The Effect of Perceived Interactivity on Marketing Communication Outcomes of Corporate Websites

Presented by:
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Outline

- Research Problem
- Research Questions
- Research Objectives
- Proposed Conceptual Model
- Literature Review
- Research Methodology
- Findings & Discussion
- Future Research
Research Problem

➢ Lack of knowledge of the appropriate levels of interactivity that would attract Egyptian consumers in spite of the growing trend towards adding interactive features to Egyptian corporate websites

➢ Little is understood about moderating role of individual consumers differences & mediating role of “PI”
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➢ To what extent does “PI” of a corporate website plays a mediating role between “AI” & marketing communication outcomes?

➢ Do individual consumer differences play moderating roles in the relationship between “AI” & “PI”? 

Research Questions
Research Objectives

By empirically testing a comprehensive conceptual model—fills a gap in the Egyptian literature in examining effect of “PI” on different marketing communication outcomes.
Research Objectives Cont’d

Aims at finding out:

Locating the role of individual consumer differences in shaping responses to interactive corporate websites

The optimal level of “AI” that will generate the desirable degree of “PI” for different target audiences
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Fig. 1 Proposed Conceptual Model:

- **H1a**: Actual Interactivity → Attitude towards the Website
- **H1b**: Actual Interactivity → Attitude towards the Brand
- **H1c**: Perceived Interactivity → Attitude towards the Brand
- **H1d**: Individual Consumer Differences → Perceived Interactivity
- **H2**: Actual Interactivity → Individual Consumer Differences

**Perceived Interactivity** is central to the model, with arrows indicating the relationships between the variables.
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### Literature Review

<table>
<thead>
<tr>
<th>Actual Interactivity</th>
<th>Perceived Interactivity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketer’s perspective</td>
<td>Consumer’s perspective</td>
</tr>
<tr>
<td>Feature-based measures</td>
<td>Perception-based measured</td>
</tr>
<tr>
<td>Characteristic or capability inherent in a medium</td>
<td>Psychological state of mind of the consumers</td>
</tr>
<tr>
<td>Goal: best guidelines for technology design</td>
<td>Goal: Interaction between human &amp; technology</td>
</tr>
</tbody>
</table>
Interactivity resides in the “eye of the beholder” rather than the bells & whistles of the website (McMillan, 2000)
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This research employed a 2 website treatment (highly interactive/low interactive) within-subject experimental design.
Research Methodology

Expert Interviews

An expert panel was formed from digital media experts in the following agencies:

- **Zenithoptimedia** (Dubai & Cairo)
- **Tarek Nour**
- **Fortune Promoseven** (part of McCann Worldgroup)
- **Xperience Digital**

- To choose the stimulus websites
- To judge interactivity level based on a criteria of updated list of websites’ interactive elements
## Websites’ Comparison based on Criteria of Interactive Elements

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Nissan Egypt</th>
<th>Kia Egypt</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Navigation</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Site Map</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Is the Top Navigation structured and elaborated with sub menus</td>
<td>0</td>
<td>2</td>
</tr>
<tr>
<td>Is it easy to navigate to a target content/page</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td><strong>Cross Browser Functionality</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Is the Website compatible with all major browsers i.e., Safari, Chrome &amp; Firefox</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td><strong>Device Compatibility</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mobile &amp; Desktop (responsive website)</td>
<td>0</td>
<td>2</td>
</tr>
<tr>
<td>Existence of Mobile Application</td>
<td>0</td>
<td>2</td>
</tr>
<tr>
<td><strong>Website Appearance</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Clarity of text</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Text Heavy</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Visual Heavy</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Well-managed Design</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td><strong>Content Availability</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Search Bar</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Product Details</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Interactive Content (e.g. videos)</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Are contents editable by the user (web 2.0)</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Interactive View of the product i.e. 3-D view, zoom in/out, etc ...</td>
<td>0</td>
<td>2</td>
</tr>
<tr>
<td><strong>Call to Action</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lead Form</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Direct Interaction - contact number, email address or live chat</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Response Time for a request (in progress)</td>
<td>0</td>
<td>2</td>
</tr>
<tr>
<td><strong>Social Connect</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Facebook, Twitter, LinkedIn, Pinterest, g+</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>YouTube Channel</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td><strong>Local Listing</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Address of Showrooms &amp; Service Centers</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td><strong>Total Score</strong></td>
<td>14</td>
<td>28</td>
</tr>
</tbody>
</table>

*Note. 0=not available, 1=basic, 2=maximum in meeting the criteria.*
Highly Interactive Stimulus Website “Kia”

The All-New Sportage
Time to Impress

Corporate News

[News] 2016 Kia Sportage Earns Coveted Best Small SUV Award


[News] Kia Motors produces two millionth vehicle
Research Methodology

Sample, Data Collection, Research Setting

- A convenience sample of 419 respondents
- Students, academic staff, employees

- Online questionnaires distributed via email
- Filled in real-life surfing environments
KEEP CALM AND TEST THE HYPOTHESIS
To test the following hypotheses a SEM was conducted:

H1a: Perceived interactivity mediates the impact of the actual interactivity on the attitude towards the corporate website.

