Consumer trust in advertising
in different media
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2012
BSc in Psychology

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Abstract

Every year companies spend a great amount of money on advertising and promotion. On the other end of the line, consumers are subject to all this advertising and have formed opinions about the different media used to reach their attention and accordingly trust/distrust each media in view of their experience. The aim of the research was to measure consumer trust towards four different types of media; television, radio, newspapers and internet, using the ADTRUST scale, a 20 item, Likert-type measure recently published. Participants were 513 university students. Results showed no significant difference in trust between the different media although marginally significant trends support a previous study. Results did however show different levels of trust within demographic groups such as gender, age and education. Results suggest that consumers neither trust nor distrust advertising but are rather neutral. Homogeneity within the group of participants may affect external validity and future research should apply the ADTRUST scale to a more diverse group of participants in order to get more valid demographical comparisons.

Keywords: trust, advertising, media, consumers

Útdráttur

Árlega eyða fyrirtæki háum fjárhæðum í auglýsingar og kynningar. Hinum megin við borðið sitja neytendur sem meðtaka allar þessar auglýsingar. Þeir hafa gjarnan myndað sér skoðun á þeim miðlum sem notaðir eru til þess að ná athygli þeirra og treysta/vantreysta hverjum miðli í samræmi við reynslu sína. Markmið þessarar rannsóknar var að mæla traust neytenda til fjögurra ólíkra miðla; sjónvarps, útvarps, dagblaða og Internetsins, með beitingu ADTRUST kvarðans, sem er 20 atriða Likert-kvarði sem nýlega var birtur. Þátttakendur voru 513 háskólanemar. Niðurstöður sýndu ekki marktækan mun á trausti milli miðla. Þó var munurinn nærri marktækur sem studdi fyrri rannsókn. Niðurstöður sýndu þó mismikið traust til miðla milli lýðfræðilegra hópa eins og kynja, aldurshópa og menntunar. Niðurstöður benda til þess að neytendur hvorki treysti né vantreysti auglýsingum sérstaklega. Einsleitni meðal þátttakenda kann að hafa haft áhrif á ytra réttmæti niðurstaðna og rannsóknir í framtíðinni ættu að leggja ADTRUST kvarðann fyrir fjölbreyttari hóp þátttakenda til að auka ytra réttmæti lýðfræðilegs samanburðar.

Lykilhugtök: traust, auglýsingar, miðlar, neytendur

Forewords and Acknowledgements

Consumer Trust in Advertising in Different Media

When it comes to creating and launching a successful advertisement or campaign it is essential that the creator in question can utilize the best possible forum for their product. Advertising yields different results in different media and those results vary within media depending on the amount spent (Dertouzos & Garber, 2006). It is important to measure consumer trust and know how consumers respond to advertisement, especially since decades of research have reviewed that about 70% of people tend to find advertising untruthful and seeking to convince people to buy things they do not need (Calfee & Ringold, 1994). Therefore, advertisers must have grounds to evaluate in which media it would be best to launch their campaign and be able to base that decision on empirical knowledge. Different media may appeal in different ways to consumers and trust is an important factor to consider as a part of consumers perception of advertising.

Trust – a brief introduction to the term

The social and behavioral sciences have for long been interested in trust as a factor in human relations and there is a substantial amount of research literature available on the matter. Trust is a state of uncertainty, "a middle state between knowing and not-knowing" (Simmel, 1968, p. 263), since someone who is already informed about every detail of a problem can make a rational decision and has no need for trust. If people have no information at all they have no basis for trust and can at best hope. Trust comes when the "trustor" has no choice but to bet on one possible outcome of a situation he has limited information about, but uses the available information to evaluate his options and bet (place trust) on the trustee (Luhmann, 1979).

Little research has been done on trust in relation to advertising (Soh, Reid, & King, 2009). In Iceland in particular, the few studies that have touched on the subject have been consumer surveys with single item reviews and no criteria for the term. Most research related

to trust in advertising has focused on credibility or attitude towards advertising and while credibility is closely related to trust the two are by far not one and the same (Lafferty & Goldsmith, 1999; Soh et al., 2009). Soh, Reid, and King (2007), the same team that developed the ADTRUST scale described later in this text, have put it to use and found that trust varies across media. In their study they found that consumers placed neither much nor little trust in advertising but that they liked advertising more than they disliked it. Internet advertising was found to yield least trust of all researched media.

