

# **Because I'm Worth It: Belief in a Just World and Deservingness as Constructs for Targeted Marketing**

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*This thesis is submitted in partial fulfilment of the Honours degree of Bachelor of Psychological Science (Honours)*

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University of Adelaide

October 2018

Word Count: 8,971

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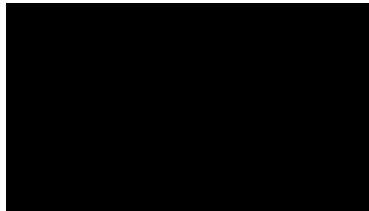
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**ABSTRACT**

Advertisements hailing consumers as ‘deserving’ of a product are common within contemporary marketing, yet their effectiveness relative to traditional appeals to hedonic or utilitarian motives receives little attention. This warrants investigation because deservingness-based advertising offers cost-effective methods of promotion, capable of engaging diverse market segments within a single advertising schedule. Given evidence suggesting individuals are motivated to get what one deserves, this study proposes that the belief in a just world will moderate the effectiveness of advertisements appealing to a deservingness motive. 182 participants from the crowd-sourcing service *Figure 8* responded to an online survey. They were randomly allocated to one of five groups, each viewing an identical image of in-ear headphones with a different marketing slogan. Using 6-point Likert scales, participants rated how effectively they perceived the advertisement motivated a product purchase and recommendation, then denoted their belief in a just world for the self and others. Analyses of covariance and multiple regression indicated that deservingness advertising encouraged purchasing intentions relative to hedonic or utilitarian promotion, but was unrelated to advertisement efficacy or participants’ willingness to recommend the product. Furthermore, the relationship between deservingness advertising and advertisement effectiveness was moderated by the belief in a just world for the self, but not for others. Overall, the data supported the effectiveness of deservingness-based advertising and emphasised belief in a just world as a marketable consumer trait. Accordingly, future research should consider applying the current findings to service- and electronic-based consumption. Current limitations and directions for further research are also discussed.

**DECLARATION**

This thesis contains no material which has been accepted for the award of any other degree or diploma in any University, and, to the best of my knowledge, this thesis contains no materials previously published except where due reference is made. I give permission for the digital version of this thesis to be made available on the web, via the University of Adelaide's digital thesis repository, the Library Search and through web search engines, unless permission has been granted by the School to restrict access for a period of time.



Kellen Ewens

October 2018

## **ACKNOWLEDGEMENTS**

Firstly, I would like to thank Dr. Peter Strelan for his insightful guidance, encouragements and willingness to respond to my queries and dilemmas amidst his commitments and responsibilities. His dedication to my education and to the research at hand is admirable and has inspired my pursuit of further understanding.

I am also grateful to Carolyn Hafer, Anthony Mantonakis, Regan Fitzgerald and Anthony Bogaert for writing a brilliant and inspiring paper, one that was instrumental to my work and for inspiring an interest in consumer psychology.

Lastly, I am grateful to my friends and loved ones for their continued support; thank you.



## CHAPTER I

### Introduction

#### *1.1 Background*

Advertising is utilised to increase company profits and/or promotion, however, a number of consumer research scholars have identified systematic inefficiencies within contemporary advertising (Aaker & Carman, 1982; Bass, 1979; Luo & Donthu, 2005). Inefficient advertising and misallocated resources constrain a firm's abilities to sustain healthy market growth, yet expenditure continues to increase, often ignorant of its exact influence on consumer motives. Bass's (1979) seminal contribution to consumer research posed that advertising expenditure waste may constitute up to 407% of a company's net income. While global advertisement expenditure is projected to increase by 4.6% (US\$579 Billion) in 2018 (Zenith, 2018), Luo and Donthu (2005, p.33) estimate that up to 20% of advertising expenditure is "not efficient in generating sales revenue". Furthermore, in Luo and Donthu's analysis of a sample of 100 leading international marketers, the average advertising efficiency score was only 34%, suggesting significant room for improvement.

Recognising this potential, marketers have begun to appeal to a variety of unique consumer motives, yet, one largely overlooked in the consumer research literature is the motive to get what one deserves. Despite the common use of messages targeting functional or aesthetic motives, marketers also use slogans that position consumers as worthy recipients of the marketed product – in essence, that they deserve it. A number of brands are now incorporating deservingness themes within marketing programs, however, whether and how such approaches improve the effectiveness of the advertisement remains unexplored.

To the author's knowledge, deservingness as a marketable consumer motive remains largely unexplored. One study by Hafer, Mantonakis, Fitzgerald and Bogaert (2016)

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tentatively suggested that deservingness messages demonstrated effectiveness, however, the presence of various additional consumer characteristics may have influenced these findings. The authors did not consider the effectiveness of marketing messages that target several consumer motives. As advertisements that incorporate deservingness motives often do so in parallel with hedonic or utilitarian ones (e.g. Twinning's slogan "You deserve a better tasting cup of tea" emphasises deservingness and the hedonic message of superior taste), any additional influence this factor may have on overall advertisement effectiveness is of particular interest to the current study.

There exists a small subset of the literature which has inadvertently examined deservingness in the context of advertising audits for major brands, most notably that of L'Oreal and Lorillard, suggesting that deservingness appeals are effective. Anderson, Glantz & Ling (2005) examined the effectiveness of deservingness strategies in cigarette advertising between 1982 and 1984, finding that Lorillard's use of deservingness message for the new Satin cigarette ("Go Ahead. You deserve this Satin moment") generated significant market share increase in contrast to conventional advertising, with 33% of test markets trying the product within the first month, and retailers selling out within the same following period (Anderson, Glantz & Ling, 2005). Additional studies suggest that deservingness-based advertising strategies may similarly increase advertisement effectiveness (Cavanaugh, 2014; Dedeoglu & Kazancoglu, 2010; Heath, Tynan & Ennew, 2011; Hur & Choo, 2016; Mick & Faure, 1998).

The current study aims to examine the effectiveness of marketing messages targeting deservingness motives relative to conventional approaches. Understanding whether deservingness approaches increase advertisement appeal and consumers' product interest is relevant to psychological research and the development of more efficient advertising.

## **1.2 Hedonic and utilitarian consumer motives**

Within the marketing literature, two motives in particular - utilitarian and hedonic - are identified as primary instigators of spending (Batra, 1990). A consumption object may be perceived as 'utilitarian' when it satisfies functional, practical or instrumental needs (Chitturi, Raghunathan & Mahajan, 2008), or 'hedonic' when it appeals to experiential, aesthetic or enjoyment-related purposes (Hirschman & Holbrook, 1982). Accordingly, products perceived to be of high hedonic value are "likely to be subject to want preferences", whereas items perceived to be of high utilitarian value are "likely to be subject to should preferences" (Dhar & Wertenbroch, 2000, p.61).

For utilitarian products, issues such as functionality, price and appropriateness motivate greater consideration relative to hedonic products. Consequently, utilitarian products generally promote product specifications and relevant information more prominently than hedonic products that typically forgo such information in favour of highlighting experiential or reputational goals (Dhar & Wertenbroch, 2000). While utilitarian products are designed to fulfil functional expectations that enhance customer satisfaction, hedonic products are designed to fulfil indulgent or promotional expectations enhancing customer delight (Hirschman & Holbrook, 1982).

Promotional strategies appealing to utilitarian or hedonic motives are commonly represented within marketing campaigns (Dhar & Wertenbroch, 2000). A notable example of a marketing slogan that appeals to consumers' utilitarian motives is HTC's "Quietly Brilliant". In contrast, Samsung's marketing slogan for its Galaxy S7 mobile phone "Beyond Barriers" appeals to consumers' hedonic motive to communicate and indulge in social experiences. In addition, Batra and Ahtola (1990) note that while most products are generally more inherently utilitarian or hedonic in nature, many may be described in either utilitarian or hedonic terms. Consequently, for many products an advertisement may target hedonic or

utilitarian motives, subject to product positioning. In comparisons of the relative effectiveness of each marketing strategy, empirical evidence is limited and conflicted.

Utilitarian advertising programs influence repurchase intentions, customer satisfaction and word of mouth promotion (Bardhi & Arnould, 2005). Utilitarian advertisements also are more successful within online shopping contexts than hedonic advertisements (Bridges & Florsheim, 2008). In contrast, hedonic advertising promotes consumers' willingness to self-identify with the marketed product in terms of social promotion (Chitturi, Raghunathan & Mahajan, 2008).

### ***1.3 Combining utilitarian and hedonic motives within marketing***

Consumer research suggests combining utilitarian and hedonic approaches within advertisements may be more effective than when used singularly. Neves (2015) outlines that advertisements appealing to only hedonic or utilitarian motives achieved poorer results than those that included both. Yet, when hedonic products were advertised together with a utilitarian product, the advertisement received more consumer interest and a greater number of sales (Neves, 2015). Bardhi and Arnould (2005) support these findings within a thrift-shopping context, suggesting the direction of the promotion appealed to both a utilitarian thrift motive as well as a hedonic, self-indulgent one. Consequently, a combined approach may benefit a promotion since one advertisement can target a wider range of consumers, increasing the likelihood of product engagement or purchase.

### ***1.4 A deservingness motive?***

While much of the marketing literature has focused on utilitarian and hedonic motives, marketers typically utilise a wide range of appeals within advertising. Consider the widely influential L'Oreal slogan 'Because You Deserve it', or Kit Kat's "You Deserve a

Break”. These advertisements forego traditional appeals to self-indulgence or functionality and instead promote their product by suggesting to the consumer that they *deserve* it.

Furthermore, there is substantial evidence within psychological literature suggesting that the concept of justice is fundamentally important to humans and the desire to get what one deserves is a particularly prominent motive for human behaviour (Lerner, 1978).

According to equity theory, humans favour fair and equitable social interactions in recognition of the relative contribution of each member (Hafer et al., 2016). The extent to which this occurrence has been observed within various social contexts, including the workplace, intimate relationships and even within primates, suggests that the drive to get what one deserves may serve an important evolutionary purpose (Lerner, 1977).

Furthermore, social justice theorists also suggest that concerns regarding deservingness drive human behaviour. For example, Hafer et al. (2016) note that through natural social maturation, individuals develop a need to believe that the world in which they live is just, fair and predictable, wherein individuals receive the rewards and punishments they deserve. White, MacDonnell & Ellard (2012) indicate that this ‘belief in a just world’ (BJW) is adaptive in that it encourages people to invest in long-term goals with the knowledge that their efforts will be rewarded.

### **1.5 *The Belief in a Just World***

For more than half a century, social justice theorists have attempted to reconcile the apparent contradiction in how individuals react to their fate and that of others. A person may respond to events of tragedy with genuine compassion and sympathy, yet in the next instance display great indifference and denial of victimhood, even suggesting that fault lies with the victim.

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Initial explanations for this phenomenon focus upon social learning of society's rules and expectations through their associations with particular outcomes (Lerner, 1977).

