A Work Project, presented as part of the requirements for the Award of a Master Degree in Management from the NOVA – School of Business and Economics

THE EFFECT OF WEB ADVERTISING VISUAL DESIGN ON ONLINE PURCHASE INTENTION: AN EXAMINATION ACROSS GENERATIONS Y AND Z

APPENDIXES

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APPENDIXES

Exhibit 1: Scales used in the questionnaire

FIRST PART – Overall Attitudes	
WAVD	(Smith et al., 2007)
- In general, I believe that the visual elements (e.g., colors, images, lighting, size, shape etc.) in web advertisements are pleasing. - In general, I am more incline into purchasing the product being advertised if I find the visual elements pleasing. - Overall, I believe that color has an important role in my overall assessment of the web advertisement.	
ATA	(Saadeghvaziri et al., 2013)
- Overall, I like web advertising - Web advertisement helps me keep up to date with the products available in the market - In general, I have a favorable opinion toward web advertising. - Web advertisements tell me what people like myself are buying and using - Overall, I find web advertising a good thing. - Web advertising improves people's standard of living - Web advertising helps people compare brands and prices and to buy the best products - Web ads make people buy things they don't really need - Overall, I find web advertising an irritating thing - Web advertising takes undue advantage of children's innocence	
ATB	(Wu et al., 2008)
- Normally, after viewing a web advertisement, I am more in love with the advertised brand. - Generally, after viewing a web advertisement, I develop a preference for the brand in the advertisement. - After viewing a web advertisement, my impression of the product's brand is strengthened	
OPI	(Zhang, 1996)
- After viewing a web advertisement, I normally become interested in making a purchase. - After viewing a wed ad, I am more willing to purchase the product being advertised. - After viewing a web advertisement, I normally intend to purchase the product being advertised - After viewing a web advertisement, I am probably to purchase the product.	
SECOND PART – Attitudes Toward a Specific Ad	
Commercial Ad: https://www.youtube.com/watch?v=XFsZ6BO4LU0	
WAVD	(Smith et al., 2007)
- The ad broke away from habit-bound and stereotypical thinking - The ad was unique - The ad brought unusual items together - The ad contained numerous details - The ad contained more details than expected - The ad was visually distinctive	

- The ad made ideas come to live graphically - Overall, the visual elements of the advertisement (e.g., colors, images, lighting, size, shape etc.) were of high quality. - Overall, the visual design elements used made the advertisement look professional. - In general, the visual elements in the advertisement were pleasing. - Overall, the visual elements had an important role in my opinion toward the ad - I believe that the colors used created the right environment for the desired message - If the colors used were others, my opinion regarding the ad would not have change
OPI (Zhang, 1996)
- After viewing this advertisement, I became interested in making a purchase. - After viewing this ad, I intend to buy the product being advertised - After viewing this advertisement, I was more willing to purchase the product being advertised than before. - This advertisement improved my opinion regarding the product being advertised. - It is now possible that I buy the advertised product - It is now likely that I buy the advertised product

Exhibit 2: Respondents' Demographic Distribution

by Gender	Frequency	%
Female	198	62%
Male	120	38%
Total	318	100%

by Generation	Frequency	%
Gen Y	124	39%
[1977-1984]	15	
[1985-1989]	9	
[1990-1994]	100	
Gen Z	194	61%
[1995-1999]	119	
[2000-2004]	75	
Total	318	100%

by Education	Frequency	%
Preparatory School	21	7%
Middle School	51	16%
High School	57	18%
Technical School	8	3%
Bachelor Degree	120	38%
Master Degree	53	17%
PhD	8	3%
Total	318	100%

Days of Internet Usage	Frequency	%
Less than one day per week	0	0%
1-2 days per week	1	0%
Often but not every day	9	3%
Every day per week	308	97%
Total	318	100%

Exhibit 3: Model Reliability Measures

ATWA

	λ	λ²	ε
ATWA 1	0,736	0,541	0,459
ATWA 2	0,743	0,552	0,448
ATWA 3	0,644	0,415	0,585
ATWA 4	0,693	0,480	0,520
ATWA 5	0,677	0,458	0,542
ATWA 6	0,599	0,358	0,642
ATWA 7	0,752	0,566	0,434
Sum	4,844	3,371	3,629

Nº Factors	7
AVE	0,4816
CR	0,8660

ATB

	λ	λ²	ε
ATB 1	0,843	0,711	0,289
ATB 2	0,851	0,725	0,275
ATB 3	0,828	0,686	0,314
Sum	2,523	2,122	0,878