Different media – different results

      Choosing a media for an advertising campaign, the product, the target group and several other factors need to be taken into consideration. Dertouzos and Garber (2006) found a media specific S-shaped advertising-response function. In advertising the S-shaped curve is connected to the relation between costs and sales. Figure 1 shows an example of an S-shaped curve and how response (i.e. sales) increases to the point of saturation when expenditure rises.
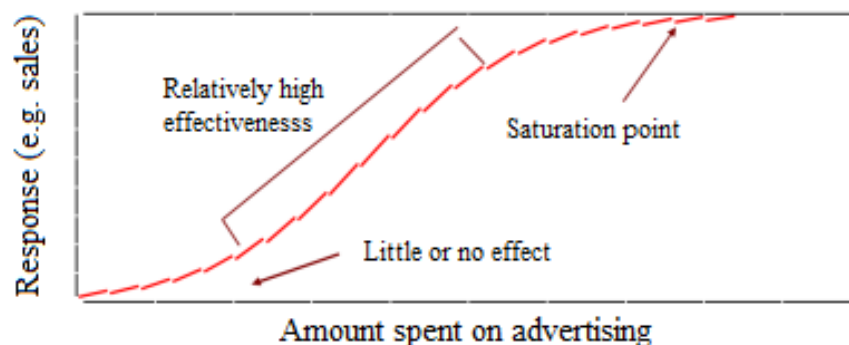
Figure 1: An S-shaped curve for response to advertising in relation to expenditure.

      The S-shaped curve explains how different media require distinct minimum expenditure in order to generate an increase in sales. Dertouzos and Garber (2009) summoned data from military advertising in 1981 to 1984 and used increase in enlistments as an equivalent for sales. They found that advertising in magazines increased enlistments with the least amount spent while it took a significantly greater investment to boost enlistments via TV

and radio. However, TV yielded the best results once the budget got larger while both

magazines and radio topped due to saturation a lot earlier.

Although it is not and will not be possible to jump to such conclusions in this paper, it

would certainly be interesting to further examine the S-shaped relation between sales and trust

in different media. Could the media that return the best response from consumers do so

because of stronger trust towards that particular media? However, this research will focus on

investigating consumer trust towards advertising in different media. Soh, Reid, and King

(2009) have developed a tool specifically for the matter: the ADTRUST scale.

The ADTRUST scale

The ADTRUST scale is a 20-item Likert scale. It is applicable to any media

form researchers intend to investigate and is, therefore, suitable for the research in

question. The final result for each media is a "trust value" ranging from 1 to 7. It was

chosen for this research because of its strict criteria for a clear definition of an often

unclear term. When making the ADTRUST scale, Soh et al. conceptualized trust as

"confidence that advertising is a reliable source of product/service information and

willingness to act on the basis of information conveyed by advertising" (Soh et al.,

2009, p. 86). They found this definition to be in line with prior writings such as that of

Lewis and Weigert (1985) who described trust as consisting of cognitive, emotional

and behavioral dimensions. The ADTRUST scale also incorporated "the seven factors

of trust most often identified by scholars: integrity, reliability, benevolence,

competence, confidence, likability and willingness to rely on" (Soh et al., 2009, p. 85).

An important factor to realize about trust in advertising is that while it results from

trustworthiness and willingness to act on information retrieved from ads it does not

necessarily require the act (purchase of the product) (Soh et al., 2009). Two models

known in the field of advertising are advertising credibility and attitude towards

advertising in general (Soh et al., 2009). Soh et al. (2009) claim that the ADTRUST scale

measures features that are in general different from the aforementioned models. They do share

many common features but are different as a concept. Advertising credibility is distinguished

as the consumers' belief that information delivered through advertising is truthful and

believable. This definition refers to credibility in advertising in general, not a particular ad,

source or media (Lutz, 1985). Attitudinal measures generally have measures of trust within

the questionnaires. However, these measures touch upon so many other things that it is

impossible to single out and identify trust alone (Shavitt, Lowrey, & Haefner, 1998).

Trust in Icelandic advertising

According to a study performed by Capacent Iceland in 2008, 17% of participants

found advertising to be trustworthy (Morgunblaðið, 9th of May 2008). A much larger study,

done by MMR (Markaðs og miðlarannsóknir ehf. [e. Marketing and media research Inc.]) in

2010, participants were asked:

> "How much or little trust do you have for the following media when you search
>
> information about a product?"