Individuals learn to associate positive outcomes with positive behaviours, and negative outcomes with negative behaviours, and thus implicitly assume that those who experience negative outcomes must have logically engaged in negative behaviours (Lerner & Miller, 1978). Lerner (1977) also suggests that if individuals do indeed have a desire for justice, such desire must take the form of attitudes or beliefs – conceptual frameworks that structure the actions of people and their environment. This framework reflects a learned representation society's rules and expectations, a representation that develops early in an individual's life and guides much of their behaviour (Ellard, Harvey & Callan, 2016).

Encompassed within the conceptual framework is the development of the personal contract. Lerner (1977, p.6) notes that, while initially the human infant responds directly and immediately to its impulses, its developing ability to “retain, represent symbolically, and rehearse various sequences of behaviour” soon enables the child to anticipate actions and their relative outcomes. Provided the environment is of a predictable and fair nature, the child learns to orchestrate its behaviour and actions to maximise rewards and minimise punishments (Lerner, 1977). Over time, the child becomes increasingly willing to forgo immediate pleasure or indulgence in the pursuit of greater long-term gratification, even at the cost of temporary frustration or effort (Lerner, 1977; Rubin and Peplau, 1975). This development forms the basis of the personal contract between the individual and the environment – the child forgoes its temporary inclinations under the belief that they will receive a greater pay-off in time (Lerner, 1977). In essence, the individual learns that it will reliably receive what it deserves.

Yet, inconsistent or senseless experiences can inhibit the development of the personal contract. If a number of random events persuade an individual that rules of entitlement or

deservingness do not apply, they may “give up living by [their] personal contract and act as if [they] live in a jungle with all the attendant psychological consequences” (Lerner, 1977, p.6). These individuals are less likely to believe in a just world.

While initial just world research characterised the belief as innate and unidimensional, subsequent contributions proposed a distinction between the belief that the world is just for the self (BJW-self) from the belief that the world is just for others (BJW-others) (Sutton, Stoeber & Kamble, 2017). Although positively correlated, these represent “theoretically and empirically distinct functions”, attributable to the degree to which one perceives themselves personally to be treated fairly and predictably, relative to the degree to which one perceives others to be treated fairly and predictably (Sutton, Stoeber & Kamble, 2017, p.115).

In characterising one’s sensitivity to justice as a need to believe in a just world for the self (BJW-self), considerable research suggests that individuals high in BJW-self are more likely to invest and commit to future-oriented goals and actions, report greater feelings of control within their lives and are more resilient to life’s ‘up’s and down’s’ (Dalbert, 2002; Hafer & Rubel, 2015; Hafer & Sutton, 2016; Strelan, 2007; Strelan & Sutton, 2011). Most importantly, those with a strong BJW-self are more sensitive to the concept of deservingness than those who believe in a just world for others (BJW-others), or for those who do not believe in a just world (Hafer et al., 2016).

In encouraging the commitment to long-term outcomes, a central characteristic of the BJW is the extent to which its proponents are motivated to obtain their perceived deserved outcomes. Long and Lerner (1974) note that as one continually forgoes immediate gratification for long-term gratification, the degree to which they believe they deserve the eventual fulfilment becomes particularly strong. Hafer, Begue, Choma and Dempsey (2005) similarly note BJW-self encourages investments towards long-term goals that will eventually result in increasingly deserved positive outcomes. Thus, individuals with a strong BJW-self

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are therefore more likely to demonstrate sensitivity to issues of deservingness than those without the belief. Furthermore, such individuals are consequently more likely to respond positively to being told directly that they are deserving of a particular outcome.

### ***1.6 Potential for deservingness-based promotion***

Significant potential exists for marketers to target the BJW by capitalising on the sensitivity of individuals with a BJW-self through marketing appeals to get what one deserves. Such individuals should perceive themselves to be deserving of a valued product or service and respond positively to promotions highlighting this.

Research also suggests that deservingness-oriented advertisements may be particularly effective when combined with traditional hedonic or utilitarian approaches (Bardhi & Arnould, 2005; Neves, 2016). Marketing programs that target multiple consumer motives may increase advertisement 'value' by providing additional aesthetic or functional information to the consumer whilst maintaining the appeal to a deservingness motive. For example, ethnographic work conducted by Bardhi and Arnould (2005) identifies that the dual-promotion of thrift shopping as a joyous and self-indulgent experience, yet which is fundamentally resourceful, non-wasteful and moral, addressed many of the primary concerns of contemporary customers and the challenges to the marketing profession. Thus, potential exists for similar multi-concept promotion in the context of deservingness advertising. Advertisements emphasising this concept of deservingness should increase consumer interest and motivate purchasing intentions by simply stating to the consumer that they deserve this product.



### 1.7 *Current study*

Previous studies have identified that deservingness-based advertisements may be an effective approach relative to traditional hedonic and utilitarian approaches. Furthermore, it has been widely recognised within justice and just-world literatures that people are strongly motivated by the drive to get what one believes they deserve. Consumers' sensitivity to marketing approaches that appeal to a deservingness motive is a primary focus of this study.

Given limited research examining the effectiveness of deservingness-based advertisement and its possible association with just world beliefs, there is opportunity for further investigation in this field. The current study aims to expand upon previous literature by investigating whether advertisements that integrate utilitarian or hedonic appeals alongside deservingness appeals increase advertisement effectiveness and appeal. In addition, identifying the extent to which the BJW for the self and for others moderates the effectiveness of deservingness advertisements has important implications for the marketing literature as well as for the wider just-world literature.

Table 1

#### *Aims and Hypothesis for the Current Study*

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**Aim 1** To explore the extent to which deservingness appeals within advertising increase advertisement effectiveness, relative to hedonic or utilitarian appeals. Given little empirical research in this regard, this is strictly exploratory. Thus, the present study will explore whether deservingness advertisements affect advertisement effectiveness, relative to hedonic and utilitarian advertisements.

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**Aim 2** To explore whether the integration of utilitarian or hedonic appeals alongside deservingness appeals influences advertisement effectiveness. Like Aim 1, the present investigation is of a strictly exploratory nature, as this is the first empirical

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study to investigate the influence of advertisements that integrate multiple consumer appeals within a singular advertisement.

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**Aim 3** To determine whether just-world beliefs moderate advertisement effectiveness.

Given previous findings suggesting that BJW influences advertisement effectiveness, the current study intends to examine this in reference to just world beliefs for the self and others. Advertisement effectiveness is expected to increase in the context of the former and be unrelated to the latter, as advertisement slogans are most commonly self-referential and will be treated as such in the present study. Furthermore, past research has established deservingness-based advertisements as most effective for individuals with a strong BJW, however, whether this remains apparent when hedonic or utilitarian appeals are integrated within deservingness-based advertisements is of great interest to the present study.

**Hypothesis 1:** BJW-self will interact with advertisement type to influence advertisement effectiveness. Specifically, the singular deservingness advertisement will be most effective for high BJW-self participants. In addition, there will be no difference in the alternative conditions for changes in BJW-self.

**Hypothesis 2:** BJW-self will interact with advertisement type to influence advertisement effectiveness. Specifically, the combined deservingness advertisements will be most effective for high BJW-self participants.

**Hypothesis 3:** Advertisement effectiveness will not be moderated by the extent to which individuals believe in a just world for others (BJW-others).

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## CHAPTER II

### Method

#### 2.1 *Participants*

A 'between subjects' design was used to collect data from 182 participants regarding their interest in purchasing a product - headphones. Participants were recruited from the online labour sourcing website *Figure 8* and took part in exchange for financial compensation of USD\$0.70 ( $N = 182$ ). Participants were required to be fluent in the English language and be aged over 18 years to be eligible to participate. Information regarding participant exclusion and power analysis may be found within the Results section.

#### 2.2 *Description of participants*

Of the  $N = 182$  participants whose data were used, the mean age was 33.4 years ( $SD = 11.09$ , Range = 19 - 77), and 56% were female ( $n = 102$ ). Approximately 70% of participants indicated an American nationality, 6% Canadian, 6% English, 2% Venezuelan, 1% German, 1% Vietnamese, <1% Korean, <1% Australian, <1% New Zealand, <1% Russian while 10% responded with skin colour, not nationality. Information regarding participants' annual household incomes were collected for  $n = 182$  participants and the majority of participants reported incomes of 100,000 AUD or below, indicative of an average financial status for many Western countries, including the United States, United Kingdom and Australia. Most participants ( $n = 98$ ) had at least some university education, followed by secondary education ( $n = 64$ ). Finally, the majority of participants ( $n = 172$ ) reported an interest in headphones and headphone quality.

### 2.3 *Procedure and Materials*

The study involved one online questionnaire with duration of approximately 7 minutes. Given all participants were sampled through *Figure 8*, the present discussion will relate to the sampling procedure for such participants. Prior to participation, prospective participants read a short survey preamble, establishing the broad aims and format of the questionnaire. Interested participants were redirected to the questionnaire hosting website SurveyMonkey™. Prior to commencing the questionnaire, participants read the information sheet included in the extended survey preamble. This information established the study's purpose and outlined the format of the experiment: a viewing of one advertisement followed by a questionnaire, both of which were to be completed online within the same session.

Upon receipt of informed consent, participants were directed to the survey and instructed to view an advertisement image before answering a series of questions regarding the effectiveness of its message. Once completed, participants were given the option to provide an email address to view the published results.

#### 2.3.1 *Product Scenarios*

The questionnaire employed five image advertisements for an identical pair of headphones, each utilising a different advertisement strategy. The image contains a black pair of headphones displayed against a blue background. This image was used due to its aesthetic similarity to many contemporary advertisements, in addition to its suitability for use within different advertisement strategy contexts. Each experimental scenario contained embedded text within the upper left and bottom right corners of the image pertaining to the particular strategy used. After viewing one of the five advertisements, questions were presented to assess advertisement effectiveness and BJW (both self and other). The five product scenarios are displayed in table 1, while the five advertisement images are displayed in figures 1-5.

Table 2

*Product scenarios for advertisement conditions*

<b>Advertisement condition</b>	<b>Primary slogan</b>	<b>Secondary slogan</b>
<b>Deservingness</b>	You deserve to hear everything.	You see, think and act differently. Now, you deserve to hear differently.
<b>Hedonic</b>	Feel as good as this sounds.	Why just listen to music, when you can <i>experience it</i> .
<b>Utilitarian</b>	With an unrivalled quality of sound, the choice is simple.	For 7.2 Surround Sound and booming bass, choose <i>Audio Dynamica</i> .
<b>Deservingness/Hedonic</b>	You deserve to feel the way this sounds.	You live your life to the fullest. You deserve to indulge in <i>Audio Dynamica</i> .
<b>Deservingness/Utilitarian</b>	You deserve the experience only 7.2 Surround sound can offer.	You live your life to the fullest. You deserve exceptional audio quality.