Nº Factors	3
AVE	0,7072
CR	0,8787

ATWA → ATB

Correlation	ATWA	ATB
ATWA	1,000	0,404
ATB	0,404	1,000

Correlation²	0,163

	Average Loading	Variance Extracted
ATWA	0,774	0,599
ATB	0,897	0,804

Average Variance Extracted (ATWA;ATB)	0,702

WAVD

	λ	λ²	ε
WAVD 2	0,583	0,340	0,660
WAVD 3	0,571	0,326	0,674
WAVD 6	0,711	0,506	0,494
WAVD 7	0,738	0,544	0,456
WAVD 8	0,838	0,703	0,297
WAVD 9	0,738	0,544	0,456
WAVD 10	0,845	0,714	0,286
WAVD 11	0,666	0,443	0,557
WAVD 12	0,759	0,576	0,424
Sum	6,449	4,697	4,303

Nº Factors	9
AVE	0,5218
CR	0,9062

OPI

	λ	λ²	ε
OPI 1	0,846	0,715716	0,284284
OPI 2	0,844	0,712336	0,287664
OPI 3	0,83	0,6889	0,3111
OPI 4	0,827	0,683929	0,316071
OPI 5	0,879	0,772641	0,227359
OPI 6	0,873	0,762129	0,237871
Sum	5,099	4,335651	1,664349

Nº Factors	6
AVE	0,7226
CR	0,9398

ATWA → WAVD

Correlation	ATWA	WAVD
ATWA	1,000	0,046
WAVD	0,046	1,000

Correlation²	0,002

	Average Loading	Variance Extracted
ATWA	0,836	0,698
WAVD	0,752	0,565

Variance Extracted (ATWA;WAVD)	0,6318

ATWA

→ OPI

Correlation	ATWA	OPI
ATWA	1,000	0,206
OPI	0,206	1,000

Correlation²	0,042

	Average Loading	Variance Extracted
ATWA	0,515	0,266
OPI	0,864	0,746

Variance Extracted (ATWA;OPI)	0,5057

ATB

→ OPI

Correlation	ATB	OPI
ATB	1,000	0,317
OPI	0,317	1,000

Correlation²	0,100

	Average Loading	Variance Extracted
ATB	0,879	0,773
OPI	0,863	0,745

Variance Extracted (ATWA;ATB)	0,7591

Coefficients[a]

Model		Collinearity Statistics Tolerance	VIF
1	ATWA	,803	1,246
	WAVD	,986	1,015
	ATB	,792	1,262

a. Dependent Variable: OPI

ATB

→ WAVD

Correlation	ATB	WAVD
ATB	1,000	0,130
WAVD	0,130	1,000

Correlation²	0,017

	Average Loading	Variance Extracted
ATB	0,878	0,772
WAVD	0,762	0,581

Variance Extracted (ATWA;ATB)	0,6760

WAVD

→ OPI

Correlation	WAVD	OPI
WAVD	1,000	0,401
OPI	0,401	1,000

Correlation²	0,161

	Average Loading	Variance Extracted
WAVD	0,739	0,546
OPI	0,877	0,768

Variance Extracted (ATWA;ATB)	0,6572

Coefficients[a]

Model		Collinearity Statistics Tolerance	VIF
1	WAVD	,820	1,219
	ATB	,902	1,109
	OPI	,751	1,332

a. Dependent Variable: ATWA

Coefficients[a]

Model		Collinearity Statistics: Tolerance	VIF
1	ATB	,751	1,332
	OPI	,897	1,114
	ATWA	,799	1,252

a. Dependent Variable: WAVD

Coefficients[a]

Model		Collinearity Statistics: Tolerance	VIF
1	OPI	,786	1,272
	ATWA	,957	1,045
	WAVD	,818	1,223

a. Dependent Variable: ATB

Exhibit 4: Fit Indexes

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	,040	,974	,613	,065
Saturated model	,000	1,000		
Independence model	,182	,805	,708	,537