Within the four different media examined in this paper (TV, radio, newspapers and

Internet) most trust was placed in radio, with 29.7% of participants stating that they placed

"rather/very much trust" in radio ads. TV (28.9%) and newspapers (28.7%) followed which

indicates very little difference between the three. However, only 8.6% of participants placed

trust in Internet advertising. However, it is worth noting that 49.3% of participants in the

aforementioned study placed rather/very much trust in information retrieved from company

websites (MMR, 2010). Neither of the aforementioned studies defines how participants are

supposed to evaluate trust nor do they specify what trust means in this context. Both ask only

a single question about the matter (the latter a single question for each media). It is also

important to consider that these studies did not rely on validated measurements and/or tested

scales. Considering those two points, the need for validated measurements for trust on the Icelandic advertising market is substantial. The MMR measures of trust are quite ambiguous and give very limited room for interpretation. Furthermore, no Icelandic studies have included any investigation of background factors influencing trust towards advertising.

Aims and objectives of the research

The aim of this research was to measure trust towards advertising in different media using the ADTRUST scale. The research was aimed at replicating Soh, Reid and King's (2007) study, and see if results in Iceland differed from their findings as no such study has been done in Iceland before. It is interesting to see whether or not the advertising and media market in Iceland differ from markets in other countries. The study focused on advertising within the Icelandic market. Participants were asked to keep focus on that during their evaluation (important when evaluating Internet advertising especially). As the Icelandic market is quite small, advertisers have a certain proximity to the consumer. This should enable them to promote a trustworthy image. The following research questions were aimed at clarifying the aims and objectives addressed in the up and coming research.

Research Questions:

1. Do consumers perceive advertising in some media more trustworthy than others?

2. In which media do consumers display most trust?

3. In which media do consumers display least trust?

4. Are there differences between demographic groups when it comes to trust towards advertising?

5. Does the ADTRUST scale differ from participant's general perception of trust towards advertising?

6. Do consumers in Iceland differ from consumers in the USA in trust towards advertising?

7. Does attitude towards advertising and perception of trust towards advertising predict outcomes on the ADTRUST scale?

Method

Participants

The sample consisted of 2442 students at Reykjavík University. A total of 513 students partook, yielding a 21% response rate. Participants [236 males (46%) and 277 females (54%)] were undergraduate and graduate students as well as students of a preliminary program within the university. All participants were 18 years old or older and 75.2% of them between the ages of 18 and 34 years. Participation was voluntary and no compensation was given.

Measurements

The questionnaire included a total of four background questions, two questions relevant to attitude and trust towards advertising, and the 20-item ADTRUST scale (Appendix A; Soh, Reid, and King, 2009), designed to measure trust towards advertising in media. The research focused on four different media; television, radio, newspaper and the Internet. The ADTRUST scale has four factors which cover twenty items as described earlier. Each item is rated on a Likert-scale from 1 to 7, 1 expressing „strong disagreement", and 7 expressing „strong agreement". The following statement preceeded each item as such: „Information conveyed in Internet advertising is...: Honest; Truthful; Credible."

Soh, Reid and King (2009) designed the 20-item scale from an original list of over 400 items related to trust. The items were reduced to 33 after an examination of overlap, similarity and relevance to the concept of trust. The remaning 33 items were then factor analyzed based on results from a sample group of 256 students and all items with .30 or higher factor loadings on multiple items were eliminated as well as items with lower communality than .50. Five factors (22-items) remained and were tested for reliability using Chronbach's α (measuring

internal consistency). The alpha value (α) for the factors ranged from .67 to .92 (Soh, Reid, & King, 2009).

The four background questions concerned gender, age, education and consumer habits. In addition to these background questions one question concerned attitude towards advertising, measured on a 5 point Likert-scale ranging from "Very positive" to "Very negative", and a single-measure question on trust towards advertising which relied on the same 7 point Likert-scale as the ADTRUST scale. Media type was the independent variable. Background and attitude questions were the same for all groups. All groups answered the ADTRUST scale with each group evaluating only one of the four media.