Fig 1. Deservingness condition



Fig 2. Hedonic condition



**Fig 3.** Utilitarian condition



**Fig 4.** Deservingness/utilitarian condition



**Fig 5.** Deservingness/hedonic condition

Participants then completed an online self-report questionnaire (Appendix 1). The 34-item questionnaire obtained information about perceived advertisement efficacy, participants' intent to purchase and willingness to recommend and the extent of participants' BJW-self and BJW-others.

### 2.3.2 *Advertisement Efficacy (8 items)*

Eight items were used to collect information on advertisement efficacy, with responses measured on a 6-point Likert scale. Items were self-oriented and captured how strongly a person believes the advertisement to be effective for them. Responses to the items: "This advertisement is presented in a way that is effective in promoting the headphones", "This advertisement interested me in the product", "This advertisement made me consider these headphones", "After viewing this advertisement, my opinion towards the headphones is positive", "I would like to see advertisements similar to this in future", "The way this advertisement is presented is relevant to my interests", "I can recall the advertisement", "This advertisement promoted the headphones appropriately", (1= strongly disagree, 6=strongly agree), were summed, and larger scores denoted greater advertisement efficacy; Cronbach's  $\alpha = .885$ ,  $M = 37.30$ ,  $SD = 5.29$ .



### 2.3.3 *Intent to purchase (5 items)*

Intent to purchase was measured using a 5-item scale. For four of the five questions, participants rated their agreement on a 6-point Likert scale (1 = strongly disagree, 6 = strongly agree) for items including: “If I knew where to purchase these headphones, I might think about buying them”, “When I think about these headphones, I view them as something I might like to own”, “I might replace a current pair of headphones with those in the advertisement” and “If I could walk into a store right now and purchase these headphones, I might do so”. One item, “Please rate the greatest amount of effort you might exert to purchase the headphones”, provided four options denoting four descriptions of effort ranging from an opportunistic, circumstantial, motivated or effortful purchase. Larger scores indicated a greater intent to purchase; Cronbach’s  $\alpha = .790$ ,  $M = 20.43$ ,  $SD = 3.37$ .

### 2.3.4 *Willingness to recommend (5 items)*

Five items were used to measure participants’ willingness to recommend the advertised product, with responses measured on a 6-point Likert scale. Responses to the items: “I might recommend these headphones to friends or colleagues based upon this advertisement”, “If a friend was looking for a new pair of headphones, I might recommend these ones”, “After viewing this advertisement, I might suggest these headphones to friends and family”, “I might recommend these headphones over competing products”, “This advertisement would make me feel comfortable recommending these headphones to a friend” (1 = strongly disagree, 6 = strongly agree), were summed, with higher scores indicating greater willingness to recommend; Cronbach’s  $\alpha = .897$ ,  $M = 22.30$ ,  $SD = 3.71$ .

### 2.3.5 *Belief in a Just World (16 items)*

Sixteen items adapted from Lipkus, Dalbert and Siegler (1996) were used to assess Belief in a Just World. Two 8-item sub-scales were used, those being the Belief in a Just World for Self scale and the Belief in a Just World for Others scale, both of which are rated on a 7-point Likert scale (1 = strongly disagree, 7 = strongly agree). In reference to the former, example items include: “I feel that the world treats me fairly” and “I feel that I get what I deserve”. Responses were summed, with higher scores indicating greater BJW-self; Cronbach’s  $\alpha = .836$ ,  $M = 34.78$ ,  $SD = 4.97$ . In regards to the latter, example items include: “I feel that the world treats people fairly” and “I feel that people get what they deserve”. Responses were summed, with higher scores indicating greater BJW-others; Cronbach’s  $\alpha = .901$ ,  $M = 32.00$ ,  $SD = 6.53$ .

### 2.3.6 *Manipulation Checks (5 items)*

One item for each of the experimental conditions functioned as a manipulation check, to assess whether participants perceived each advertisement strategy as they were intended: “More than anything, this advertisement made me think that I deserved the headphones”, “More than anything, I think that these headphones would produce a high-quality sound”, “More than anything, I imagine listening to these headphones would be a pleasurable experience”, “More than anything, I think that I deserve to hear the better sound quality these headphones have over other ones”, “More than anything, I think that I deserve the great listening experience provided by these headphones”. Participants rated their response on a 6-point Likert scale (1 = strongly disagree, 6 = strongly agree). Responses were summed, with higher scores representing greater agreement with the specific statement; Cronbach’s  $\alpha = .781$ ,  $M = 23.56$ ,  $SD = 3.08$ .

### 2.3.7 *Quality Control Measure (4 items)*

The questionnaire also included four separate quality control questions; “My answers are valid”, “I completed this questionnaire with someone else present”, “I was talking to others when completing this questionnaire” and “I visited other websites such as Facebook during this study”, answered by a true/false response.

## 2.4 *Ethical Considerations*

Ethics approval was obtained through the Human Research Ethics Subcommittee at the University of Adelaide. Participants were informed that their responses would remain anonymous at all stages of data collection, analysis and reporting, and that their responses would be non-identifiable. Participants were also able to withdraw themselves and any submitted data at any point through the survey without consequence. Due to anonymity purposes however, participants were unable to retrospectively withdraw their results after submission.

## CHAPTER III

### Results

The results section are discussed in two sections; the first addresses Aims 1 and 2, focussing on direct effects of manipulated marketing messages on outcomes; while the second addresses Aim 3, which tests moderating effects of just world beliefs.

#### 3.1 *Inspection of data*

Data were analysed using the statistical package SPSS standard (v25). Not all data were retained; several participants failed to satisfy an *a priori* attention check and/or validity check; and several others' responses were outliers. Specific information regarding participant exclusions may be found below, in sections 3.1.2 - 3.1.4. Thus, the final data set comprised 182 participants.

##### 3.1.1 *Power analysis*

An *a priori* power analysis was conducted, using G\*Power 3.1.9.3. The results indicated that a sample size of  $N = 110$  was required to detect a medium effect size with a power level of .80 when adopting a significance criterion of  $\alpha = 0.05$ , when using up to five predictors in a hierarchical multiple regression model. Thus, the study had sufficient statistical power for the primary analysis. While 110 participants were identified to be necessary for the current study, a number of additional participants ( $n = 72$ ) were sampled so as to offset the subtlety of the experimental manipulation.

### *3.1.2 Exclusion due to attention checks*

As part of randomisation procedures, participants were randomly allocated to one of five conditions, each corresponding to a respective number between one and five. In order to ensure attention upon the task, participants were required to enter their prescribed number on a subsequent page. Participants who indicated the incorrect number were excluded from analysis ( $n = 25$ ).

### *3.1.3 Exclusion due to validity check*

As a further precaution, participants were asked whether their results were valid upon completing the survey. Those who did not respond affirmatively were also excluded from analysis ( $n = 18$ ).

### *3.1.4 Exclusion of outliers*

Inspections of boxplots led to the exclusion of sixteen additional participants as their advertisement ratings for each of the three dependent measures were outliers. Outlier exclusion criteria referred to any data point in excess of  $1.5 * \text{Inter-quartile range}$ . These participants' responses were excluded from analysis given their potential to distort distribution parameters, thus requiring correction through generalised estimating equations or natural log transformation as identified by Feng et al. (2014). Exclusion was preferred as transformation is often irrelevant for, and in some cases, detrimental to, the distributions of non-skewed data. Furthermore, this could introduce greater variability within the data set, thus limiting the validity of the study's findings and their interpretation.

### 3.2 *Manipulation checks*

Each of the five manipulation checks were subjected to a one-way ANOVA with advertisement type (deservingness, utilitarian, hedonic, deservingness/utilitarian and deservingness/hedonic) as the manipulated variable, revealing no significant differences between groups. Participants in the deservingness condition were no more likely than participants in the other conditions to agree that they deserved the headphones, ( $F(4, 181) = .711, p = .586$ ), likewise for the utilitarian measure, ( $F(4, 181) = .932, p = .447$ ), the hedonic measure, ( $F(4,181) = .104, p = .981$ ), the deservingness/utilitarian measure, ( $F(4, 181) = .173, p = .952$ ), and the deservingness/hedonic measure, ( $F(4, 181) = .957, p = .432$ ). In summary, advertisement type manipulation was not successful.

## Section 1

### 3.3 *Aim 1: The effect of deservingness promotion on advertisement effectiveness, relative to utilitarian or hedonic appeals.*

Advertisement effectiveness was measured using three variables: advertisement efficacy, intent to purchase and willingness to recommend. All three variables were analysed using parametric methods for this initial analysis.

The present research considers whether advertisements that incorporate an appeal to a deservingness motive are any more or less effective in a range of consumer behaviour domains than conventional strategies, specifically those which highlight utilitarian or hedonic product benefits.

#### 3.3.1 *Analysis Strategy*

A series of linear regressions utilising a contrast coding structure was utilised to identify differences between advertisement strategies on the variables advertisement efficacy,

intent to purchase and willingness to recommend. These analyses can be found below. A contrast coding structure is one means by which group mean differences may be analysed and is undertaken by assigning a group or condition a value of either 1 or 0 (Davis, 2010). In the case of several conditions, a group of interest may be assigned a value of 1, and all other conditions 0 – so as to compare the original condition to all other ones – or two conditions may be compared by assigning one 1 and the other -1. This method is superior to more conventional methods of mean difference testing as contrast coding structures consider the variance of all groups or conditions in any analysis, rather than the two (or however many) conditions the researcher may be interested in at any present moment (Davis, 2010). Thus, each condition was assigned a specific value for each contrast analysis, evidenced in table 3.

Table 3

*Contrast coding structure for advertisement condition.*

Advertisement Type	Contrast 1	Contrast 2	Contrast 3	Contrast 4	Contrast 5	Contrast 6
Deservingness	1	1	1	1	1	1
Hedonic	-1	0	-1	0	0	1
Utilitarian	0	-1	-1	0	0	1
Deservingness/Utilitarian	0	0	0	-1	0	-1
Deservingness/Hedonic	0	0	0	0	-1	-1

In regards to advertisement efficacy, the results identify no statistically significant effects for all three of the singular contrast variables<sup>1</sup>, Contrast 1:  $F(1, 180) = .646, p = .423$ ; Contrast 2:  $F(1, 180) = .196, p = .659$ ; Contrast 3:  $F(1, 180) = .005, p = .946$ . These results indicate that advertisement type did not affect advertisement efficacy.

<sup>1</sup> Contrasts 1-3 are relevant in this section; Contrasts 4, 5 and 6 are discussed in the next section (Aim 2).

A comparison of participants' intent to purchase the advertised product across conditions identified a statistically significant effect for one of the three contrast variables, Contrast 1:  $F(1, 180) = 4.055, p = .046$ ; Contrast 2:  $F(1, 180) = .195, p = .660$ ; Contrast 3:  $F(1, 180) = 1.945, p = .165$ . These results suggest that intent to purchase varied across advertisement conditions. More specifically, Contrast 1 suggests that the deservingness advertisement was a greater motivator of purchasing intentions ( $M = 21.03, SD = 3.56$ ) than the hedonic advertisement ( $M = 19.19, SD = 2.99$ ).

