

Marketing of brands with high awareness

A field experiment examining advertisements' effect on sales numbers

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Abstract

Exposure to a brand has been shown to affect customers' behaviour towards it, and advertisements have a positive impact on raising brand awareness. However, when a strong brand has been developed over the years and a dominant brand or top of mind status is established, one can assume that the impact of advertisements decreases. The main objective of this thesis is to measure the effects of advertisements for a brand with high awareness.

Our research question was examined by conducting a quasi-experiment. Real customers were exposed to advertisements in a field environment, and sales numbers were measured to reveal the effects on a selected high awareness brand. This master's thesis contains background research on the studied brand to get to know existing customer segments and develop suitable advertisements. The two advertisements acted as conditions in the independent variable and were analysed against a control period with no marketing activities. Data obtained from the cash register system in the respective conditions were analysed as dependent variables in an ANOVA analysis.

Our results show that the effects of advertising individual products with high awareness are limited, while exposure has a significant impact on products that are less familiar in the market. Furthermore, the effects of advertisements in the long and short term differ between products with high and low awareness, even if both are related to the same high awareness brand. Our results complement the existing theory on exposure effects by extending it to brands with high awareness.

Acknowledgement

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1 Introduction

Brand heritage consists of the identity between the brand and its customers, developed over years of interaction. A strong brand heritage provides high brand awareness and higher brand recall. Higher awareness may result in more positive attitudes toward the brand and a higher willingness to buy (Tsai, Liang, & Liu, 2007, pp. 3-15). Existing literature states multiple theories on how to reach higher brand awareness. Product placement has a significant impact on increasing brand awareness (Cebrynski, 2006, pp. 1-5). Zajonc (1968, p. 23) found that mere repeated exposure to a stimulus enhanced an individual's attitude toward it. Borstein (1989) analysed the results from studies on mere exposure effects, and he found that the recalled ceiling reached between 10 and 20 exposures. This means that a customer's ability to recall a brand does not increase continuously each time the brand gets exposed.

Theory suggests consistent marketing activities to maintain brand awareness and be present where customers expect to be exposed to the brand (Gustafson & Chabot, 2007). Because the effects of advertisements decrease after 10 to 20 exposures, and brand awareness needs to be maintained with consistent marketing, there is a contradiction in the literature. There is limited research on advertisement effects for a brand with high established awareness. Bargh (2006, pp. 147–168) noted that an issue in the literature about the impact of exposure is that experiments are conducted in a lab facility, and results are not transferable to a real-life environment. Prior research on the effects of advertisements and consumers' ability to recall in field environments relies on interviews (Bennett, 1999, pp. 298-301; Herrmann, Kacha, Walliser, Dedonder & Corneille, 2011, pp. 720-722). This may open a possible distinction between consumers' ability to recall and achieve an actual sale from these. Gneezy (2017, pp. 140-143) proposed that marketing research would benefit from laboratory studies being complemented with field experiments and naturally occurring generated empirical data.

To maximise the managerial relevance and complement existing literature, this study will analyse the effects of advertisements by measuring actual sales numbers. This research aims to complement the existing literature on the impact of advertisements and extend the theory to make it relevant for brands with already established awareness. This study examines the effects on Baker Jørgensen's sales numbers, a local bakery in Arendal with high brand awareness developed over 118 years of selling bakery goods. The majority of customers at

Baker Jørgensen are older people, and the brand has a top of mind status among those in Arendal. However, the bakery still wants to attract younger consumers to expand its overall customer base. Therefore, this study will advertise the Baker Jørgensen brand by publishing two commercials aiming at these two different customer groups and measuring which group is most affected. The main objective of our thesis is to measure the effects of advertisements for a brand with high awareness, which has led to the following research questions:

RQ1: How does exposure affect product specific sales for a high awareness brand?

RQ2: How are revenue affected by advertisements for a high awareness brand?

RQ3: How are customer segments affected by advertisements for a high awareness brand?

The research is designed as a quasi-experiment with two different time scopes for data collection. Effects on sales numbers are analysed with ANOVA in SPSS, with one study measuring short term effects and another studying effects in the longer term. Studies in this thesis are conducted in a field environment, and sales numbers from a bakery business are the foundation for further analyses. A short-term study measures a control group, and two groups which are exposed to different marketing input. Both advertisements are developed based on existing literature on marketing and adapted to our specific case. The long-term study compares sales numbers in the weeks prior to advertisements as a control group. Then sales numbers are measured during the campaigns, and finally long-term effects are studied in weeks after advertisements.

Results on the effects will be presented and discussed against theories about exposure, brand awareness and advertising against different customer segments. These results will contribute to a broader holistic understanding of the effects of advertisements for high awareness brands. This may also be relevant for similar brands and their decisions on advertisements. Results indicate that even if the effects of advertisements are limited, exposure has a significant impact on sales when measuring dependent variables on a product-specific level. Furthermore, results revealed that effects of the advertisements materialise through higher revenue in a longer perspective for products with low awareness, also after publishing. At the same time, a top-of-mind status seems to limit the outcome of marketing activities.

2 Literature review

Even if a company's brand awareness is high in its home market, there is always room for improvements in brand equity. Brand equity and what the brand represents are essential assets for a business, bringing possibilities for further market segmentation and differentiation (Aaker, 1991, p. 17). When doing a literature review on what is the most suitable way for marketing against different customer segments to affect sales, it is found that some general rules are stated. This literature review will address relevant literature to develop suitable advertisements and present theories to help answer the research questions. The following chapters present theories on brand awareness, exposure effects and literature about advertising against different customer segments.

2.1 Brand heritage

The total brand heritage consists of the identity between the brand and its customers, built and developed over years of interaction. Brand heritage is the part of a brand based on historical elements such as longevity, core values, use of symbols, and organisational pride in its history. Brand heritage adds value to a brand by making it trustworthy and credible and providing the customer with established associations making it a safer option than potential competitors (Urde, Greyser & Balmer, 2007, pp. 4–19).

Brand heritage is in the intersection between marketing and history and using history as a basis for communication with customers can add unique identity and value to the brand. An argument for this is the uniqueness of a long history, making it almost impossible for others to copy (Barney, 1991, pp. 99-120). It is an established truth that humans usually are set in our ways and that most people have habits that are hard to change. This is also the case in the relationships with brands, and studies have shown that, especially in situations of uncertainty, people often choose brands with a strong brand heritage (Wuestefeld, Hennigs & Schmidt, 2012, pp. 51–61). The same study concluded that brand heritage often leads to higher customer-perceived value and must be developed as a part of the marketing strategy. Three steps must be followed to maintain customer perceived value through brand heritage. Firstly, the brand heritage must be discovered, then activated, and finally protected (Wuestefeld et al., 2012, pp. 51–61).

2.2 Brand awareness

Increased brand awareness is necessary to sustain competitive advantages and is developed over time by all interactions between a brand and a consumer. Hoyer and Brown (1990, pp. 141-148) found that brand awareness has a significant impact on consumers' buying decisions and is advantageous for a business compared to competitors with lower brand awareness. This research also studied repeat-purchase products and found that consistent marketing positively affected brand awareness.

Brand awareness describes how aware customers and potential customers are of a business and its products (Gustafson & Chabot, 2007). Another definition of brand awareness is "the ability of a potential buyer to recognize or recall that a brand is a member of a certain product category" (Aaker, 1991, p. 61). Therefore, brand awareness is crucial for differentiating from competitors with similar products in the same industry (Gustafson & Chabot, 2007). Within brand awareness, four levels are presented in the literature; brand recognition, brand recall, top-of-the-mind brand, and dominant brand. "Top-of-the-mind-brand" refers to the first brand a customer associates with a category, and "dominant brand" refers to situations where customers only can recall one brand within a category (Aaker, 1991, pp. 10-16). Several studies have demonstrated a direct positive relationship between brand awareness and purchase intentions (Keller, 1993; Wu & Ho, 2014; Akkucuk & Esmaeili, 2016). While other studies found that brand awareness has an indirect impact on purchase intent, being mediated by perceived quality, brand associations and brand loyalty (Azzari & Pelissari, 2020, p. 13). To maintain brand awareness, it is suggested to keep consistent marketing activities, be in touch with your customers to ask for suggestions and be present where customers can reliably expect to be exposed to the brand (Gustafson & Chabot, 2007).

Higher brand awareness may result in more positive attitudes toward the brand and a higher willingness to buy (Tsai et al., 2007, pp. 3-15). Several ways have been proposed to affect and ultimately increase brand awareness, among product placement, which has shown to raise brand awareness by 20% when showcased on television (Cebrzynski, 2006, pp. 1-5). Product placements are used in more and more clever ways to reach customer segments who are getting used to skipping past traditional commercials, resulting in the average consumer getting exposed to approximately 3000 brands every day (Nelson & McLeod, 2005, pp. 515-528).