Procedure

The ADTRUST scale was translated from English to Icelandic by the researcher. After the translation five psychology students (hereafter referred to as „the review team") translated it back to English. The reviewed questionnaires were then checked for accuracy by comparing the original scale to the English translations done by the review team. Two items yielded inaccurate translations among the review team. Those items were followed by the English word in parentheses in the final questionnaire given to participants to avoid confusion.

The questionnaire was sent to all students at the university who had not unsubscribed to student surveys on the 21st of February 2012. An electronic mailing list designed for student research and surveys was used to carry out the mail. Neither reminder nor a follow-up message was sent. An independent survey website was used to host the questionnaire. A technical error caused one of the 20 items on the ADTRUST scale to be missing from the questionnaire distributed to participants. Analyzed responses were therefore based on 19 items instead of 20. This was not considered to jeopardize accuracy or comparability to other research due to both a large number of items on the scale and participants.

The research was a between-groups design. Each participant was asked to rate only one of the four media and express their agreement or disagreement to each item by the aforementioned scale. The e-mail list could not be split into random groups so all participants received the same e-mail. In order to randomize participants, the groups were defined by the participants' birthday, with those participants born in January-March answering questionnaire 1 (Q1) (television), April-June Q2 (radio), July-September Q3 (newspapers) and October-December Q4 (Internet). All participants were asked to focus their attention on Icelandic media.

Statistical analysis

The data was analyzed with SPSS 20.0. A factor analysis was done to compare the data to Soh, Reid and King's (2007) study. One-way between-subjects ANOVA's were used to determine the main effect between both experimental and demographic groups. Two-way ANOVA was used to examine interaction effects between the independent variable (media) and demographic groups. A paired sample t-test was used to compare each participants answer to the single-measure question about trust towards advertising with their mean score from the ADTRUST scale. Independent samples t-tests were done to examine differences between mean scores from this study and mean scores from Soh, Reid and King's study (2007). Finally, multiple regression analysis was used to test if attitude towards advertising (positivity/negativity) and perception of trust (aforementioned single-measure trust scale) predicted trust towards advertising.

Results

The 20 items were factor analyzed to compare to Soh, Reid and King's (2007) study in which four factors were defined; reliability, usefulness, affect and willingness to rely on (see Appendix A). The analysis yielded only three factors with eigenvalues higher than 1 and the items within the "usefulness" factors loaded on both "willingness to rely on" and "affect".

One item; "complete", did not load on any of the aforementioned factors and stood alone as a separate factor fourth factor with a low eigenvalue (.524).

Mean scores on the ADTRUST scale ranged from 3.35 to 3.65 for the four different media types as shown in Table 1. Newspapers scored highest in trust towards advertising with 3.65 and TV and Internet lowest with 3.35. A one-way Between-Subjects ANOVA test was done to examine whether or not significant main effects were in participants' trust toward the four different media. The test did not yield a significant difference in the mean score from the ADTRUST scale between media $F(3, 509) = 2.423$, $p = .065$. Although the difference is not significant at the 95% level the test shows a trend and is marginally significant. As Table 1 shows, mean scores for each vary. Newspapers scored highest (M = 3.65) of the media and TV and Internet lowest ($M = 3.35$). A directional hypothesis was applied to determine which media yielded most and least trust. One-tailed significance found with a post hoc Tukey HSD test as shown in Table 1.The test confirmed a significant one-tailed difference between newspapers ($M = 3.65$, SD=1.10) and TV ($M = 3.35$, SD = 1.08) on one hand ($p = .035$) and a near significant difference to Internet ($M = 3.35$, SD = 0.91) on the other ($p = .059$).

Table 1

One-Way Between-Subjects ANOVA for Trust Towards Different Media

	M	SD	N
TV[1]	3.35	1.08	131
Radio	3.49	1.03	136
Newspapers[1,2]	3.65	1.10	140
Internet[2]	3.35	.91	106

Note: [1] are significantly different at $p < .05$ (one-tailed)
[2] are marginally significant at $p = .059$ (one-tailed)

Table 2 shows mean trust scores and differences between gender, age and education from a One-Way ANOVA and a post hoc Tukey HSD test.

