

Bachelor Thesis International Business Communication
Differences in Persuasion Knowledge and Persuasion: A Cross-Cultural study
on Individualism-Collectivism.

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06-06-2021

Abstract

This study investigates the differences between individualistic cultures and collectivistic cultures with respect to differences in persuasion knowledge measured through the ‘inferences of manipulative intent’, the use of a culture congruent tactic and the effect of this persuasion knowledge on the persuasion of consumers from both cultures. The research question investigated in this study was: “What are the differences between using a congruent and a non-congruent persuasion tactic in individualistic and collectivistic cultures between the inferences of manipulative intent and persuasion of consumers and what is the effect of this degree of inferences of manipulative intent on persuasion cross-culturally?”

The relevance of this study is encountered in the fact that advertisers have to adapt to different cultures in order to be persuasive. Studying the effect of persuasion knowledge and the differences of persuasion knowledge cross-culturally could provide more insights in how to cope with different consumers across the globe. This study used an experiment as method with the use two nationalities, Dutch and Vietnamese, that represented the two different cultures divided into three groups; one that was exposed to a scarcity tactic, one that was exposed to a reciprocity tactic and one control group. The main findings of this study show that both cultures have differences in degree of inferences of manipulative intent and therefore possibly differ in terms of persuasion knowledge. These differences between collectivistic and individualistic cultures support the findings of Hofstede (1991) in which differences between cultures were investigated with the help of five dimensions. However, these differences were not evoked by whether a tactic was congruent or non-congruent with the specific culture as found by Orji (2016). This could be explained by the fact that this study uses a European culture where Orji (2016) used a North-American culture to represent the individualistic culture. Furthermore, a high degree of inferences of manipulative intent show to have a negative effect on persuasion for both cultures. This supports the previous finding of Campbell (1995). A high degree of manipulative intent signifies negativity towards the ad which could be the cause for less persuasion.

Introduction

Advertising messages are aimed at consumers and consumers in their turn have to interpret these messages in order to perceive the meaning of the advertisement. These interpretations are of major importance for the effectiveness of the advertisements and the extent to which a consumer can be persuaded by this message, thus it is of great importance for companies. However, over time consumers develop personal coping tactics in these persuasion attempts (Friestad & Wright, 1994). Consumers are able to recognize persuasive intent based on the knowledge they have developed after being more frequently exposed to persuasion during their lives. Friestad and Wright (1994) developed the Persuasion Knowledge Model (PKM) that shows how consumers develop and use persuasion knowledge to cope with persuasion attempts. This model is based on three types of knowledge concerning the persuasion attempt: the topic knowledge, the persuasion knowledge and the agent knowledge. The topic knowledge, consisting of beliefs about the topic of the message. The agent knowledge, consisting of beliefs about the traits, competencies, and goals of the persuasion agent (Friestad & Wright, 1994). The PKM implies that targets may interpret a persuasion episode as persuasion. In case the consumer recognizes a persuasion episode this might have some consequences for the persuasion and this might result into differences in consumer behavior towards the persuasion intent. (Friestad & Wright, 1994)

Moreover, there is a large variety of consumers globally, having several different cultural backgrounds which could possibly result into differences in persuasion knowledge among different consumers, since their perception of persuasion could be different. These cultural variety of consumers requires a different approach for marketers to strategize their marketing messages in order to be more attractive.

Regardless of persuasion, Hofstede (1991) differentiated cultures based on five different dimensions to describe cultures which are: individualism-collectivism, power distance, masculinity-femininity, uncertainty avoidance and long-term vs. short-term orientation. The individualism-collectivism dimension describes the extent to which individuals are more self-oriented or group-oriented. The constructs individualism and collectivism have been extensively researched and written about by cross-cultural psychologists and seem to be widely accepted as important bases for explaining differences in behavior (Niles, 1998). The study conducted by Niles (1998) investigated differences between Australia, an individualistic culture, and Sri-Lanka, a collectivistic culture. The study

found clear differences in goals between the two cultures. The goals an individualistic culture pursues are more related to health, money and having a good job, whereas the goals a collectivistic culture pursues are more related to concern for family, respect for elders and service to the country and others (Niles, 1998).

Additional support for this difference between individuals in different cultures was found by Markus & Kitayama (1991). In this paper they expound two 'construals' of the self; an independent and an interdependent view. Concerning the interdependent self, others are included within the boundaries of the self because relations with others in specific context are defining features to the self. This view is harmonious with a collectivistic culture. Differently, the study describes an independent construal of the self that is more in line with the individualistic culture. Since regarding this view, others are less centrally implicated in one's identity. Furthermore, interdependent individuals are likely to show higher conformity when in a group to maintain the social relation. In order to link these findings concerning cultural differences with persuasion, it was investigated and has shown that individuals with an interdependent construal of the self allow themselves to be easily persuaded during their presence in a group. Regardless of the kind of persuasion involved and the individual trying to persuade (Markus & Kitayama, 1991). Regarding these differences in persuasion across cultures it would be relevant to signify more detailed differences in persuasion between the individualistic and collectivistic cultures. Shavitt et al. (1997) investigated differences in persuasion between individualistic cultures and collectivistic cultures by investigating the cognitive responses of consumers with both cultural backgrounds towards the advertisements, referring to cognitive responses as the thoughts a consumer has in response to persuasive messages. The study discovered that individuals in individualistic cultures tend to be more persuaded by product-related claims in the ad, whereas individuals in collectivistic cultures tend to be more persuaded by the appropriateness of the ads than by their product claims. These findings support the fact that persuasion varies across cultures. For example, a claim like "this product will solve a particular problem" is likely to be more persuasive in individualistic cultures whereas a claim like "the person in the ad is trustworthy" would be more persuasive in collectivistic cultures.

