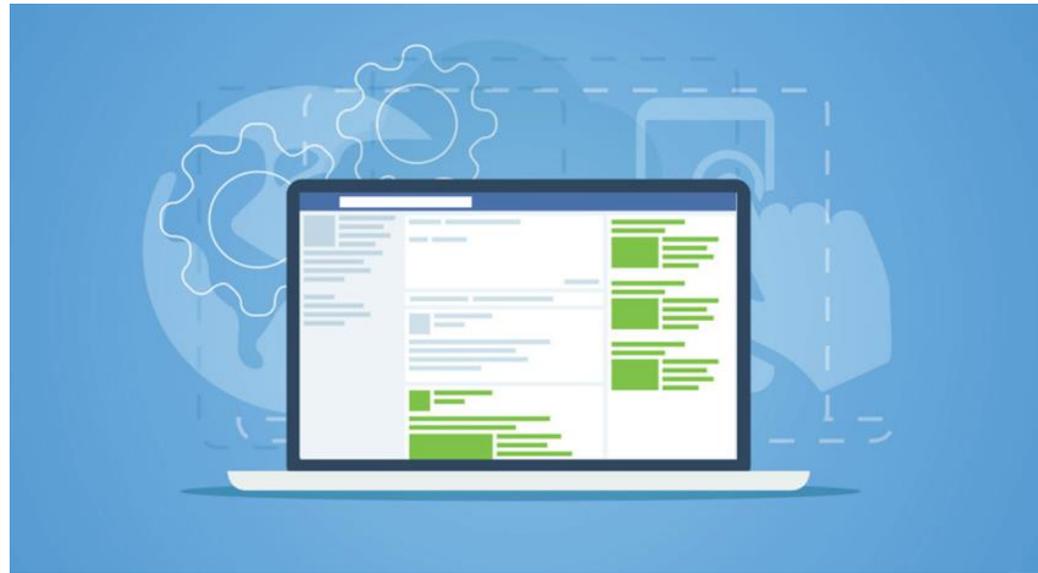


# The moderating effect of age and an advertising cue on the relationship between personalized advertising on awareness of selling intent and purchase intention in children and teenagers

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# Introduction

- Most research on **personalization** of advertising in **social networking sites (SNSs)** has focused on adults (van Reijmersdal et al. 2016)
- However, **SNSs are very popular among both children and teenagers** → heavy users of SNSs; although it is only officially allowed to use them when older than 13 years (Pew research Centre, 2015; Livingstone et al. 2014)
- *RQ: What is the effect of personalization of advertising on children's and teenagers' awareness of selling intent and purchase intention?*
- *Is there a moderating effect of age and an advertising cue?*

# Minors understanding of SNS advertising

- The **Persuasion Knowledge Model (PKM)** describes which knowledge, skills and experiences are necessary to cope with advertisers' persuasive attempts (Friestad and Wright, 1994)
- Skills to possess **persuasion knowledge (PK)** develop through childhood & adolescence (Moses and Baldwin, 2005, Wright et al., 2005)
- Consumers who are experienced in advertising → gain more insight in how advertising works, advertising techniques and the persuasive intentions behind advertising (e.g. selling intent)

# Personalization effects

- Previous research indicated that ad personalization in SNSs has a **positive** effect on **ad responses** (e.g. De Keyzer et al., 2015; Walrave et al., 2016)
- Given children's & teenagers' limited cognitive skills these target groups are considered as being even more vulnerable for this advertising technique
- Product targeting in SNSs increases children's consumer responses (van Reijmersdal et al., 2016).

# Moderation role of age

- Children often lack advertising experience and cognitive skills to identify advertising and understand advertisers' persuasive and commercial intents (Rozendaal et al.,2010)
- Children are more likely to accept advertising without critically examining it (Brucks et al.,1988)
- Children aged 11 to 17 acquire a thorough understanding of advertiser's intentions (Roedder John, 1999)
- *H1: For 5<sup>th</sup> graders a personalized advertisement will lead to*
  - (a) lower awareness of selling intent and*
  - (b) higher purchase intention to a non-personalized advertisement**For the 7<sup>th</sup> graders there will be no difference*