Results showed that women had significantly more trust towards advertising in general, $F(1, 511) = 4.371$, $p = .037$, than men. Trust towards the different media for women on the one hand and men on the other are depicted in Figure 1. As can be seen, women showed more trust towards advertising in all but one media (across all groups). Men trusted radio-advertising slightly more than women but women exceeded in both TV and newspapers. Nevertheless, it should be noted that a two-way ANOVA showed no significant interaction effect between media type and gender $F(3, 505) = 0.923$, $p > .05$. That is to say, gender differences between mean scores within the different media were not significantly attributable to the relation of gender and media type.
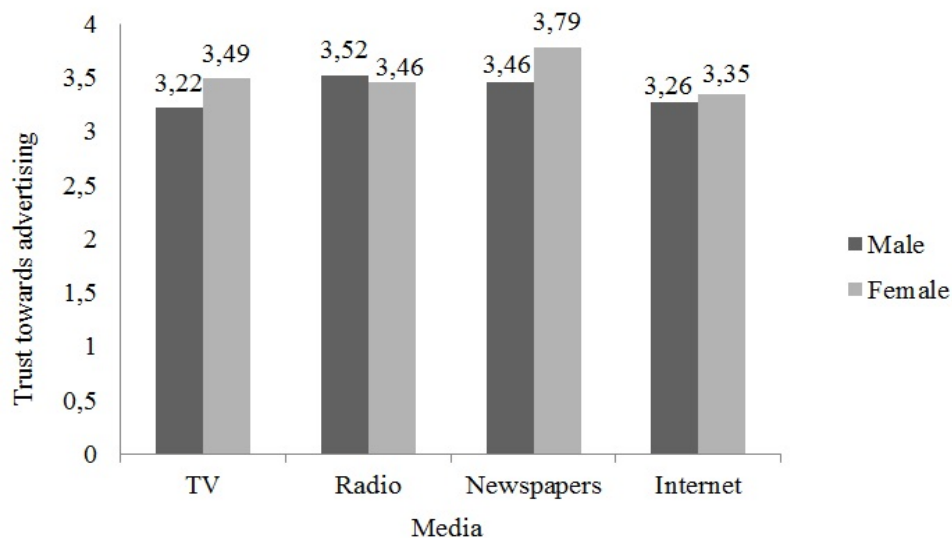

Figure 1. Gender differences in trust towards different media

Mean trust scores differed between age groups $F(3, 509) = 7.671$, $p < .001$ (see Table 2). The youngest participants (age 18-24) showed greatest trust towards advertising ($M = 3.75$) and scores lowered in each age group (55 years and older had a mean of 3.04, although only 9 participants contributed to that score). Although all participants were university students (some were part of a preliminary program, a university preparation program), they were asked to define which degree/diploma they had already finished. Participants whose highest graduation was elementary school showed lowest trust towards advertising. Trust differed significantly between groups, $F(5, 507) = 5.000$, $p < .001$, with most trust coming

from high-school and BSc/BA graduates. Two-way ANOVAs were done in order to determine if relations were to be found between media type, demographics and trust in advertising and if there was an interaction effect. None of the demographics tested showed a significant two-way interaction with trust towards advertising. Tests were done to determine whether or not participants differed in their trust towards advertising in relation to their consumer habits. No difference was found between groups, $F(4, 508) = .909$, $p > .05$.

The questionnaire included a single-measure question regarding general trust towards advertising. Like the ADTRUST scale, the question was measured on a 7-point Likert-scale, ranging from "1 - Strongly disagree" to "7 – Strongly agree". A paired sample t-test was used to determine whether participants differed in their answers on the single-measure question on one hand, and the overall average score of the ADTRUST scale on the other. Results show a significant difference $t(512)= 5.57$, $p < .001$, suggesting that when asked on a single-measure question, people may not effectively estimate their level of trust accurately. However, a significant correlation was found between ADTRUST scores and both perception of trust (single-measure trust scale), $r(513) = .513$, p $< .001$, and attitude (positivity/negativity), $r(513) = -.463$, $p < .001$.

Table 3 shows results from a hierarchical multiple regression analysis used to test if demographic background factors (Step 1), and attitude towards advertising and perception of trust (Step 2) significantly predicted participants' mean score on the ADTRUST scale. Results indicated that the two steps explained 34.3% of the variance in trust scores, $R^2=.343$, $F(2,510) = 133.491$, $p < .001$. Attitude was found to significantly predict trust towards advertising ($\beta = -.374$, $p < .001$) as was perception of trust ($\beta = .299$, $p < 0.001$).