These different studies demonstrate that research has been done regarding differences in persuasion among individualistic and collectivistic cultures. These differences in persuasion across cultures might predict a difference in persuasion knowledge across

cultures. To discover a link between culture and persuasion knowledge, Friestad & Wright (1999) conducted a study in which they investigated the role of culture specifically to persuasion knowledge. They found out that people have folk knowledge from the culture they are living in. This folk knowledge is a set of beliefs created over years from the pooling of private perceptions and social communications about persuasion. Regarding this study, it can be assumed that culture has its effect on persuasion knowledge due to the influence folk knowledge has on the formation of relevant beliefs about agents and messages of persuasion people may encounter (Friestad & Wright, 1999). This folk knowledge has an influence on the beliefs created in the minds of consumers about a variety of things, including persuasion episodes. Therefore, folk knowledge present in a specific culture could affect the amount of gullibility and thus the likelihood of persuasion. Given the different cultures containing different sorts of folk knowledge, consumers part of different cultures will demonstrate differences in persuasion due to the presence of culture-specific folk knowledge.

As Friestad & Wright suggested in their PKM, persuasion knowledge is understanding and recognition of persuasive intent. To understand the persuasion knowledge present in a person, this persuasion knowledge needs to be measured. According to Ham et al. (2015) there are several models that can measure the degree of persuasion knowledge. One of the many models that is for measuring persuasion knowledge is the Inference of Manipulative Intent, developed by Campbell (1995). This study explores how the use of attention-getting tactics might result in consumer inferences of manipulative intent. These inferences of manipulative intent are consumer inferences that the advertiser is attempting to persuade by inappropriate, unfair, or manipulative means. Therefore, this particular model is appropriate for determining the persuasion knowledge present in the consumers' minds. The characteristics that are important in the inference of manipulative intent are personal benefits and investments, and advertiser's benefits and investments of the intent. Furthermore, Campbell (1995) found a negative relation between these inferences of manipulative intent and persuasiveness. The more inferences of manipulative intent, the lower the persuasion.

To further investigate what persuasion is affected by cross-culturally it would be meaningful to consider differences between persuasion strategies used in different cultural settings and what the importance of a different type of tactic is regarding the degree of

persuasion. Commencing with differences in persuasion strategies, Robert Cialdini (2001) developed six persuasive strategies that can be applied to motivate change of attitude or behavior. These strategies are: reciprocity, returning a favor when a persuasive request is made towards the receiver. Scarcity, beliefs that things that are short in supply are more valuable. Authority, relying on experts' knowledge or power. Commitment and consistency, being consistent with their previous behavior in order to avoid dissonance. Liking, people are easier persuaded by someone they like. Consensus, being persuaded because the behavior of the majority of others. These tactics of Cialdini (2001), are tested on effectiveness recently by Gaube et al. (2020). This study showed that every tactic had a positive effect on persuasion of behavioral change in hand hygiene behavior in hospitals, participants showed more degree of persuasion towards every tactic in comparison with the control group. Regarding the results of the study of Gaube et al. (2020), we expect the tactics to have a positive effect on persuasion.

Moreover, it would be relevant to link these different persuasion strategies to the differences in cultural backgrounds. Therefore, these strategies have been linked to Hofstede's cultural dimension of individualism-collectivism by a study of Orji (2016). In this study they investigated the susceptibility towards each strategy using a group that had an Asian nationality, which represented a collectivistic culture, and a group that had a North-American nationality, which represented an individualistic culture. This research generally found that every strategy was perceived to be persuading in both types of cultures. Collectivistic cultures are more easily persuaded by the strategies. However, the tactic of scarcity was proven to be more persuasive in individualistic cultures whereas the other tactics were found to be more persuasive in collectivistic cultures. Moreover, the differences in persuasion between collectivistic cultures and individualistic cultures have been researched in terms of benefits for the consumer. Han & Shavitt (1994) studied the differences between the US, an individualistic culture and Korea, a collectivistic culture when it comes to persuasion. The study employed advertisements in popular newspapers in both countries and investigated the participants' purchase intention and their attitude towards the ad and their attitude towards the brand. Participants from the US showed to be persuaded by the personal benefits of a product itself, whereas participants from Korea showed to be persuaded by the in-group benefits of the product.

Furthermore, Khaled et al. (2006) identified a set of strategies designed to appeal with the collectivist beliefs and behaviors. The study found out that consumers with a collectivistic background were more persuaded by certain strategies. These strategies were briefly described as: group-opinion, group surveillance, deviation monitoring, disapproval conditioning and group customization. These strategies are in line with the findings of Markus & Kitayama (1991) who suggested that individuals in a collectivistic culture are more group oriented.

Another study that investigated the effectiveness of scarcity tactics has been conducted by Aguirre-Rodriguez (2013). The study investigated the difference between demand related scarcity appeals and supply related scarcity appeals, both concerning scarcity which is considered a rather persuasive tactic in individualistic cultures. They manipulated advertisement messages in order to create a demand scarcity appeal, ("over 500.000 have already responded to this offer. Due to the popular demand, this offer's availability is limited") and a supply scarcity appeal ("only 500 households per zip code can claim a coupon, due to restricted supply, this offer's availability is limited"). The study found out that demand related scarcity appeals are more influential to consumer's buy intention although they provoke more inferences of manipulative intent. These results are somewhat in contradiction with the previous findings of Campbell (1995) in which a negative relation between persuasion and persuasion knowledge was found.

In conclusion, former literature has concluded a variety of findings about persuasion knowledge and the use of different tactics aimed at consumers with different cultural backgrounds. The study of Orji (2016) found out that certain strategies have different persuasion effects in different cultures. However, there were opportunities to extend this research by investigating the use of a tactic of Cialdini (2001) that is effective in an individualistic culture and a tactic that is effective in a collectivistic culture. It would be interesting to investigate what the consequences of using these tactics in both individualistic and collectivistic cultures are for the inference of manipulative intent consumers have towards these tactics (Campbell, 1995).

This study investigated the extent to which inferences of manipulative intent are evoked by consumers after being exposed to a certain persuasion tactic. Moreover, it investigated the effect of cultural backgrounds in combination with a persuasion tactic that is congruent with the culture, which are a scarcity approach in individualistic cultures and a

reciprocity approach in collectivistic cultures, or that is not congruent with the culture on the persuasion inference of manipulative intent.