2.3 Exposure

Zajonc (1968, p. 23) found that repeated exposure to a stimulus to an individual enhances their attitude toward it. Exposure also affects customers' behaviour by reducing the perceived risk associated with the brand (Baker, 1999, p. 32). With repeated exposure, customers will feel that a product should possess specific attributes and therefore deny alternatives that do not fulfil these impressions. Zajonc (1968) stated that the relationship between exposure and liking are steadily increasing but decelerating. When Borstein (1989) analysed the results of 208 studies completed on exposure effects he found that the recall ceiling was reached between 10 and 20 exposures. Many studies have proven that exposure and product placement affect customers' awareness, but few have been able to present results stating that exposure has a guaranteed effect on sales (Bennett, 1999, pp. 298-301). When Herrmann et al. (2011, pp. 720-722) studied exposure in sponsorships, no evidence of effects was revealed by exposing highly familiar brands to existing consumers. This is considered an argument for reduced exposure effects when brand awareness is high.

Previous research often shows that awareness is raised, while no indicators reveal that increased brand awareness is exclusively positive (Ruggieri & Boca, 2013, p. 247). Bargh (2006, pp. 147–168) also noted that a significant issue in the literature about exposure effects is how these play out in a real-life environment, which is more complex than experimenting in a lab facility. Nedungadi (1990, pp. 263–76) found that the choice of brand was affected by prior exposure, not only to that specific brand but also to competing brands. His studies found that activation of a brand also affects related brands, which makes them more accessible, and further leads to increased chances of the brand being included in their set of considerations. When Berger and Fitzsimons (2008, p. 11) examined the effects a stimulus had on associated brands by exposing the consumer to pictures of dogs and found significantly more favourable associations to the Puma brand, it was assumed that this occurred due to the association between dogs and the cat in the Puma brand. This shows that it is enough to create conceptually related cues to create priming effects.

2.4 Segmentation

Demographic segmentation is used to divide a market into categories such as age, family size or situation, gender, income, occupation, education, religion, race, generation, nationality, and

social class. This has been a popular way of segmenting a market because those factors impact the different groups' needs. In this way, it is easier to address the marketing tools appropriately by exposing the most relevant people for the marketing (Kotler, Keller, Brady, Goodman & Hansen, 2012, p. 376). An example of this in the bakery business is the sale of wedding cakes, which probably would have been less affected if promoted at a youths club than if promoted at a wedding dress store. However, this generalisation does not guarantee accuracy in the bakery business because customers' preferences could vary across the different groups. For example, older adults aged 65 or older may want something initially made for children, and someone at the youths club may want to buy a wedding cake.

Events and exposed happenings have influenced the different generations during their lives, which will vary between people who have lived in different periods. In marketing literature, these groups of people are cohorts. Examples of things that may define a fellow are music, films, or politics they have been exposed to. Members of the same cohort are formed by the same experiences and defining events, making them have similar values and outlooks (Kotler et al., 2012, p. 381).

2.5 Marketing against elderly people

The fastest-growing group of people in Norway and comparable countries are the elderly. This group is naturally a big and important group for marketers (Jia, Ly & Wajda, 2015, p. 3536). This group stands out from others in how they think about their product focus. A product's impact on the elderly consumer is significant, and the product itself is less important. Elderly people want to have a good experience out of their buying action (Alton, 2017). Marketing based on the consumers' feelings is essential for this group. They are used to a service level that almost does not exist anymore. The personal focus that can be fulfilled to those customers can be a determinant factor for them to visit one place instead of another (Alton, 2017). As Tama-Rutigliano (2017) states, older people like advertising which is easy to understand. The five key points of the elderly's interest are enhancing their independence, providing security, getting healthier, enhancing family relationships, and enjoying life. Every marketing campaign against this group should have this in mind and hit at least one of these points to come close to the consumers' feelings (Tama-Rutigliano, 2017).

An important reason to increase the focus of marketing against the elderly is their loyalty. Wilson (2019) states that "seniors are more loyal and less likely to explore." If a customer has a favourite place, the likelihood of going to another location next time is low. Therefore this group can be harder to affect with marketing activities. Someone who has always bought food in a specific store is unlikely to go elsewhere (Wilson, 2019). A study done by Perrin and Anderson (2019) showed that among Americans 65 and older, 46% use Facebook regularly. The same study found that 38% of people over 65 years use Youtube regularly (Perrin & Anderson, 2019). Another study shows that even if only 37% of those born before 1945 are using Facebook today, this is the fastest-growing demographic group on Facebook, doubling since 2012 (Vogel, 2021).

2.6 Marketing against young people

A report delivered by Opinion (Botnen, Åmodt & Mogensen, 2021) provides detailed information about the experiences young people in Norway go through and how these experiences and happenings affect the studied group of people. This data is further used to determine what trends will be characterised for the coming year. The age group of the UNG2022 report is between 15 and 25, which is a relevant group for this research. Therefore, the UNG2022 data will be used as a theoretical base when developing the campaigns targeting teens and school-aged children. Among essential data in this report, it is stated how much time teens spend on the different social media channels. Snapchat is the most used social media platform, and 86% of the asked youths said they are using Snapchat regularly. Instagram follows in second place with 77%, YouTube has 74%, and Facebook has 69%. Snapchat is used for personal communication, Youtube for entertainment, and Facebook for news. The most crucial difference between social media platforms is that Instagram is mainly used for inspiration, making it suitable for developing brand associations. (Botnen et al., 2021, pp. 107-117).

Important findings in the Opinion report (Botnen et al., 2021, p. 170) are that marketing against young people needs to be served in a short format. The trend is that sound as an effect in commercials has been less important in recent years, and the message should be delivered through pictures and not through voice or music. This is because young people consume social media content when being in social situations where the sound is turned off. However,

this fact has been changing since wireless headphones are becoming more common, making it possible to interact socially while consuming digital content (Blaasvær, 2021).

2.7 Word-of-mouth

Many researchers have a common opinion that positive word-of-mouth is essential for a company to grow. This is free marketing for the company, based on communication from other customers on good experiences with the specific company (Kotler et al., 2012, p. 429). According to word-of-mouth theory, the most important customers are not those who buy the most, but those who bring the most new profitable customers (Kumar, Petersen & Leone, 2007). A big part of this is related to the loss of important customers. Losing one customer may lead to this person talking bad about the company to others, which again can cause others to stop using the company (Kotler et al., 2012, p. 933). Therefore, customers acquired via word-of-mouth are also more profitable than others. Research also shows that customers acquired via word-of-mouth provide more than double the profit from a customer obtained from traditional media advertising (Kotler et al., 2012, p. 933).

Three main characteristics are discovered and explains how people become convinced through word-of-mouth. The most important is the credibility of people you know instead of general unpersonal marketing. With a higher trust to the source, the likelihood of following up the information with purchasing is higher (Kotler et al., 2012, p. 798). Personality is another factor. In a dialogue where people discuss their opinions, the impression of a specific company can increase if others are satisfied with this company. Here, marketing also occurs when the customer is interested, as acquaintances can talk about the product needed or in a specific situation (Kotler et al., 2012, p. 798). It is also essential to consider the influence of customers who do not like the company or products. For example, Coca-Cola's research in the field showed that dissatisfied customers engage at least twice as much as an average satisfied customer (Anderson, 1998, p. 7).

2.8 Congruence theory and match-up hypothesis

Brand congruence theory argues that consumers have a higher chance of feeling comfortable and satisfied with a brand or product congruent with their actual desire (Grubb & Grathwohl, 1967, pp. 22-27). Both self-esteem and self-consistency affect consumers buying decisions in

different ways. Self-consistency affects consumers by making them want to have relations with brands and products congruent with their inner selves. In contrast, self-esteem makes individuals seek against being unique. The need for uniqueness was developed into its theoretical framework when Snyder and Fromkin (1977, pp. 57-75) established that people want to feel different from their social group. The theory of uniqueness states that when being a part of a homogeneous group, a need for feeling unique appears among individuals.

The similarity-attraction effect has been proven in many different experiments and studies. Byrne and Griffitt (1966, p. 296) confirms the connection between similarity and attraction. It shows significant relations between attraction and liking and a correlation between attraction and similarity between individuals. Similarities in this theory refer primarily to attitudinal similarities (Byrne & Nelson, 1965, pp. 659–663). To extend this research to be applied in following experiments, it can be argued that teens should be used in marketing against teens, and older people should be used in marketing against older people. When seeing this in relation to the theory of uniqueness, marketers have to adapt their advertisements to attract as general segments as possible, while also making room for individuals who want to stand out.