With reference to participants' willingness to recommend, the results indicated no statistically significant effect among the contrast variables, Contrast 1:  $F(1, 180) = 1.004, p = .318$ ; Contrast 2:  $F(1, 180) = .032, p = .858$ ; Contrast 3:  $F(1, 180) = .297, p = .587$ . Thus, advertisement type did not affect participants' willingness to recommend the product.

In summary, analysis of the data suggested the deservingness advertisement was more effective in encouraging purchasing intention than the hedonic or utilitarian advertisement strategies. In contrast, no significant differences between strategies were evident for advertisement efficacy or participants' willingness to recommend the product.

### **3.4 Aim 2: Integrating deservingness advertising with utilitarian or hedonic appeals.**

The second aim of this study was to examine whether advertisements that integrate appeals to deservingness motive alongside traditional utilitarian or hedonic strategies are any more or less effective than when each strategy is promoted individually.

As a result, the analytic process was identical to that utilised previously, with the exception of the introduction of two additional conditions utilising either a deservingness/utilitarian message or a deservingness/hedonic message. The nature and form of these two additional contrast variables are evidenced in table 3.



## Belief in a Just World and Deservingness as Constructs for Targeted Marketing

Accordingly, a planned contrast structure within linear regression was run between the singular advertisement conditions and the combined advertisement conditions which identified no statistically significant differences between conditions on advertisement effectiveness,  $F(1,180) = .028, p = .867$ .

In regards to advertisement efficacy, the results revealed no significant effects for both of the contrast variables, Contrast 4:  $F(1, 180) = .646, p = .423$ ; Contrast 5:  $F(1, 180) = .026, p = .873$ . Thus, the combined deservingness advertisements were unrelated to advertisement efficacy.

As for intent to purchase, analysis similarly indicated no significant effects for both of the contrast variables, Contrast 4:  $F(1, 180) = .729, p = .394$ ; Contrast 5:  $F(1,180) = .010, p = .920$ .

Finally, the results for willingness to recommend revealed no significant effects for both of the contrast variables, Contrast 4:  $F(1, 180) = .502, p = .480$ ; Contrast 5:  $F(1, 180) = .228, p = .634$ .

Evidently, combined advertisement strategies did not increase advertisement effectiveness relative to singular advertisement strategies.

Furthermore, the present study aims to identify the relative effectiveness of deservingness/utilitarian advertisement strategies compared to deservingness/hedonic strategies. Again, a linear regression contrast structure was established between the deservingness/utilitarian and deservingness/hedonic conditions, which revealed no statistically significant differences between groups on advertisement efficacy,  $F(1, 180) = .817, p = .367$ ; intent to purchase,  $F(1, 180) = .544, p = .462$ ; and willingness to recommend,  $F(1, 180) = .067, p = .796$ .

To summarise, no significant differences in advertisement efficacy, intent to purchase or willingness to recommend were observed between advertisement strategies, just as the

combined deservingness/hedonic strategy was not statistically different to the combined deservingness/utilitarian strategy on any of the aforementioned variables.

## Section 2

### **3.5 *Aim 3: Just-world beliefs as potential moderators***

Aim 3 was to explore the extent to which just-world beliefs for both the self and other moderate the relationship between advertisement strategy and advertisement effectiveness.

Three hypotheses in relation to the moderation of just world beliefs on the relationship between advertisement type and effectiveness were proposed. Hypothesis 1 (H1) predicated that BJW-self would interact with advertisement type to influence advertisement effectiveness, specifically proposing that the singular deservingness advertisement will be most effective for high BJW-self participants. Hypothesis 2 (H2) predicated that BJW-self would moderate the relationship between advertisement type and effectiveness, specifically proposing that the combined deservingness advertisements would be most effective for high BJW-self participants. Lastly, Hypothesis 3 (H3) suggested that BJW-others would not moderate the relationship between advertisement type and effectiveness.

#### **3.5.1 *Assumptions for Multiple Regression Analysis***

To address this aim, a hierarchical multiple regression analysis was devised in which an unadjusted baseline model would be compared to an adjusted model. When testing for regression assumptions, a Shapiro-Wilk test revealed a non-normally distributed structure for the dependent variable advertisement efficacy; however, inspection of the associated histograms and QQ plots showed a close-to-normal distribution, with the exception of three

outliers across the dependent variables<sup>2</sup>. Additional tests revealed that homoscedacity was not violated, while multicollinearity was not an issue.

As part of the analysis, the manipulated independent variable (advertisement type) was dummy coded to represent the five campaign strategies. Dummy coding provides a method of incorporating nominal variables within multiple linear regression analysis. In analysing advertisement type, each condition was uniquely coded; deservingness = 1, hedonic = 2, utilitarian = 3, deservingness/utilitarian = 4, deservingness/hedonic = 5, singular vs. combined = 6.

Dummy coding was achieved through establishing six contrast variables, within which either a value of 1 or -1 was assigned to one of two conditions of interest, thus permitting comparison between two advertisement strategies. A series of hierarchical regression analyses was then conducted with advertisement effectiveness, intent to purchase and willingness to recommend as the dependent variables for each individual analysis. In the first step, the dummy-coded variables were entered. In the second step, one of the two measures of just-world beliefs (centred) were entered, namely BJW-self or BJW-others. Finally, an interaction term between each dummy-coded variable and the relevant BJW measure was entered. The results for the regression analyses are discussed in the following section.

### 3.5.2 *Multiple Regression Results*

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<sup>2</sup> All statistical outliers (for all dependent variables) were within two standard deviations of the mean. For exploratory purposes these outliers were removed, however, no significant differences were noted within the results.

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Table 4

*Moderating effect of BJW-self on marketing messages predicting advertisement efficacy, intent to purchase and willingness to recommend.*

Variable	Advertisement Efficacy					Intent to Purchase					Willingness to Recommend				
	r2	R2 change	B	SE(B)	$\beta$	r2	R2 change	B	SE(B)	$\beta$	r2	R2 change	B	SE(B)	$\beta$
<b>Contrast 1</b>															
<i>Step one</i>															
Deservingness vs. Hedonic	.064*	.064*	.247	.695	.026	.093**	.093**	.667	.435	.112	.103**	.103**	.212	.477	.032
BJW-self			.265**	.078**	.249**			.183**	.049**	.270**			.235**	.053**	.315**
<i>Step two</i>															
Deservingness vs. Hedonic	.066*	.002*	.235	.696	.025	.097**	.004**	.667	.436	.110	.103**	.000**	.208	.479	.031
BJW-self			.261**	.078**	.245**			.179**	.049**	.264**			.234**	.054**	.313**
Interaction term			-.077	.124	-.046			-.068	.077	-.063			-.023	.085	-.019
<b>Contrast 2</b>															
<i>Step one</i>															
Deservingness vs. Utilitarian	.064*	.064*	-.065	.599	-.008	.085**	.085**	.325	.377	.062	.104**	.104**	.263	.411	.046
BJW-self			.268**	.077**	.251**			.197**	.049**	.291**			.242**	.053**	.323**
<i>Step two</i>															
Deservingness vs. Utilitarian	.081*	.017*	.266	.622	.032	.105**	.020**	.550	.391	.105	.132**	.028**	.559	.424	.097
BJW-self			.249*	.078*	.233*			.184**	.049**	.272**			.225**	.053**	.301**
Interaction term			-.218	-.120	-.139			-.149*	.075*	-.149*			-.195*	.082*	-.177*
<b>Contrast 3</b>															
<i>Step one</i>															
Deservingness vs. Hedonic	.064*	.064*	.053	.536	.007	.092*	.092*	.498	.336	.106	.104**	.104**	.224	.368	.043
BJW-self			.269**	.077**	.252**			.194**	.048**	.286**			.239**	.053**	.319**

## Belief in a Just World and Deservingness as Constructs for Targeted Marketing

Variable	<i>Advertisement Efficacy</i>					<i>Intent to Purchase</i>					<i>Willingness to Recommend</i>				
	<i>r</i> <sup>2</sup>	<i>R</i> <sup>2</sup> change	B	SE(B)	$\beta$	<i>r</i> <sup>2</sup>	<i>R</i> <sup>2</sup> change	B	SE(B)	$\beta$	<i>r</i> <sup>2</sup>	<i>R</i> <sup>2</sup> change	B	SE(B)	$\beta$
<i>Step two</i>															
Deservingness vs. Hedonic	.071*	.007*	.153	.542	.021	.106**	.014**	.586	.338	.124	.115**	.011**	.313	.371	.060
BJW-self			.228*	.084*	.214*			.158*	.053*	.233*			.203**	.058**	.272**
Interaction term			-.122	.103	-.095			-.107	.064	-.130			-.107	.070	-.118
<b>Contrast 4</b>															
<i>Step one</i>															
Deservingness vs. Deservingness/Utilitarian	.066*	.066*	.399	.596	.048	.084**	.084**	.275	.376	.053	.103**	.103**	.233	.410	.040
BJW-self			.267**	.077**	.250**			.192**	.049**	.283**			.237**	.053**	.317**
<i>Step two</i>															
Deservingness vs. Deservingness/Utilitarian	.112**	.046**	.636	.587	.077	.098**	.014**	.358	.377	.068	.113**	.010**	.310	.412	.054
BJW-self			.265**	.075**	.248**			.191**	.048**	.281**			.236**	.053**	.316**
Interaction term			-.390*	.128*	-.217*			-.135	.082	-.119			-.125	.090	-.099
<b>Contrast 5</b>															
<i>Step one</i>															
Deservingness vs. Deservingness/Hedonic	.065*	.065*	-.298	.646	-.034	.081**	.081**	-.095	.407	-.017	.102**	.102**	.054	.444	.009
BJW-self			.272**	.077**	.255**			.194**	.049**	.286**			.238**	.053**	.318**
<i>Step two</i>															
Deservingness vs. Deservingness/Hedonic	.066*	.001*	-.284	.648	-.032	.085**	.003**	-.078	.408	-.014	.102**	.000**	.061	.446	.010
BJW-self			.273**	.078**	.256**			.196**	.049**	.289**			.239**	.053**	.319**
Interaction term			-.058	.137	-.031			-.069	.087	-.057			-.029	.095	-.022

## Belief in a Just World and Deservingness as Constructs for Targeted Marketing

Variable	<i>Advertisement Efficacy</i>					<i>Intent to Purchase</i>					<i>Willingness to Recommend</i>				
	<i>r</i> <sup>2</sup>	<i>R</i> <sup>2</sup> change	B	SE(B)	$\beta$	<i>r</i> <sup>2</sup>	<i>R</i> <sup>2</sup> change	B	SE(B)	$\beta$	<i>r</i> <sup>2</sup>	<i>R</i> <sup>2</sup> change	B	SE(B)	$\beta$
<b>Contrast 6</b>															
<i>Step one</i>	.064*	.064*				.074**	.084**				.102**	.102**			
Singular vs. combined			.033	.386	.006			-.177	.243	-.052			.001	.265	.000
BJW-self			.268**	.077**	.252**			.196**	.049**	.289**			.238**	.053**	.319**
<i>Step two</i>	.071*	.007*				.084**	.000**				.102**	.000*			
Singular vs. combined			.059	.386	.011			-.173	.244	-.051			-.001	.266	.000
BJW-self			.302*	.083**	.283**			.201**	.052**	.297**			.236**	.057**	.316**
Interaction term			-.096	.083	-.090			-.015	.052	-.022			.007	.057	.009

Note. BJW-self = just-world beliefs regarding the self; *N* = 182.