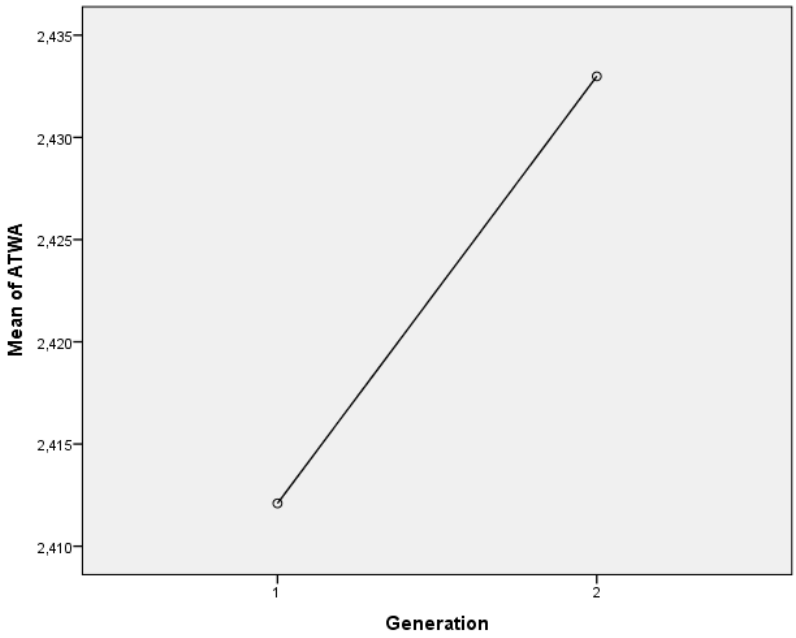
Baseline Comparisons

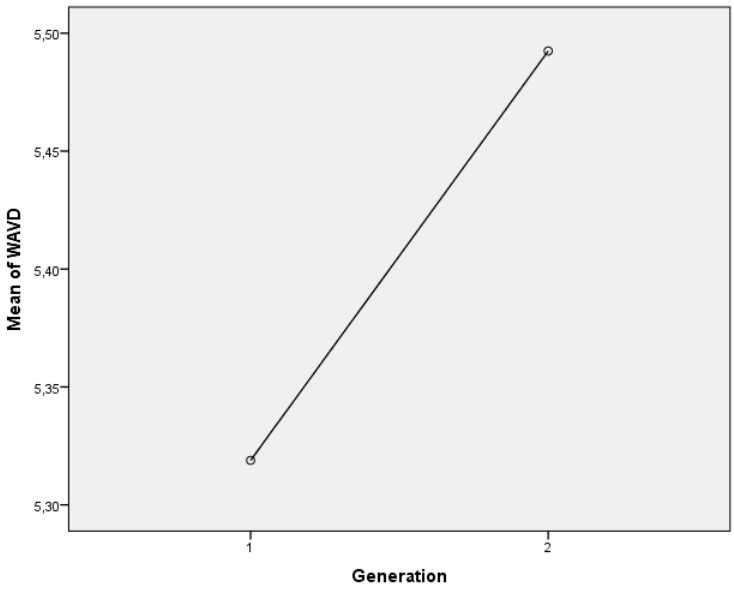
Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	,888	-,119	,893	-,125	,887
Saturated model	1,000		1,000		1,000
Independence model	,000	,000	,000	,000	,000

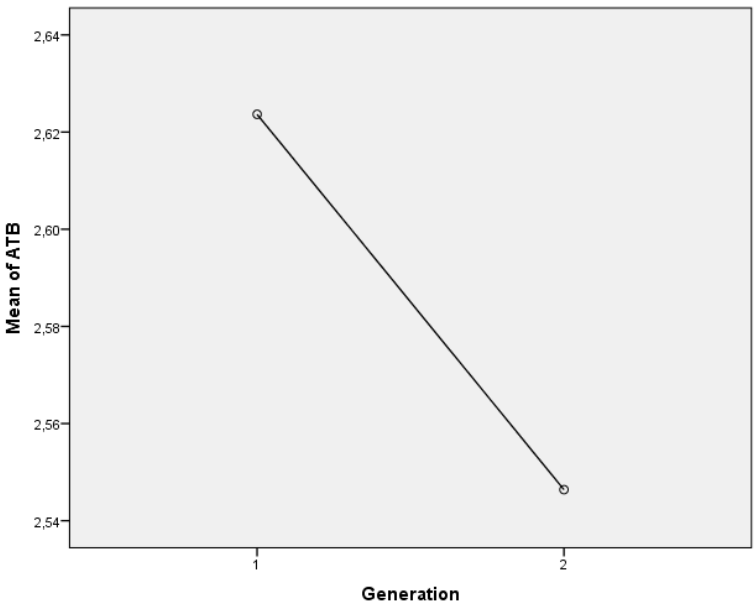
Exhibit 5: ANOVA Results

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
ATWA	Between Groups	,033	1	,033	,092	,762
	Within Groups	113,201	316	,358		
	Total	113,234	317			
WAVD	Between Groups	2,280	1	2,280	3,120	,078
	Within Groups	230,911	316	,731		
	Total	233,191	317			
ATB	Between Groups	,452	1	,452	,768	,382
	Within Groups	185,853	316	,588		
	Total	186,305	317			
OPI	Between Groups	40,505	1	40,505	20,982	,000
	Within Groups	610,034	316	1,930		
	Total	650,538	317			