Therefore, the study was based on the research question: “What are the differences between using a congruent and a non-congruent persuasion tactic in individualistic and collectivistic cultures between the inferences of manipulative intent and on persuasion of consumers and what is the effect of this degree of inferences of manipulative intent on persuasion cross-culturally?” “

Hypotheses

As investigated by Orji (2016) certain tactics are more persuasive in individualistic cultures, whereas other tactics are more persuasive in collectivistic cultures. Therefore, a possibility of the outcome of this study will be when a congruent strategy, scarcity in an individualistic culture and reciprocity in a collectivistic culture, is presented participants will be more likely to show a higher degree of persuasion and therefore will have less inferences of manipulative intent. The latter statement finds its scientific evidence in the study of Campbell (1995) in which evidence was found for the negative correlation between inferences of manipulative intent and the persuasiveness of the advertisement. A higher degree of persuasion knowledge can lower the persuasiveness of an advertisement. However, a contradiction to this has been found by Aguirre-Rodriguez (2013) which found that demand related scarcity appeals provoke more persuasion and more persuasion knowledge. This study therefore suggests that in some cases persuasion knowledge and persuasion can be positively related. Therefore, we are not able to formulate directional hypotheses.

Acknowledging the former scientific evidence, a set of hypotheses can be formulated to hypothesize possible outcomes of this study.

H1: Dutch and Vietnamese participants will have differences in the degree of IMI in response to advertisements containing a scarcity tactic.

H2: Dutch and Vietnamese participants will have differences in the degree of IMI in response to advertisements containing a reciprocity tactic.

H3: Dutch and Vietnamese participants will have differences in degree of IMI in response to advertisements containing a neutral tactic.

H4: A culture non-congruent persuasion tactic will be likely to evoke a difference in attitude towards the ad than a culture congruent tactic.

H5: A culture non-congruent persuasion tactic will be likely to evoke a difference in purchase intention than a culture congruent tactic.

Since we will investigate the degree of persuasion knowledge present within participants with different cultural backgrounds we also suspect a difference in persuasion that might be influenced by the degree of persuasion knowledge. (Campbell, 1995) Therefore, the following hypotheses could be formulated.

H6: The degree of inferences of manipulative intent will have an effect on the attitude towards the ad for the two different cultures.

H7: The degree of inferences of manipulative intent will have an effect on the purchase intention for the two different cultures.

Methodology

Materials

In our research the variables were divided between independent variables and dependent variables. The study contained two different independent variables. The first independent variable was 'the cultural dimension individualism-collectivism', which is based on Hofstede's model (1991) as described earlier in this proposal. The dimension of individualism-collectivism was used to classify the cultures. Both cultures were operationalized according to Hofstede, the individualistic culture was represented by the Netherlands and the collectivistic culture was represented by Vietnam. The second independent variable was the persuasion tactic as developed by Cialdini (2001). This was operationalized by using two tactics, one that suits the individualistic culture, which is the scarcity tactic and one that suits the collectivistic culture, which is the reciprocity tactic (Orji, 2016). Moreover, we will use one control tactic that does not make use of a tactic which is specifically appealing to one of the cultures.

The operationalization of this variable was an advertisement that advertised orange juice. We used this product because the product is widely available in all cultures and is perceived as a universal product. A pre-test had been run to determine whether the manipulation of the different advertisements was accurate. This was done by presenting five different ads containing a scarcity tactic, five different ads containing a reciprocity tactic. In this pre-test there were participants from the Radboud University. These participants had to rate the fit of each tactic on the message that was present in the advertisement. After seeing the advertisement, participants had to indicate how consistent the scarcity tactic was present in the advertisement, as well as how consistent the reciprocity tactic was present in the advertisement. They rated the presence of each of the two tactics by use of a 7-point Likert scale (consistent-inconsistent). Following the results of this pre-test we determined which message were most consistent for each tactic and we decided what message was implemented to represent the reciprocity tactic and which message was implemented to represent the scarcity tactic. Regarding the scarcity tactic, the second ad was chosen to represent the scarcity tactic ($M=4.82$, $SD=1.65$). Furthermore, regarding the reciprocity tactic, the first ad was chosen to represent the reciprocity tactic ($M=5.36$, $SD=3.91$).

Participants

The participant selection was done randomly and by the use of online means. Since we are in a pandemic, it was considered to be more safe and responsible to select participants via Facebook, Twitter, Instagram, WhatsApp and by e-mail. This study contained a total of 230 participants, 115 Dutch participants (50.0%) and 115 Vietnamese participants (50.0%), 75 participants were male (32.6%), 154 participants were female (67.0%) and one participant indicated 'other' as their gender (0.4%). Concerning the age of the participants, a mean age of 26.73 years was found ($SD=9.93$). Regarding the educational level of the participants selected, most participants, 123, indicated bachelor as their highest educational level (53.5%). Furthermore, 'master' was selected 46 times (20.0%) and HBO was selected 23 times (10.0%).

Regarding the participants that took part in the pre-test, there were 21 valid responses, the mean age of these participants was 24.23 years ($SD=8.58$, Range=39). Regarding the education of the participants, 13 participants indicated bachelor as their highest education (61.9%), five indicated master (23.8%), two indicated high school (9.5%) and one person indicated other (4.8%). With respect to the gender of participants, nine participants were male (42.9%), 11 participants were female (52.4%) and one person 'preferred not to say' (4.8%).

Design

The design of the study will be a 2x3 between-subject design. There are two independent variables which are discussed above. The cultural dimensions are collectivistic and individualistic, and the persuasion tactics are scarcity, reciprocity and a neutral tactic. A control group was exposed to the neutral tactic.

Instruments

One dependent variable was used which included the amount of persuasion knowledge. This variable was operationalized by using the Inference of Manipulative Intent scale (IMI) developed by Campbell (1995), this scale measures the inference of manipulative intent people have towards an advertisement. The higher the score on this scale, the lower the degree of inferences of manipulative intent This was measured with the help of a questionnaire that had several 7-points Likert scales and 7-point semantic differential scales.