\**p* < .05, \*\**p* < .01.

## Belief in a Just World and Deservingness as Constructs for Targeted Marketing

Table 5

*Moderating effect of BJW-others on marketing messages predicting advertisement efficacy, intent to purchase and willingness to recommend.*

Variable	Advertisement Efficacy					Intent to Purchase					Willingness to Recommend				
	<i>r</i> <sup>2</sup>	<i>R</i> <sup>2</sup> change	B	SE(B)	$\beta$	<i>r</i> <sup>2</sup>	<i>R</i> <sup>2</sup> change	B	SE(B)	$\beta$	<i>r</i> <sup>2</sup>	<i>R</i> <sup>2</sup> change	B	SE(B)	$\beta$
<b>Contrast 1</b>															
<i>Step one</i>															
Deservingness vs. Hedonic	.006	.006				.046*	.046*	.818	.444	.135	.043*	.043*	.385	.490	.058
BJW-others			.609	.712	.064			.080*	.038*	.155*			.110*	.042*	.193*
<i>Step two</i>															
Deservingness vs. Hedonic	.009	.003				.052*	.006*	.828	.444	.137	.045*	.002*	.391	.491	.059
BJW-others			.620	.713	.065			.083*	.038*	.161*			.112*	.042*	.197*
Interaction term			-.036	.061	-.045			.072	.066	.080			.044	.073	.044
<b>Contrast 2</b>															
<i>Step one</i>															
Deservingness vs. Utilitarian	.003	.003				.030	.030	.212	.387	.040	.040*	.040*	.129	.424	.022
BJW-others			-.288	.616	-.035			.087*	.038*	.169*			.113*	.042*	.199*
<i>Step two</i>															
Deservingness vs. Utilitarian	.006	.004				.030	.001	.184	.395	.035	.041	.001	.160	.433	.028
BJW-others			-.370	.628	-.045			.089*	.038*	.173*			.111*	.042*	.195*
Interaction term			-.030	.061	-.037			.023	.063	.028			-.026	.069	-.029
<b>Contrast 3</b>															
<i>Step one</i>															
Deservingness vs. Hedonic	.002	.002				.038*	.038*	.468	.346	.099	.041*	.041*	.185	.381	.036
BJW-others			.045	.553	.006			.085*	.038*	.164*			.112	.042*	.197*

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Variable	<i>Advertisement Efficacy</i>					<i>Intent to Purchase</i>					<i>Willingness to Recommend</i>				
	<i>r</i> <sup>2</sup>	<i>R</i> <sup>2</sup> change	B	SE(B)	$\beta$	<i>r</i> <sup>2</sup>	<i>R</i> <sup>2</sup> change	B	SE(B)	$\beta$	<i>r</i> <sup>2</sup>	<i>R</i> <sup>2</sup> change	B	SE(B)	$\beta$
<i>Step two</i>	.006	.004				.039	.002				.041	.000			
Deservingness vs. Hedonic			-.008	.557	-.001			.447	.349	.095			.181	.384	.035
BJW-others			-.014	.065	-.018			.093*	.041*	.181*			.114*	.045*	.200*
Interaction term			.073	.087	.069			.029	.054	.043			.005	.060	.007
<b>Contrast 4</b>															
<i>Step one</i>	.005	.005				.033*	.033*				.033*	.044*			
Deservingness vs. Deservingness/Utilitarian			.460	.615	.056			.386	.386	.074			.374	.423	.065
BJW-others			-.032	.060	-.040			.088*	.038*	.171*			.115*	.042*	.202*
<i>Step two</i>	.008	.003				.033	.000				.036*	.008*			
Deservingness vs. Deservingness/Utilitarian			.569	.631	.069			.372	.397	.071			.490	.433	.085
BJW-others			-.038	.061	-.047			.089*	.038*	.173*			.108*	.042*	.191*
Interaction term			-.081	.102	-.061			.011	.064	.013			-.086	.070	-.093
<b>Contrast 5</b>															
<i>Step one</i>	.002	.002				.028	.028				.040*	.040*			
Deservingness vs. Deservingness/Hedonic			-.089	.665	-.010			-.001	.418	.000			.166	.458	.027
BJW-others			-.035	.060	-.043			.086*	.038*	.167*			.112*	.042*	.197*
<i>Step two</i>	.006	.004				.039	.012				.046*	.006*			
Deservingness vs. Deservingness/Hedonic			-.122	.667	-.014			-.038	.418	-.007			.136	.459	.022
BJW-others			-.029	.061	-.036			.092*	.038*	.179*			.117*	.042*	.206**
Interaction term			.082	.103	.061			.094	.064	.108			.076	.071	.079



## Belief in a Just World and Deservingness as Constructs for Targeted Marketing

Variable	<i>Advertisement Efficacy</i>					<i>Intent to Purchase</i>					<i>Willingness to Recommend</i>				
	<i>r</i> <sup>2</sup>	<i>R</i> <sup>2</sup> change	B	SE(B)	$\beta$	<i>r</i> <sup>2</sup>	<i>R</i> <sup>2</sup> change	B	SE(B)	$\beta$	<i>r</i> <sup>2</sup>	<i>R</i> <sup>2</sup> change	B	SE(B)	$\beta$
<b>Contrast 6</b>															
<i>Step one</i>	.003	.003				.028	.028				.040*	.040*			
Singular vs. combined			.136	.397	.026			-.081	.249	-.024			.119	.273	.032
BJW-others			-.034	.060	-.042			.086*	.038*	.166*			.113*	.042	.199*
<i>Step two</i>	.004	.002				.031	.002				.040	.000			
Singular vs. combined			.164	.401	.031			-.102	.252	-.030			.123	.276	.033
BJW-others			-.030	.061	-.037			.082*	.038*	.160*			.114*	.042*	.201*
Interaction term			-.034	.061	-.042			.025	.038	.049			-.005	.042	-.009

Note. BJW-others = just-world beliefs regarding others, *N* = 182.

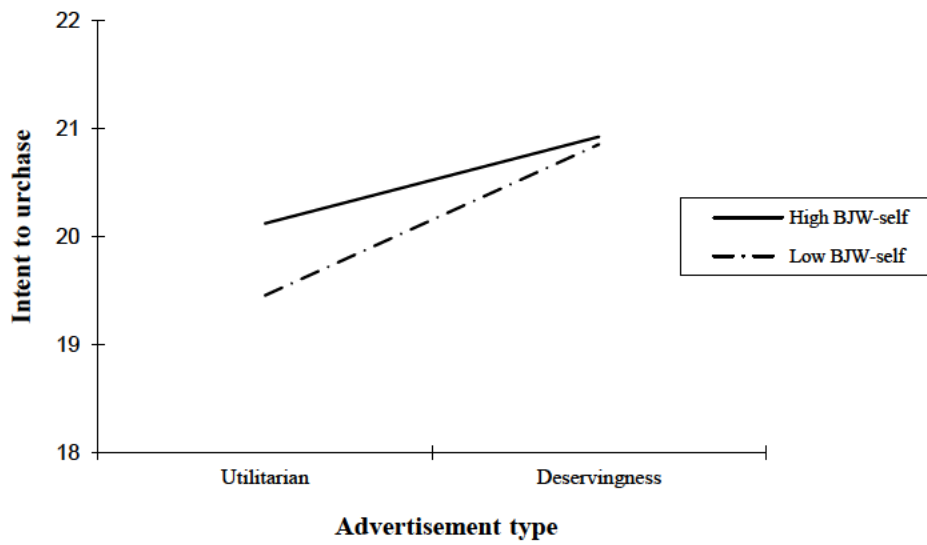
\**p* < .05, \*\* *p* < .01.

## Belief in a Just World and Deservingness as Constructs for Targeted Marketing

As evident in Table 4, a notable significant main effect within all analyses was that of BJW-self, indicating that one's belief in a just world for the self significantly predicted advertisement efficacy, intent to purchase and willingness to recommend within all conditions. Similarly, Table 5 indicates that there was a main effect for BJW-others within all conditions, suggesting that the belief in a just world for others significantly predicted participants' intent to purchase and willingness to recommend, but did not predict advertisement efficacy. In addition, all main effects were present for both BJW-self and BJW-others within both steps of the relevant hierarchical models.

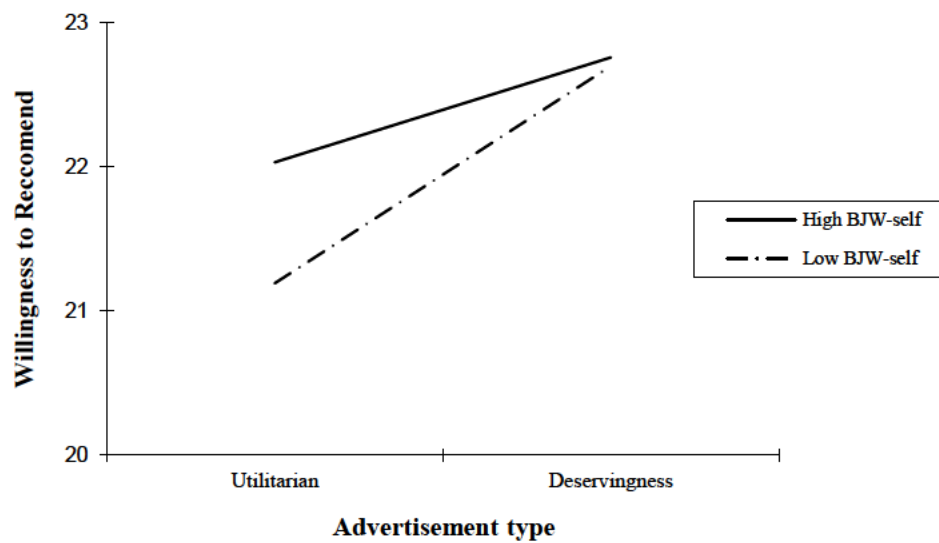
Furthermore, there was a significant interaction between BJW-self and contrast 2 (deservingness vs. utilitarian) in predicting intent to purchase,  $F(3, 178) = 6.936, p = <.001$ , and willingness to recommend,  $F(3, 178) = 8.995, p = <.001$ . Simple slopes analysis was conducted to examine the effects of BJW-self at low ( $SD - 1$ ) and high values ( $SD + 1$ ) upon the respective dependent variable.