The use of models and actors in commercials is an effective way of showing human interaction with the advertised product, which is beneficial from a marketer's perspective. A content analysis done by Peterson and Ross (1997, pp. 430-432) shows that most actors used in commercials are younger models. Even if the advertised product aims for an older target group, younger models are normally overrepresented in marketing.

2.9 The effect of weather

When researching the marketing field and doing real-life experiments, some effects can not be fully isolated because of the external environment. One of them is meteorological effects like temperature and rainfall, which may impact sales. Companies mainly focus on long-term plans where weather is impossible to predict (Simmons & Hollingsworth, 2002). However, researchers agree that the weather influences people's behaviour. One thing is the temperature, but the effect of rain and snow is even more significant. Good weather affects people to go out to places where shopping is possible and spend more money (Cao & Wei, 2005; Murray, Di Muro, Finn & Popkowski Leszczyc, 2010). Research done by Murray et al. (2010) also shows sunshine's significant effect on how much a customer is willing to pay for a product.

When the weather is good, customers' mood is also better (Yr, 2012). Therefore, it is interesting that customers are also more open to spending money on rewarding themselves when the weather is good (Golden & Zimmerman, 1986). For companies such as bakeries, this can have a double effect in that both those out in the nice weather buy something here, and customers are looking to reward themselves with bakery goods.

3 Methodology

This research is designed as a quasi-experimental study in field settings, with a control group acting as a pretest and two experimental groups being exposed to different treatments. A quasi-experimental design differs from standard experimental designs by not fulfilling all the requirements for internal validity, like not being able to guarantee that the study consists of equivalent groups (Bryman & Bell, 2011, p. 50). A quasi-experiment was chosen to answer the research question to make it possible to measure effects on real sales numbers, which would not be possible in an artificial lab experiment. A quasi-experimental design allows for obtaining large amounts of data on the impact of different treatments on real sales numbers over time. The problem with this design is that certain events may affect the result and impact the relationship between the independent variable and the dependent variables (Sekaran & Bougie, 2013, pp. 182-184). A control group is included in the study to reduce the risk to external validity.

3.1 Bakery Industry

Bakeries in Norway are a traditional industry and have existed for many years. Traditionally, the most significant changes in the industry have been that the number of bakeries in Norway has gone from around 2000 in 1980 to less than 500 (NRK, 2019). The total amount of bakery goods is unaffected but trending against grocery stores selling more products from their industrialised bakeries (Berg-Jacobsen, 2019; M. Jørgensen, personal communication, February 2022). The market-leading grocery stores have competitive advantages enabling them to follow low-cost strategies, and close to 30 percent of all bakery goods are imported (Bakke, 2019). With a few big companies controlling between 60 and 70 per cent of the total market, the smaller local businesses have to think differently to outlive their competitors (M. Jørgensen, personal communication, February 2022).

Nevertheless, in recent years focus has changed to some degree. Customers are more interested in locally produced food and appreciate the excellent quality. This provides opportunities for bakeries, and in recent years more niche producers have been established. Traditional family bakeries like Baker Jørgensen are known for locally produced high-quality food and are aiming to cultivate this as a competitive advantage (M. Jørgensen, personal communication, February 2022).

Baker Jørgensen was established in 1904 by Fredrik Emanuel and Karin Jørgensen and is today managed by their great-grandsons. The bakery is a small family business with 75 employees and 42 full man-labour years. Their point of sale is at seven different cafés in and around Arendal, close to the production facility. This is one of the reasons why Jørgensen can deliver high-quality products in the form of fresh pieces of bread and other baked goods (P. Jørgensen, personal communication, February 2022). Local anchoring has been developed in Arendal over the last century. Because of limitations in distribution lines, operations have not been expanded outside Arendal. Short distances between the bakeries make their distribution effective compared to if bakery sales were far outside their primary area. Because of this, distribution is both a competitive advantage and a limitation. Baker Jørgensen controls every part of their value chain, from raw materials going into their production to when goods are sold. This secures complete control over their value chain while at the same time preserving local jobs. These competitive advantages are why Baker Jørgensen has higher operating margins than average in the bakery industry. As a family business, Baker Jørgensen has the necessary capabilities for daily operations but has limited resources to work on marketing and communication. Current marketing is sporadic publications on Facebook and Instagram, but with limited evaluation of the effects and outcome.

3.2 Data collection

This field study collects sales numbers from Baker Jørgensens cash register system. All data is structured into a dataset and analysed using SPSS. With data on sales from the bakeries, the quantitative datasets will be used as primary data for analysing results and further discussion. Data on social media engagement, retrieved from Content Studio, are used to gather information on the population of this study and are being discussed against results on sales. Additionally, data on weather are retrieved from Norwegian Meteorological Institute to be able to address this as a covariance.

Informal talks with employees and owners of Baker Jørgensen were conducted to understand the situation at Baker Jørgensen, lay a foundation for developing suitable advertisements and maximise the managerial relevance. When the campaigns were produced, the focus was to make high-quality content and provide advertisements that targeted the intended customer segments. To reach this goal, high involvement of customers was assumed to be crucial, and talking to customers was an important part of developing suitable marketing campaigns.

The work on this thesis started with short interviews and informal talks with employees, owners, and customers at Baker Jørgensen to get familiarised with the company and its surroundings. The following central studies, called study "1A" and "1B", represent the primary data. These studies used data from Baker Jørgensen's cash register system to understand the effects of the marketing input. Additionally, the preliminary data concerning numbers on social media engagement was obtained from Content Studio, where the bakery administration manages its social media activities. Study "1A" examines the commercials' short-term effects on sales and the commercials' impact on different customer segments. Data was first collected during a week with no marketing, secondly a week with advertisements targeting elderly, and finally a week with advertisements targeting younger people. Between each of these weeks, there was one week with no marketing to be able to isolate the effects.

After that, study "1B" discovers the impact of commercials in the longer term, focusing on the specific products highlighted in the marketing campaigns. Additionally, a short validation study was done to confirm that our commercials communicated what was intended. A digital survey was used to collect data in the validation study, containing both scales for numeric data and open text boxes for more detailed explanations. Surveys targeting a control group are essential to ensure the quality of the collected statistics (Flick, 2011, p. 51). Sufficient number of respondents in the validation study were secured by distributing in social media, and by getting whole classes at the university to attend the digital survey.

Customer segmentation at Baker Jørgensen reveals what type of customer has bought bakery goods. This possibility in the cash register system is implemented to provide an understanding of their customer groups. During this study, the management drilled all employees to get precise data on all customers. As a result, the system provides information on what customer segment each transaction belongs to, categorised into seven different segments. The seven

segments are normal adults, office workers/businesses, artisans, parents of young children, tourists, students and retirees.

3.3 Data analysis

Datasets on existing material from the cash register system are the primary source of information for the analyses in this study. With access to Baker Jørgensen's cash register system, all numbers from studied weeks are integrated into this thesis' dataset for further analysis in SPSS. The validation study data were analysed using a paired samples T-test. This test compares two means that come from conditions consisting of the same or related entities (Field, 2018, p. 445).

To analyse the primary dataset, several ANOVA tests were conducted. The ANOVA is preferred instead of the T-test because both primary studies have more than two independent variable conditions: control group, old campaign, and young campaign. The main advantage is that it enables to include as many conditions as wanted (Hinton, McMurray & Brownlow, 2014, p. 157). Additionally, an ANCOVA test was conducted to analyse covariances to consider the available external factors. Rain is the only available external factor that is possible to structure and quantify into a dataset, which may be a potential explanation for the results and is therefore included as a covariate. For post hoc testing of the results from the ANOVA test, Tukey's HSD test for multiple comparisons is preferred. When testing large numbers of means, Tukey's HSD test has tight control over the Type 1 error rate (Field, 2018, pp. 550-551).

3.4 Validity and reliability

Validity ensures that the findings represent the intended measures. With good validity, the researcher measures what the aim is to measure (Hatry, Newcomer & Wholey, 2015, p. 493). As with most quasi experiments, there are threats to internal validity, as it does not measure the true effect between cause and effect (Sekaran & Bougie, 2013, p. 182). Including a control group in the study reduces the risk of threats to internal validity, but some threats still need to be mentioned. The threat of history refers to the possibility that events in the environment, unrelated to manipulating the independent variable, are causing changes in the independent variables (Bryman & Bell, 2011, p. 47). An advantage of this quasi-experiment research

design compared to an ordinary experiment is that the risk of selection bias is eliminated because the field environment controls the selection.

Reliability is the effect of consistency. If the same experiment is performed more times, the results should be the same. As Yin (2014, p. 240) said, reliability is "the consistency and repeatability of the research procedures". When it comes to the reliability of field experiments, there are concerns due to variations in external factors threatening consistency if repeated. However, with a high degree of probability, the results would be the same if the research were conducted again in similar conditions.