Possible differences between trust towards advertising in the USA on one hand and in Iceland on the other were examined with an independent samples t-test. Mean trust scores were compared to mean trust scores from Soh, Reid and King's (2007) study. No significant

difference was found between the mean scores of Icelandic participants ($M = 3.49$, $SD = 0.123$) and those of American participants ($M = 3.463$, $SD = 0.314$); $t(6) = 0.163$, $p > .05$. These comparisons with previous findings support the claim that the item missing from the scale in this study did not affect the general outcome of mean scores and therefore did not jeopardize results.

Table 2

Post Hoc Tukey HSD Differences ,Means (M), Standard Deviations (SD) and Participant Numbers (N) for Demographic Groups

Source	M	SD	N
Gender			
Male[1]	3.36	1.03	236
Female[1]	3.56	1.05	277
Age			
18-24[2,3]	3.75	0.99	192
25-34[2]	3.32	1.01	194
35-54[3]	3.30	1.10	118
55	3.04	1.09	9
Education			
Elementary school[4,5]	2.67	0.99	18
Apprenticeship	3.15	1.02	28
Apprenticeship w/ high school	3.29	0.80	43
High school[4]	3.64	1.03	259
BSc/BA[5]	3.44	1.06	136
Master	3.15	1.08	29

Note: [1, 2, 3, 4 and 5] are significantly different at $p < .05$

Table 3

Hierarchical Multiple Regression Predicting ADTRUST Scores from Background Factors and Single-Measure Trust and Attitude Towards Advertising in General

Variable	ΔR^2	β
Step 1	.042***	
Gender		.129
Age		-.242***
Education		.090*
Step 2	.301***	
Gender		-.007
Age		-.089
Education		.036
Single measure trust		.299***
Attitude		-.374***
R^2	.343***	
N	513	

Note: *$p < .05$. ***$p < .001$

Discussion

Trust towards advertising in TV, radio, newspapers and the Internet was measured among 513 participants using the ADTRUST scale (Appendix A). Several research questions were formulated and aimed at explaining how media type affected trust, if there was difference between media, and if so, where it was.

The factor analysis of the ADTRUST scale differed slightly from Soh, Reid and King's (2007) results which showed four factors. Only three factors emerged in this study. These differences were not great and not considered relevant to the validity of the study.

Consistent with previous findings (Soh, Reid, & King, 2007), the ADTRUST scale showed that participants neither particularly trusted nor distrusted advertising. Considering that the scale ranges from 1 to 7, a value/score of 4 would be a neutral trust point. All mean scores were between 3.35 and 3.65, i.e. just below the neutral point. As 32.3% of participants claimed to be either "very positive" or "rather positive" towards advertising (compared to only 19.1% "very negative" or "rather negative") consumers seem to enjoy the entertainment of advertising while not placing very much trust in the message received.

As for differences in trust towards the different media, advertising in newspapers yielded the strongest mean score of the media in question, differing significantly from the lowest scoring media, TV and Internet. Interestingly, the results differ slightly from former research in which the ADTRUST scale has been administered. Soh, Reid, & King (2007) found Internet advertising to score much lower than was the case in this study and TV scored closer to radio advertising, as opposed to scoring the same as Internet advertising.

Although mean scores did not differ significantly from Soh, Reid, & King's (2007) study, differences within mean scores did in their case. In their study, the difference between media responsible for the high significance level ($p < 0.001$) was attributable to the low score of one medium, Internet. Market size may be a possible factor a influencing higher scores for Internet in Iceland. Participants were instructed to focus on advertising in Icelandic media (as opposed to the Internet in general). Due to the limited size of the market, advertisers in Iceland are likely to benefit from a certain proximity to the consumer. This may give advertisers an opportunity to tailor the message to the target group, which may in turn influence trust towards the medium as measured.

Results showed a connection between demographical factors and trust towards advertising. Women place more trust in advertising than men, and younger participants more than older ones. As Figure 1 showed, women placed more trust than men in all mediums but

radio. However, when examined further, no interaction effect was noticeable between media and gender, i.e. although women showed higher mean scores than men in three out of four cases, gender differences were not significantly different in the different media. Interestingly, and contrary to Soh, Reid, and King's (2007) results, participants with the lowest level of education generated the lowest mean scores in trust towards advertising. Those participants whose highest level of education was elementary school showed least trust towards advertising while trust was highest for high-school (an Icelandic high-school equivalent is normally 4 years, with graduation at the age of 20) and BA/BSc graduates. However, it should be mentioned that only 3.5% of participants pertained in the elementary education group while 77% pertained in the latter two groups. These numbers may, therefore, not give accurate idea of trust within the lowest and highest educated groups.