In reference to intent to purchase, this indicated that there was no effect for BJW-self in the deservingness condition, ( $\beta = -.001, p = .998$ ), but a significant effect in the utilitarian condition ( $\beta = .407, p = .005$ ) (see Fig 6). Differences in BJW-self within the utilitarian condition were next examined, finding no effect when BJW-self was high ( $\beta = -.036, p = .679$ ), but a significant effect when it was low ( $\beta = .246, p = .037$ ), indicating that participants in the utilitarian condition were more likely to purchase the advertised product the higher their BJW-self, and conversely, less likely to purchase the product the lower their BJW-self.



**Fig 6.** Interaction between BJW-self x advertisement type on *Intent to Purchase*.

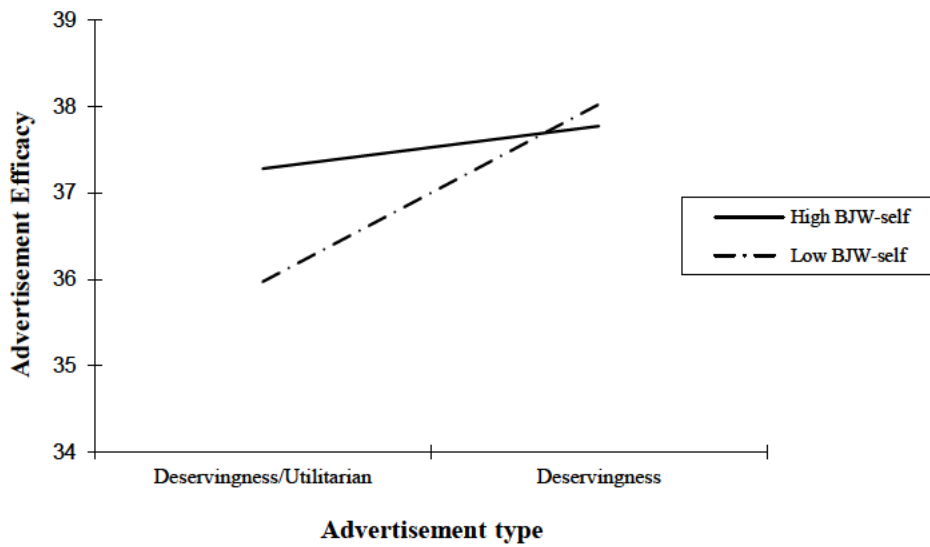
Furthermore, with regard to willingness to recommend, simple slopes analysis indicated that there was no effect for BJW-self in the deservingness condition ( $\beta = .098, p = .607$ ), but a significant effect in the utilitarian condition ( $\beta = .529, p = .001$ ) (see Fig 7). Subsequently, differences in BJW-self were examined within the utilitarian condition, revealing no effect when BJW-self was high ( $\beta = -.071, p = .408$ ), but a significant effect when it was low ( $\beta = .264, p = .023$ ), suggesting that that the effect of BJW-self on willingness to recommend is driven by the extent to which individuals possess high BJW-self.



**Fig 7.** Interaction between BJW-self x advertisement type on *Willingness to Recommend*.

These results suggest that BJW-self moderated the relationship between the utilitarian advertisement condition and the outcome variables intent to purchase and willingness to recommend. Conversely, however, these results do not support H1 given that no statistical differences were evident between high and low BJW-self within the deservingness conditions, but were evident in the utilitarian condition.

A significant interaction was also evident between BJW-self and contrast 4 (deservingness vs. deservingness/utilitarian) in predicting advertisement efficacy,  $F(3, 181) = 7.506, p = <.001$ . Simple slopes analysis indicated that there was no effect for BJW-self in the deservingness condition ( $\beta = -.062, p = .744$ ), but a significant effect in the deservingness/utilitarian condition ( $\beta = .537, p = .001$ ) (see Fig 8). Differences in BJW-self within the deservingness/utilitarian condition were then examined, finding no effect when BJW-self was high ( $\beta = -.158, p = .109$ ), but a significant effect when it was low ( $\beta = .312, p = .006$ ), indicating that advertisement efficacy was greater the higher participants' BJW-self.



**Fig 8.** Interaction between BJW-self x advertisement type on *Advertisement Efficacy*.

In summary, the analysis provided evidence that BJW-self moderated the relationship between advertisement type and advertisement effectiveness. BJW-others however, was unrelated to advertisement effectiveness, thus supporting H3. Specifically, within the utilitarian condition, intent to purchase and willingness to recommend were greatest at high-levels of BJW-self. Contrastingly, there were no differences between high and low BJW-self within the deservingness condition, thus not supporting H1. Finally, for the deservingness/utilitarian condition, advertisement efficacy was greatest at high-levels of BJW-self.

## CHAPTER IV

### Discussion

#### *4.1 Overview of Main Findings*

The present study revealed several notable findings. Firstly, it was found that the deservingness advertisement was more effective in encouraging purchasing intentions relative to the hedonic or utilitarian advertisement strategies. Secondly, no significant differences in advertisement efficacy or participants' willingness to recommend the advertised product were evident between the deservingness, hedonic or utilitarian strategies. Thirdly, analysis revealed no significant differences between both the combined advertisement conditions and the singular advertisement conditions on the aforementioned outcome variables. Furthermore, it was expected that just-world beliefs would moderate the effect of advertisement type on advertisement effectiveness. This expectation was met in regards to just world beliefs for the self, but not for others, thus supporting Hypothesis 1 but not supporting Hypothesis 3.

Additionally, it was hypothesised that for participants with a high BJW-self, the singular deservingness condition would be more effective than for participants with a low BJW-self, while there would be no change in the alternative advertisement conditions for changes in BJW-self. Contrary to theorising, analysis revealed no significant differences in all three of the outcome variables for the singular deservingness condition, relative to changes in BJW-self. Interestingly however, increases in BJW-self within the singular utilitarian condition were associated with increases in intent to purchase and willingness to recommend. Furthermore, it was hypothesised that the combined deservingness advertisements would be most effective for high BJW-self participants. It was found that, for the deservingness/utilitarian condition, advertisement efficacy was greatest at high levels of

BJW-self, thus supporting Hypothesis 2. The results and their practical implications, along with the methodological strengths and limitations of the present study, are discussed below.

### *4.1.1 Aim 1: Effectiveness of deservingness appeals within advertising*

Despite substantial mainstream use of deservingness-based advertising, a review of the marketing literature identified a significant lack of research that considers the effectiveness of deservingness promotion. The lack of academic interest in this area may contribute to a misunderstanding, misuse and underestimation of the potential of such approaches, particularly in the context of marketable products. The current study's aim was to determine whether deservingness approaches to advertising were any more or less effective than conventional advertising strategies in a range of consumer behaviour domains, thus potentially enabling those within the marketing profession to assess the suitability of current marketing program and schedules.

The deservingness condition was identified as the most effective strategy in encouraging purchasing intention, with the mean intent to purchase score being the highest of all three singular advertisement strategies. This finding is significant in that, although the three advertisements were not significantly different in advertisement efficacy or recommendation encouragement, the deservingness advertisement was the only strategy that motivated purchasing intention within participants. Although the effectiveness of an advertisement and the quality of its word-of-mouth marketing are integral to an advertisement's success, such qualities are meaningless if the consumer does not feel motivated to purchase the product or engage with its service. Thus, the current study suggests that positioning consumers as deserving of a product or service, whether by directly or indirectly suggesting that they are worthy of it, is inherently effective in motivating purchasing behaviour.

Conversely, examination of the effectiveness of the hedonic and utilitarian conditions revealed that the two strategies were very similar on each dependent variable. This finding is supported by Hafer et al. (2016) who note that while the results of a hedonic and utilitarian condition were almost identical, differences between the strategies were evident only in the context of additional consumer characteristics, such as product knowledge.

### *4.1.2 Aim 2: Effectiveness of combined deservingness appeals within advertising*

The current study also intended to explore whether advertisements that include multiple strategies are any more or less effective than advertisements that target individual consumer motives solely. To the author's knowledge, no studies have been conducted to this end, and as such, the present investigation was guided by the assumption that multiple promotional strategies would logically increase the advertisement's 'value' over advertisements using only one promotional strategy. It was anticipated that including an appeal to a deservingness motive alongside a hedonic or utilitarian would convey feelings of affective worth (e.g. "I deserve this") in parallel to an indulgent experience or functional satisfaction. Given the exploratory nature of this research, no hypotheses were associated with this aim, rather, research questions concerning the influence of combined advertisements upon advertisement efficacy, intent to purchase and willingness to recommend, as well as the differences between the combined conditions and the singular conditions upon the aforementioned variables, guided the present analysis.

The results suggest that the combined advertisement conditions did not provide additional merit for the consumer relative to the singular advertisement conditions, as the two condition types were not statistically different from one another on any measure of advertisement effectiveness. Despite the exploratory nature of this study, these findings are nevertheless surprising given that many studies conducted into the nature of hedonic vs. utilitarian consumption suggest the two strategies to be divergent, both in regards to their



application and to the type of consumer with which each resonates. Although a product may fulfil both hedonic and utilitarian preferences, Chitturi, Raghunathan & Mahajan (2008, p.28) note the nature of the shopping experience differs greatly between the two strategies, producing “significantly different levels of customer delight, satisfaction, word of mouth and re-purchase intentions”. Given such differences were not evident within the results, it is possible that the appeal to a deservingness motive ‘outweighed’ or diluted the certain hedonic or utilitarian characteristics of each strategy. Within applied contexts, this highlights the relative dominance of deservingness promotion and consequently, the need to discreetly highlight a product’s additional hedonic or utilitarian characteristics. In doing so, marketers may structure advertising strategies so that each appeal functions in complement rather than in competition, thus increasing the effectiveness of combined strategies.

### *4.1.3 Aim 3: Just world beliefs as a moderator of advertisement effectiveness*

The final aim in the current study was to investigate the influence of just-world beliefs upon advertisement effectiveness. Three hypotheses were tested: Hypothesis 1 predicted that the effect of advertisement type on advertisement effectiveness would be moderated by the BJW-self such that the singular advertisement condition would be most effective for participants with a high BJW-self; Hypothesis 2 predicted that the combined deservingness advertisements would be most effective for high BJW-self participants; while Hypothesis 3 predicted that the effect of advertisement type on advertisement effectiveness would not be moderated by BJW-others.

The results supported Hypotheses 1 and 2, with BJW-self demonstrating moderation effects upon advertisement effectiveness for certain advertisement strategies. This suggests that BJW-self may influence the manner in which individuals perceive advertisements and in particular, may encourage or discourage product engagement depending on the nature of its promotion. The results also supported Hypothesis 3 as no evidence of moderation was

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observed between just-world beliefs regarding others and advertisement effectiveness for any advertisement strategies. This finding is unsurprising given that one's BJW-others is conceptually irrelevant to the circumstances for the self, and as such, is unlikely to influence the degree to which one perceives an advertisement to be personally effective.