2,435
2,430
2,425
2,420
2,415
2,410
Mean of ATWA
1
2
Generation


5,50
5,45
5,40
5,35
5,30
Mean of WAVD
1
2
Generation


2,64
2,62
2,60
2,58
2,56
2,54
Mean of ATB
1
2
Generation

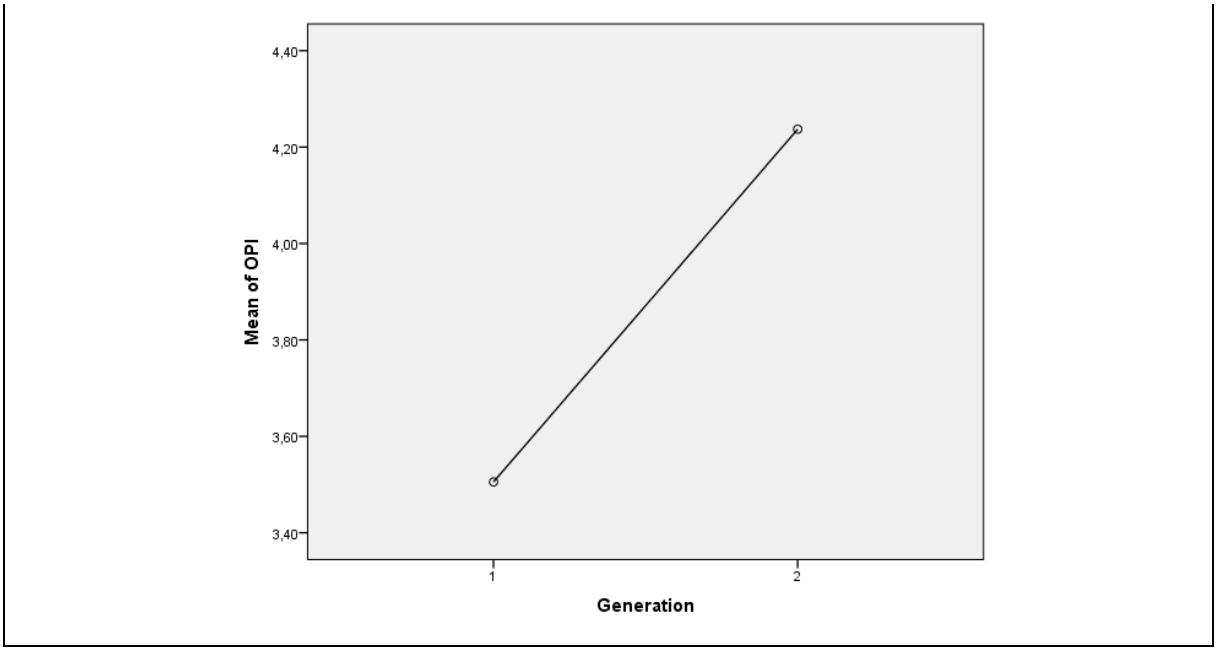


Exhibit 6: Regressions' Coefficients for the Different Generations

Coefficients[a]

Generation	Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95,0% Confidence Interval for B	
			B	Std. Error	Beta			Lower Bound	Upper Bound
1	1	(Constant)	-1,315	,817		-1,610	,110	-2,933	,302
		ATWA	,301	,191	,136	1,578	,117	-,077	,680
		WAVD	,497	,127	,314	3,921	,000	,246	,748
		ATB	,553	,173	,278	3,203	,002	,211	,895
2	1	(Constant)	-,896	,657		-1,365	,174	-2,191	,399
		ATWA	,058	,169	,024	,342	,733	-,276	,391
		WAVD	,707	,103	,427	6,885	,000	,504	,909
		ATB	,436	,122	,254	3,589	,000	,197	,676

a. Dependent Variable: OPI