Through this questionnaire persuasiveness of the advertisements in terms of purchase intention and attitude towards the advertisement were measured. These questionnaires were translated into the participants' mother language, which will be Dutch and Vietnamese, a translation procedure that will be further explained in the procedure section. For these variables that were created with several items, a calculation for reliability was made using a Cronbach's α . The reliability of Inferences of manipulative intent (IMI) comprising six items was adequate $\alpha = .88$. Consequently, the mean for all six items was used to compound the variable 'IMI', which was used in further analysis. The reliability of 'attitude towards the ad' (Aad) comprising three items was good, $\alpha = .90$. Consequently, the mean for all three items was used to compound the variable 'Aad', which was used for further analysis.

To check whether the manipulation of the advertisements have been recognized by the participants two manipulation checks were done. A one way analysis of variance showed a significant effect of ad type on scarcity manipulation check ($F(2,227) = 3.84, p = .023$). Participants that were exposed to an ad containing a scarcity tactic ($M=4.35, SD=2.03$) scored higher on scarcity manipulation check than participants that were exposed to an ad containing a neutral tactic ($p=.020$, Bonferroni-correction; $M=3.46, SD=1.85$). There was no difference of the scarcity manipulation check between participants that were exposed to the scarcity tactic and participants that were exposed to the reciprocity tactic ($p=.295$, Bonferroni-correction). The scarcity tactic was recognized by the participants.

A one way analysis of variance showed a significant effect of ad type on reciprocity manipulation check ($F(2,227) = 5.11, p=.007$). Participants that were exposed to an ad containing a reciprocity tactic ($M=4.26, SD=1.82$) scored higher on reciprocity tactic manipulation check than participants that were exposed to an ad containing a neutral tactic ($p=.013$, Bonferroni-correction; $M=3.43, SD=1.72$) and to an ad containing a scarcity tactic ($p=.025$, Bonferroni-correction; $M=3.50, SD=1.79$). The reciprocity tactic was recognized by the participants.

Procedure

After the results of the pre-test were received and analyzed, the advertisements that contained each of the three tactics were created. One ad containing a reciprocity tactic was created, one containing a scarcity tactic and one control ad. After being exposed to one of

the tactics, the participants filled in a questionnaire with general questions which included questions like 'what is your age?', 'what is your gender?' and 'what is your education?'. Furthermore, the questionnaire contained questions of the IMI-scale (Campbell, 1995) that gathered information of the inference of manipulative intent. Moreover, the questionnaire contained questions about the persuasiveness of the ad as well as a 7-point Likert scale question that will consider the purchase intention and 7-point semantic differential scale questions regarding attitude towards the ad.

The questionnaires were translated into each of the two target languages which were Dutch and Vietnamese. The procedure that was used for the translation process was a procedure of Brislin (1976) developed for cross-cultural studies. The translation process was determined as the following stepwise procedure. Firstly, a forward translation was used in which English was translated to the target language. Secondly, there had been made use of the expert panel back-translation, a bilingual expert checked the translation and another independent expert translated the document back to the original language. After the final version of the study was released, participants were randomly assigned to one condition of the ad which had been done by the means of Qualtrics, the program through which we conducted the questionnaires. The participants were informed beforehand that their participation and the data were conducted anonymously. Filling in the questionnaire took approximately three minutes.

The first time the questionnaire for Dutch participants was released, it was discovered that questions 13 in the questionnaire was not visible for participants. Therefore, data could not be used for the study and the questionnaire for Dutch participants had to be repaired and send out afterwards. The second time, there were no mistakes in the questionnaire and it could be send out to Dutch participants again.

Moreover, it was discovered after the conduction of data that the dataset was not normally distributed. Moreover, the different groups were not equally distributed. In order to use the data gathered in the survey and conduct statistical tests reliably, several cases had to be excluded. After the exclusion, statistical test could be conducted.

Statistical Treatment

In order to be able to test the hypotheses stated there had been made use of different statistical tests by the means of SPSS. Firstly, a two-way analysis of variance was conducted

to test the effect of ad type, nationality and the interaction effect between those two variables on the score of IMI. This test was conducted to provide an answer to the first three hypotheses. Furthermore, to investigate the effect of ad type, congruent or non-congruent, on the attitude towards the ad for both nationalities, a one-way analysis of variances (one-way anova) was conducted using a split file in SPSS to be able to see different tables of the two nationalities. Moreover, a one-way analysis of variance (one-way anova) was conducted to investigate the effect of ad type, congruent or non-congruent, on the purchase intention for both nationalities. Again a split file was used to be able to see the different tables of the two nationalities. These provided an answer to hypotheses four and five. Lastly, to be able to investigate the relation between the degree of IMI on attitude towards the ad and the relation of the degree of IMI between the purchase intention, a correlation analysis between these variables was conducted. These correlation analyses provided an answer to hypotheses six and seven.

Results

A two-way analysis of variance with nationality and ad type showed a significant main effect of nationality on the score of IMI ($F(1,224) = 45.88, p < .001$), as well as a significant main effect of ad type on the score of IMI ($F(2,224) = 9.86, p < .001$). The interaction effect between nationality and ad type was not statistically significant ($F(2,224) = 1.76, p = .175$).

Regardless of nationality, the score on 'IMI' towards the ads containing a neutral tactic was statistically significantly different ($M=5.37, SD=0.91$) than the score on 'IMI' towards ads containing a reciprocity tactic ($p = .001$, Tukey correction; $M=4.74, SD=1.19$) and than the score on 'IMI' towards ads containing a scarcity tactic ($p < .001$ Tukey correction; $M=4.72, SD=1.26$). There was no statistically difference between the IMI scores between the ads containing a reciprocity tactic and the ads containing a scarcity tactic ($p = .989$ Tukey correction)

Regarding nationality, it was shown that Dutch participants show a higher score of IMI regardless of the type of ad. Dutch participants score higher on IMI towards ads containing a scarcity tactic ($M=5.25, SD=0.91$) than Vietnamese participants ($M=4.18, SD=1.35$). Dutch participants score higher on IMI as well towards ads containing a reciprocity tactic ($M=5.31, SD=0.94$) than Vietnamese participants ($M=4.17, SD=1.14$). Moreover, Dutch participants score higher on IMI towards ads containing a neutral tactic ($M=5.65, SD=0.84$) than Vietnamese participants ($M=5.09, SD=0.91$).