In contrast, an interesting finding was identified for Hypothesis 1, with no significant differences evident on intent to purchase or willingness to recommend between high and low values of BJW-self for the deservingness condition. Contrary to theorisation, the results suggest that those who are most susceptible to considerations of deservingness for the self did not perceive the deservingness advertisement any differently to those with insensitivity to deservingness, in essence they were unmotivated by the appeal to a deservingness motive. These paradoxical findings are surprising, both in reference to the literature surrounding just-world beliefs (see Hafer & Sutton, 2016; Lerner, 1980; Strelan & Sutton, 2011), but also in reference to studies specifically examining the influence of just-world beliefs in an advertising context. Specifically, Hafer et al. (2016, p.43) suggest that amongst individuals high in BJW, advertisements which appeal to a deservingness motive elicited "more favourable reactions than the nondeservingness ads", subsequently prompting greater purchasing behaviour amongst those participants.

Although just-world beliefs were expected to increase the effectiveness of the singular deservingness advertisement, an important consideration potentially underlying the present findings is that fluctuations in momentary perceptions of deservingness may influence the nature of product engagement. While just-world research identifies it as a largely stable and consistent belief system (Lerner, 1977), Cavanaugh (2014) identifies the perception of one's own deservingness to be more fickle and in particular, liable to environmental influence.

Dedeoglu and Kazancoglu (2010) identify that when a consumer is made to feel positive, worthy or deserving of a product or service, they are more likely to engage in

indulgent shopping behaviours, whereas such behaviours are restricted if the consumer feels undeserving. Perhaps despite a strong BJW-self, participants within the singular deservingness condition either did not, or were not made to, feel deserving of the headphones and as a result, reduced their engagement with the advertisement. Future research should therefore investigate the effects of implementing a ‘deserving’ vs. ‘undeserving’ prime upon advertisement appraisal. For example, participants may be assigned a vignette or case study in which one group of participations would be led to feel deserving of the product in some manner, while the other group is led to feel unworthy of it. The extent to which consumption activities are indulged or restricted as a result of such a procedure would be of significant relevance to both the just-world and consumer research literatures.

In contrast however, the results supported Hypothesis 2 in that in the context of the combined deservingness/utilitarian condition, just-world beliefs moderated the effect of the interaction on advertisement efficacy, indicating that as BJW-self increased, so too did the efficacy of the advertisement. Although this finding is consistent with previous research, notably that of Hafer et al. (2016), who noted increases in BJW were associated with increased in advertisement effectiveness, it nevertheless contradicts the earlier findings of Hypothesis 1, which suggested no significant difference between high and low values of BJW-self evident for advertisement efficacy within the singular deservingness condition. A possible explanation for this discrepancy is that although appeals to a deservingness motive can be effective, perhaps this is most effective when combined with additional product information such as, in this case, utilitarian functionality. In such instances, the appeal to a deservingness motive may more effectively engage high BJW-self consumers with the information presented in the advertisement and resultantly, the product itself. Thus, deservingness-based promotion may do less to functionally ‘advertise’ the product and more to re-engage consumers in traditional methods of promotion.

#### **4.2 *Strengths, limitations and methodological considerations***

A strength of the current study is that it is the first to examine the effect of advertisement strategies that target several consumer motives in reference to just-world beliefs. It also attempted to replicate earlier findings suggesting just-world beliefs to be a marketable consumer motive for hedonic and utilitarian advertisement strategies. An additional strength of the present research is that, at least for the main effects of BJW and its interactions with the advertisement strategies, the analysis was replicated across both the singular and combined advertisement conditions, adding to the validity and reliability of its findings for comparison with past and future research into the effect of just-world beliefs upon consumer behaviour.

Certain methodological considerations should be noted when interpreting the results. Despite consensus in the literature suggesting those who believe in a just world are more sensitive to notions of deservingness, none of the BJW scales directly measure this concept. As noted by Hafer et al. (2016, p.44), while in many instances the BJW presupposes one's investment in notions of deservingness, this belief may "not always align with an overall sensitivity to deservingness". While no measure exists to measure the sensitivity to deservingness directly, the use of such a scale would provide further support to the 'just-world-beliefs-as-moderator' hypothesis presented in this study.

Furthermore, despite efforts to differentiate each advertisement slogan, the ad-type manipulation was unsuccessful and thus, the findings should be interpreted in light of the fact that the participants were not able to differentiate between strategies. This may have arisen as the experimental manipulation (advertisement type) was very subtle – only two sentences were changed between conditions. Future research utilising this methodology is recommended to more directly emphasise the chosen advertisement strategy within the

corresponding slogan. While the slogans within the current study simply alluded to a utilitarian or hedonic product type, focus should be directed towards utilising words and phrases such as “worth it”, “functional” or “indulgence” to highlight the nature of the advertisement approach.

### ***4.3 Implications and Practical Applications***

The present findings highlight one way in which advertisers may capitalise upon the desire to get what one deserves. They provide insight into the effectiveness of a range of promotional strategies, including advertisements that target deservingness, utilitarian or hedonic motives within consumers, providing a framework for the development and practical application of a new form of personalised advertising.

Firstly, in some situations, deservingness advertisements can be more effective than traditional hedonic or utilitarian advertisements. The advantage of such an approach to a marketer or brand strategist is its flexibility in application. While hedonic or utilitarian promotion requires a relatively specific and context-dependent appeal, deservingness advertisements may promote various categories and prices of products in an almost identical manner (for instance “You deserve it” or “You’re worth it”). Furthermore, the extent to which deservingness-based advertisements are typically simple in nature and easily remembered is of clear interest to marketers and brand strategists.

Secondly, new research suggests consumers are increasingly looking to advertising to reduce purchasing guilt, and deservingness-based promotion may be an effective means to satisfy this need. The consumption of goods and services is at its highest when consumers can adequately justify their decisions (Dedeoglu and Kazacoglu, 2010; Kivetz and Simonson, 2002). While consumption almost inevitably entails guilt, whether that be due to over-indulgence or financial matters, Dedeoglu and Kazancoglu (2010, p.466) suggest consumers are beginning to “intentionally seek gratification of their desires” in the form of additional

advertisements, point-of-purchase displays and post-purchase engagements in physical and online contexts. This growing cognitive need may explain the study's findings of greater effectiveness of the deservingness-based advertisements relative to the hedonic or utilitarian needs. While traditional appeals may provide either greater functional information or indulgent imagery, they appear unable to provide the simple consumer reinforcement arising from an advertisement highlighting to the consumer that they are both *worthy* of the product and they *deserve* to own it.

Finally, if advertisements that integrate deservingness appeals alongside more conventional hedonic or utilitarian approaches are more effective for consumers who strongly believe in a just world (as suggested by the findings of this study), marketers should devise segmentation strategies accordingly. Thus, if a high proportion of a company's consumers hold this belief (measurable through mail or electronic surveys), the chosen promotional strategy should emphasise both the product and its characteristics as well as that the consumer deserves it.

#### **4.4 Future Research**

The current study has established BJW as an influencer upon consumer behaviour, particularly in reference to the consumption of marketable goods.

Future research should investigate whether just-world beliefs demonstrate similar effects for services as well as products. Similarly, the limited research to this point has only considered deservingness advertising in the context of consumer consumption, yet many commercial businesses advertise their products and services in a similar manner. Thus, future research may consider whether commercial and consumer advertising differ in regards to the promotion of products and services in the context of sensitivity of deservingness.

Furthermore, researchers could also examine the effectiveness of deservingness-based

advertising for luxury vs. non-luxury products in reference to the previously mentioned categories. While Hafer et al. (2016) identify deservingness advertising to be effective for certain luxury consumer products, how evident this is amongst luxury or non-luxury services, is of immense relevance to the present research. In addition, future research could focus upon the effects of priming or instigating feelings of deservingness or worthiness within consumers and the resultant impact on purchasing intention, particularly in reference to BJW. If consumer engagement is indeed increased by a ‘deservingness prime’, attention may be directed towards implementing similar primes within physical retail contexts – through point-of-purchase displays – or within online retail contexts – through reminder emails or website pop-ups. Finally, researchers may also further investigate the suggestion that deservingness-based advertisements may act to ease consumption guilt by providing an inherent and assuming prime for purchasing behaviours.

### **4.5 Concluding remarks**

The current study provides valuable knowledge regarding the effectiveness of advertisements that target a deservingness motive and the influence of just-world beliefs on the success of such advertisements. The results establish that deservingness-based promotion can be an effective advertisement strategy relative to traditional hedonic or utilitarian promotion. In addition, it identifies that advertisements that target several consumer motives, such as deservingness *and* hedonic, or deservingness *and* utilitarian promotions, are no more or less effective than when targeted individually. Most importantly however, the results revealed that just-world beliefs do indeed moderate the relationship between advertisement strategy and advertisement effectiveness, yet, this was not evident for the deservingness condition. Thus, it was identified that the perceived effectiveness of the deservingness-based advertisement was uninfluenced by whether just-world beliefs for the self were high or low.

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However, when deservingness appeals are integrated alongside utilitarian appeals, a higher BJW is associated with a greater perception of advertisement effectiveness. Based on the present findings, consumer researchers should more widely investigate the influence of these variables in regards to different product types, services, purchase modes and consumption avenues, as the findings from such investigations may have far-reaching ramifications for the development of a new form of marketing.



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**APPENDIX 1**

**Online Questionnaire**

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1.

Welcome!

You have been invited to participate in a study aimed at gathering consumer feedback about a new slogan campaign for a line of headphones. You will be asked to view an advertisement for a new pair of headphones to be released and then respond to a series of questions regarding your thoughts and opinions on its marketing strategy. This information may be utilised by a number of advertising agencies in Adelaide.

This study is part of a project run at the University of Adelaide by Kellen Ewens, under the supervision of Dr. Peter Strelan. It has been approved by the Subcommittee for Human Research in the School of Psychology.

This study takes most people around 7 minutes to complete.

Please note that all responses are anonymous. Some information obtained from this study may be published, however, no details will be disclosed that may reveal your identity. Your participation is voluntary and you are free to withdraw at any time, however please note that due to anonymity purposes, your submitted results will be unable to be removed retrospectively.

\* Consent

I consent to participate in this research

## Belief in a Just World and Deservingness as Constructs for Targeted Marketing

### Audio Dynamica: Advertisement Feedback

2.

Before you begin, we need to check that you are giving this task your complete attention. On the next page, please indicate the number you see here:

.0% 1

.0% 2

.0% 3

.0% 4

E 20.0% 5



Audio Dynamica: Advertisement Feedback

3.

This research consists of **3 sections**. Each section will begin with a short description of what to expect.

\* Please indicate below the number you were shown on the previous page

1

2

3

4

5

To begin the research, please continue.