Another aspect is the accuracy of the collected data. With a high number of data points, the credibility is high. Furthermore, if repeated, the risk of significant divergent results was reduced by obtaining an adequate number of data points. Nevertheless, other factors out of our control can affect this study's results. One prominent example of this is the weather, which is expected to impact bakery customers' behaviour. When people get out, more customers tend to visit the bakeries. Employees of Baker Jørgensen said that this tends to be the case during summer holidays, especially on bakery sales located close to the city centre. Another factor that makes it hard to isolate the marketing effects is that some days have a tradition of being more attractive to bakery customers. One example is that three days in the researched period were during winter holidays, which was expected to affect sales positively. External factors are included in the analysed dataset to ensure high validity and reliability. Statistics on rain are included day by day, and possible outcomes of this will be detected. Dates with expected higher revenue, such as holidays and events, are discussed as a potential reason. Nevertheless, these days happen regularly, and it is also interesting to see the effect of advertisements during periods with higher potential sales. To increase Baker Jørgensens' income, marketing against periods with higher total sales can also be of great importance. During this research, the impression is that the data used is reliable, but it should be considered to apply only for this specific period.

3.5 Statistical power

Datasets with 10726 data points were created to provide the opportunity to understand Baker Jørgensen's sales in detail. Total data are distributed with 4176 data points in Study 1A, 1260 on customer segments, 4720 in 1B, and 570 in the validation. A statistical power analysis shows that the data provides a relatively high chance of revealing an effect if there is an effect to be found. Due to Cohen's "A Power Primer" (1992, pp. 155-159), a dataset requires 52 data

points per group to detect medium effects in an ANOVA test. This applies when analysing three groups, using an α -value of 0.05. Datasets in both "Study 1A" and "Study 1B" have over 150 data points, while data on customer segments has 42. The datasets would need to have 322 data points to detect minor variances, but they do still meet the requirements to detect medium size variances (Cohen, 1992, pp. 155-159). This means that if there is an effect of the advertisements, there is a relatively high likelihood that it will be detected with an alpha value of .05 or less.

3.6 Ethical considerations

When developing advertisements, the act related to the control of marketing, commercial practices and good marketing practices were considered. This ensured that the advertisements did not conflict with these acts. Rules are stricter when targeting younger children than against adults. Marketing targeting children is regulated in the Norwegian marketing act. This advertisement was made to target students in high school, which is the group around the age of 18 and is therefore not defined as unfair commercial practices affecting children. The brand and products in the advertisements are non-controversial and are not in conflict with good marketing practice. This master's thesis was accepted by the Norwegian Centre for Research Data (NSD), and data is obtained and processed according to privacy acts.

3.7 Validation

A validation study was created to verify that receivers of the advertisements got the intended associations and feelings. Data are more reliable if it is confirmed that the two commercials target as intended. To validate the content in the commercials made for Baker Jørgensen, a survey was created using Google Forms. Both commercials were shown in the survey, and respondents got questions about their perception of how well-suited the commercials are for younger and older people. Answers to these questions had options on a numeric scale from one to seven, where one indicated low suitability and seven indicated high suitability. At the end of the survey, the respondents were asked to name three associations with each commercial.

The survey was distributed through Facebook groups and chats with friends and family, with 50 respondents after a short time. Then the survey was distributed to a class of students

attending a marketing class at the university to get even more respondents. This secured even more valuable validation, with 125 respondents attending the survey with questions on associations and 95 people answering the numeric scales. Associations were obtained by allowing the respondents to answer in their own words, while answers on suitability for young and older people were given numeric scales from one to seven. Finally, data got summarised in Google Forms for further analyses on associations and numeric scales and how well the commercials reached their intended target groups. The questionnaire in its entirety can be found in appendices.

A paired samples t-test was conducted to compare the perceived suitability of the intended target groups for both the old campaign and the young campaign. The paired samples t-test shows that the commercials targeting older people were rated as more suitable for old people (M=5,87, SD=1,00), compared to the young-commercial (M=1,73, SD=0,87), conditions; $t(94)=26,67, p<.001$. The results also show that the young-commercial were rated as very suitable for young people (M= 6,12, SD=1,20), conditions; $t(94)=-12,40, p<.001$ while the old-commercial were perceived as kind-of suitable for this group of consumers as well (M=3,66, SD=1,27). To summarise these results, the respondents perceived the old campaign as suitable for older people, and respondents watching the young campaign considered it suitable for a younger target group.

Table1: Paired Samples Statistics

	Mean	N	SD	SE
How well do old campaign target old people?	5,87	95	1,00	0,10
How well do young campaign target old people?	1,73	95	0,87	0,09
How well do old campaign target young people?	3,66	95	1,27	0,13
How well do young campaign target young people?	6,12	95	1,20	0,12

Table 2: Paired Samples T-test

	Mean	SD	SE	95% C.I.		t	dF	Sig
				Lower	Upper			
Pair 1	4,147	1,52	0,16	3,84	4,46	26,67	94	< 0.001**
Pair 2	-2,453	1,93	0,20	-2,84	-2,06	-12,40	94	< 0.001**

** = $p < .01$

To present the associations, a descriptive model with the results shows that the most frequent word used to describe the commercial against young people is “youthful,” with 17 times repeated among the 124 respondents. The second most repeated words are “modern,” “good mood,” and “party,” all repeated 14 times each. For the commercial against older people, “cosy” got repeated most times with 34. Following in second and third place comes “traditional” with 31 times, and “enjoyable” with 19 times. It is clear that the most popular words on the old campaign are mentioned significantly more than the most popular on the young campaign. People seem to think more likely around the old campaign, while the opinions are more spread around the commercial targeting younger people. All results on associations related to the commercials are presented in word clouds as appendices.

4 Background research

To get to know every aspect of the business and operations of the bakery, it was necessary to interact with employees, customers, and owners. Findings and experiences in the background research will be used when developing the advertisements. Three full days were spent at the bakeries to gather information on Baker Jørgensen's history and today's situation. This laid a foundation for further developing a problem statement and scoping the upcoming research. The former owner and father of today's owners were used to gather data from a historical perspective. This provided knowledge about the history of Baker Jørgensen, which eventually played an essential role in the development of the commercials. Interviews with owners did not follow a structured guide, but plenty of time was scheduled to ensure that every needed aspect was covered.

The high brand awareness often occurred when conversing with customers because almost everyone in the bakeries had former knowledge of the brand before visiting. This matched with what the employees at all seven bakeries explained, as many of their customers are loyal and often returning visitors. Based on statements from employees, most of the returning customers belong in the segment "pensioners," which matches well with the observations at the bakeries.

Another crucial finding during observations and interviews was that very few in the segment "student" visit the bakeries located around the city centre. "Students" visiting the bakeries do it either during lunch breaks at bakeries situated near schools or on weekends when friends work at Baker Jørgensen. Both owners and employees delivered feedback on their belief of an unredeemed potential among this customer segment, as they observed many students using other competitors for lunch breaks. Baker Jørgensen's administration also expressed a desire to attract more young customers. Older people often meet at Baker Jørgensen on fixed days and times, and appreciate the peaceful environment on a Tuesday morning over a stressful Saturday. A high brand awareness is verified when talking to this customer group.

The competitive advantages of the cafes seem to be associated with local anchoring. Some of Baker Jørgensen's products are widely known for being especially good, such as Napoleon's cake and marzipan. Baker Jørgensen's sandwich with ham and cheese, locally named "Padde" is another specialty. These products stand out among a range of products with a long history in Arendal, all locally produced with high-quality ingredients. When visiting the production facility, this seems to be the typical argumentation for why their products stand out compared to their competitors. An essential principle in all production is that products are made locally from scratch. This results in a better outcome than competitors due to their high-end process without deteriorating shortcuts. It also provides local jobs and pride in their profession, across the whole organisation. For example, Baker Jørgensen's juice is produced at the local bakery. This is an example of a high-quality product that has not reached the same popularity as Napoleon's cake or the "padde", but seems to have massive potential.

5 Study 1A - Short-term effects

This study presents data on how the two different advertisements affect sales numbers on a brand with high brand awareness, compared to a control period with no marketing activities.

Two different advertisements were produced based on literature and insights from the background research. Baker Jørgensens social media channels were used to distribute the campaigns, aiming to reach their customers with already established awareness of the brand. Study "1A" was designed to gather numbers on how many transactions were done and how much revenue each transaction generated, distributed over some product specific categories. This makes it possible to track how many customers are buying bakery goods and what they are buying, depending on which two marketing campaigns are running. Additionally, data on customer segments was included to reveal if advertisements are affecting customer groups differently, according to RQ3.