# Moderating role of an advertising cue

- Children are 'cued processors', need a cue to trigger their persuasion knowledge (Brucks, Armstrong, & Goldberg, 1988; Roedder, 1981; van Reijmersdal, et al., 2012)
- Cue to help children and teenagers differentiate advertising from content (Cai et al., 2010)
- Identification of advertising might trigger awareness of selling intent
- *H2: For a personalized ad a cue will lead to*
  - (a) higher awareness of selling intent*
  - (b) lower purchase intention**compared to a personalized ad without a cue*

# Design & participants

- 2 X 2 x 2 between subjects experiment
- **Personalization:** personalized ad vs non-personalized ad
  - Fictitious ad for fictitious amusement park (*'Coasterland'*)
  - Personalization based on 1 question (respondent's preference for tv-figure out of a list of 6 well known tv-figures)
- **Cue:** absent vs. present
- **Age groups**
  - 5<sup>th</sup> grade – 10-11 years (second last year from primary school) (n = 92)
  - 7<sup>th</sup> grade – 12-13 years (first year from secondary school) (n = 75)
  - $M_{\text{age}}=11.15$  years,  $SD=1.12$ , 50.9% boys
- Mocked Facebook page

# Stimuli

## Personalized ad

 **Coaster Land**  
Gesponsord · 

 Vind de pagina leuk



**Coaster Land**  
De wereld op z'n kop!

[WWW.COASTERLAND.BE](http://WWW.COASTERLAND.BE)

[Meer informatie](#)

Vind ik leuk · Reactie · Delen ·  123  10  15 

## Non-personalized ad

 **Coaster Land**  
Gesponsord · 

 Vind de pagina leuk



**Coaster Land**  
De wereld op z'n kop!

[WWW.COASTERLAND.BE](http://WWW.COASTERLAND.BE)

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# Stimuli

- Advertising cue
- Located in the left corner above the ad
- Icon with panel with Dutch word 'reclame' (= 'advertising')