Audio Dynamica: Advertisement Feedback

4. Section 1 - Advertisement viewing

**First, you will be shown an advertisement for a new headphones slogan, after which you will be required to answer some questions about it.**

You must complete all questions in order to submit your answers.

Audio Dynamica: Advertisement Feedback

5.

**Please look at the following advertisement and take the time to read it carefully. There will be some questions about what you have read on the next page.**

**- Insert advertisement type image -**

Audio *Dynamica*: Advertisement Feedback

6.

*You Deserve to Hear Everything.*

\* More than anything, this advertisement made me think that I deserved the headphones.

Strongly disagree	Disagree	Slightly disagree	Slightly agree	Agree	Strongly agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

\* More than anything, I think that these headphones would produce a high-quality sound.

Strongly disagree	Disagree	Slightly disagree	Slightly agree	Agree	Strongly agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

\* More than anything, I imagine listening to these headphones would be a pleasurable experience.

Strongly disagree	Disagree	Slightly disagree	Slightly agree	Agree	Strongly agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

\* More than anything, I think that I deserve to hear the better sound quality these headphones have over other ones.

Strongly disagree	Disagree	Slightly disagree	Slightly agree	Agree	Strongly agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

\* More than anything, I think that I deserve the great listening experience provided by these headphones.

Strongly disagree	Disagree	Slightly disagree	Slightly agree	Agree	Strongly agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

\* Which of the following reasons would you choose for purchasing the headphones?

- I think that I deserve them.
- I think they would produce high-quality audio.
- I think listening to these headphones would be a pleasurable experience.

**Audio *Dynamica*: Advertisement Feedback**

**7. *You Deserve To Hear Everything.***

\* This advertisement is presented in a way that is effective in promoting the headphones.

Strongly disagree    ~~Disagree~~    Slightly disagree    Slightly agree    ~~Agree~~    Strongly agree

\* This advertisement interested me in the product.

Strongly disagree    ~~Disagree~~    Slightly disagree    Slightly agree    ~~Agree~~    Strongly agree

\* This advertisement made me consider these headphones.

Strongly disagree    ~~Disagree~~    Slightly disagree    Slightly agree    ~~Agree~~    Strongly agree

\* After viewing this advertisement, my opinion towards the headphones is positive.

Strongly disagree    ~~Disagree~~    Slightly disagree    Slightly agree    ~~Agree~~    Strongly agree

\* I would like to see advertisements similar to this in the future.

Strongly disagree    ~~Disagree~~    Slightly disagree    Slightly agree    ~~Agree~~    Strongly agree

\* The way this advertisement is presented is relevant to my interests.

Strongly disagree    ~~Disagree~~    Slightly disagree    Slightly agree    ~~Agree~~    Strongly agree

\* I can recall the advertisement.

Strongly disagree    ~~Disagree~~    Slightly disagree    Slightly agree    ~~Agree~~    Strongly agree

\* This advertisement promoted the headphones appropriately.

Strongly disagree    ~~Disagree~~    Slightly disagree    Slightly agree    ~~Agree~~    Strongly agree

**Audio Dynamica: Advertisement Feedback**

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8. ***You Deserve To Hear Everything.***

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\* If I knew where to purchase these headphones, I might think about buying them.

Strongly disagree	<del>Disagree</del>	Slightly disagree	Slightly agree	<del>Agree</del>	Strongly agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

\* When I think about these headphones, I view them as something I might like to own.

Strongly disagree	<del>Disagree</del>	Slightly disagree	Slightly agree	<del>Agree</del>	Strongly agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

\* I might replace a current pair of headphones with those in the advertisement.

Strongly disagree	<del>Disagree</del>	Slightly disagree	Slightly agree	<del>Agree</del>	Strongly agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

\* Please rate the greatest amount of effort you might exert to purchase the headphones.

I would buy the headphones if they were on sale for a special low price while browsing.	While shopping for headphones, I would buy these headphones if I would consider these headphones alongside a few other choices.	I was in the city, even if it took me 5 minutes to walk to the store	I would buy these headphones, even if they were available only from the manufacturer's warehouse.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

\* If I could walk into a store right now and purchase these headphones, I might do so.

Strongly disagree	<del>Disagree</del>	Slightly disagree	Slightly agree	<del>Agree</del>	Strongly agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Audio ~~Dynamica~~: Advertisement Feedback

9.

*You Deserve To Hear Everything.*

\* I might recommend these headphones to friends or colleagues based upon this advertisement.

Strongly disagree	<del>Disagree</del>	Slightly disagree	Slightly agree	<del>Agree</del>	Strongly agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

\* If a friend was looking for a new pair of headphones, I might recommend these ones.

Strongly disagree	<del>Disagree</del>	Slightly disagree	Slightly agree	<del>Agree</del>	Strongly agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

\* After viewing this advertisement, I might suggest these headphones to friends and family.

Strongly disagree	<del>Disagree</del>	Slightly disagree	Slightly agree	<del>Agree</del>	Strongly agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

\* I might recommend these headphones over competing products.

Strongly disagree	<del>Disagree</del>	Slightly disagree	Slightly agree	<del>Agree</del>	Strongly agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

\* This advertisement would make me feel comfortable recommending these headphones to a friend.

Strongly disagree	<del>Disagree</del>	Slightly disagree	Slightly agree	<del>Agree</del>	Strongly agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Audio Dynamica: Advertisement Feedback

10. Section 2 - Attitudes

Next, you will answer some questions about your general attitudes and perspectives.



**Audio Dynamica: Advertisement Feedback**

11.

\* I feel that the world treats me fairly

Strongly disagree    ~~Disagree~~    Slightly disagree    Slightly agree    ~~Agree~~    Strongly agree

\* I feel that I get what I deserve.

Strongly disagree    ~~Disagree~~    Slightly disagree    Slightly agree    ~~Agree~~    Strongly agree

\* I feel that people treat me fairly in life.

Strongly disagree    ~~Disagree~~    Slightly disagree    Slightly agree    ~~Agree~~    Strongly agree

\* I feel that I earn the rewards and punishments I get.

Strongly disagree    ~~Disagree~~    Slightly disagree    Slightly agree    ~~Agree~~    Strongly agree

\* I feel that people treat me with the respect I deserve.

Strongly disagree    ~~Disagree~~    Slightly disagree    Slightly agree    ~~Agree~~    Strongly agree

\* I feel that I get what I am entitled to have.

Strongly disagree    ~~Disagree~~    Slightly disagree    Slightly agree    ~~Agree~~    Strongly agree

\* I feel that my efforts are noticed and rewarded.

Strongly disagree    ~~Disagree~~    Slightly disagree    Slightly agree    ~~Agree~~    Strongly agree

\* I feel that when I meet with misfortune, I have brought it upon myself.

Strongly disagree    ~~Disagree~~    Slightly disagree    Slightly agree    ~~Agree~~    Strongly agree

Audio Dynamica: Advertisement Feedback

12.

\* I feel that the world treats people fairly.

Strongly disagree	Disagree	Slightly disagree	Slightly agree	Agree	Strongly agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

\* I feel that people get what they deserve.

Strongly disagree	Disagree	Slightly disagree	Slightly agree	Agree	Strongly agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

\* I feel that people treat each other fairly in life.

Strongly disagree	Disagree	Slightly disagree	Slightly agree	Agree	Strongly agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

\* I feel that people earn the rewards and punishments they get.

Strongly disagree	Disagree	Slightly disagree	Slightly agree	Agree	Strongly agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

\* I feel that people treat each other with the respect they deserve.

Strongly disagree	Disagree	Slightly disagree	Slightly agree	Agree	Strongly agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

\* I feel that people get what they are entitled to have.

Strongly disagree	Disagree	Slightly disagree	Slightly agree	Agree	Strongly agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

\* I feel that a person's efforts are noticed and rewarded.

Strongly disagree	Disagree	Slightly disagree	Slightly agree	Agree	Strongly agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

\* I feel that when people meet with misfortune, they have brought it upon themselves.

Strongly disagree	Disagree	Slightly disagree	Slightly agree	Agree	Strongly agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Audio Dynamica: Advertisement Feedback

13. Section 3 - Demographic information

**Please answer some demographic questions.**

\* Your age (in whole years):

---

\* Do you identify as:

Male

Female

Transgender

Other

\* What nationality do you identify with:

---

\* What is your average household income:

\$50,000 AUD or below

\$100,000 AUD or below

\$150,000 AUD or below

\$200,000 AUD or above

\* What is the highest level of education you have attained:

Primary education

Secondary education

Tertiary undergraduate

Tertiary post-graduate

\* Do you currently, or have you ever, owned a pair of headphones similar to those in the advertisement?

Yes

No

## Belief in a Just World and Deservingness as Constructs for Targeted Marketing

\* Are you interested in headphone quality?

Yes

No

Audio Dynamica: Advertisement Feedback

14.

\* Finally, please tell us a bit about how you attended to this study. Be honest - these questions are important!

	True	False
My answers are valid.	<input type="radio"/>	<input type="radio"/>
I completed this questionnaire with someone else present.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
I was talking to others when completing this questionnaire.	<input type="radio"/>	<input type="radio"/>
I visited other websites such as Facebook during this study.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

Audio Dynamica: Advertisement Feedback

59.

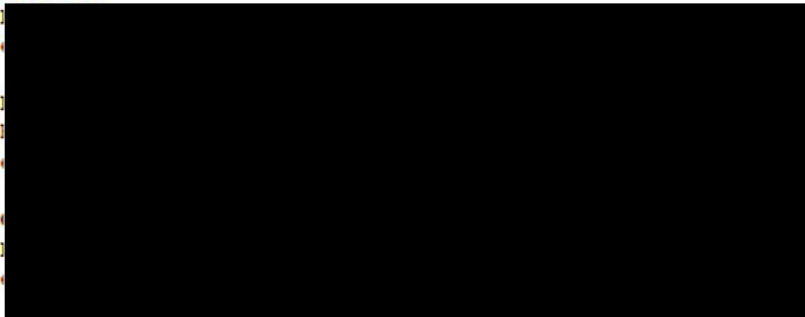
Thank you for taking part in this study. This study has been designed to explore the effectiveness of deservingness-based advertising messages in combination and in comparison to conventional marketing strategies.

Here is the code you can cut and paste to get paid:

XXXXXX

If you have questions or problems associated with the practical aspects of your participation in the project, or wish to raise a concern or complaint about the project, then you should consult the Principal Investigator. Contact Paul Delmonico, convener of the Subcommittee for Human Research in the School of Psychology, if you wish to speak with an independent person regarding concerns or a complaint, the University's policy on research involving human participants, or your rights as a participant. Any complaint or concern will be treated in confidence and fully investigated. You will be informed of the outcome.

Supervisor:



Furthermore, if you wish to view the published version of this study, you are welcome to leave an email address and a link will be provided. Please note that this information will be stored independently from your responses and will be un-identifiable.

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Thanks again, and have a great day!