H1b: Perceived interactivity mediates the impact of the actual interactivity on the attitude towards the brand.

H1c: Perceived interactivity mediates the impact of the actual interactivity on the purchase intention.

H1d: Perceived interactivity mediates the impact of actual interactivity on co-creation advertising.
The following hypotheses will be tested using Multiple Group Analysis:

H2: The relationship between actual interactivity and perceived interactivity is moderated by the following individual consumer differences:

- a) Internet Self-efficacy
- b) Age
- c) Gender
- d) Web Experience
- e) Computer Experience
- f) Educational Level
- g) Years of using the Web
- h) Years of using Computer
- i) Academic Major
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To test the mediation model (H1) a Structural Equation Modeling was conducted.
Findings & Discussion

Fig. 2 “Paths of Initial & Final Model”

Note. X=perceived interactivity, G=actual interactivity, C1=internet self-efficacy, C2=age, C3=gender, C4=Web experience, C5=computer experience, C6=educational level, C7=years of using the Web, C8=years of using the computer, C9=academic major, Y1=attitude towards the website, Y2=attitude towards the brand, Y3=purchase intention, Y4=co-creation advertising
Findings & Discussion

Mediation Test

Final model indicates the following:

➢ “AI” significantly affected “PI”
➢ “PI” significantly affected the marketing communication outcomes
➢ “AI” had no significant effect on the marketing communication outcomes

→ Mediation model was supported (H1a, H1b, H1c & H1d)
Table 1: Pairwise Comparisons for Individual Consumer Differences that moderate the relationship between AI & PI

<table>
<thead>
<tr>
<th>Paths</th>
<th>Stand. B</th>
<th>Pairwise Parameter Comparisons</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internet Self-efficacy</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Low</td>
<td>.651**</td>
<td>-.381</td>
</tr>
<tr>
<td>High</td>
<td>.71**</td>
<td></td>
</tr>
<tr>
<td>Age</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Low</td>
<td>.826**</td>
<td>3.126**</td>
</tr>
<tr>
<td>High</td>
<td>.327*</td>
<td></td>
</tr>
<tr>
<td>Gender</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>.706**</td>
<td>.982</td>
</tr>
<tr>
<td>Female</td>
<td>.604**</td>
<td></td>
</tr>
<tr>
<td>Web Experience</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Low</td>
<td>.628**</td>
<td>-.609</td>
</tr>
<tr>
<td>High</td>
<td>.727**</td>
<td></td>
</tr>
<tr>
<td>PI&lt;---AI</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Computer Experience</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Low</td>
<td>.659**</td>
<td>-.081</td>
</tr>
<tr>
<td>High</td>
<td>.688**</td>
<td></td>
</tr>
<tr>
<td>Level of Education</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Low</td>
<td>1.509**</td>
<td>5.92**</td>
</tr>
<tr>
<td>High</td>
<td>.504**</td>
<td></td>
</tr>
<tr>
<td>Years of using the Web</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Low</td>
<td>.846**</td>
<td></td>
</tr>
<tr>
<td>High</td>
<td>.248**</td>
<td>1.89*</td>
</tr>
<tr>
<td>Years of using the computer</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Low</td>
<td>1.128**</td>
<td></td>
</tr>
<tr>
<td>High</td>
<td>.65**</td>
<td>2.08**</td>
</tr>
<tr>
<td>Academic Major</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Non-scientific</td>
<td>.413**</td>
<td></td>
</tr>
<tr>
<td>Scientific</td>
<td>1.077**</td>
<td>-4.07**</td>
</tr>
</tbody>
</table>

**Significant at the 0.01 level
*Significant at the 0.05 level.
Moderation Test

- Results indicated a significant interaction between “AI” and (age, educational level, years of using Web, years of using computer & academic major)

→ Individual consumer differences moderate the impact of “AI” on “PI” (H2b, H2f, H2g, H2h & H2i supported)
Findings & Discussion

- PI mediated the impact of AI on attitude towards website/brand, purchase intention & co-creation advertising

- Age, educational level, years of using Web, years of using computer & academic major moderate the relationship between AI and PI

Mediated Moderation Model was supported
The following groups responded negatively to the low interactive website:

- Youngest age group (16-25 years)
- Expert Web users
- Scientific academic majors

These groups demand to get challenged through highly interactive elements.
Findings & Discussion

Managerial Implications

➢ Findings provide useful insights for advertisers on how to effectively develop **interactive strategies** to reach different target audiences.

➢ Provides evaluative **criteria** of updated interactive features that would facilitate the operationalization of the actual interactivity nowadays.
Proposed & tested a comprehensive conceptual model that posits a combination of theoretical linkages with new interactive marketing communications outcomes

This model serves as a critical point for the systematic investigation of the underlying mechanisms between AI & marketing communication outcomes
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Future Research

➢ Test the moderating role of other individual consumer differences
➢ Explore the mediating role of “PI” in mediating the impact of “AI” on more marketing communication outcomes
➢ Test the proposed model in other cultural contexts
➢ Replicate this study with other product categories
➢ Test the mediated moderation model in other social media contexts
THANK YOU