variable: intentionVid

b. Predictors: (Constant), adotpionVid, trustVid, usefulnessVid

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,332	1,159		2,876	,005
	usefulnessVid	,301	,076	,365	3,945	<,001
	trustVid	,017	,085	,016	,198	,843
	adotpionVid	,573	,117	,461	4,886	<,001

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