RECLAME

Coaster Land  
Gesponsord ·

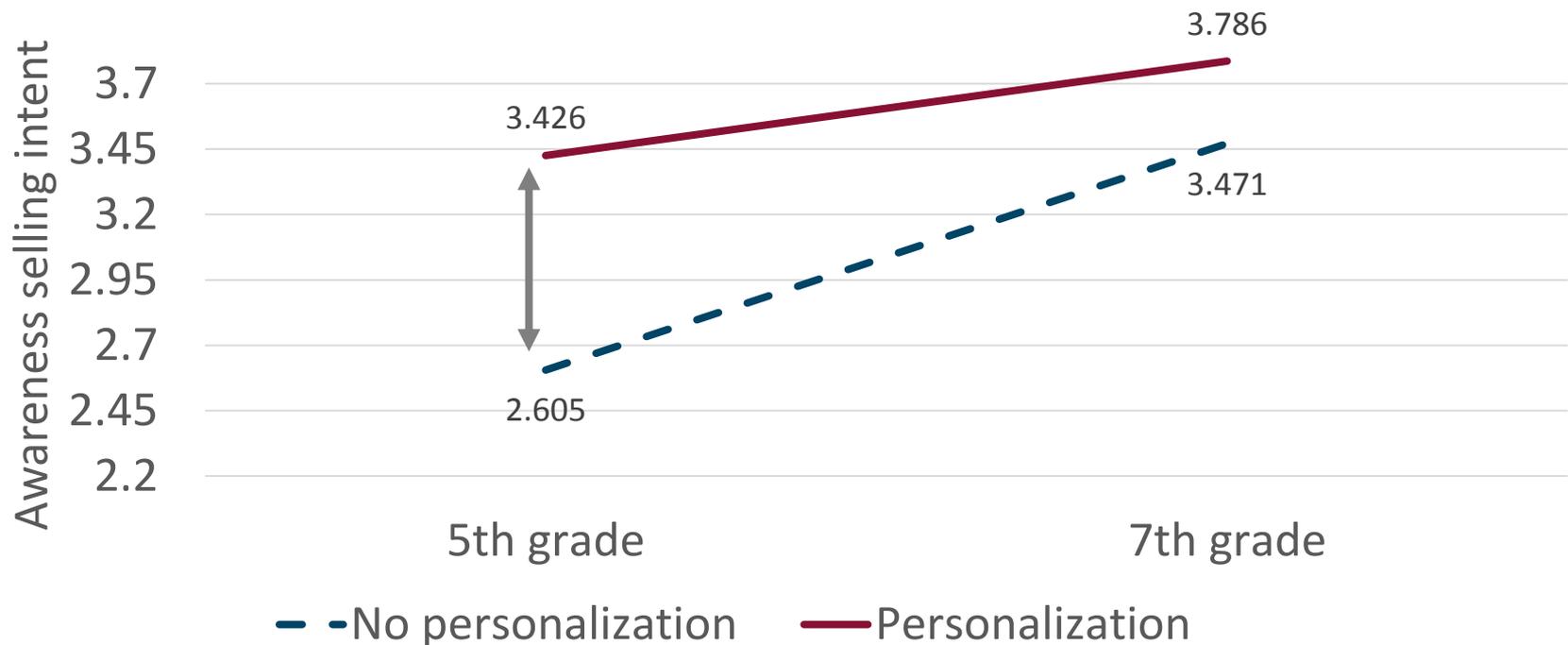
Vind de pagina leuk

Coaster Land  
De wereld op z'n kop!  
WWW.COASTERLAND.BE

Meer informatie

Vind ik leuk · Reactie · Delen · 123 10 15

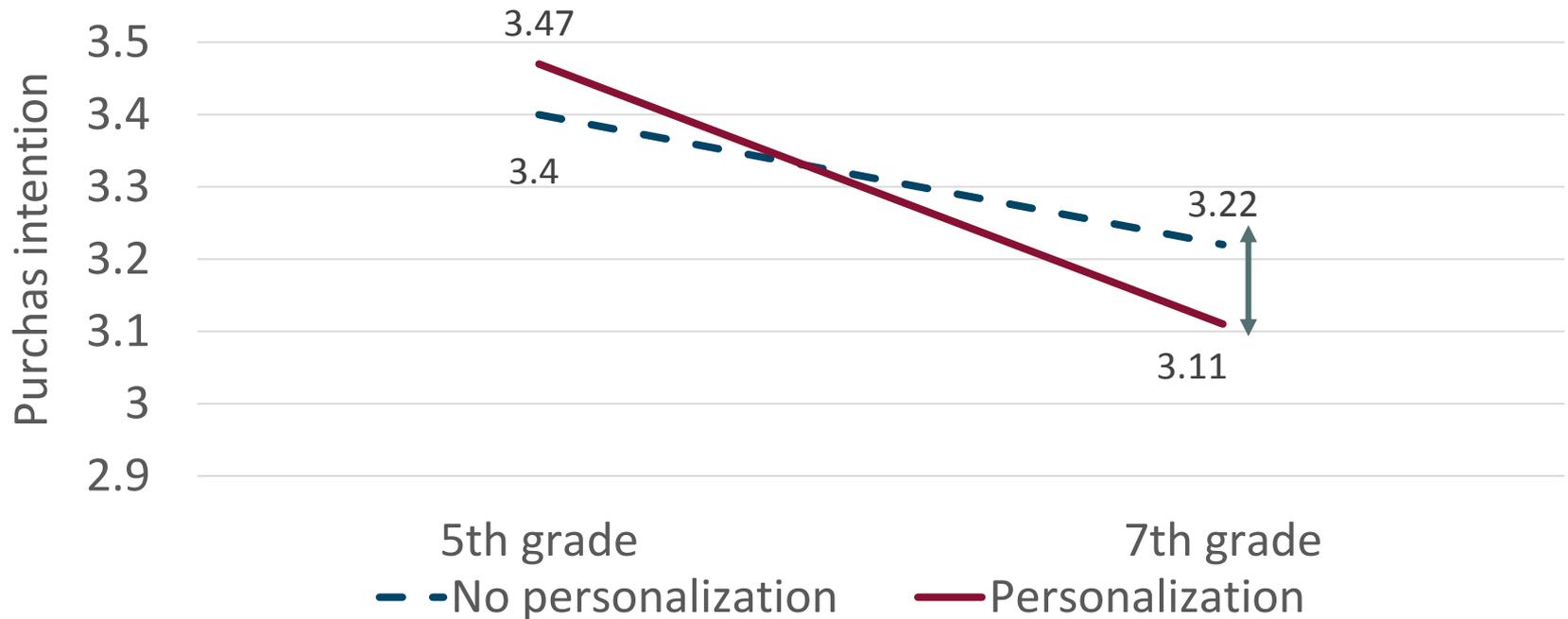
# Results H1a – Awareness selling intent