Table 1. Means and standard deviations concerning the two-way analysis of variance between ad type and IMI total.

Ad type	Nationality	<i>N</i>	<i>M</i>	<i>SD</i>
Reciprocity	Dutch	38	5.31	0.94
	Vietnamese	38	4.17	1.14
Scarcity	Dutch	39	5.25	0.91
	Vietnamese	39	4.18	1.35
Neutral	Dutch	38	5.65	0.84
	Vietnamese	38	5.01	0.91
Total	Dutch	115	5.40	0.91
	Vietnamese	115	4.48	1.21

A one-way analysis of variance showed a significant effect of ad type on attitude towards the ad ($F(1,112) = 3.90, p=.023$) for Dutch participants. The attitude towards the ad for Dutch participants in response to ads containing a neutral tactic ($M=5.20, SD=1.13$) was higher than their attitude towards ads containing a scarcity tactic ($p=.047$, Bonferroni-correction; $M=4.55, SD=1.18$). There was no difference between their attitude towards ads containing a neutral tactic and ads containing a reciprocity tactic ($p=.056$, Bonferroni-correction) and between their attitude towards ads containing a scarcity tactic and ads containing a reciprocity tactic ($p=1.00$, Bonferroni-correction).

A one way analysis of variance showed no significant effect of ad type on attitude towards the ad ($F(2,112) = 2.11, p=.126$ for Vietnamese participants. The means and standard deviations of the one-way analysis of variances are displayed in table 2.

Table 2. Means and standard deviations concerning the One-way analysis of variances of ad type and attitude towards the ad.

Nationality	Ad type	<i>N</i>	<i>M</i>	<i>SD</i>
Dutch	Reciprocity	38	4.56	1.20
	Scarcity	39	4.55	1.18
	Neutral	38	5.20	1.13
	Total	115	4.77	1.20
Vietnamese	Reciprocity	38	4.44	1.37
	Scarcity	39	4.43	1.42
	Neutral	38	4.98	1.42
	Total	115	4.61	1.36

A one-way analysis of variance showed a significant effect of ad type on degree of purchase intention ($F(2,112) = 4.58, p=.012$ for Dutch participants. The purchase intention for Dutch participants in response to a neutral tactic ($M=4.63, SD=1.10$) was higher than for the scarcity ads ($p=.010$, Bonferroni-correction; $M=3.74, SD=1.37$). There was no difference between the scarcity tactic and the reciprocity tactic ($p=.780$, Bonferroni-correction) and between the reciprocity tactic and the neutral tactic ($p=.199$, Bonferroni-correction).

A one-way analysis of variance showed no significant effect of ad type and degree of purchase intention ($F(2,112) = 1.06, p=.350$ for Vietnamese participants. The means and standard deviations of the one-way analysis of variances are displayed in table 3

Table 3. Means and standard deviations concerning the one-way analysis of variances of ad type and purchase intention.

Nationality	Ad type	<i>N</i>	<i>M</i>	<i>SD</i>
Dutch	Reciprocity	38	4.08	1.40
	Scarcity	39	3.74	1.37
	Neutral	38	4.63	1.10
	Total	115	4.15	1.34
Vietnamese	Reciprocity	38	3.16	1.46
	Scarcity	39	2.72	1.57
	Neutral	38	3.21	1.85
	Total	115	3.03	1.64

A significant positive correlation was found between the score of IMI and the attitude towards the ads for Dutch participants ($r(115) = .55, p<.001$), as well as for Vietnamese participants ($r(115) = .68, p<.001$). For both nationalities, the attitude towards the product increased with the score of IMI. Therefore, for both cultures, the attitude towards the ad increased with lower degree of IMI.

A significant positive correlation was found between the score of IMI and the purchase intention for Dutch participants ($r(115) = .44, p<.001$). as well as for Vietnamese participants ($r(115) = .23, p=.012$). For both nationalities, the purchase intention increased with the score of IMI. Therefore, for both cultures, purchase intention increased with lower degree of IMI.

Conclusion

The objective of the study was to provide an answer to the research question stated earlier in this paper. The formulated research question was: “What are the differences between using a congruent and a non-congruent persuasion tactic in individualistic and collectivistic cultures between the inferences of manipulative intent and on persuasion of consumers and what is the effect of this degree of inferences of manipulative intent on persuasion cross-culturally?” Following the research question seven hypotheses were stated of which the outcome will be discussed.

Firstly, a significant effect of nationality was found between Dutch and Vietnamese participants with regard to their score of ‘IMI’ towards all three different types of ads, there was a significant difference between both nationalities. Dutch participants scored a higher score on ‘IMI’ towards both different tactics and towards the neutral ad. Moreover, a significant effect of ad type was found on the score of ‘IMI’, regardless of the nationality the score of ‘IMI’ was the highest for the neutral tactic. Therefore, it can be stated that hypotheses one, two and three are accepted, there are significant differences in the degree of ‘IMI’ between the two cultures with respect to the ads containing different persuasion tactics.

Furthermore, a significant difference was found between the use of a congruent and the use of a non-congruent ad with regard to the attitude towards the ad that was evoked in Dutch participants. However, the attitude was higher towards the neutral ads than for the scarcity ads and there was no significant difference in attitude towards ads containing a reciprocity tactic and a scarcity tactic. For Vietnamese participants there was no significant difference in attitude towards the three different ads, which means hypothesis four can be rejected.

Moreover, a significant difference was found between the use of a congruent and the use of a non-congruent tactic with regard to the purchase intention that was evoked in Dutch participants. However, the purchase intention was higher for the neutral ads than for the scarcity ads and there was no significant difference in purchase intention for ads containing a reciprocity tactic and a scarcity tactic. For Vietnamese participants, there was not significant difference in purchase intention towards the three different ads, which means hypothesis five can be rejected.

Moreover, a significant correlation was found between the score of 'IMI' and the attitude towards the ads for both nationalities. In other words, for both nationalities the attitude towards the ad was higher or more positive when the degree of 'IMI' was lower. Therefore, hypothesis six can be accepted.