5.1 Participants, design and procedure

Data for measuring how the marketing input affects Baker Jørgensens sales was obtained from the cash register system at all seven bakeries. Data from the cash register laid the foundation for further analyses. This system provides data about revenue and units sold in a chosen period. Data was divided into which of the bakeries products were bought from, distributed in the three most popular bakeries, and the total of all seven. In addition, product categories were analysed to see if any products were more affected than others. Finally, data got divided into which time of the day products were purchased to secure an appropriate amount of data points for further analysis. 174 data points were obtained per condition in study "1A", with eight different dependent variables, resulting in 4176 data points. Based on conversations with Baker Jørgensens owners, weather has an effect on sales numbers. Therefore data on rain was included in the dataset as a control variable, to have as much data on external factors as possible.

Baker Jørgensen already does some digital marketing through their Facebook and Instagram channels. The research started with a week without marketing activity to see if this affected the sales. It is impossible to undo the marketing that might have affected customers earlier, but direct short-term effects are eliminated by this research design. The purpose was to see whether or not marketing has a significant impact on sales, and serve as a control group for further research and comparison against the coming marketing input.

The day-of-the-week effect has been well-documented in the stock markets, while the impact of which day marketing is done is less proven. Bussiere (2011, pp. 418–425) did research on

web traffic on different types of websites to discover which has the most traffic distributed over the seven days of the week:

"In contrast, activity shifts as the weekend approaches. Activity moves away from practical issues and towards more fun, hedonistic issues: food and drinks, gambling, and entertainment..." (Bussiere, 2011, p. 424). The administration identifies the products at Baker Jørgensen as suitable for all days, but experiences that sales are more frequent close to the weekends. Therefore, campaigns are chosen to be published on Thursdays with two weeks between. Thursday is chosen based on findings in background research on bakery customers and owners, and studying historical sales numbers and engagement in social media. This was done through Content Studio and Facebook Insight.

Another factor considered when choosing dates for publishing advertisements are payday days. Dates such as the 1st and 15th every month, which are common payday days, may affect the results. In the middle of a month, around publishing advertisements against younger people, money from governmental actors is usually paid out. This includes both pensions and payments from NAV, but most important scholarships in the middle of each month, which affect young people's purchasing power (NAV, 2021; Lånekassen, n.d.).

Participants in "Study 1A" are customers at Baker Jørgensens. To get more detailed information on who those are and what customer segments they belong to, Facebook Insight was used to analyse the viewers. In total during "Study 1A", there were 21.830 sales at Baker Jørgensen. Facebook, which was the most effective social media channel, reached 8900 viewers. The following table shows the distribution of viewers and if they already were following Baker Jørgensen on Facebook. Those exposed through sharings and recommendations are also included.

Table 3: Social media engagement

	Recommendations	Sharings	Already following	< 25 years old	> 65 years old	Total views
Old	6 %	42 %	52 %	4,2 %	37,1 %	7500
Young	6 %	4 %	90,0 %	5,0 %	18,7%	1400

The cash register system allows segmentation of every customer behind a transaction. Marketers usually divide a population into age groups, since age is a dividing factor regarding needs and interests. Some categorise this demographic factor into six age groups: preschool children, school-age children, teens, young adults aged 20-40, middle-aged adults aged 40-65, and older adults aged 65 and upwards. Other marketers divide a population into cohorts instead and categorise them based on defining moments and happenings they experience during their lives (Kotler et al., 2012, pp. 178-179). At Baker Jørgensen, their system categorises customer groups based on employee's perception of customer segments. Segments are divided into their perception of age and consideration of life phase by observing their situation and behaviour. Data from the cash register system were retrieved based on the large amount of available data, instead of manually obtaining data on each customer. The advantage of manually gathering data would be more accurate, but would require far more human resources.

5.2 Independent variable

The independent variable in study “1A” are which marketing inputs are given, with three different conditions. The first condition is the control-group with no marketing input, the second is old campaign with an advertisement targeting old people, and the third is young campaign with an advertisement targeting young people.

5.2.1 Condition 1: No marketing

During the control period, all marketing activities on social media were stopped. This was done to see if it directly affected the number of sales and which groups reacted to the lack of marketing stimulation. Undoing the effect of the already completed marketing in social media is not possible, but removing the marketing that influences spontaneous decisions is possible. Control period acts as a reference basis for comparing against the results of advertisements in the following weeks. Research in study “1A” was designed with one week between the three focus weeks to isolate the effects of each specific campaign.

5.2.2 Condition 2: Targeting older adults aged 65 and upwards

The target audience of the first campaign are the same as the majority of today's customers at Baker Jørgensen, older adults aged 65 and upwards, often retired from their original

occupations. Most of this group are sit-down customers who spend a significant amount of time at the cafés, often socialising with others. Typical for this customer segment is that they are less price-sensitive and are willing to pay more for the experience at Baker Jørgensen. Older adults aged 65 and upwards are usually set in their ways and keep coming back to the same places (Wilson, 2019). This makes them especially attractive customers for the bakery.

Older adults aged 65 and upwards are less price-sensitive, loyal and a growing experience-oriented group. Instrument used in the advertisement is chosen based on these characteristics. The elderly are less price-sensitive, and therefore specific offerings are not a part of this campaign, beside a regular offering of coffee and cakes every Thursday and Friday. The commercial aims to trigger the elderly's associations with an experience-oriented view of Baker Jørgensen by including scenes containing social interactions and pleasant conversations. The bakery is only located in Arendal and has strong anchoring among locals, which has to be exploited as a competitive advantage. The advertisement contains local elements to ensure these advantages are utilised optimally. Among these is the use of the previous owner at Baker Jørgensen family, who shows the development and progress through generations in the advertisement targeting old people. He is used to communicate the identity of Baker Jørgensen from a historical perspective, with a storytelling voice in the commercial. To connect with customers as much as possible actual customers in the cafés have been included in the commercial. This is done to create an even more substantial local anchoring and possibly provide a couple of extra sharings on Facebook by the portrayed customers. Facebook is used as the primary channel for the old campaign because 46 percent of people over 65 years old use Facebook regularly (Perrin & Anderson, 2019). Another argument for using Facebook for the campaigns is that Baker Jørgensen has more followers on this channel compared to Instagram and Youtube.

Baker Jørgensen, as a brand, has a solid heritage in its city, and it is beneficial to protect this position due to theory on brand heritage (Wuestefeld et al., 2012, pp. 51–61). Pictures from Arendal, both from today and the early days of the bakery were used to create positive associations to the brand's proud history. Baker Jørgensens employees were also given screentime to highlight local presence and production. Further, the commercial focused on individual products, due to theory on exposure. The only product specifically mentioned during the commercial was the Napoleons cake, which is known for outstanding quality. The

juice was also highlighted repeatedly, to see if exposure of a single product with high familiarity would affect the sales, compared to one with lower familiarity.

The advertisement can be seen here: <https://www.youtube.com/watch?v=uTKw5aPRCgY>

5.2.3 Condition 3: Targeting school-aged children and teens

The target audience of the second campaign is school-aged children and teens. When learning from the employees' experiences and talking to those customers, two types of customers were found in this group. There is a clear distinction between those who sit down and those buying takeaway food. The bakery desires both types, because takeaway customers provide more profit compared to the amount of work. In contrast, sit-down customers require more work but contribute to a lively and attractive atmosphere in the bakeries. When targeting this segment, it was chosen to reduce the length of the commercial based on the fact that the younger audience spends less time on each post on social media platforms than our previous target group.

Findings from the background research are used to design the old- and young campaign, and theories from the literature review are used to decide what channels to publish through. For the campaign in both weeks, Instagram, Youtube, and Facebook were chosen as channels for the advertisements. Snapchat is excluded because the UNG report states that the platform is mainly used for personal social interaction and is less attractive for commercial brands (Botnen et al., 2021, pp. 107-117). In addition, Baker Jørgensen had no existing account or followers on Snapchat. Instagram is more suitable for marketing, backed up by the fact that many teens find inspiration on the app and are open to taking a closer look at relevant advertisements (Botnen et al., 2021, pp. 107-117).

When researching instruments for use in marketing against school-aged children and teens, it was found that there are no rules in the literature on what works and what does not. As mentioned in the literature review, school-aged children and teens often follow trends, but trends can be hard to predict and even harder to initiate. When developing the advertisement for a younger audience, a short overview on social media channels such as TikTok and Instagram inspired to implement trends in the commercial. High energy music, the involvement of people in the same customer segment as the target group, and "the tornado"

are examples of instruments used in the campaign against young people that were retrieved from today's trends in the social media environment.

Another important consideration when developing a marketing campaign targeting school-aged children and teens is that interviews with customers revealed that this group of customers seems to be price sensitive. Therefore, marketing theory would have suggested adjusting the prices to be more suitable for the desired customer group. Because Baker Jørgensen are not following a low price strategy, the advertisement has to be centred around showing what cannot be experienced at competitors with a low-price strategy. The campaign targeting young people is aiming to show a youthful ambiance, with young people involved according to the similarity-attraction theory (Byrne & Griffitt, 1966, p. 296).