Results showed the importance of measuring trust with a validated measure such as the ADTRUST scale. Participants' mean score for trust differed between the single-measure trust scale and the ADTRUST scale, suggesting that when asked, people may not evaluate their trust accurately based on a single question. The hierarchical multiple regression analysis examining two steps, consisting of background demographics on the one hand and single-measure trust and attitude towards advertising on the other, showed significant predictive values for all items measured. Together the two steps explained 34.3% of the variance of ADTRUST and trust towards advertising on the single-measure scale had a β value of .299 which indicates a strong relation. However, considering that the two scales should measure the exact same thing, a higher value was expected. These results give grounds to doubts about the validity of such single-measure scales.

The higher score of Internet advertising in Iceland compared to findings in the USA are positive news for advertisers. It suggests that the Internet is just as good a medium with

respect to trust as TV for example, and given that Internet advertising is by far the least expensive, it might often be more convenient.

The findings of this research can be of great value to practitioners in advertising. Seeing that consumers place limited trust in messages transmitted through advertising while still being generally positive towards advertising, expensive campaigns should focus on building image and attitude rather than submitting a direct message.

Empirical literature on trust in advertising is very limited and practitioners and their clients should benefit from further research just as academic researchers. External validity of this research may have been partially compromised due to a rather low response rate and homogeneity since all participants were university students. Most previous findings suffer from a similar lack of diversity. Future research should apply the ADTRUST scale to a more diverse group of participants in order to examine relations between trust and different demographic groups with more external validity.

Future research should also focus on the different abilities of different media. TV is for example mostly used for image advertising while newspapers and the Internet are used more for direct marketing and sales promotions. Research on trust within media, for example comparing advertising in similar newspapers, radio stations and so and so forth, would cast further light on where advertisers should be placing their bets. The relation of trust towards advertising and sales/response is also an interesting subject for future research to determine whether or not trust is in fact of direct importance to advertisers.

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Appendix A

The ADTRUST Scale

Factors	Information conveyed in national advertising is ...	Strongly Disagree						Strongly Agree
Reliability	1. Honest	1	2	3	4	5	6	7
	2. Truthful	1	2	3	4	5	6	7
	3. Credible	1	2	3	4	5	6	7
	4. Reliable	1	2	3	4	5	6	7
	5. Dependable	1	2	3	4	5	6	7
	6. Accurate	1	2	3	4	5	6	7
	7. Factual	1	2	3	4	5	6	7
	8. Complete	1	2	3	4	5	6	7
	9. Clear	1	2	3	4	5	6	7
Usefulness	10. Valuable	1	2	3	4	5	6	7
	11. Good	1	2	3	4	5	6	7
	12. Useful	1	2	3	4	5	6	7
	13. Helps people make the best decisions	1	2	3	4	5	6	7
Affect	14. Likable	1	2	3	4	5	6	7
	15. Enjoyable	1	2	3	4	5	6	7
	16. Positive	1	2	3	4	5	6	7
Willingness to rely on	17. I am willing to rely on ad-conveyed information when making purchase-related decisions.	1	2	3	4	5	6	7
	18. I am willing to make important purchase-related decisions based on ad-conveyed information.	1	2	3	4	5	6	7
	19. I am willing to consider the ad-conveyed information when making purchase-related decisions.	1	2	3	4	5	6	7
	20. I am willing to recommend the product or service that I have seen in ads to my friends or family.	1	2	3	4	5	6	7

Note: The original 43 items were: honest, truthful, credible, believable, objective, ethical, factual, reliable, dependable, responsible, informative, accurate, effective, complete, educational, expert, valuable, useful, utilitarian, altruistic, consumer-oriented, benevolent, kind, helpful, confident, safe, risky, positive, enjoyable, likable, friendly, respectful, good, stimulating, encouraging, motivating, engaging, moving, actionable, precipitating, reinforcing, persuasive, influential.