Furthermore, a significant correlation was found between the score of 'IMI' and the purchase intention towards the ads for the Dutch participants as well as for the Vietnamese participants. Therefore, hypothesis seven can be accepted since the degree of 'IMI' has an effect on the purchase intention for the Dutch and for the Vietnamese participants.

With respect to the research question, it can be stated that there is a difference between the degree of 'IMI' between Dutch and Vietnamese participants in response to ads containing different persuasion tactics. This could be an indicator for the differences between cultures when it comes to persuasion knowledge. Furthermore, for both cultures their attitude towards the product and their purchase intention increased with a higher score of IMI and thus lower degree of inferences of manipulative intent.

To summarize, there are differences between cultures between the degree of 'IMI' and between the degree of persuasion. However, the congruency of the ad did not have an influence on this, consumers within a collectivistic culture have higher degree of inferences of manipulative intent towards all three types of ads.

Discussion

Firstly, a manipulation check showed that Dutch and Vietnamese participants recognize both types of persuasion tactic that were present in the ad. Therefore, it can be assumed that consumers of both cultures have some kind of knowledge about the persuasion episode and this could possibly affect the persuasion of the consumers (Friestad & Wright, 1994).

Furthermore, the difference in degree of 'IMI' was significantly different between the two different cultures. These findings find support in the study of Hofstede (1991), in which cultures were classified with the use different dimensions. This study gives support that there is a difference between individualistic cultures and collectivistic cultures when it comes to persuasion knowledge and behavior towards persuasive intent. This finds support in the study of Niles (1998) in which it was found that consumers from individualistic cultures and collectivistic cultures differ in their behavior and pursue different goals. Furthermore, the Dutch participants scored a higher score of 'IMI' and therefore less

inferences of manipulative intent towards all the different persuasion tactics. The participants of both cultures had less influences of manipulative intent towards the neutral ads, which could be explained by the fact that the persuasion tactics evoke a certain kind of inferences of manipulative intent. This could support the findings of Friestad and Wright (1999) which found that people from different cultures have a different set of beliefs and values that affect persuasion knowledge. This different set of beliefs could affect the way Dutch consumers look at advertisements and therefore affect their inferences of manipulative intent towards advertisements. The set of beliefs that are present with the Vietnamese consumers could affect the way they look at advertisements as well, this set of beliefs could be more negative for Vietnamese which could explain their higher degree of inferences of manipulative intent.

With regard to the use of congruent and non-congruent persuasion tactics, the study found out that the use of a congruent or a non-congruent persuasion tactic does not influence the consumer's attitude towards the advertisements and does not influence the consumer's purchase intention. Only Dutch participants had a significant higher purchase intention and attitude towards ads containing a neutral tactic. These findings are not in line with the findings of Orji (2016) which stated that a scarcity tactic was more persuasive for people within an individualistic culture and a reciprocity tactic was more persuasive for people within a collectivistic culture. These differences in findings could be caused by the fact that Orji (2016) used a North-American culture to represent the individualistic culture and this study uses a European culture to represent the individualistic culture. It is possible that differences between European and North-American cultures have an influence on persuasion and therefore Dutch participants could show contradictory findings. Therefore, in the future it could be interesting to investigate differences between different individualistic cultures and compare them.

Moreover, a positive correlation was found between the score of 'IMI' and attitude towards the ads as well as a positive correlation between the score of 'IMI' and purchase intention for both cultures. This means that the lower the degree of inferences of manipulative intent, the more positive the attitude towards the ad and the higher the purchase intention. These findings are in line with findings from Campbell (1995), in which a negative relation between inferences of manipulative intent and persuasion was found. It can be stated that, the more consumers have the feeling that the ad is manipulating them in

a non-rightful way the more negative the attitude towards the product and the less likely it is for consumers to buy it. There is no difference found between the two cultures, therefore it can be assumed that the effect of the degree inferences of manipulative intent on persuasion does not necessarily differ between the two different cultures.

Possible limitations that occurred and that are part of the study could for example be the fact that the questionnaire had a mistake in it the first time it was distributed. This resulted in the situation where the questionnaire for Dutch participants had to be sent again. This could possibly have caused some participants that filled in the questionnaire for a second time. This could mean that some participants had prior knowledge of the ads and the tactics that were present which could have influenced the results. Moreover, our study focused on two cultures each clearly representing an individualistic or collectivistic culture. However, the study could have had a broader view if there had been made use of more cultures to represent the both individualistic and the collectivistic cultures.

Another possible limitation is the use of the persuasion tactics of Cialdini (2001). This study is already 20 years of age, which could possibly mean that since the year of 2001 new tactics are developed that would even be more persuasive for consumers from individualistic and collectivistic cultures.

For future research it would be interesting to extend this study by including more cultures. As found out that the results regarding the use of congruent or non-congruent tactics were somewhat contradictory with results from previous studies (Orji, 2016), it would be interesting to also include cultures from other parts of the world that represent individualistic cultures like North-America and Australia. Furthermore, it would be interesting to include more cultures that represent a collectivistic culture from other parts of the world like South-America, the Middle-East or eastern Europe (Hofstede, 1991).

In conclusion, this study has contributed to knowledge in the field of persuasive communication and persuasion knowledge. It made use of a cross-cultural view and extended existing knowledge about the use of different persuasion tactics in advertising and the relation between persuasion knowledge and persuasion cross-culturally. It found out that there are differences between cultures when it comes to persuasion and persuasion knowledge, but not necessarily evoked by the use of a certain tactic. The findings of this study could be interesting to use for marketers that operate in cross-cultural environments

and deal with culturally different consumers which is expected to be a more frequent business in the nearby future.

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Appendices

Appendix A: Questionnaires

English questionnaire

Thank you very much for your participation!

This experiment is conducted as a part of the International Business Communication Bachelor at Radboud University. The study will examine your responses to a given advertisement. There are no right or wrong answers. The process will take approximately 5-10 minutes.

During the study, you have the right to stop the questionnaire at any point without having to give a reason for doing so. The information collected will remain completely anonymous. If you wish to be informed about the results of this study, then please leave your email at the end of this survey.