The advertisement can be seen here: <https://www.youtube.com/watch?v=PwzvsDXb1D0>

5.4 Results

To analyse the results, a one way ANOVA test was performed. The one way ANOVA is used instead of the T-test because both datasets have more than two independent variable conditions: control group, old campaign and young campaign. The main advantage of a one-way ANOVA is that it makes it possible to include as many conditions as wished (Hinton et al., 2014, p. 157). When comparing it to the different marketing inputs, the ANOVA omnibus test did not provide statistically significant findings when analysing products sold per hour, $F(2,519)=1,744$, $p=.176$, but when looking at revenue per hour the ANOVA revealed significant results, $F(2,519)=3,194$, $p=.042$. This tells that the marketing campaigns did not affect the customers in how many products they purchased but affected how much money was spent in total. To see if the effect was the same in all bakeries, the dataset was divided to analyse each bakery isolated. This did not provide any significant data, represented in the bottom lines in the following table. The analysis shows that not even the bakery at Torvet, which had a major role in the commercial, was affected by the marketing input when isolated from the others $F(2,179)=0,975$, $p=.380$.

Because the omnibus test provided statistically significant results on RPH, Tukey's HSD test for multiple comparisons was conducted to reveal which conditions affected revenue per hour. The Tukey test only revealed marginally statistically significant results, which supports

the trend of the young campaign performing better than both the control week ($p=.095$) and the old campaign ($p=.059$). When looking closer at the descriptives in SPSS, the first finding is that RPH (revenue per hour) for all bakeries performs better during the control period ($M=2437,40$, $SD=1634,58$) than during the old campaign ($M=2400,45$, $SD=1675,53$), even if no significant variation were detected.

Table 4: ANOVA Omnibus on short term effects

		Sum of Squares	Mean Square	F	Sig
Total	RPH*	18223727*	9111863*	3,19*	.042*
	Napoleon	0,659	0,33	0,01	.987
	Juice*	15,314*	7,66*	4,35*	.013*
	Coffee*	980,922*	490,50*	3,31*	.037*
Harebakken	RPH	18600763	9300381	2,72	.69
Stoa	RPH	932712	466356	0,18	.838
Torvet	RPH	4500160	2250080	0,98	.380

* = $p < .05$

In a product-specific perspective, sales numbers on total cakes, sandwiches, juices, coffees, and napoleons got compared to which marketing campaigns were running. Even if both commercials were produced to match two different customer segments, these advertisements highlighted the locally produced juice. Also, Napoleon's cake and coffee had major roles in the commercials. Therefore it is interesting to analyse the performance of these products compared to the periods with different marketing stimuli. Among the five analysed product categories, only coffee $F(2,519)=3,31$, $p=.037$, and juice $F(2,519)=4,35$, $p=.013$ showed significant results in the ANOVA analysis. Tukey's HSD test for multiple comparisons found that coffee sold per hour was significantly higher during the young campaign than in the old campaign ($p=.030$, 95% C.I.=0,26, 6,39) Coffee sold during the old campaign did not differ significantly from the control period ($p=.611$), and the same when comparing the young campaign to control period ($p=.247$). The average sold per hour during the young campaign was 14,03 ($SD=13,72$), while the average sold per hour during the old campaign was 10,71 ($SD=10,43$), and during control period 11,95 ($SD=12,13$).

Regarding juice, Tukey's test revealed that juices sold per hour during the young campaign were significantly higher compared to the control period ($p=.017$, 95% C.I.=0,06, 0,73). When comparing units of juice sold during the old campaign to the control period there was not found a significant result ($p=.897$, 95% C.I.=-0,40, 0,27). When comparing units of juice sold during the young campaign to the old campaign there was found a marginally significant difference ($p=.056$, 95% C.I.=-0,66, 0,01). The average number of juices sold per hour in the young campaign was 1,13 (SD=1,47), and 0,80 (SD=1,33) during old campaign, while the average number of juices sold per hour in the control period was 0,74 (SD=1,15).

An ANCOVA multivariate test was done to consider covariances to supply the One Way ANOVA test results. The ANCOVA design made it possible to see if there were any significant changes in sales while considering the amounts of rain, in addition to which marketing campaigns were running. There were not found any significant correlations between rainfall and revenue per hour during the studied weeks.

When looking at the effects of marketing on the different customer segments, most of the findings were insufficient for further analysis. The only customer segment that reached significant results was pensioners $F(2,12)=9,608$, $p<.001$). When testing with the Tukey post hoc test, there were more elderly customers buying bakery goods during the old campaign compared to the control group ($p=.004$, 95% C.I.=-15,73, -2,51), as well as more old customers during the young campaign compared to the control group ($p<.001$, 95% C.I.=-18,20, -4,99). When comparing the young and old period there was not any significant difference between the number of pensioners visiting the bakeries ($p=.648$).

5.5 Discussion

5.5.1 Sales numbers

This study showed that the old campaign had lower total revenue than the following prior control period. This can be used as for arguing that marketing in an environment with high brand awareness has less effect on sales numbers. A possible explanation for the limited effect on sales numbers during the old campaign, could be that customers already know about Baker Jørgensen, due to their strong brand heritage and existing awareness. Having a top of

the mind status in their market, because customers usually refer to Baker Jørgensen first within their category (Aaker, 1991, pp. 10-16), means that most of the customers exposed to the campaigns have an established relationship to the brand. Because of this it is expected that marketing input has less impact on sales numbers, as shown in the results in “Study 1A”.

Young campaign had significantly higher sales compared to the other conditions, which aligns with theories about congruence and the match-up hypothesis. The correlation between involvement of young people in marketing against young people, and the effects on sales in this period also supports Byrne and Griffitt (1966, p. 296) findings on the relation between similarity and attraction. An argument against this explanation is that the number of pensioners buying bakery goods increased significantly during the young campaign, compared to the control period. The fact that the engagement in social media channels during the young campaign was low compared to the old campaign, also makes it hard to explain the results with congruence theory. Factors that may have led to this are delayed effects of the advertisements, meaning that the effects of the old campaign possibly did show on sales numbers during the young campaign. Some days of winter holiday at the end of the young week also lead to a higher sales number these days. Another aspect that could explain these results is external factors, such as weather, which affect the behaviour of bakery customers according to theory and background research. Rain data were included in the analyses, but did not reveal significant results as a covariance.

When analysing the performance of individual products, juice and coffee were positively affected by the marketing campaigns. Coffee performed better during the young campaign, which is strange as coffee is not a typical product for young people. This has to be considered an argument for that most of the customers during the young campaign were not young people. An interesting result is that among all products the product with the assumed lowest awareness and popularity, are the only product that were positively affected by the campaigns. Where awareness is high on a product specific level, as with Napoleons, there is not any significant difference when running the advertisements. This has to be discussed as an argument against advertising for brands with high awareness, as the products with lowest awareness got most affected. An interesting result is that the number of products sold per hour did not increase significantly, while revenue per hour did, which is explained by the rotation against higher priced products such as the juice.

5.5.2 Social media engagement

The campaign in old week was a great success on social media, with sharings on Facebook making it go viral. The historical inputs in the old campaign was a good match between Baker Jørgensen's reputation and brand, which was well received by the viewers. The use of brand heritage, by combining marketing and history, adds unique identity and value to the communication. The uniqueness of a long history makes it hard for others to copy (Barney, 1991, pp. 99-120), and are expected to maintain the brands competitive advantage with high awareness. The engagement on social media is therefore expected to contribute to maintaining the brand's position in their market, even if the old campaign did not affect sales numbers in a short term.

An important aspect to consider is the fact that only existing social media channels have been used. These channels already had an established base of followers, which makes it possible to reach many people in a shorter time. The problem was that most viewers already had an established relationship to the company. Botnen et al. (2021, pp. 107-117) found that Snapchat, TikTok and Youtube are mainly used for entertainment for younger people. The campaigns got published on Youtube, but the commercials had minimal reach because of a non-existing follower base. To evaluate these findings, it may be that new channels have to be applied and developed over time to reach new customers.

5.5.3 Customer segments

Limitations shows that the performance in young-week cannot be explained by the similarity attraction theory only, but the results reflect that marketing against a specific customer group affects sales numbers. Another explanation for why the young campaign were more affected by marketing input, is that brand awareness in this segment most likely is lower than among elderly people, and that the commercials are displaying a “new” offering for this group of people. The analyses of customer segments did only reveal significant results when comparing the amount of pensioners visiting the bakeries per hour. The results showing that both marketing campaigns after the control period contributed to more pensioners buying bakery goods, are strengthening the theory about the old campaign affecting pensioners, and that these effects also contributed to higher sales during the young campaign.