- Personalization leads to higher awareness of selling intent in the 5<sup>th</sup> grade ( $p=0.003$ ) compared to a non-personalized ad
- No difference between a personalized ad and a non-personalized ad on awareness of selling intent in 7<sup>th</sup> graders ( $p=0.296$ )

➔ **H1a rejected**

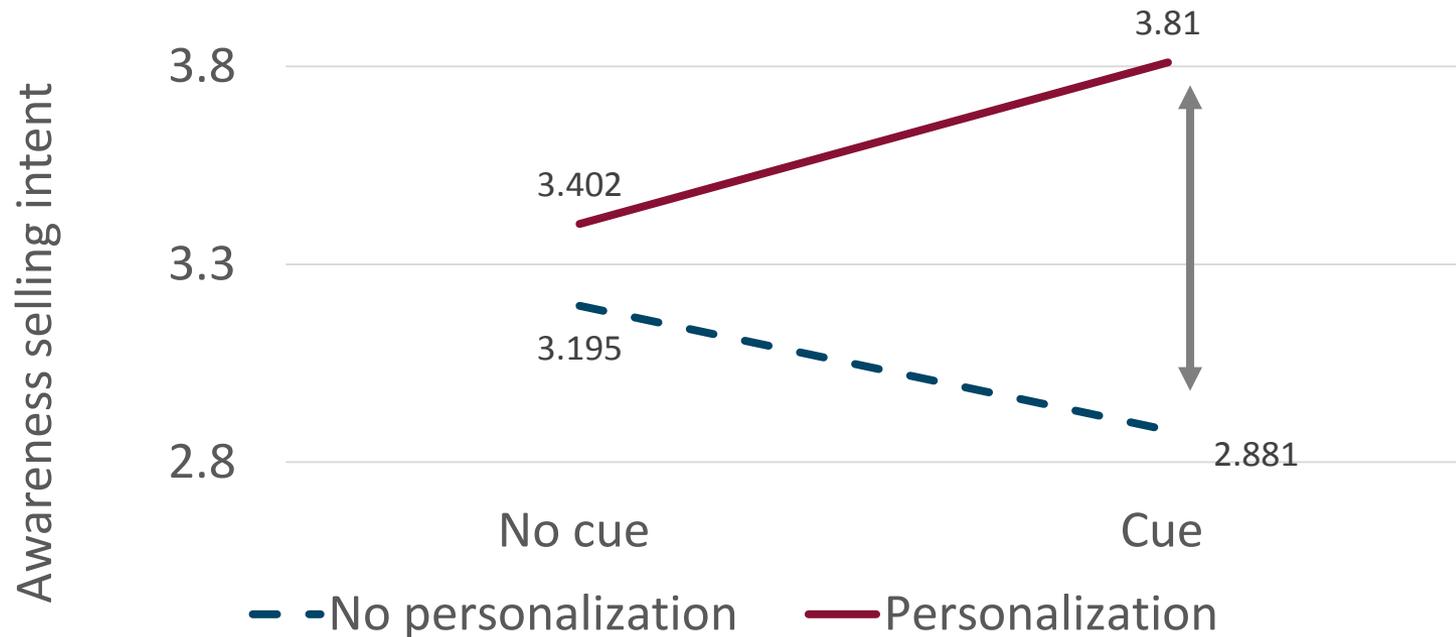
# Results – Purchase intention



- Personalized ad does not lead to higher PI for 5<sup>th</sup> graders ( $p=0.350$ )
- Purchase Intention lower in 7<sup>th</sup> grade if ad is personalized ( $p=0.065$ )

➔ H1b rejected

# Results cue



- Personalization leads to higher awareness of selling intent if a cue is present ( $p=0.002$ )
- If a cue is absent than there is no difference ( $p=0.460$ )

➔ H2a accepted

- No interaction personalization x cue on purchase intention  
 $F(7,159)=1,438, p=0.232$

# Discussion, limitation & Future research

## Discussion

- Surprisingly, personalization leads to higher awareness of selling intent
- Personalization **might trigger persuasion knowledge** if perceived as an attempt of persuasion (Baek et al., 2012)

## Limitation

- Mocked picture of a Facebook page without the opportunity to interact with the content on the Facebook page

## Future research

- Replication in **other media** (e.g. YouTube, Instagram, Snapchat, etc.)
- Study of different characteristics (placement, language, etc.) of advertising cues in social networking sites
- **Field study** of personalisation of ads in Facebook (more subtle manner of personalisation)

Thank you for your attention