Please indicate below that you want to participate in the study. By signing this form, you declare that you have been sufficiently informed about the study and that you want to voluntarily participate.

IMI Scale

1. The way this ad tries to persuade people seems acceptable to me.

- 1 – Completely agree
- 2 – Agree
- 3 – Somewhat agree
- 4 – Neither agree nor disagree
- 5 – Somewhat disagree
- 6 – Disagree
- 7 – Completely disagree

2. The advertiser tried to manipulate the audience in ways that I don't like.

- 1 – Completely agree
- 2 – Agree
- 3 – Somewhat agree
- 4 – Neither agree nor disagree
- 5 – Somewhat disagree
- 6 – Disagree
- 7 – Completely disagree

3. I was annoyed by this ad because the advertiser seemed to be trying to inappropriately manage or control the consumer audience.

- 1 – Completely agree
- 2 – Agree
- 3 – Somewhat agree
- 4 – Neither agree nor disagree
- 5 – Somewhat disagree
- 6 – Disagree
- 7 – Completely disagree

4. I didn't mind this ad; the advertiser tried to be persuasive without being excessively manipulative.

- 1 – Completely agree
- 2 – Agree
- 3 – Somewhat agree
- 4 – Neither agree nor disagree
- 5 – Somewhat disagree
- 6 – Disagree
- 7 – Completely disagree

5. This ad was fair in what was said and shown.

- 1 – Completely agree
- 2 – Agree
- 3 – Somewhat agree
- 4 – Neither agree nor disagree
- 5 – Somewhat disagree
- 6 – Disagree
- 7 – Completely disagree

6. I think that this advertisement is
 fair X X X X X X X X unfair

AAd scale

Unpleasant	X	X	X	X	X	X	X	Pleasant
Bad	X	X	X	X	X	X	X	Good
Awful	X	X	X	X	X	X	X	Nice

PI scale

how likely would you be to choose the brand? Rated from 1 (extremely unlikely) to 7 (extremely likely)

Extremely unlikely 1 2 3 4 5 6 7 Extremely Likely

Manipulation check question

What tactic did you see?

Scarcity

consistent	X	X	X	X	X	X	X	inconsistent
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Reciprocity

Consistent	X	X	X	X	X	X	X	inconsistent
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Explanation of the tactics:

Reciprocity: People by their nature feel obliged to return a favor and to pay back others. Thus when a persuasive request is made by a person the receiver feels indebted to, the receiver is more inclined to adhere to the request.

Scarcity: People tend to place more value on things that are in short supply. This is due to the popular belief that less available options are of higher quality.

Dutch questionnaire

Beste participant,

Bedankt dat je mee wilt helpen in ons onderzoek! Dit experiment wordt uitgevoerd als deel van de Bacheloropleiding International Business Communication aan de Radboud Universiteit.

Dit onderzoek kijkt naar jouw reacties op een gegeven advertentie. Er zijn geen goede of foute antwoorden. Het invullen van deze vragenlijst zal ongeveer 5 tot 10 minuten in beslag nemen. Je kan op elk gegeven moment stoppen zonder hier reden voor op te geven. De informatie die wordt verzameld blijft volledig anoniem, en alleen voor onderzoeksdoeleinden worden gebruikt.

Als je geïnformeerd wil worden over de resultaten van dit onderzoek, laat dan je emailadres achter aan het einde van de vragenlijst.

1. De manier waarop deze advertentie mensen probeert te overtuigen lijkt mij acceptabel.

- 1 – Helemaal mee eens
- 2 – Eens
- 3 – Enigszins mee eens
- 4 – Neutraal
- 5 – Enigszins mee oneens
- 6 – Oneens
- 7 – Helemaal niet mee eens

2. De adverteerder probeert de doelgroep te manipuleren op manieren die mij niet bevallen.

- 1 – Helemaal mee eens
- 2 – Eens
- 3 – Enigszins mee eens
- 4 – Neutraal
- 5 – Enigszins mee oneens
- 6 – Oneens
- 7 – Helemaal niet mee eens

3. Ik vind de advertentie storend omdat het er de schijn van heeft dat de adverteerder de doelgroep op ongepaste wijze probeert te beïnvloeden of te sturen.

- 1 – Helemaal mee eens
- 2 – Eens
- 3 – Enigszins mee eens

- 4 – Neutraal
- 5 – Enigszins mee oneens
- 6 – Oneens
- 7 – Helemaal niet mee eens

4. Ik vind deze advertentie niet bezwaarlijk; de adverteerder probeert overtuigend te zijn zonder overdreven manipulatief te zijn.

- 1 – Helemaal mee eens
- 2 – Eens
- 3 – Enigszins mee eens
- 4 – Neutraal
- 5 – Enigszins mee oneens
- 6 – Oneens
- 7 – Helemaal niet mee eens

5. Wat er in deze advertentie gezegd en getoond wordt is eerlijk.

- 1 – Helemaal mee eens
- 2 – Eens
- 3 – Enigszins mee eens
- 4 – Neutraal
- 5 – Enigszins mee oneens
- 6 – Oneens
- 7 – Helemaal niet mee eens

6. Ik vind de advertentie

Eerlijk	X	X	X	X	X	X	X		Oneerlijk
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AAd scale

Onaangenaam		X	X	X	X	X	X	X	Aangenaam
Slecht	X	X	X	X	X	X	X		Goed
Vreselijk	X	X	X	X	X	X	x		Prettig

PI scale

Hoe waarschijnlijk is het dat jij dit merk zult kiezen? Op een schaal van 1 (heel onwaarschijnlijk) tot 7 (heel waarschijnlijk)

Heel onwaarschijnlijk	1	2	3	4	5	6	7	Heel waarschijnlijk
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Manipulation check question

Welke tactiek was zichtbaar?