6 Study 1B - Long-term effects

An important finding when introducing “1B” is that “1A” showed significant results when looking at the performance of individual products during the research period. Study “1A” took direct and short-term marketing effects into its analyses, while there are reasons to believe that results will show more clearly in a longer perspective. This study will take a closer look at effects in a longer perspective by looking at sales in the weeks before, during, and after the advertisements. Data on customer segments in study “1A” seemed too imprecise to provide significant data, it is not included in study “1B”. This study will analyse the performance on a product-specific level, focusing on products that showed promising results in “1A”.

6.1 Participants, design and procedure

Results from study "1A" showed that the marketing campaigns affected the sales, both on a product-specific level and on overall revenue. Due to expected delayed effects, a closer look into sales of the most exposed products was done. Baker Jørgensen's homemade juice is suitable advertising, as the logo is visible on the bottles and will contribute to overall branding. The sales numbers on juice, coffee, Napoleon's cake, and mineral water were measured over ten weeks. Study “1B” contains one independent variable with three conditions, but measured over a longer period compared to "1A" . The first condition consists of four weeks prior to the first campaign and acts as a control group. The second condition is the three weeks during the launching of both marketing campaigns, and will provide data on the direct effects of marketing on sales. The third condition involves the three weeks after the campaigns, taking effects in a longer term into the dataset. The study was chosen to start the first week in 2022 to avoid Christmas holidays that are assumed to include abnormal results.

Participants in this study are the customers at Baker Jørgensen, as in study "1A". When studying the impact of marketing over ten weeks, it was not as important to consider special dates and external conditions. Data on rain was included as a variable with data obtained from Meteorologisk institutt. There are 4176 data points in "1B", distributed over eight different dependent variables. Study "1B" has 177 data points during and after the campaigns and 236 in the control group. In addition to the variables on specific products, revenue per hour is added to the dataset to provide data on overall sales. Data on revenue per hour are retrieved

from the cash register system on the three most popular bakeries; Torvet, Stoa, and Harebakken. Data from Torvet are most important because this location was promoted in the commercials. Therefore, this place is expected to be affected more than the others due to exposure theory. The two other bakeries were included due to their historical high sales volumes.

6.2 Results

When analysing the dependent variables in study “1B” against the three conditions, the ANOVA revealed significant findings in three of the variables, presented with (*) in the following table.

Table 5: ANOVA Omnibus on long term effects

	Sum of Squares	dF	Mean Square	F	Sig
Napoleon	661,453	2	330,727	1,469	.231
Juice**	136,262*	2*	68,131**	4,043*	.018*
Coffee	1332,940	2	666,470	0,384	.,682
Mineral water	17234,254	2	29,360	0,028	.973
Harebakken RPH	10974610	2	5487305	1,468	.231
Stoa RPH	11309132	2	5654565	2,079	.126
Torvet RPH**	16882745*	2*	8441372**	3,154*	.043*
Sum RPH**	106142523*	2*	53071261**	3,626*	.027*
Total		589			

* = $p < .05$

When analysing the results, a One Way ANOVA test was done to compare the effect of the marketing input from a longer perspective. Analyses in SPSS found no significant changes in the number of Napoleon's cakes sold, $F(2,59)=1,469$, $p=.231$. Even if no significant results were found, the number of Napoleon's cakes sold per hour increased from weeks prior to the campaigns ($M=15,32$, $SD=14,09$) to the weeks during campaigns ($M=17,55$, $SD=16,59$). Even if Napoleon per hour declined a bit in the weeks after the campaign ($M=14,41$, $SD=14,51$), there is a tendency of increased sales. The ANOVA did not show any significant results when analysing the number of coffees and mineral water sold.

A one-way ANOVA was performed to compare juice sales in the three different periods. The ANOVA revealed a statistically significant difference in the number of juices sold per hour between at least two groups ($F(2, 587) = 4,043, p=.018$). To do the post hoc analysis, a Fisher's Least Significant Difference test (LSD) was conducted because results on juice are expected. These expectations are justified by the heavy exposure of the juice in the commercials and the theory of mere exposure. This is combined with the expected market potential of this specific product. The LSD test for multiple comparisons showed that the mean value of the number of juices sold per hour was significantly higher in weeks during campaigns than weeks prior ($p=.050, 95\% \text{ C.I.}=[0,00, 1,60]$). Also, the number of juices sold per hour in weeks after was significantly higher than in weeks prior ($p=.01, 95\% \text{ C.I.}=[0,30, 1,90]$). The number of juices sold per hour during campaigns was marginally significant higher than in weeks prior ($p=.05, 95\% \text{ C.I.}=[-1,6, -0,01]$). When comparing juice sold during versus after, significant results were not revealed ($p=.493, 95\% \text{ C.I.}=[-1,15, 0,55]$). Descriptive numbers show that bottles of juice sold per hour increased from weeks prior ($M=3,08, SD=3,28$) to weeks during ($M=3,89, SD=5,40$) and even more to weeks after ($M=4,19, SD=3,56$).

Additionally, to the product-specific sales from a longer perspective, revenue was analysed to understand the sales numbers at Baker Jørgensen. The ANOVA test on total revenue per hour at Torvet did show significant results when comparing the weeks before, during, and after the campaigns, $F(2,587)=3,626, p=.027$. Tukey's HSD test for multiple comparisons revealed that the weeks after the marketing campaigns had higher average revenue per hour than the control period ($p=.020, 95\% \text{ C.I.}=[129,76, 1917,45]$). The RPH on the two other bakeries isolated did not show any significant difference, with a $p=.231$ at Harebakken and $p=.126$ at Stoa.

The ANOVA test on total revenue for all three bakeries indicated significant results between the three periods $F(2,587)=3,63, p=.027$. The Tukey post hoc test revealed that when measuring the total for Torvet, Harebakken and Stoa, the weeks after had significantly higher revenue per hour compared to weeks prior to the advertisements ($p=.020, 95\% \text{ C.I.}=[129,76, 1917,45]$).

6.3 Discussion

Study "1B" revealed that exposure to single products in the commercials significantly impacted sales numbers when measured over a longer period. The juice, which had a significant role in both commercials, showed an increase in sales after the launch of the commercials. Higher sales potential was expected when launching the campaigns with increased exposure of the juice bottles, as they seemed to have an unreleased potential. When considering sales numbers for mineral water, which did not increase significantly, the understanding is that customers have chosen juice bottles over their traditional beverages.

Baker Jørgensen's juice with their logo, combined with a higher sales frequency, makes it reasonable to consider that the campaigns have contributed to the overall branding. The fact that juice was only verbally mentioned makes it safe to say that sales numbers on juice increased significantly due to visual exposure. Prior research has found that repeated exposure to a stimulus to an individual enhances its attitude towards it (Zajonc, 1968, p. 23), enhancing the theory. It is also interesting that the increase found on products that were not verbally mentioned, agrees with Blaasvær (2021) who stated that young people tend to consume social media content without sound. If results revealed improved sales of Napoleon's cake, it would not have been possible to conclude on the same remarks as the old campaign verbally encouraged customers to buy.

The fact that sales numbers on Napoleon's cake did not increase significantly can be described by the well-established familiarity to the cake. Napoleon's cake seems closer to its market potential and is the bakery's most famous product. This result can be used as an argument against using resources on advertising when a product already has top-of-mind status in its category. On the other hand, this result needs to be verified in the longer term before drawing any conclusions.

Common for both significant results in study "1B" is that they were highly represented in both advertisements. Bakeries at Stoa and Harebakken were not shown in the advertisements and did not show significant improvements in sales when comparing weeks before to weeks during and after. Nevertheless, there are interesting differences in sales numbers at Torvet, proving another relation between exposure in advertisements and sales numbers, as this location was highlighted in both commercials. Torvet performing better than the two others

indicates an effect of exposure on sales numbers in a field experiment, unlike previous research stating these correlations. Several studies have proven that mere exposure and product placement affects customers' awareness, but few have been able to present results stating that exposure has a guaranteed effect on sales (Ruggieri & Boca, 2013, p. 247).

7 General discussion

To summarise the effects of advertisement, some main points are stated. Study "1A" found that sales performed significantly better during the young campaign than during the old campaign and control period. This result may be caused by the similarity attraction theory, but imprecise data on customer segments made it impossible to conclude on these findings. A probability is that the sales during the young campaign are caused by delayed effects from the old campaign, justified by the fact that the old campaign performed better on social media channels. Another interesting result from study "1A" is that two of the products highlighted in the commercials, coffee and juice, performed significantly better when the commercials were running. The sales of products exposed in advertisements were affirmative to existing theory on mere exposure.