Schaarste						
Duidelijk	X	X	X	X	X	Nauwelijks
Reciprociteit						
Duidelijk	X	X	X	X	X	Nauwelijks

Vietnamese questionnaire

Cảm ơn bạn vì đã tham gia hoàn thành khảo sát này! Thí nghiệm này là 1 phần của chương trình Cử nhân Truyền Thông Doanh Nghiệp Quốc Tế của trường đại học Radboud tại Hà Lan. Nghiên cứu này sẽ khảo sát phản hồi của bạn đối với 1 quảng cáo nhất định. Không có câu trả lời nào là đúng và sai. Do hạn chế kĩ thuật của phần mềm, nếu cần thiết, bạn có thể bấm nút quay lại để xem lại quảng cáo. Thời gian ước tính để hoàn thành bản khảo sát là 5 phút.

Trong quá trình trả lời, bạn có quyền dừng lại tại bất cứ thời điểm nào mà không phải giải thích lý do. Những thông tin được thu thập trong quá trình này sẽ hoàn toàn ẩn danh. Nếu bạn muốn được thông báo về kết quả của nghiên cứu này, vui lòng để lại email của bạn ở cuối khảo sát này.

Vui lòng cho biết phía dưới rằng bạn muốn tham gia vào nghiên cứu. Bằng việc đồng ý, bạn đã hoàn toàn nắm được đầy đủ thông tin về nghiên cứu này, và bạn muốn tự nguyện tham gia.

1. Quảng cáo này thể hiện sự thuyết phục 1 cách hợp lý.

1 – Hoàn toàn đồng ý

2 – Đồng ý

3 – Hơi đồng ý

4 – Không đồng ý cũng không phản đối

5 – Hơi không đồng ý

6 – Không đồng ý

7 – Hoàn toàn không đồng ý

2. Tôi không thích phương pháp mà nhà quảng cáo sử dụng để tác động lên người xem

- 1 – Hoàn toàn đồng ý
- 2 – Đồng ý
- 3 – Hơi đồng ý
- 4 – Không đồng ý cũng không phản đối
- 5 – Hơi không đồng ý
- 6 – Không đồng ý
- 7 – Hoàn toàn không đồng ý

3. Tôi cảm thấy khó chịu với quảng cáo này bởi vì nhà quảng cáo dường như đang cố gắng kiểm soát đối tượng người tiêu dùng 1 cách không phù hợp

- 1 – Hoàn toàn đồng ý
- 2 – Đồng ý
- 3 – Hơi đồng ý
- 4 – Không đồng ý cũng không phản đối
- 5 – Hơi không đồng ý
- 6 – Không đồng ý
- 7 – Hoàn toàn không đồng ý

4. Tôi không cảm thấy khó chịu với quảng cáo này. Nhà quảng cáo cố gắng có tính thuyết phục và không thao túng quá độ.

- 1 – Hoàn toàn đồng ý
- 2 – Đồng ý
- 3 – Hơi đồng ý
- 4 – Không đồng ý cũng không phản đối
- 5 – Hơi không đồng ý
- 6 – Không đồng ý
- 7 – Hoàn toàn không đồng ý

5. Nội dung hiển thị của quảng cáo này là chính xác và hợp lý.

1 – Hoàn toàn đồng ý

2 – Đồng ý

3 – Hơi đồng ý

4 – Không đồng ý cũng không phản đối

5 – Hơi không đồng ý

6 – Không đồng ý

7 – Hoàn toàn không đồng ý

6. Tôi nghĩ quảng cáo này:

Hợp lý X X X X X X X Bất hợp lý

Thái độ đối với quảng cáo

Người tham gia sẽ trả lời 3 câu hỏi đánh giá thái độ với quảng cáo trên thang điểm 7 với 2 chiều là khó chịu/ dễ chịu, dở / hay và tệ hại/ tử tế.

Khó chịu	X	X	X	X	X	X	X	Dễ chịu
Dở	X	X	X	X	X	X	X	Hay
Tệ hại	X	X	X	X	X	X	X	Tử tế

Ý định mua hàng

Bạn có khả năng sẽ lựa chọn thương hiệu này không? Đánh giá từ 1 (Cực kỳ không có khả năng) đến 7 (Cực kì có khả năng)

Cực kỳ không có khả năng 1 2 3 4 5 6 7 Cực kì có khả năng

Manipulation check

Theo bạn, chiến lược nào đã được sử dụng trong quảng cáo trên?

Sự khan hiếm

Nhất quán X X X X X Không nhất quán

Sự đáp lại

Nhất quán X X X X X Không nhất quán

Giải thích chiến thuật quảng cáo

Scarcity (sự khan hiếm) = chiến thuật đánh vào tâm lý xem trọng những mặt hàng/ dịch vụ có giới hạn hoặc khan hiếm của người xem/ tiêu dùng

Reciprocity (sự đáp lại/ có qua có lại) = chiến thuật khiến người xem/ tiêu dùng cảm thấy có nghĩa vụ phải mua hàng/ sử dụng dịch vụ như 1 cách đáp lễ/ đáp lại với nhãn hàng (hai bên cùng có lợi)

Appendix B: Advertisements



Happy Juice Hour!
Every 10th order is on us.
Cheers to that!

 **range Life**
juice delivery on demand



Psst... This month we
partnered with artists to give
our bottles a colourful
makeover!
April only.

 **range Life**
juice on demand

100% organic orange juice
0% added sugars
delivered to you



 **Orange Life**
juice delivery on demand

Appendix C Statement of own work

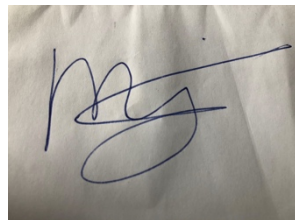
Student name: Maks Jansen

Student number: S4818512

DECLARATION:

- a. I hereby declare that I am familiar with the faculty manual and with Article 16 “Fraud and plagiarism” in the Education and Examination Regulations for the Bachelor’s programme of Communication and Information Studies.
- b. I also declare that I have only submitted text written in my own words
- c. I certify that this thesis is my work and that I have acknowledged all material and sources used in its preparation, whether they be books, articles, reports, lecture notes, and any other kind of document, electronic or personal communication

Signature:

A photograph of a handwritten signature in blue ink on a light-colored, slightly wrinkled piece of paper. The signature is stylized and appears to be 'Maks Jansen'.

Place and date: Veenendaal, 06-06-2021