In study "1B", where effects in a longer-term perspective were examined, revenue increased at the total of all bakeries. The most exposed bakery in the commercials, Torvet, showed significantly better sales after the campaigns compared to before. This was another confirmation exposure theory, which additionally was found when looking at individual products. The juice had significantly better results during and after campaigns than before, while Napoleon's cake increased without being significant. The results show that sales numbers increased during and after the marketing campaigns. Based on these results, it is impossible to draw a general conclusion on the effect of marketing on a brand with high awareness. Nevertheless, some outcomes have to be stated. The effects of advertisements measured in a field study are affected by multiple external factors, and results have to be seen in relation to the complex environment that is studied.

Young campaign had the highest revenue of the three periods studied in a short term perspective, but results were too ambiguous to conclude on which theory could explain them. The similarity-attraction theory (Byrne & Griffitt, 1966, p. 296) could explain why young

people visit the bakery after seeing young people in the commercials. Still, inaccurate data on customer segments makes it hard to draw this conclusion. Revenue during the young campaign is possibly not even caused by young people, according to uniqueness theory and the wish to feel different from a social group (Snyder & Fromkin, 1977, pp. 57-75).

Apart from sales numbers, the engagement in social media shows that the commercials have contributed to generating attention around the brand. The old campaign had great engagement in social media, which argues for benefits of using elements from brand heritage and local anchoring in advertisements. The success of including historical elements in the advertisements also agrees with the theory stating that brand heritage must be protected after being discovered and activated (Wuestefeld et al., 2012, pp. 51–61). A notable point is which products had significant changes. For a company with well-known products, one may assume that advertisements would affect these products the most. Here, products with lower brand awareness had the most considerable effects from exposure. With high brand awareness, marketing activities should be considered differently from brands with lower recognition and recall. It was expected that traditional marketing would not have the same effect on a brand with top of mind status in their market when using traditional channels. On the other hand, the marketing activities have effects that will not show in sales numbers. Beside the results found in sales numbers, own empirics and experiences showed that the advertisements generated attention and contributed to spreading word-of-mouth. This is expected to contribute to maintaining high customer loyalty and spreading positive associations to the advertised brand.

7.1 Implications

Implications on theory are that exposure theory has been confirmed and extended to brands with high awareness to some extent. The effects of exposing juice and coffee agrees with the effects found in earlier research on exposure and product placement. On the other hand, the results on Napoleon's cake in the short term study imply that effects are reduced when there is high awareness on a product-specific level. While Zajonc (1968, p. 23) found that repeated exposure to a stimulus enhanced the individual's attitude towards it, this study transfers the theory to also apply to actual sales in a real-life environment. The increases in sales were most apparent when advertising less known products, compared to exposing a well-known product. An example of this is how the long term study revealed that juice increased

significantly while coffee did not. This happened even though coffee was exposed almost as much in the commercials.

To implement the outcome of this research into the marketing strategy of Baker Jørgensen and similar brands, the most important result is that exposure has significant effects on sales despite existing high brand awareness. Continuously carrying out marketing activities is essential to maintain and protect the brand heritage. The main focus should be on products with lower knowledge and limited popularity in the market. Products should also reflect the values and qualities of the brand while using historical elements in the advertisements. This was proven by the juice, which significantly increased sales after exposure. Brands with high awareness have a competitive advantage, but this may lead to advertisements not having the same effect on sales numbers, which happened with the Napoleon cake. The results in this study proved that exposure to advertisements causes an increase in overall revenue, as well as having a positive impact on exposed elements when analysed individually. The combination of an increase in juice sales and a non-significant change in mineral water sales shows that the boost in total sales of drinks has accrued juice. This provides an opportunity to improve the business's operating margins by turning the revenue over to products with the highest profit margin. Besides exposure, it is also found that using elements from the brand heritage in commercials is well received by consumers, and it will help protect the current competitive advantages.

7.2 Limitations and future research

Baker Jørgensen's followers on social media channels are mainly adults, representing a limitation when publishing an advertisement targeting students and school-aged children. Reaching out to a new customer group was difficult when advertising only through suitable channels for the existing customer base. When using the bakery's existing channels, the campaigns mainly hit those who already have an established relationship with the brand. Preferably other channels beside social media would be utilised, but costs unfortunately made it impossible.

Many of Baker Jørgensen's followers on social media live outside Arendal and cannot visit directly after being exposed to the advertisements. This opens for potential delayed effects of marketing, and it is reasonable to believe that marketing may have effects beyond what is

possible to measure today. Sales cycles can go over an extended period, and the consumer may not need to buy before it is time to obtain a new product (Rødahl, 2020). If a consumer does not use bakeries at all, it is unlikely that advertisements will change this. However, the consumer is more likely to use this product when needed. As most customers do not visit bakeries every day, it is possible that sales numbers may be delayed, and the purchase action occurs later than the measured period in this thesis (Rødahl, 2020).

As with most quasi-experiments, there are threats to internal validity, as it does not measure the actual effect between cause and effect (Sekaran & Bougie, 2013, p. 182). The period with campaigns targeting younger people overlapped with three days of winter holiday. More people visit Baker Jørgensen in that period, which probably is caused by this holiday. However, with a few weeks available to produce, edit, analyse and present data, it was impossible to avoid overlapping any days with expected higher revenue. Suggestions for further research to complement this thesis would be data collection over a more extended period to obtain more of the delayed effects of advertisements. A similar study in a more extended timeframe would probably reveal interesting results that this study did not discover and may confirm our results with even higher certainty. With a longer timeframe, it could be interesting to see the effects of other kinds of marketing input and try to launch these through more suitable channels for new customer groups. To gain insight into marketing in environments with high brand awareness, further research needs to be conducted by performing several field studies in real-life settings.

Data on customer segments was insufficient to conclude which group of customers were affected by the marketing input. Reasons for inaccurate data are that considering age and life situation are challenging without asking the customer. In addition, employees were not sufficiently drilled and incorporated in the segmenting procedure. Further research should obtain more precise data on customer segments to reveal effects across the different segments. This would also provide more insight into the effects of similarity-attraction, congruence and theory of uniqueness, which cannot be sufficiently explained with the results in this study. A suggestion for further research would be to study companies with similar high brand awareness to validate the results across several companies and industries. The probability of significant differences from company to company is present, and repeated studies could reveal those.

8 Conclusion

The main objective was to measure the effects of advertisements for a brand with high awareness. Based on the results found in sales numbers, it is possible to say that advertisements affect sales numbers, also for a brand with high awareness. These results differ between products based on their former familiarity and awareness in the market. Even if a brand has heightened awareness, all its products do not necessarily have the same characteristics. Products heavily exposed in the advertisements increased sales after the campaigns, except for those with already established awareness. The advertisements also significantly impacted long-term sales for the location used in the advertisements. This is another proof of the effects of exposure for a brand with high awareness.

Besides the effects on individual products, total revenue also increased in the long term study. The advertisement targeting young people generated less engagement on social media than the advertisement targeting older people. Nevertheless, revenue was positively affected in the short term around the launch of the young campaign. The engagement related to the campaign using historical elements shows the positive effects of using brand heritage in the advertisements. The relation between social media engagement and sales makes it hard to conclude the effects of advertisements, as sales were high when the engagement was low. Due to limitations and insufficient data on customer segments, it was impossible to conclude how different customer segments were affected. Delayed effects of the advertisements may explain results in the short term, with effects of the old campaign possibly affecting sales during the young campaign. However, despite the short term, contradictory results, advertising a high awareness brand contributes to maintaining awareness due to the results found in sales and engagement. These results should motivate brands with high awareness to preserve this competitive advantage through advertisements. The main focus for the future should be on highlighting less familiar elements with the assumed highest potential when advertising a high awareness brand.

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10 Appendix

10.1 Appendix A

Questionnaire in the validation study, conducted with Google Forms:

Old campaign

Answers on the first three answers were given on a numeric scale from 1 to 7, where 1 equals disagree and 7 equals agree, and the last answer were given in three words.

How well do you think the video is aimed at younger people?

1-7

How well do you think the video is aimed at younger people?

1-7

The video has a traditional character.

1-7

What associations / feelings do you get when you watch this video?

Write the first three words you come up with.

Young campaign

Answers on the first three answers were given on a numeric scale from 1 to 7, where 1 equals disagree and 7 equals agree, and the last answer were given in three words.

How well do you think the video is aimed at younger people?

1-7

How well do you think the video is aimed at younger people?

1-7

The video has a traditional character.

1-7

What associations / feelings do you get when you watch this video?

Write the first three words you come up with.

10.2 Appendix B

Figure 1: Word cloud illustrating the most frequent words associated with the commercial targeting younger people:



Figure 2: Word cloud illustrating the most frequent words associated with the commercial targeting old:

