

UNIVERSITY OF LJUBLJANA
SCHOOL OF ECONOMICS AND BUSINESS

MASTER'S THESIS

**DIFFERENCES IN THE NEED FOR COGNITION AND EMOTIONAL
REACTIONS IN CUSTOMER PERCEPTIONS IN ADVERTISING OF
THEATRE PRODUCTION**

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AUTHORSHIP STATEMENT

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LIST OF ABBREVIATIONS

NFC – Need for cognition

Ad – Advertisement

TV - Television

1 INTRODUCTION

Theatre has always been and is still one of the most fundamental phenomena for the cultural development of society (Rathje, 2021). Attracting more people to the theaters is an essential goal for the cultural enrichment of the population and further artistic development of society. Theater advertisements can serve this purpose, but it is crucial to make them involved, relatable, and engaging to potential viewers to attract them more successfully.

So far, it is not always clear what kind of theatrical content could attract people to take an interest in the theater. Should the advertisement create an image of the theater as a traditional and serious place or as a more entertaining and exciting one? Advertisements play a significant role in a theatrical promotion since they allow potential viewers to have a clearer understanding of what the potential viewers can expect to see on the stage. That factor is especially important in the case of advertising theatrical performances since it is the advertising of services, which are intangible and can only be evaluated during and after the consumption, thus creating a more considerable risk for the potential customer.

This effect can be achieved through different types of content that should be present in the advertised material of theater performances. Classic interpretations of plays can create a false perception that theater is an outdated or boring way for cultural interaction, which can lead to a decrease in interest in the platform by the population. Buffoonery kind of content, in contrast, can be a way to show the public that theater has another side to it, which is less serious and more entertaining, but at the same time, creating a risk of distancing some of the potential viewers that see theater as a place, where serious and deep ideas are discussed.

My thesis is based on Joan Meyers-Levy and Rui (Juliet) Zhu's (2010) research on gender differences in meanings consumers infer from music and other aesthetic stimuli, where researchers studied the impact of different stimuli on the perceived meaning of the advertisements. In my research, the need for cognition (NFC) serves as the basis for grouping the respondents as it allows looking at the advertising of plays concerning the participants' desire to think about the theatre plays. Studying this indicator enables us to understand theatre from the standpoint of a place that provokes thinking.

In my research, I aimed to capture and analyze the viewers' emotional reactions toward two kinds of theatrical advertisements and their perceptions of them. Together with the observation, I would also identify (measure with the adequate scale) the participants' level of need for cognition to find a correlation between their level of need for cognition and their emotional reactions and perception of the advertisements.

Therefore, the purpose of this master thesis is to capture and analyze the reaction to the buffoonery advertisements the potential viewers and to find a correlation with the level of

NFC of the participants to better understand which out of the two types of ads (buffoonery/serious) is more engaging to the viewers with regards to their level of NFC.

This thesis consists of a theoretical part, an observational part, and the results of the experiments, followed by an analysis of the results, a discussion of limitations and possible future research, and a conclusion.

The theoretical part presents significant aspects and approaches to marketing in the psychology of marketing and behavioral studies. An overlook of the advertisement of services is also present, which contains some examples of different advertisements of services.

The experimental part includes the observation that was conducted along the standards of the behavioral lab of SEB LU, where emotional reactions of the participants were captured during their viewing of two different theatrical advertisements that contain fragments from theatrical plays, after which the participants were surveyed. In this part, results of the experiment and surveying are presented.

Discussion of the analysis of the results includes a detailed analysis of the results with the addition of related marketing recommendations created following the experiment's results. In the analysis of limitations and the suggested future research, most limitations are noted and explained, followed by suggestions for future research and development of this study. Final part of this paper contains conclusion that is followed by the list of references.

2 THE CONCEPT OF NEED FOR COGNITION

2.1 Introduction to the behavioral marketing

The concept of behavioral market embodies promoting and advertising based on the customers' preferences and behaviors. This concept also includes an assessment of the behavioral traits of the customers and addressing them through various advertisements.

One of the ideas that lies in the theory of behavioral economics is the concept of “bounded rationality,” which states that the buying behavior of an individual is affected by his cognitive and learning capacities and is constrained by the information the individual has (Simon, 1990). Emotions also play a role as a significant contributing factor to the consumer's behavior (Bargh, 2002), as well as the probability of emotional satisfaction affects the person's peruse of goals and commitment to the behavior (Cox et al., 2000) in his article “The theory of buyer behavior” John A. Howard argues that a buyer's brand-choice decision-making process is affected by three factors: a set of motives, several alternative courses of action, and decision mediators (Howard, 1968). A set of motives represents the specific class of product and a customer's underlying needs. Alternative courses of action

are the set of other possible brands that could satisfy the customer's potential needs. It is important to note that alternative brands can differ according to industry standards. That means that a customer may choose between two sets of products, like coffee and tea, even though these two products are entirely different and are only united by the consumer's pool of purchased beverages. When choosing the alternative brands, a consumer is being framed by the so-called "evoked set," which is a small set of known brands that are familiar to the consumer on the market. "evoked set" only represents a small fraction of the overall number of brands on the market as well as it represents a fraction of the overall number of brands that are familiar to the consumer. Decision mediators, in their terms, are a set of rules that a buyer uses to satisfy their motives. These rules are formulated to structure and define motives and then align them with a set of brands to meet them. The consumer's buying process develops decision mediators and includes the previous buying experience that embodies both the quality of the purchased product and the buying process (Howard, 1968). A variety of customer behavioral traits can be viewed through the prism of a person's identity and the psychology of the specific person; with the development of psychology and psychoanalysis, many different theories and approaches to studying personality emerged. This concept also includes the stimulus-response theory, trait and factor theory, self and self-concept theory, and others (Kassarjian, 1971).

As an essential part of behavioral marketing, brand loyalty is expressed by Jacoby and Kyner as a set of necessary and collectively sufficient conditions. These are that brand loyalty is biased, that behavioral response is expressed over time by some decision-making unit concerning one or more alternative brands out of a set of such brands, and that it is a function of psychological decision-making and evaluative process (Jacoby & Kyner, 1973). Brand loyalty is essential for retaining market share and generating more word of mouth (Curran & Healy, 2014; Stathakopoulos, 2004; Chaudhuri & Holbrook, 2001). Brand loyalty is affected by the levels of customer satisfaction (González-Viralta, 2023), brand credibility (Kim, 2008), and corporate social responsibility (Singh et al., 2012). Some customers may stay loyal to the brand even without discriminative differences between the products on the market (Tucker, 1964).

Behavioral marketing includes a set of different approaches and tools: customer segmentation, personalization, A/B testing, behavioral triggers, Social Proof, and others. One of the most significant parts of behavioral marketing is the process of customer segmentation. One should segment potential customers to achieve efficient advertising based on behavioral traits, as it is necessary to achieve strategically viable marketing results (Rozhko, 2023). Marketing segmentation can be done using different parameters, which include customers' needs and wants, demographic characteristics, geographical location, industry characteristics, and others, including the level of NFC of the customers. Another basis for segmentation could be the customer's buying behavior, buying situation, and customer decision-making style (Rangan, 1992). In the case of theatrical advertising, possible customers can be grouped by differences in NFC or their perceptions of the image of the theater and their understanding of its purpose and value. Also, in the case of theatrical

advertising, as with most of the promotion of services, different theatrical ads should be differentiated by many other behavioral parameters. It is rarely possible to achieve maximum efficiency without establishing consumer segmentation, as it is an essential contributor to overall sales (Karuppuswamy, 2022).

Digital marketing, in its terms, provides many different opportunities for engaging in behavioral marketing, as it is easier to understand and assess customer behavior and predict and identify vital behavioral traits that will affect the success of marketing actions. With the increasing number of populations using the internet and online services, having a solid presence in the digital sphere is vital for the company's success. For instance, 9 out of 10 consumers begin their buying process online, and some of them even conclude it there. (McClurg, 2013).

Companies employ an extensive set of different tools to reach possible customers and manage their buying behavior and customer journey through digital services (Batra & Keller, 2016). These tools include social media marketing, advertising in search engines, different display services, e-mail marketing, and others. With so many tools that can be quickly and timely adjusted to the purposes and aims of a specific marketing campaign to the marketing needs and wants of the company, the possibilities of achieving marketing goals are immense. One of the most significant opportunities that digital marketing provides in terms of behavioral marketing is that customers can be reached in the desired online places, their buying process and customer can be adjusted or affected at different stages of the purchasing process, and that data collection provides vast possibilities for customer segmentation. These technological opportunities will change and transform marketing and will create a possibility of a more personalized approach to advertising itself (Rust & Huang, 2014).

As for customer segmentation, customers can be segmented on an endless array of different parameters that are important for the company. These parameters may include information about the consumer's gender, age, interests, possible income, geolocation, and others. Though this kind of data can be already valuable by itself as it gives knowledge about the main parameters of the potential customer, when combined with a tailored marketing solution, it could provide an even more efficient result to the company. With the use of digital marketing, these results could be achieved, as specific types of customers can be exposed to particular advertisements, where clear advertising messages can be included, and customers that are at different stages of the customer journey can have various offers and communicational messages as well as other possible solutions. One may suggest that in the future, most consumers will be involved in purchasing any kind of product via the Internet. If such technologies as virtual and augmented reality are to be considered, the possible impact of digital technologies on the purchasing process could hardly be undervaluated. Digital marketing allows for building an even more developed system of integrated marketing communications, which, in its terms, can provide marketers with even better marketing results and efficient solutions (Batra & Keller, 2016).

Social media also plays a vital role in behavioral marketing as it strongly influences a customer's behavior and decision-making process. According to a recent study, 54% of

social media users use social media to research product information (Barysevich, 2020), so having a solid presence on social media is becoming a more and more critical trend in managing customer behavior. This concept partly includes positively affecting customer engagement and impacting word of mouth and customers' purchase intention (Hutter et al., 2013). By working and interacting with customers on social media, companies can achieve better feedback regarding the quality of their services and get a clearer understanding of the effectiveness of their advertised material. Considering the change in consumer behavior after the pandemic, the importance of social media will remain the same even in the future (Mason et al., 2021). Social media also serves as a place where potential or existing customers can be exposed to word of mouth, which can act as a strong driver for sales (Liu & Lopez, 2016).

The concept of the customer experience plays an important part in the marketing operations of the organization as it is closely connected with buying behavior, levels of satisfaction, and customer loyalty. Understanding the value and properly managing customer experience is an important aspect of building a relationship with the consumer. In the case of the consumption of services, any part of the consumption can be somewhat defined as a part of the customer experience and can have a direct effect on the level of brand loyalty (Schmitt et al., 2009). Customer experience occurs at every step of a customer interaction with the service provider, starting from their search for the product or service and finishing with the consumption of it. It may be affected by the quality of the service themselves, but anticipation about the service by the customers, while being an important aspect overall, in some cases might have an insignificant impact on customer satisfaction.

In some cases, some insignificant aspects can play a vital role in achieving customer satisfaction, which cannot be connected to the quality of service itself. For instance, in the study “River Magic: Extraordinary Experience and the Extended Service Encounter,” a case of a rafting business was studied. In this paper, several examples of customer feedback were presented. A family of clients of a rafting service in Colorado was not satisfied with the Green River, where the adventure took place, being, in fact, not green, rather than the quality of the rafting itself. At the same time, other customers were happy about having an extreme life-threatening situation as these emotions made them reflect on their lives and experience new emotions (Arnould & Price, 1993). These examples suggest that customer satisfaction with the process can have various origins and that they may be considered when creating advertising materials. Levels of customer satisfaction can also be affected by marketing efforts. For instance, in the service industry of tourism, ethics of marketing can have an impact on the level of customer satisfaction (Xu, 2014). Another opportunity for utilizing the customer experience and customer satisfaction is to use them as a part of a defensive marketing strategy. (Fornell & Wernerfelt, 1987).

Table 1: Overview of customer experience and customer journey practices

Topic	
Customer experience dynamics	• The customer's dynamic external environment can have a significant influence on customer experience. • Extreme crises can have a strong, negative, and enduring effect on the customer experience. • The economic situation (i.e., recession, expansion) influences the customer experience across firms, and the drivers of customer experience may depend on the economic situation.
Mapping the customer journey	• Service blueprinting can provide a solid starting point for customer journey mapping. • Customer journey analysis should understand and map the journey from the customer's perspective and, therefore, requires customer input into the process.
The multichannel journey	• Channels differ in benefits and costs, often making one channel more useful for a specific stage in the purchase funnel than other channels. These differences are, however, shrinking due to technological developments and the diffusion of new channels. • Customers differ in their preferences and usages of channels across different purchase phases, and specific multichannel segments that differ in terms of consumer characteristics can be identified. • Channel choices in the purchase funnel affect one another because of lock-in effects. Channel inertia and cross-channel synergies.
The multi-device and mobile journey	• Mobile device channels interact and may interfere with existing channels. • Mobile device channels offer new location-based, time-sensitive opportunities to create firm-initiated touch points. • Mobile devices' direct-touch interface appears to significantly influence the customer journey.
Effects of touch points	• When moving through the customer journey, customers are exposed to multiple touch points that each have direct and more indirect effects on purchase and other customer behaviors

Source: Lemon & Verhoef (2016).

In the table above (Table 1), a short overview of different successful customer experiences and customer journey practices can be observed. One of the points that can be pointed out is the notion that some of the customer experience factors lie outside of the actual experience of obtaining a service or purchasing the product. Economic situation, for example, can also lead to a change in the levels of customer satisfaction and the customer journey of the consumer, or even have an impact on the way and purpose of the potential customer experience. Another interesting point is that some of the communication channels can be differently effective at different stages of the customer journey, so they should be carefully and thoroughly assessed by the business at different stages. It is also worth mentioning the importance of the multidevice and mobile journey of the potential customer, as they play a major role in the modern way of communicating and guiding customers through their interactions with business.

Another aspect that can seriously affect the behavior of the consumers is their attitude toward the offered service or the entity that is providing that service (Ajzen et al., 1977). In the case of theatrical advertisements, an overall attitude to visiting theatre and experiencing theatrical plays can play a vital role in making a final decision on whether to buy a ticket or not. Also, one attitude aspect that affects the behavior of the consumers is trust, which in some cases can be affected by word of mouth (Anisimova et al., 2022).

2.2 Need for cognition

The need for cognition was first conceptualized by Cacioppo and Petty in 1982 (Cacioppo & Petty, 1982); in their study, they defined the concept of Need for Cognition (NFC) as a trait of people who enjoy thinking and who have a propensity towards engaging in complex thinking processes. People with high levels of NFC would be more actively thinking over some topics and ideas, while people with low NFC would rather not. (Cacioppo & Petty, 1982).

Even though preferences are not only affected by cognitive factors (Zajonc, 1982), differences in NFC have an impact on the judgment between groups of people. The original idea of Cacioppo and Petty was that people with higher levels of Need for Cognition would be less reliant on emotions when forming a judgment about a particular phenomenon, contrary to the people with low levels of NFC, as it was assumed that people with high level of NFC seem to be more rational and logic, while people with low NC would be more inclined into judging impulsive. An example of such behavior is presented in the results of the study by Haugtvedt, Petty, and Cacioppo, where participants with different levels of Need for Cognition were asked to evaluate the calculator based on the different arguments that were present in the advertisement. After manipulation with the arguments that were present in the advertisement, attitudes to the advertised calculator were different for the population with high and low needs for cognition. Participants with higher levels of NFC changed their attitude, as the arguments were changed from weak to strong, while

participants with lower levels of NFC did not change their attitude toward the advertised calculator (Haugtvedt & Petty, 1992). Eventually, it turned out that the level of NC and reliance on intuition, images, and intuition are uncorrelated, which meant that both groups rely on these methods to the same degree when forming their judgments but are doing it in different ways. (Cacioppo & Petty, 1982). These ways differ in a way that people with high Nuseng emotions, images, and intuition in a more thoughtful way, while people with low NC use these aspects more directly. For example, people with low levels of NC are more inclined to have a positive judgment because of having a positive experience, while judgments of the people of NFC are affected by the image they have, but the image affects it at a different scale. Another example of a correlation between the level of NC of a person and their judgment would be a tendency to rely on judgments. In this case, people who are low in NFC are more inclined to judge things and phenomena through stereotypes than people with high NFC. (Carter et al., 2006).

An individual's level of NFC also affects the attitudes and beliefs toward a phenomenon. In the case of people with high levels of NC, they tend to formulate their attitudes with effortful thinking and assessment of the quality of the persuasive information. Thus, they tend to distinguish between strong and weak arguments (Cacioppo et al., 1983). On the other hand, people with a low need for cognition are more likely to treat persuasive information as simple cues. Another aspect that is associated with people with a low need for cognition is that, as opposed to people with high NFC, they tend to vastly consider "supporting" cues that are related to the subject of their formulated attitude (Haugtvedt & Petty, 1992). An example of this behavior can be an occurrence of "I think so because everyone else thinks so" as a thought to a person with higher NFC; a person with a lower level of Need for Cognition can be more reliant on public opinion when formulating the judgment about a particular phenomenon (Axsom et al., 1987). This example shows that instead of formulating the judgment by themselves and focusing their attention on the strength of the presented arguments, the population with a lower level of Need for Cognition would rather look for some other sources of credibility and additional information that is related to the issue. Another example of this matter would be the results of the study of (Haugtvedt et al., 1992), where the process of formulating the attitude towards the typewriter was studied. In the case of this study, it was found that participants with low levels of NFC were more affected by the physical attractiveness of the endorsers of the typewriter that was advertised as opposed to the people with a high need for cognition that were less affected by this matter. While endorser manipulation had no real impact on the attitude of people with high levels of NFC, participants with lower levels of NFC had a difference in their attitudes when being exposed to the different endorsers (Haugtvedt et al., 1992). This example shows that in some cases, aspects that have no real connection to the attributes of the subject or that are not significant for formulating the attitude towards it can have an impact on formulating the judgment about some phenomenon. Also, people with high levels of NC have a higher strength of their attitudes as compared to people with low levels of NC because they have thought more

thoroughly about some specific phenomena as compared to people with low levels of NC (Cacioppo et al., 1983).

Based on the aforementioned, a summary of the differences in perceptions and attitudes, as well as differences in behavioral traits, was prepared (see Table 2).

Table 2: Differences in personal traits with regard to level of Need for Cognition

	High NFC	Low NFC
Tendency to engage in thinking	High	Low
Use of emotions and images when forming an attitude or a judgment	Thoughtful and indirect	Direct
Forming a judgment through a stereotype	Low probability	High probability
Tendency to distinguish strong and weak arguments by evaluating the quality of information	High	Low
Strength of opinions and attitudes	High	Low
Formulating judgment based on	Strength of the argument	Ancillary cues

Source: Own work based on Cacioppo & Petty (1982).

Though the differences between individuals with high and low NFC are quite numerous, there are several personal traits that are not affected by the level of Need for Cognition. For example, the level of NFC does not affect the quality of the recall of a particular advertisement (Hustvedt & Petty, 1989).

Personal traits of a potential customer serve an important role when achieving customer engagement, as more targeted and efficient advertising can improve the relationship between business and customer. In the case of this study, the need for cognition can be used as a basis for formulating customer traits and creating one side of potential visitors.

In the table below (Table 3), a possible potential portrait of two people with different levels of NFC is presented, which were created according to the traits of the people that were discussed in the study of Cacioppo and Petty. Both portraits share some similarities but are mostly used to represent the possible differences of the population with different levels of

NFC. These two customer portraits can create a better understanding of how two different persons may look like, though the level of education, employment, and other factors may serve as cues for identifying the level of need for cognition of a particular person but should not be a sole identificatory for one's NFC level.

Table 3: Portraits of Individuals with high and low NFC

	High NFC Individual	Low NFC Individual
Education	Holds a degree in applied mathematics	Have passed professional training as a harbor crane operator
Employment	Analyst in a bank	Crane operator
Interests	Reading, movies, board games	Sports, camping, fishing
Place of residence	Major city	Small town
Personal traits	Thoughtful, calm, careful	Active, light-hearted
Possible expectations from going to the theatre	Have an entertaining experience, get new food for thought, expand your view on life and different ideas	Have an entertaining experience, watch a live execution of a written play
Means of formulating an attitude toward theatrical plays	Own experience, experience of other people, own research.	Own experience, general opinion, stereotypes

Source: own work.

Another notable aspect that is affected by the Need for Cognition is an attitude towards humor. People with high levels of NFC, as opposed to people with low levels, are less likely to be affected by the humor that is present in the advertising message, as they are more reliant on the strength of the arguments that are present in the advertising message. Also, it is important to note that participants with lower levels of NFC are more prone to generating unfavorable thoughts towards the message in the advertisements rather than the participants with lower NFC, as they are more inclined into a thorough cognitive analysis of the message that may lead to more doubts to arise. On the contrary, judgments of people with higher levels of NFC were more affected by the humor and, to some degree, it may be stated that the overall attitude towards the advertised product of the low-NFC population is affected by the strength of the humor rather than the strength of the persuasive message (Zhang, 1996). A similar situation can be observed in the case of the framing of the advertisements, which influences both populations, whether it be with high or low levels of NFC. Yet, participants with low levels of NFC are affected by the framing of advertisements to a lower degree as opposed to

the participants with lower levels of Need for Cognition. However, in the case of the population with a low level of NFC, the effect of the positive frame is higher than in the case of the higher-NFC group. The positive frame of the message has a lower positive impact on the message appreciation as opposed to a negative framing, which has a stronger negative effect on the perception of the advertisement. (Zhang & Buda, 1999) One of the most popular ways to measure the level of Need for Cognition is to use the specialized survey that was created and used by Cacioppo and Petty, which consisted of 45 items that were measured on a scale. According to the study “The efficient assessment of NFC,” the 18-item scale has a strong correlation with tests that included a bigger number of items, and it can be used to assess the NFC with adequate confidence (Cacioppo et al.,1984). Examples of this survey can be seen in Table 4.

Table 4: Example of a 18-unit Need For Cognition measuring scale

Item number	Item wording
1.	I would prefer complex to simple problems.
2.	I like to be responsible for handling a situation that requires a lot of thinking.
3.	Thinking is not my idea of fun.
4.	I would rather do something that requires little thought than something that is sure to challenge my thinking abilities.
5.	I try to anticipate and avoid situations where there is likely a chance I will have to think in depth about something.
6.	I find satisfaction in deliberating hard and for long hours
7.	I only think as hard as I have to.
8.	I prefer to think about small, daily projects to long-term ones.
9.	I like tasks that require little thought once I've learned them.
10.	The idea of relying on thought to make my way to the top appeals to me.
11.	I really enjoy a task that involves coming up with new solutions to problems.

Table 4: Example of a 18-unit Need For Cognition measuring scale (cont.)

12.	Learning new ways to think doesn't excite me very much.
13.	I prefer my life to be filled with puzzles that I must solve.
14.	The notion of thinking abstractly is appealing to me.
15.	I would prefer a task that is intellectual, difficult, and important to one that is somewhat important but does not require much thought.
16.	I feel relief rather than satisfaction after completing a task that requires a lot of mental effort.
18.	I usually end up deliberating about issues even when they do not affect me personally.

Source: Cacioppo et al. (1984).

The survey exists in several versions, and the overall number of items present is different. Another version that was later developed by Cacioppo et al. contained 18 items, half of which were reverse-scored (Cacioppo et al., 1984). Results of the responses are then summed, which gives a result of the level of NFC of a given person, where a high number would mean that person is inclined towards deep and thorough thinking and maybe sharing previously discussed traits and behavioral peculiarities, while a person with lower result does not.

3 THE CONCEPT OF ADVERTISING OF SERVICES, EMOTIONAL REACTIONS AND ATTITUDES AND PERCEPTIONS OF CUSTOMERS.

3.1 Overview of the advertising of services

Emotional responses, attitudes, and perceptions play a specific role in the process of the advertisement of services, as services themselves have a specific nature of occurrence and consumption.

Services themselves are being consumed in the process of their provision, so customers cannot have as clear an understanding of the service they will be having as opposed to the process of buying a product, where they can, for example, take their time to examine and assess the product before the purchase, while service can only be assessed after its consumption.

This aspect comes from the intangible nature of the services that often associates additional difficulties in the communication of the value of the services and serves as an additional risk factor for the consumer.

Though viewing theatrical play is mostly a service, it should be considered that most services are not pure services. Air transportation services, for comparison, include such tangible parts of the service as an airplane or an on-board meal, which also play an important role in the perception of the service and the attitude of consumers towards it even though the aforementioned things won't be important if the service would be delivered improperly as in case of the airplane landing at a wrong destination.

A historical example of an advertisement that addresses this kind of issue can be seen in Figure 1. In the advertisement that is presented below, It can be noted that company Delta is focusing the attention of the customer on the quality and professionalism of the personnel of the company, which would be communicating to the affected customers that they are being handled by professionals who have vast experience in the airline industry. Through this advertisement, potential clients of Delta Airlines can gain an understanding of the quality of the services provided while not being directly told about the quality of services themselves. This advertisement also serves as an example of a business-to-consumer type of service advertisement. One of the aspects of the advertisement of services is the fact that price factor is not always predominantly disclosed, due to the aspect of services usually non-standard and being priced differently based on a various number of aspects. (Turley & Kelley, 1997). The advertisement also addresses specific aspects of the airline services that are important for some of the customers, for whom consistent and professional support with acquiring or changing the tickets is a priority and an important specific. With the development of technology, one may speculate that this aspect becomes even less important to the potential client of airline services. For instance, some of the customers may have a brand of the airline,

price, or sleeping as their value-driver (Boets et al., 2011). The same aspects should also be considered in the case of theatrical advertising as not only some of the theatrical services can be different in their prices because of the difference in the places of the seats, period of time, play itself, name of the director, participating actors, and other aspects, but is also important to consider what sort of value a particular client is seeking to extract from the visit to the advertised theatre and that these values should be addressed properly in the related advertising materials.

Figure 1: Advertisement of Delta airlines



Delta is an air line run by professionals. Like Dot Turnipseed, Ticket Sales Agent.
She has spent most of her 10 years with Delta making telephone reservations. But she loves meeting customers face to face in her job at a downtown ticket office.

Tycoons, tots, globe-trotters and first-timers. She has a warm welcome for everyone.
And Dot doesn't just sell tickets. She finds an earlier flight, a lower fare, an easier connection for her customers. Because when it comes to people, Dot couldn't care more. And that goes for all 31,000 Delta professionals.
Delta is ready when you are.*



This is Delta's Wide-Rid® L-1011 TriStar. The "living room" cabins are 8 feet high, almost 19 feet wide.



Source: Memographer (2014).

Table 5: Definitions of basic Terms and Strategies in Service Advertising

Basic terms	
Objective claim	A message claim that can be verified objectively (e.g., on-time delivery)
Subjective claim	A message claim that is experienced only subjectively by the perceiver because it cannot be measured objectively (e.g., courteous service)
Service feature	A characteristic or quality of the service input or process (e.g., punctuality)
Customer benefit	The benefit the customer receives from the service that is, an outcome of the service (e.g., secure future)
Concept	An idea that exists in the mind (e.g., a responsive service, financial security)
Episode	An empirical event that unfolds in the real world that is, an instance of responsive service being delivered
Documentation	Showing facts and figures
Service process	A sequence of activities of the service delivery system and employees
Service performance	A specific service event in the service process (e.g., the completion of registration at a hotel, the arrival of a plane)
Service consumption	The activity of customers in their consumption role
Advertising strategies	
Physical representation	Showing some visual components of the service
System documentation	When the facts and statistics pertain to the service delivery system (e.g., number of planes an airline has)
Performance documentation	When the statistics pertain to service performance (e.g., average lost baggage statistic)
Consumption documentation	A consumer documenting his or her experience (e.g., testimonial)
Service process episode	A depiction of the entire service delivery process

To be continued

Table 5: Defenition of basic Terms and Strategies in service Advertising (cont.)

Case history process episode	A variant of the service process episode presents a case history of one service performance delivered to a specific client
Service performance episode	A specific event being performed by the service system
Service consumption episode	A service being received and its experience being enjoyed by the consumer

Source: Mittal (1999).

Other strategies for the advertising of services exist. In the table above (Table 5), an overlook of the definitions of basic terms and strategies in service advertising can be seen. Customers assess the value of advertising by assessing informativeness, entertainment, and irritation (Ducoffe, 1995). This also affects the attitude of the customers towards the services, as it is harder for them to formulate a clear understanding, making the perception of the purchased service more vivid and uncertain. By choosing different methods of going around the specific description of the service itself, a more conceptualized message can be delivered to the customer. In the case of theatrical advertising, the same concept can be applied. In general, the theatre itself presents a more vivid place in the minds of the consumer, which embodies not only the play that will be seen but also the premise, architecture, surroundings, historical and social meaning of the theatre itself, and other aspects.

One of the examples of vivid advertising of services is an advertisement for a Hilton hotel, which can be seen in Figure 2. In the past, hotels have put stress on the location and available services for potential guests. This included including pictures of the hotel bar, a presentation of the dining area emphasizing the location of the hotel, or addressing some of the important and particular problems of the consumers, like having a high-capacity parking lot (Jakle & Sculle, 2005). Hilton's advertisement utilizes the same approach in a different manner.

Figure 2: Advertisement of a Hilton hotel



Source: Hilton (2022).

The case of the Hilton advertisement serves as another, more modern example of the advertisement for services, where instead of the depiction of the service or the actual interior of the hotel, a more vivid situation and life experience is presented, appealing to a more conceptualized picture of the hotel and the opportunities that it may provide in an unfortunate situation in everyday life.

One of the most important tasks in the advertising of services is to make them more tangible (Mittal, 1999). This can be achieved through implementing more clear and understandable advertising messages. Potential consumers should understand the quality of the potential service and have a clearer understanding of the process itself. Another goal is to create demand for the service itself as well as for the provider of the service (Belch, 1998). To achieve a better result in creating demand, advertisers may focus on the service outcomes rather than on addressing the features of the service.

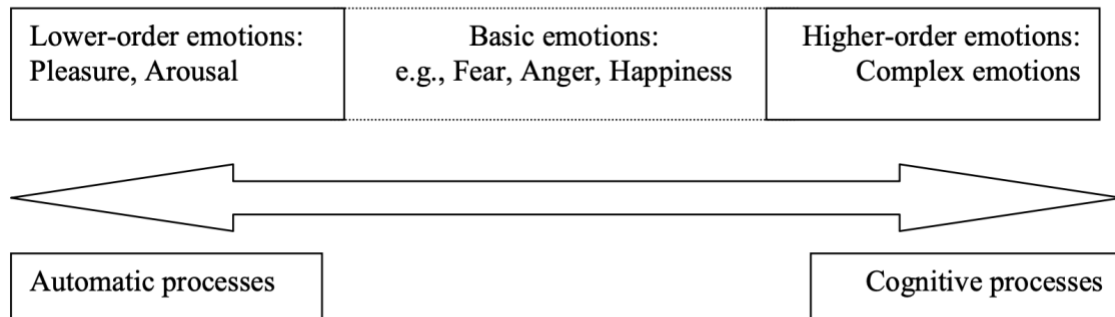
3.2 Emotional responses in advertisement of services

There is an established belief among advertisers that advertisements should elicit some specific emotions to be successful and leave a mark in a viewer's memory (Mehta & Purvis, 2006). Emotions play an important role in how we formulate our attitude towards different things, including products and services that are being advertised, and influence formulating an attitude toward the product or service (Edell & Burke, 1987).

Emotions that lie as a base for emotional attitudes can be grouped by their cognitive complexity, ranging from the simple emotions that represent a basic and automatic process of reacting to the world to more complex ones that are formulated by the cognitive process. While the borders for different kinds of emotions are vague, overall concepts and patterns

can be defined (Poels & Dewitte, 2006). An example of a scale of different groups' emotions can be observed in the figure below (Figure 3).

Figure 3: “The emotional continuum”



Source: Poels & Dewitte (2006).

In this figure, emotions are grouped by their complexity, ranging from lower-order emotions to higher-order ones. Emotions like Fear, Anger, and happiness both include some “automatic” and simple nature, yet are part of the complex cognitive process, and due to that, they are in the middle of the continuum.

Several different approaches are used to measure emotional responses, including visual self-report, autonomic measures, and others. While autonomous research can serve as a reliable way of measuring emotional reactions (Sinha et al., 1992)., this kind of research, which includes interaction with human bodies, is usually quite costly and time-consuming.

A cheaper and more convenient way of measuring emotional responses would be a verbal and visual self-report, as they do not require that much interaction with the participant as well as the requirement of an experimental facility yet provide useful results (Desmet et al., 2000).

An example of a visual self-report is presented in Figure 4. This method, which is a part of the autonomic measures, is a measurement of facial reactions. While being less informative, one of the

The facial reaction can be a valid source of information for capturing the emotional reaction toward specific things, as the movement of muscles can show the emotional state of the person and thus give a more consistent and valid understanding of what a person is feeling during the process of exposure to the observed material.

Figure 4: PrEmo2 visual self-report tool

How do you feel about this chair?

The interface displays 12 cartoon characters in a 3x4 grid, each showing a different facial expression. Below the grid is a scale from 0 to 4, with corresponding text labels. To the right of the scale is an image of a chair. Below the chair image is a 'Next >>' button. To the right of the button is a text box with instructions.

I do feel this strongly — 4
 I do feel this — 3
 I feel this somewhat — 2
 I feel this a little — 1
 I do not feel this — 0

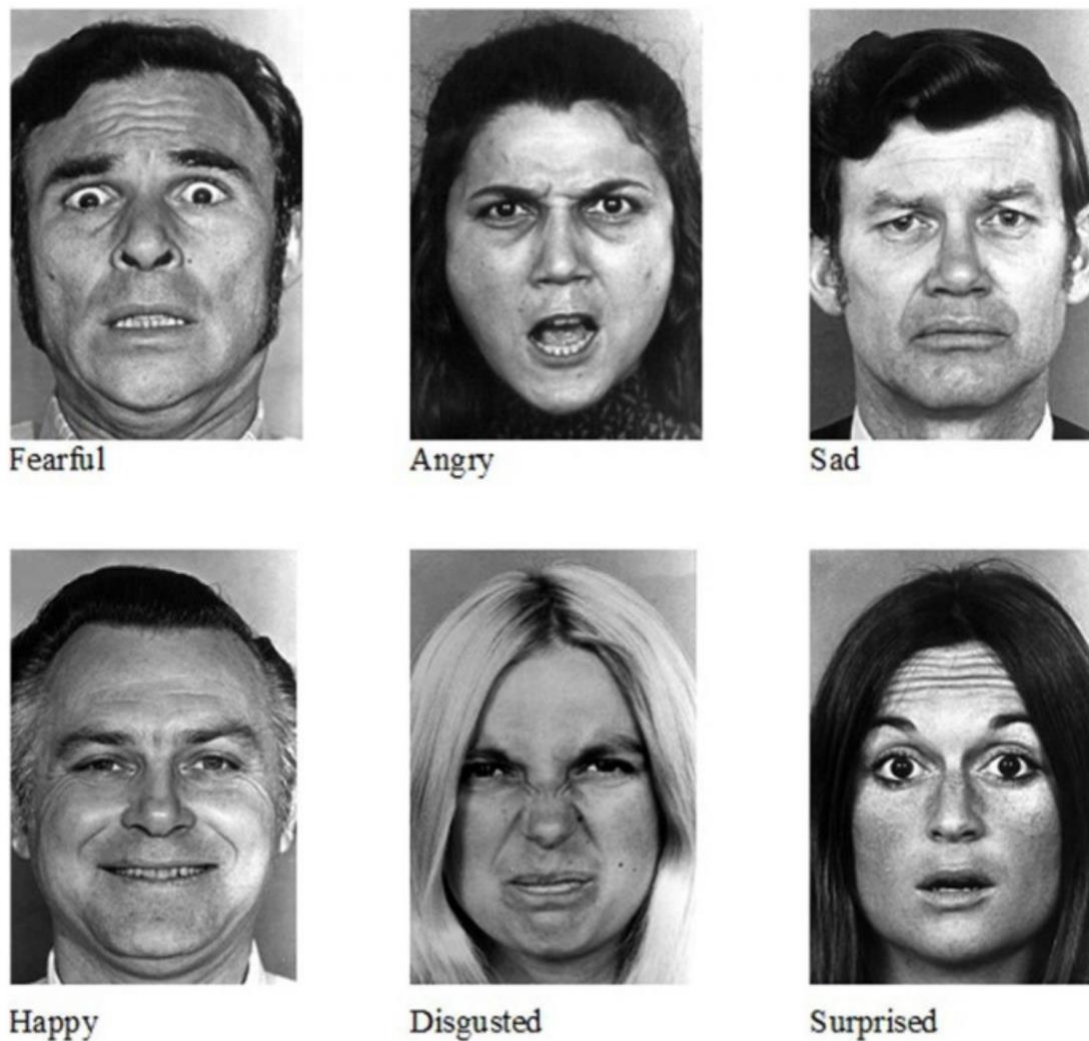
Click on each character. Use the scales to report if the feelings expressed by the characters correspond with your own feelings towards the product shown in the picture. You will not be able to move on to the next page until you have clicked and reported on each character.

Next >>

Source: Laurans & Desmet (2012).

One of the most common concepts of emotional reactions that is used is a concept of six emotions, which are anger, disgust, fear, happiness, sadness, and surprise. (Ekman & Friesen, 1971). The very same concept is used in this research as well. An example of the concept of six emotions, which are depicted in the facial reaction, can be observed below (Figure 5). This concept was developed by Paul Ekman and focuses on observing similar emotional reactions across different cultures (Ekman & Friesen, 1971). The six basic emotions and facial reactions that they produce are mostly the same across different cultures, though the origins of the emotions and the causes for them may be different. (Ekman et al., 1969).

Figure 5: Example of facial reactions of six universal emotions



Source: Shen et al. (2020).

Other approaches to identifying and grouping different facial reactions that represent different emotions include the concept of 18 facial expressions (Cordaro et al., 2019), the concept of 20 emotions (Keltner et al., 2019), and the more common concept of 6 emotions, which will be used in this research.

One of the arguments for using the 6-emotion approach is its popularity and recognition in the academic world, as well as its strong interconnection with common views and beliefs, thus creating a possibility to get a clearer and more conventional view.

Yet, several limitations to facial reaction analysis exist. If the participant is aware of the reaction being captured, a person might willfully restrain the facial muscles. Facial reaction capturing is also susceptible to noise, and sudden noises may lead to a facial movement that can be captured and misinterpreted.

3.3 Concept of attitudes and perceptions in the advertising of services

Attitude toward the ad plays an important role in marketing in general, so it does in the advertising of services, as it adds weight to the service that is being advertised (MacKenzie et al., 1989). Creating the appropriate advertising material is crucial for increasing the number of visitors to the theatre and making it popular among non-regular audiences.

One of the aspects that affect the attitude to the advertisement is the emotional reaction that is elicited by the advertisement. For instance, emotions of pleasure had a bigger impact on the attitude towards the ad than the emotions of arousal (Olney et al., 1991, Moore & Harris, 1996).

Another important aspect is the attitude towards the brand, which can be defined as an “individual internal evaluation of the brand” (Mitchell, 1981). It plays an important role in formulating an attitude toward the advertisement (Gardner, 1985), (Machleit & Wilson, 1988). In the case of theatrical advertising means, the image of the hosting theatre plays an important role in formulating an attitude toward the advertisement among the viewers. Attitude towards the brand is also affected by the emotional reactions of the viewer (Morris et al., 1998), and paired with the attitude towards the advertisement, plays an important role in formulating the attitude toward the brand (Holbrook et al., 198, Biehal et al., 1992). Attitude toward the brand also affects the brand loyalty of the customer (Fournier, 1998), while brand-loyal customers show stronger attitudes towards the brands that they are loyal to (Bandyopadhyay, 2007).

The customer perception concept, in its terms, mainly focuses on the customer perception of the quality of service, its price, and its value. Perceptions of different customers of what value is can be very different from one consumer to another as different people may have different meanings behind these words (Holbrook, 1981). Valerie A. Zeithaml defines perceived value as the consumer's overall assessment of the utility of a product which is based on perceptions of what is received and what is given while formulating perceived quality as the consumer's judgment about an excellence or superiority of a product (Zeithaml, 1988). The price of the service can also affect the perception of the quality, as it may be considered by the consumer as an indicator of quality (Dodds et al., 1993). Individual perception of the quality of service by the consumer is more sensitive to the immediate changes in the performance of services service, while average perception changes over time (Bolton & Drew, 1991). It is also important to note that perceptions of quality of service can differ among different cultures (Laroche et al., 2004) and are affected by the name of the brand (Dodds et al., 1991). Customer perceptions can also serve as a feedback channel to evaluate the quality of the services provided (Ali & Seshadri, 1993).

4 RESEARCH DESIGN

4.1 Description of the content of the experiment

To study the difference in theatrical advertisements, an experiment was created around the sphere of video advertisements. Though videos require more attention and time from potential viewers, as compared to posters, videos can give potential viewers a vast understanding of what they can expect to see on the stage.

The experiment pursued an aim to capture and understand attitudes and emotional reactions towards different types of advertisements. The aim of this experiment is to identify what kind of reactions two separate types of advertisements, which will be different in their style and their execution, arouse more interest and which of them will be more engaging and appealing to the potential viewers, as well as to identify the relation of the reaction and perception with the level of NFC of the participant.

One of the bases for the selection of the theatrical plays was differences in the ways plays were staged. Plays that were to be chosen should have had a distinct difference in the way they appealed to the viewer. In the case of this study, plays should have been different in their style and emotional message and should have presented different images of the hosting theater. One of the advertisements should have had a flamboyant, entertaining, and provocative style, while the other should have had some serious, thoughtful, and historically accurate content.

Another basis for selection was the length of the videos, as they should have had a similar length. Different lengths of the videos have different tiring effects, and some of the videos might have gotten a more negative result as potential viewers wouldn't want to see a video that is too long.

In order to measure the level of NFC of the participants, a 13-item measurement instrument measured on a 1 to 4 scale was used. The implemented survey is a shorter version of the original 45-item survey that was introduced by Cacioppo and Petty in their original research. This survey includes such statements as “Thinking is not my idea of fun”, “I like tasks that require little thought once I learned them” and others. These questions are designed to understand the willingness of an individual to engage in cognitive thinking. In order to capture the emotional responses of the participants, a Face Reader software by Noldus was used (Noldus, 2023). After the end of the survey, the results of the levels of NFC of participants are compared with their emotional reactions and their perceptions and attitudes to the observed videos.

4.2 Experiment

The experiment was conducted at the facilities of the University of Ljubljana in the summer of 2023, where participants had to watch two videos while their facial reactions were captured by the face reader. After the viewing, participants completed an online survey.

The experiment included 19 participants, nine females and ten males, aged from 23-39 years old.

Most of the participants are students or employees of the School of Economics and Business of the University of Ljubljana. All the participants of the experiment were holding a college degree at the moment of the experiment.

In the preliminary experiment, none of the participants were familiar with the videos that they were shown. No information about the contents or the structure of the advertisement was explained to the participants before the observation.

Before the beginning of the observation, participants were verbally briefed about the content of the experiment, the required actions that they would have to take, and the rules of behavior during the observation. The places of the cameras and camera angles were disclosed to the participants before the beginning of the experiment. Participants were also notified about the approximate length of the experiment.

To identify the participants, they were assigned an ID and were told to put in their ID number at the end of the survey in the demographics part.

Every participant was left alone in the room throughout the experiment and was not interacted with until the end of it. Participants who were waiting for their turn were put in a separate room and were able to interact only with other participants who had not already been exposed to the advertisements.

Participants were exposed to two preselected videos. One of the videos contained an advertising trailer of the theatrical play “Hamlet” by William Shakespeare. One of the interpretations of this theatrical play was more historical and conventional, while the second one represented a new theatrical interpretation of the famous play. Both of the videos were obtained from YouTube (YouTube, 2023; YouTube, 2018).

Within the frame of the research, technical names were assigned to both of the advertisements. Advertisements with the newer view of Shakespeare’s Hamlet were called “Funny,” while the more classical version was given the name “Normal” in this paper. These two advertisements will be referred to with these names further in the paper.

The figures below contain the screenshots from the presented videos. Figure 7 represents a screenshot from the more modern view of Shakespeare’s play, while Figure 6 represents a more classical version of the advertisement. Videos were shown consecutively and in a random order for every viewing session. There was no pause between the presentation of the videos, so the videos were shown one by one during the experiment. Both videos are approximately 1 minute long, totaling about 2 minutes of overall exposure.

Throughout the viewing, participant’s reactions were captured by the camera, which was located on top of the display on which the advertisements were presented. Throughout the exposure, participants were not able to interact with the software and were not shown anything but the advertisements.

Figure 6: Screenshot from the “Normal” Advertisement



Source: YouTube (2018).

Figure 7: Screenshot from the “Funny” Advertisement



Source: YouTube (2023).

After the end of viewing, participants were asked to complete a survey where their attitudes and perceptions were measured, and they had to answer the list of questions intended to measure their level of NFC. The survey, measuring the level of NFC of the participants, was based upon the work of Cacioppo et al., “The efficient assessment of NFC” (Cacioppo et al, 1984).

The survey consisted of 9 questions, informed consent, and demographics and was approximately 9 minutes long. The first part of the survey consisted of two blocks of questions, which were designed to capture the attitudes and perceptions of the respondents. Each block included a screenshot, statements that measured the attitude towards the humor of the presented advertisement, questions that measured the overall attitude to the ad, and the attitude towards visiting the theatre after watching the advertisement.

Attitude-measurement questions contained a statement with which the respondent should have agreed or disagreed, for example. Attitude towards humor was measured through a series of statements like “I find this ad to be funny” or “I find this ad to be entertaining”. The measurement scale consisted of 5 units ranging from completely agree to completely disagree.

Consequently, each block was shown to the participants in a randomized order. After two blocks of questions, respondents were asked to refer to 18 statements that were to measure their level of need for cognition. Every response was scored on a scale from 1 to 4, and then the results were summed, giving the participant a probable range of measured Need for Cognition on a level from 0 to 72, with a max result of 72.

The process of the experiment was observed remotely through cameras that were mounted on the wall inside the viewing room.

5 RESULTS OF THE EXPERIMENT

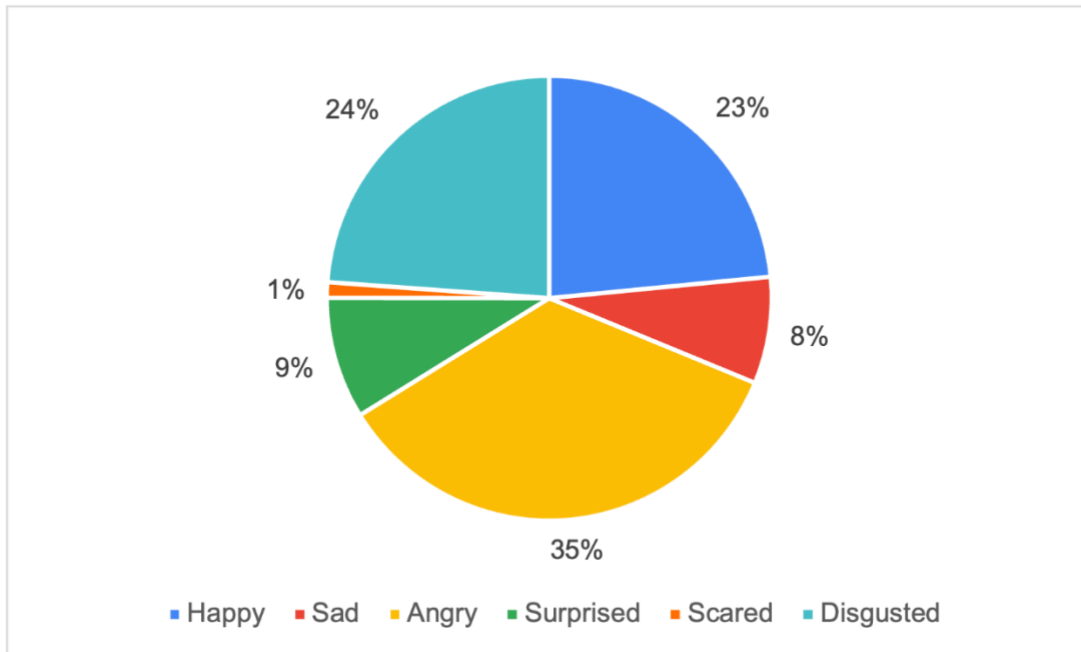
5.1 Observational part

The results of the experiment can be divided into two sections with regard to the process of the experiment, which included two parts: Observation and Survey.

In the figure below, the results of the Face Reader analysis can be observed. To make results more demonstrative, a neutral emotion is removed from the analysis. Neutral emotion is usually the most observed emotion throughout the process of video-capturing and is removed because it is the biggest observed emotional reaction.

After calculating the results of the NFC testing, an average of the results of all 19 participants was calculated, and then the participants were split into two groups consisting of the respondents with the NFC level which is above (10 people) and below (9 people) NFC level of 50. Results of the overall emotional reactions for both presented videos are depicted in Figure 8. In this Figure, the results of the participants are not divided based on the level of NFC of the participants and account for the overall reactions to both advertisements that were being presented throughout the experiment.

Figure 8: Emotional responses for both shown videos.

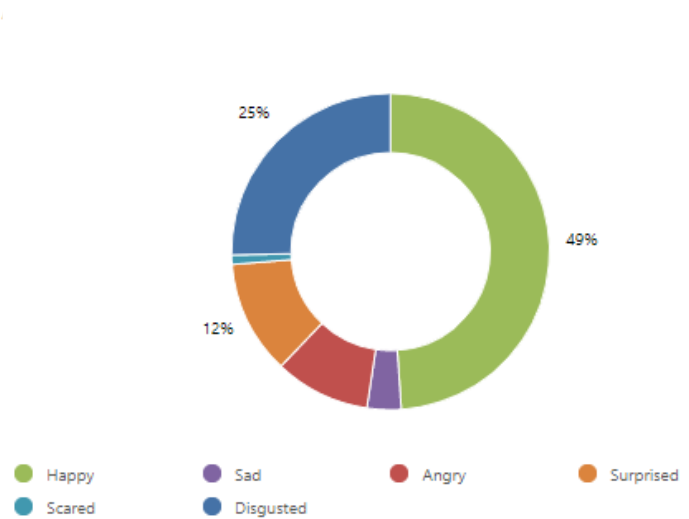


Source: own work.

The results of the Face Reader show that for both videos, participants were showing mostly such emotions as “Angry”, “Disgusted,” and “Happy.” “Angry” holds up to 35% of the overall reactions, “Disgusted” has a result of 24 percent and “Happy” is showing the result of 23% of the total emotional reactions. Other emotions are shown to a much lesser degree, though it may be observed that the spectrum of the overall emotions is quite diverse, with only scaredness, surprise, and sadness being under 10% of the overall reactions.

When the emotional reactions of the participants are analyzed with regard to the level of their Need for Cognition, a different pattern can be observed. In the figure below (Figure 9), the overall reaction to both advertisements by the participants with high NFC can be observed.

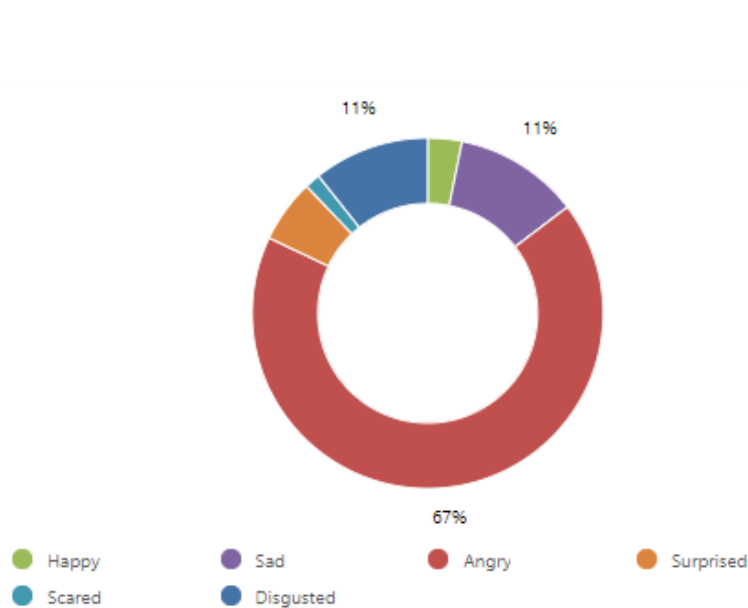
Figure 9: Emotional reactions to both videos of participants with high NFC



Source: own work.

As can be seen in Figure 9, participants with higher levels of NFC predominantly reacted either happily or disgusted when seeing both advertisements, with a minor part of their reaction being a reaction of surprise. Happiness was a major part of the overall reaction, having 49% of the total reactions, while Disgust and Surprise had results of 25% and 12%, respectively. Anger, Sadness, and Scaredness account for an insignificant part of the captured emotions

Figure 10: Emotional reactions to both videos of participants with low NFC



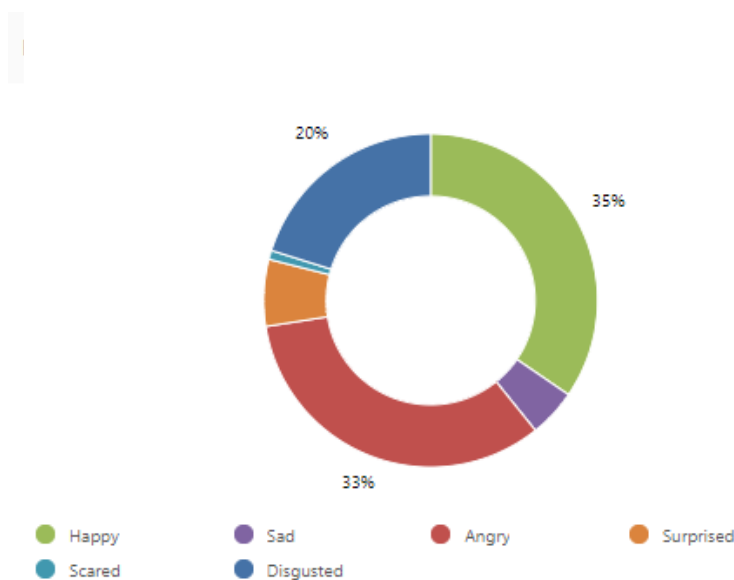
Source: own work.

Figure 10 shows that participants with low levels of Need for Cognition mostly reacted angrily to the advertisements that were shown, with parts of disgust and sadness. Other emotions were not observed to a reasonable degree. Anger accounts for 67% percent of the total results, while Scared and Sad have a similar result of 11% of the overall emotional reactions of the participants.

Standalone results for the “Funny” advertisement can be observed in the figure below Figure 11. In this figure, the results of all the reactions of all of the respondents to the advertisement Funny is being presented. Results that can be seen in Figure 11 show that most of the participants have shown a diverse emotional reaction to the presented advertisements. It can be observed that among all of the emotions, Surprise, Anger, and Disgust are the ones that really stand out. While Anger and Disgust account for 33% and 20%, respectively, the emotion of Happiness accounts for 35% of the overall reactions.

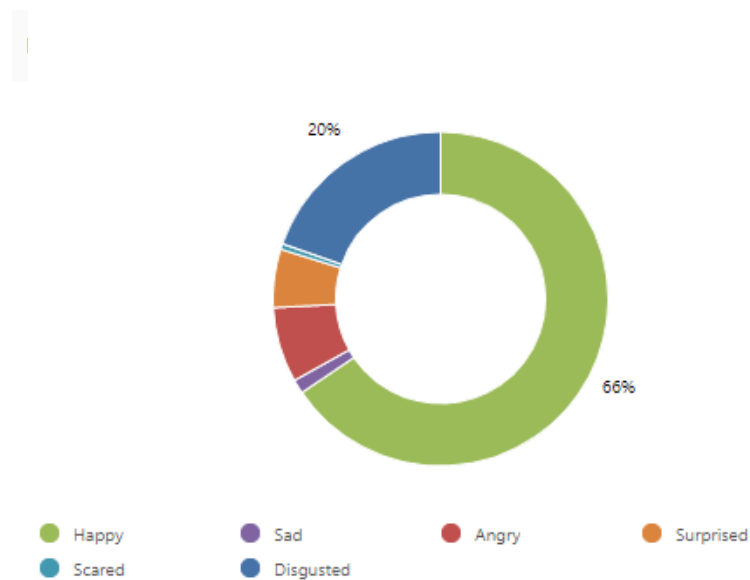
After the Figure 11, Figure 12 follows. In this figure, emotional reactions to the advertisement “Funny” of the participants with higher levels of Need for Cognition.

Figure 11: Emotional reactions to the advertisement “Funny” of all of participants



Source: own work.

Figure 12: Emotional reactions towards the ad “Funny” of participants with high NFC

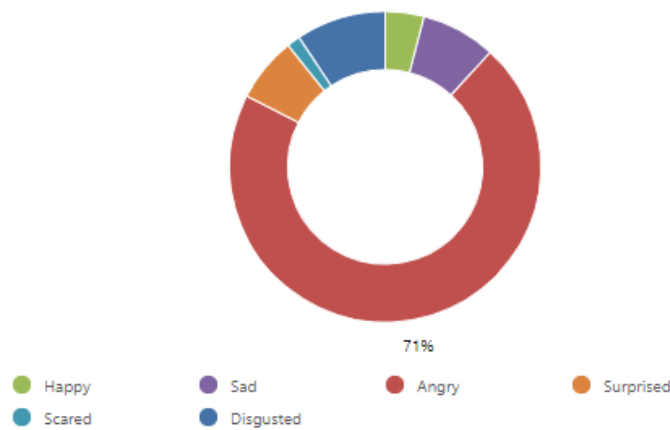


Source: own work.

As can be observed in Figure 12, participants with high NFC have mostly reacted either happily or disgusted to the “Funny” advertisement. The emotion of happiness accounts for 66 percent of the total reactions, showing the biggest result out of all emotions that were captured. Other emotions have been expressed to a much smaller degree, with disgust being the biggest of them. Participants with higher levels of NFC did not show Anger, Surprise, or Sadness throughout the exposure to a degree that could be considered significant. At the same time, disgust accounted for 20% of the total reaction.

In the figure below (Figure 13), reactions of the population with a lower level of Need for Cognition towards the advertisement “Funny” can be observed. In this case, the reaction of the participants to the presented material was a lot less diverse. Within the observed population, participants have not presented any emotion aside from the emotion of anger on any noticeable level, with anger accounting for 71 percent of the overall reactions. All other reactions were each present on a level below 10 percent and cannot be accounted to be of a significant matter; these emotions include sadness, anger, surprise, happiness, disgust, and scariness.

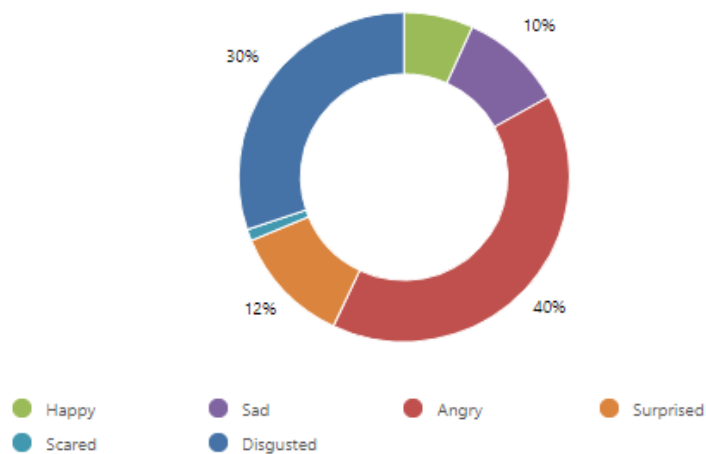
Figure 13: Emotional reactions towards the ad “Funny” of participants with low NFC



Source: own work.

Results for the observation of the emotional reactions towards advertisement “Normal” for all of the participants, regardless of their level of NFC, can be observed below (Figure 14). During observation, participants showed a variety of emotions, with emotions of anger and disgust being predominant, accounting for 40% and 30% of captured emotions, respectively. Most of the other emotions were present on a largely smaller scale. For instance, an emotion of sadness serves up to the 10 percent mark, while an emotion of surprise only represents 12 percent of the overall captured reactions. As for other emotions, no other significant results were observed. This includes such emotions as happiness and scariness.

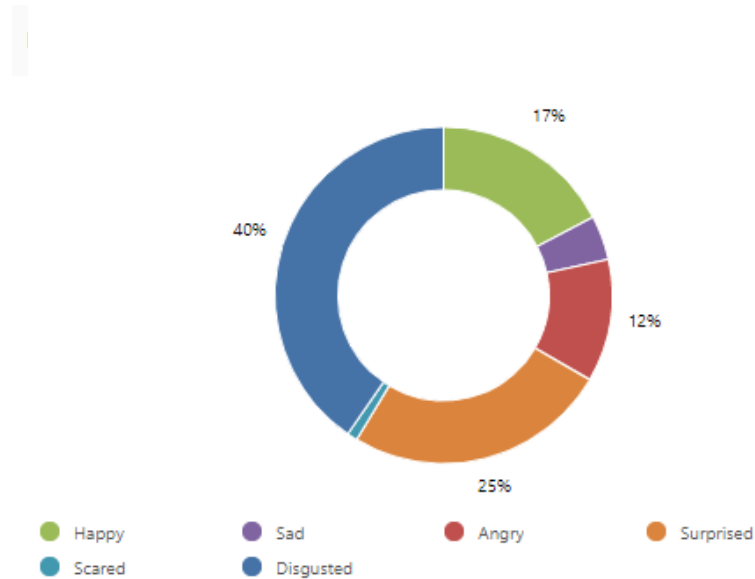
Figure 14: Emotional reactions to the ad “Normal” of all of participants



Source: own work.

The result of the analysis with respect to the NFC levels of the participants can be observed in Figure 15. In this figure, the overall results of all the participants to the advertisement “Normal” were filtered with regards to the level of their Need for Cognition level.

Figure 15: Emotional reactions to the ad “Normal” of participants with high NFC

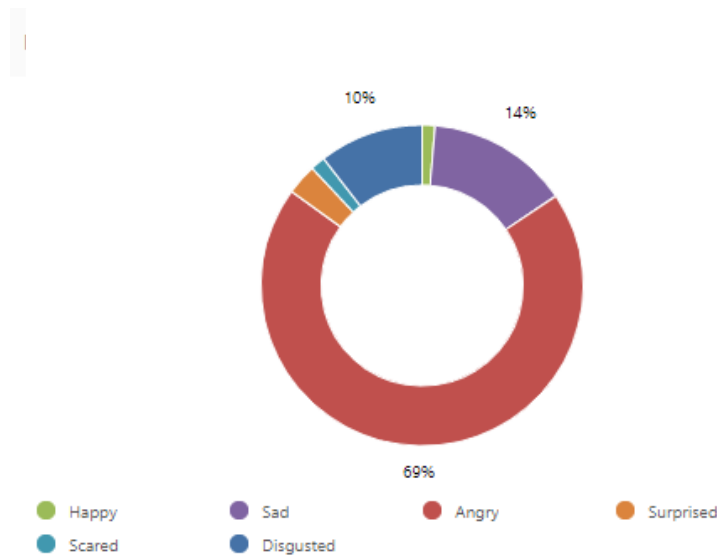


Source: own work.

Participants with a high level of need for cognition reacted mostly disgusted to the advertisement “Normal”. Second in size is the reaction of surprise, followed by happiness and anger. Participants practically did not show the emotion of sadness throughout the exposure.

In the figure below (Figure 16), an emotional reaction toward the “Normal” advertisement is being presented. The results were filtered according to the level of NFC of the participants, with only low-NFC participants being presented.

Figure 16: Emotional reactions to the ad “Normal” of participants with low NFC



Source: own work.

Low-NFC participants predominantly reacted to the “Normal” ad angrily, with 69% of overall captured reactions. Sadness and disgust accounted for 14% and 10% of the captured reactions.

5.2 Survey

The results of the survey part of the analysis contain the analysis of the perceptions of the participants. To understand the correlation of their perceptions with the level of NFC of the participants, several statistical analyses were performed that were done with regard to the level of NFC of the respondents.

The presented questionnaire consisted of questions about a person's age, gender, attitudes toward the theatrical play, and intention to visit the theater after seeing the play. To measure customer perceptions towards the specific advertisement presented, participants were shown the screenshot during the process of observation, where they were asked to recall the advertisement, they had just seen based on the presented screenshot. The order in which the advertisement was to be evaluated was chosen randomly for every presented survey.

The study included nine females and ten males. The average age of the respondents is 32 years old. Both males and females had approximately the same level of NFC, averaging 32 points out of a possible 72.

A Pearson correlation analysis was used to measure the correlation between the attitude of respondents towards the advertisement and their level of NFC. Student's t-test analysis was also performed for every result of the attitude measurement with regard to their level of NFC.

The first of the attitudes that were measured was the attitude toward humor. The measuring process consisted of 3 consecutive statements that were to be assessed on a 5-point scale (1- completely disagree, 5 – completely agree). To estimate the attitude of a respondent, an average of 3 answers was used.

For each of the advertisements, the attitude towards humor was 2.8 for the “Normal” advertisement and 3.23 for the “Funny”, meaning that respondents found the “Funny” advertisement to be more humorous than the “Normal” one.

The result of the paired-sample, two-tailed t-test for the attitude toward humor is 0.152. This result shows us that the differences in the attitude towards humor between the advertisements are statistically insignificant.

When breaking down the results of attitude toward humor? Between the groups with regards to their level of NFC, for the advertisement “Normal,” participants with higher levels of NFC had an average of 2.74, while participants with lower levels of NFC had an average of 2.87. Independent sample t-test analysis of the results showed a p-value of 0.82, meaning that differences are insignificant.

In the case of the advertisement “Funny,” participants with higher had an average of attitude toward humor. 3.37, while participants with lower NFC had a result of 3. The P-value is 0.343, which is insignificant.

Results show that in the case of the advertisement “Normal,” there are no major differences with regard to the participants' NFC levels. In the case of both advertisements, the difference is statistically insignificant.

The result of the correlation analysis between attitude towards humor in the “Normal” advertisement and the level of NFC of the participants is -0.15. The P-value is bigger than 0.07, which shows the statistical insignificance of the results. The correlation between the attitude towards humor in the “Funny” advertisement and the level of NFC of the participant is 0.33, at a P value less than 0.07, meaning that there is no significant correlation between the variables.

The second attitude that was measured was the enjoyment of the advertisement. This section of questions included a statement as “This ad is enjoyable”. Participants were asked to evaluate this statement on a 1 to 5 scale, similarly as in the case of the questions regarding the evaluation of the attitude towards humor.

The average enjoyment of the advertisement “Normal” is 2.95, while the average enjoyment of the advertisement “Funny” is 3.05 at p equals 0.72, meaning that there is no statistically significant difference in the enjoyment of both advertisements.

After breaking down the responses to the statements about the attitudes with regard to the participants' NFC levels, the results are as follows. For the advertisement “Normal”, the average result of the enjoyment for the participants with high NFC was 2.8, while the result

for the participants with low NFC was three at p-value equals 0.83, meaning that differences are insignificant.

In the case of the advertisement “Funny”, the result for the participants with high NFC was 2.86, and with low NFC, it was 2.97 at a p-value of 0.81. In terms of the overall attitude to the advertisements, no major differences were observed between the two groups of participants.

The results of the Pearson correlation analysis for the advertisement “Normal” is 0.037, which states that there is no correlation between the level of NFC and the overall enjoyment of the advertisement. Results of the t-test show a p-value bigger than 0.07, which shows that the correlation is statistically insignificant. the

In the case of the “Funny” ad, the result of the correlation between the enjoyment of the advertisement and the level of NFC of the participant is 0.34, at p-level being bigger than 0.07, which shows that there is no statistically significant correlation between the level of NFC of the participants and their level of NFC.

The third attitude that was measured in the survey is the attitude to a positive effect of the advertisement. In this section, similarly to the other attitudes, participants had to measure the statement “This ad affects me positively” on a 1 to 5 scale.

The averages of the results are 3.15 for “Normal” and 3.26 for “Funny”, which means that there is no significant difference in the attitudes between the advertisements. The P-value of the results is 0.72, which means that differences are not statistically significant. The average attitude towards the positive effect of the advertisement “Normal” is 3.11 for the group of respondents with higher levels of NFC, while respondents with a lower level of NFC have an average of 3 with a p-value of 0.86.

In the case of the advertisement “Funny,” the result for the group with higher NFC is 3.22, and for the respondents with lower levels of NFC is 3.3. The P-value is at 0.82, which shows that differences in the results are statistically insignificant.

These results show that neither advertisement shows any significant differences in the participant's perception of their positive effects. The breakdown of the participants into two groups with regard to their NFC has also shown no significant differences in their attitudes.

The result of the Pearson correlation analysis for the advertisement “Normal” is 0.09 at a p-value bigger than 0.07, showing that there is no reasonable correlation between the attitude toward the positive effect of the advertisement and the level of NFC of the participant. the

In the case of the advertisement “Funny,” correlation analysis as a result of 0.2 at p-value being bigger than 0.07 shows that there is no statistically significant correlation between the level of NFC and the attitude toward positive effect.

Next, the controversy of the advertisement was measured. In this section, participants were asked to measure the statement “I find this ad to be controversial” on a 1 to 5 scale.

The averages of the results are 3.47 for the advertisement “Normal” and 3.05 for the advertisement “Funny” at a p-value of 0.24. Results show that there are no observed significant differences in the controversy of the advertisements among the population.

After separating the population into two groups according to their level of NFC, the results are as follows. For the advertisement “Normal”, the group with a higher level of NFC had a result of 3.33, while the group with a lower level of NFC had an average of 3.4 at a p-value of 0.66, showing that there are no significant differences between the results. “Funny” advertisement has shown the result of 2.77 for the population with higher NFC and 3.3 for the population with lower NFC at the p-value of 0.4, showing no statistically significant differences.

The Pearson correlation analysis that was performed at the NFC level shows the following result. For the advertisement, the “Normal” result was 0.04, with a p-value bigger than 0.07, and the advertisement “Funny” result was -0.3 at a p-value that is bigger than 0.07. Considering the results of the analysis, we can assume that in the case of both of the advertisements, no statistically significant correlation can be observed.

To measure the attitude toward watching the play, participants were asked to assess the statement "I would go and watch this play" on a 1 to 5 scale. The results are presented below.

The averages of the responses were 3.21 for the advertisement “Normal” and 3.36 for the advertisement “Funny”. The P-value is 0.57, which shows that differences in the attitudes are not statistically significant.

After splitting the results into two groups by the level of NFC of the respondents, the results are as follows. For the advertisement “Normal”, the average attitude towards visiting the theatre is 3.11 for the population with a high level of NFC and 3.3 for the population with a lower level of NFC at a p-value equaling 0.77. Results show statistically insignificant differences in the attitudes. For the advertisement “Funny”, average results for the population with high NFC is 3.4 for the high-NFC participants and 3.3 for the low-NFC participants at the p-value of 0.79, which also shows that differences are insignificant.

Pearson correlation analysis of the attitude towards watching the play with the level of NFC for the advertisement “Normal” gives a result of -0.001 at a p-value bigger than 0.07. For the advertisement “Funny”, the result of the correlation analysis is 0.34 at a p-value equaling 0.07. Results show that in the case of both advertisements, correlation results are not statistically significant.

Another attitude that was captured in the survey is the attitude toward the image of the hosting theatre. Within the survey, respondents were asked to evaluate the statement “This ad positively affects the image of the hosting theatre” on a scale of 1 to 5.

The average of the responses for the advertisement “Normal” is 3.1, while the average of the responses for the advertisement “Funny” is 3.36. The P-value is 0.705, meaning that the differences are statistically insignificant.

After breaking down the responses into two groups with regard to the level of NFC of the population, the results are as follows. Advertisement “Normal” had an average of 3.11 for the population with a high level of NFC and 3.4 for the population with a lower level of NFC. The P-value is at 0.45, while the advertisement “Funny” had a result of 3.2 for the participants with a high level of NFC and 3.5 for the participants with a low level of NFC, at a p-value of 0.44. Both results are statistically insignificant.

After performing Pearson correlation analysis, the result for the advertisement “Normal” is -0.42 at a p-value of 0.07 and the result for the advertisement “Funny” is 0.17 at a p-value that is bigger than 0.07. Results of the correlation analysis show that there is no significant correlation between the level of the NFC of the participants and their attitude towards the image of the hosting theatre.

Also, participants were asked if they would be willing to attend the performance after seeing the presented advertisements; both advertisements showed the same number of potential visitors, meaning that both advertisements could have attracted the same number of potential visitors.

A Pearson correlation analysis was performed to determine if there is a correlation between the participants’ desire to visit and their level of NFC. In the case of the advertisement “Normal”, the result of the Pearson correlation analysis was 0.03 at a p-value that is more significant than 0.07, meaning that there is no noticeable correlation between the level of NFC and the probability of a visit. For the advertisement “Funny”, the result of the Pearson correlation analysis was -0.16 at a p-value more significant than 0.07. The Pearson correlation analysis results show no statistically significant correlation between the visit probability and the NFC level.

6 ANALYSIS AND DISCUSSION OF THE RESULTS

Due to the low number of respondents, it was impossible to clearly understand whether there was a substantial difference in the reactions between the two types of advertisements selected for the experiment. Also, a limited number of participants affected the clarity of the statistical analysis results performed in the study.

One of the findings of this research showed that there was no statistically significant difference in the participants’ reaction toward the presented videos, as the most frequent emotion captured by the software was “Neutral.” The emotion “Neutral” was removed from the analysis for more evident results, as it would have been a significant reaction.

That could have possibly happened because neither of the videos was engaging enough for them to elicit more emotions. Also, one can argue that due to the circumstances of experiencing these videos during the experiment, participants who were watching the videos could have acted much more restrained and could have worked if they were watching them in a calmer and more natural situation.

Cacioppo and Petty, in their work “The Need for cognition” (1982), argued that people's judgments may differ regarding the differences in their need for cognition. In my research, some of the findings have partially correlated with the original research findings. One of the main aspects that aligns with the study results is that people with high levels of NFC seem to react more positively to non-stereotypical advertisements. Results of capturing facial expressions in Figure 11 and Figure 12 clearly indicate that predominant emotional reactions to the non-standard advertisement “Funny” among participants with higher levels of NFC have a more positive overall effect. In contrast, participants with lower levels of NFC have predominantly reacted negatively.

The overall emotional analysis of both plays shows us that predominantly, among both advertisements, emotional reactions are “Happy,” “Disgusted,” and “Angry.” This may mean the reaction bouncing between positive (liking) and adverse (disliking) reaction, with the interference of disgust that the response towards the overall concept of the execution of the theatrical play may elicit. These results may show that potential customers also judge the possible theatrical advertisement ethically and according to social norms. This aspect is a part of the concept of an emotional continuum, where participant's reactions of basic emotions lies between simple reactions and the complex cognitive aspects (Poels & Dewitte, 2006). With regards to this matter, it may be more reasonable to target a specific audience with specific advertisements and further to separate the exposure to the advertisements among the population as it may not only arouse negative emotions during the exposure but also can potentially create a negative association with the image of the hosting theatre and create a prejudgment among the population regarding the repertoire of the theatre. It also may be important to better understand the causes of this emotional reaction in order to understand which of the factors have the most impact on the elicitation of specific emotions. Also, a possible solution to this risk is to combine different types of plays and to show the advertisements consequentially and inextricably to show a potential visitor a variety of other plays that can be seen in the theatre.

Results have shown that for both presented videos, a participant with a higher level of NFC reacted mostly happily or disgusted. In comparison, participants with lower levels of NFC responded angrily, with a little show of disgust and sadness. This phenomenon can be explained by the non-obviousness of the action and its unusualness. While people with higher levels of NFC may be more willing to process and appreciate the play, which represents some book or idea, people with lower levels of NFC are a lot more resilient to this, so they may react in a more dissatisfied and hostile manner (Cacioppo and Petty, 1982). The fact may be that people with lower levels of NFC are more inclined to think through existing images and stereotypes, and the presented advertisements conflict with them.

At the same time, people with higher levels of NFC are reacting positively, probably to the fact that they are open to new experiences and food for thought, as well as they are more likely to appraise the new look on the things that they already know. Interestingly, participants with high levels of NFC showed more disgust during the viewing of both videos

as compared to the participants with lower levels of need for cognition, and this may be explained by the fact that people with this trait have already created an image of the desired performance and may be reacting with disgust as they may see that the advertised performance conflicts with their understanding of the right way of staging the performance. Considering the results, it may be helpful to have a specific message and a unique approach that can be used in theatre advertising across all the theatrical advertisements to get past the hostile reaction from the population with lower NFC and the sense of disgust that can be elicited by these advertisements among the population with higher NFC.

Also, these results may suggest that successful advertising is much easier to achieve among the population with higher NFC than those with a lower level of NFC, as they tend to be less hostile to theatrical advertisements than the population with higher NFC. Comparison of the general attitude of participants with different levels of NFC and their overall attitude to the advertisements have shown 67 percent emotion of Anger as opposed to 39 percent of Happiness and little to no Anger among the population with higher levels of Need for Cognition. To fully understand the reasoning behind this, a more vast and thorough study is required as it is hard to identify all of the reasons behind this within the frame of this thesis.

Analysis of the population's reactions towards the advertisement “Funny” showed that it elicited mixed reactions from both groups. Happiness was the primary emotion that was elected by this advertisement. This may be explained by the fact that though the narrative of this advertisement is primarily positive and lightweight, the advertisement's content is drastically different from the historical timeline of Shakespeare’s play. The attitude towards a non-stereotypical approach towards looking at the established images may be why the advertisement “Funny” was received predominantly negatively by the group with a lower need for cognition while primarily positive by the group with the higher NFC.

With regards to the above stated, it can be a better idea to advertise a modern view on the historical plays to the population with the higher need for cognition as opposed to the people with lower need for cognition, as this population may have a more positive reaction towards the play, and to the hosting theatre.

In the case of the “Normal” advertisement, a different situation can be observed. First, there is a difference in the reaction for both groups of participants as this advertisement has a lot less positive reaction and is overall being observed with less happiness by both groups. This can be explained by the fact that the advertisement itself is a lot less positive and somewhat dark and tragic.

Among the participants with high levels of NFC, the reaction towards the advertisement was mostly negative; the predominant emotion was disgust, which may be explained by the fact that within the advertisement, there was a frame where a naturalistic dirty human skull was being shown. At the same time, the population with lower NFC had a lower percentage of the reaction of disgust. This may be happening because the population with higher NFC has a more severe reaction to explicit images, in this case, parts of the human body. This leads to a suggestion that advertisements containing explicit content should not be shown or should

be shown in the least possible manner as it may elicit negative emotions in the population with higher NFC as compared to the population with lower NFC.

If the results of the captured reactions between both advertisements are to be compared, even though the reaction to this ad among people with lower NFC is mostly anger, a bigger presence of the emotion of sadness can be observed as opposed to the results of the group with higher NFC. This may be happening because people with lower NFC are a lot more likely to perceive information as simple cues and are affected in a more “direct” manner as opposed to the people with a need for cognition, so it might be the case that participants with a lower level of Need for Cognition are precepting the scenery more directly other than the participants with a higher level of NFC (Carter et al., 2006).

According to the results of the survey, due to the small sample size on average, participants have not found the advertisements to be different on a statistically significant level. This also is the case for the average attitudes after breaking the population into groups with respect to the NFC of the participants. The same situation can be observed in the case of the Pearson correlation. This may suggest that on the scale of this research, it is impossible to achieve statistically different results and that a wider scale of research is required. It also may suggest to some degree that presented theatrical advertisements do not have a specific difference that can be easily grasped by the observance. Potentially, a change in the contents of the presented advertisements to something more drastically different serves a better role in pointing out different perceptions and attitudes, as the current presented material cannot serve this purpose.

In the case of both of the advertisements, “Normal” and “Funny, results of the Pearson correlation showed that there is no correlation between the **humor of the advertisement and the level of NFC of the participant** on a statistically significant level.

As for the case of the **attitude towards the enjoyability of the advertisements**, no significant differences were observed. Results of the Pearson correlation analysis show that there is no statistically significant correlation.

Analysis of the **positive effect of the advertisement on the respondents** has shown that the population had not stated considerable differences in the observed materials between the two advertisements, and the same for the correlation between the attitude towards positive effect and the level of NFC of the participants.

In the case of the **attitude toward the controversy of the ad**, no significant differences were observed. Pearson correlation analysis has not shown any statistically significant correlation. Still, it may be supposed that the level of NFC influences the appreciation and understanding of new things and concepts (Cacioppo & Petty, 1982), and the level of controversy that is perceived by the potential viewers lowers with the increase of the level of NFC, as high-NFC people tend to be more open to something that is out of the ordinary.

When considering the results of the **attitudes towards visiting the theatre**, once again, no major difference in attitudes was observed between the participants. Pearson correlation

analysis has shown results with no statistical significance. As a matter of speculation, this may suggest that the “Funny” advertisement and the advertisements that are similar to it have more potential of attracting potential viewers with a higher level of NFC as opposed to the advertisement “Normal”. This may be explained by the fact that among the population, generally more entertaining kinds of performances unusually attract more people than the ones with more dramatic or thought-demanding content. This may be the case for this study as well.

As for the **attitude towards the image of the hosting theatre**, participants have not shown any statistically significant differences between the plays. Pearson correlation analysis has not shown any statistically significant correlation.

Results of the part of the survey, where participants were asked if they would **attend the theatre after seeing the presented advertisements**, were similar for both “Funny” and “Normal” advertisements. In the case of the advertisement “Normal” or “Funny”, no statistically significant correlation was observed.

All of the aforementioned may suggest that even though advertisements of non-stereotypical may be more interesting for people with higher NFC, and these advertisements may attract more people with this trait as opposed to advertisements of regular plays, the content of the play, their execution as well as the execution of the ad plays an important role in making potential viewers to eventually come to the theatre and watch the play.

The results of the study only partially answer one of the initial research questions, proving that buffoonery advertisements serve a better role only in attracting people with higher levels of NFC as they typically arouse a lot more positive reaction to the advertisement as opposed to a more standard one. At the same time, results do not show that non-standard advertisements have a better impact on the population with lower levels of NFC, as in the case of this study, there were no major differences in the reactions to the two presented advertisements.

Regarding the second research question, results have shown that people with a higher need for cognition, when exposed to the “Funny” advertisement, showed a wider variety of emotions that were mostly positive. This may indicate that the participants are more interested in these kinds of presented plays as opposed to the “Normal” ones. Based on these findings, it may be suggested that focusing on advertising of plays which have a positive emotional effect on the consumer can increase the overall effect on the attitude to the advertisement (Olney et al., 1991). Positive effect to the advertisement can also lead to positive attitude towards the brand of the theatre (Holbrook et al., 198, Biehal et al., 1992).

Based on the research, my general marketing recommendation on the issue of attracting more visitors to the theatres is to take customer segmentation, behavioral traits of the visitors as well as the content of a presented advertisement, with the potential use of the A/B testing system on different groups of the population to identify the most efficient advertising material. Advertising channels can include outdoor posters, TV ads, and various digital

marketing channels. As for the outdoor posters, segmentation of the exposed audience is harder to implement than in the case of digital advertising, so if a more personalized approach for the audience is needed, then digital marketing channels could be a better solution. Augmented reality should also be considered as a viable marketing tool, as such technology can allow customers to have a look inside the theatre and have a better understanding of how the premise looks inside, which potentially can have an influence on their decision whether to go there or not and to give another possibility for the interaction between the visitor and the hosting theatre. Implementation of this channels can eventually create a more tangible perception of the theatre for the consumer, which eventually can led to an increase in the advertising efficiency (Mittal, 1999). Targeting for the segmentation channels can be achieved based on the socio-economic characteristics of the population. An approximate portrait of a potential customer with different levels of NFC is presented in Table 1, which can serve as an example of preliminary research and preparation for the targeting of potential visitors. Through the separation of people by their interests, jobs, and hobbies, a more precise online targeting outcome can be achieved. With regards to the more efficient online targeting, a better outcome of A/B testing can be achieved. It is also important to note that preferences and anticipation of some parts of the overall theatrical performances can be shared by the members of the different groups of NFC and that some of the members can enjoy and visit some theatrical plays that are out of the supposed category.

It may happen because some aspects of the play that are not obvious to the observer can elicit different emotions and give a positive and valuable outcome for the viewer as they have an origin that lies within the personality of the visitor.

It also may be useful to focus on the attributes of the theatre that accompany the theatrical performance, for example, by mentioning the historical value of the theatre. This can be achieved by adding historical information about the theatre, like the date of its foundation and other related material, since people with different level of NFC have a different ways of perceiving things (Haugtvedt et al., 1992). Leveraging the social image of the theatre can also create an additional benefit for the advertising campaigns. Focusing on the prestige and the social value of the theatre can be a great way to increase the number of visitors. Another suggestion for successful advertising is to concentrate on the outcomes of the visit to the theatre rather than on the process itself. For instance, address the value of having a new look at some old novels or plays or having an entertaining evening with your friends or family. Yet, in some cases, overflowing messages with facts and dates or showing some of the processes and outcomes in a duller way can lead to a negative effect, as the picture of the theatre as a place of large scale can be damaged and the perception of a certain place with something greater can be dismantled. On the contrary, several subjective claims can be used in the advertising materials as an accompanying method to support vivid and voluminous advertisements. For instance, some of the claims can be focused on the fame of the theatre, its origin, and other related instances.

It also may be important to try to address some of the features of the theatre, for example, advertising a simple ticket purchase process, discounts for special groups of the population, flexible ticket prices, and others. It may also be viable to follow positive changes within the theatre with the advertising materials. For instance, renovation of the façade or interiors can also be great content to include in the advertising message in order to attract visitors who have already visited a theatre a long time ago but have not been back for several years. It is especially important to include these messages for the right segment of customers, as different customers may value them differently. Thorough analysis of these aspects can be useful for take the advantage of the value-drivers of the consumers, which will eventually stimulate better advertising results (Boets et al., 2011). For example, one customer may value a ticket discount for the students, while another can value the theatre surroundings and the ability to purchase tickets online effortlessly.

Another approach that can be suggested is to focus on service consumption, as the visit to the theatre is usually associated with a process that can be shared with someone else and represent an entertaining experience for families or couples. Emphasizing this aspect, paired with the special policies for the tickets for families and youth, can give a noticeable result in the overall attendance and interest in the theatre. Applying this together with the development of the brand of the theatre can also improve the attitude towards the theatrical plays, since the attitude towards the brand of the theatre affects the attitude towards the quality of services that are provided in the hosting theatre (Dodds et al., 1991).

Showing trailers of the plays that will be performed in the theatre can give potential customers a better understanding of the play they will be watching, but it still can have a different effect as the contents of the advertisement play may not always represent the content of the play that would be shown. This solution can lead to customers better understanding the value of the service they will get (Belch, 1998). Another aspect is that, in some cases, an incomplete understanding of the advertisement can occur among the potential visitors, as some can formulate a poor judgment about the play that they were advertised. Moving to the field of more vivid and conceptualized advertising might be helpful for attracting more visitors while protecting the image of the theatre and the plays that would be staged from incomplete or stigmatized judgments of the population.

According to the results of this study, some recommendations about the types of advertised plays can be made to some extent. In the case of a population with a higher level of NFC, it is more reasonable to use modern and non-standard content of theatrical plays, as it has a stronger possibility of achieving a positive reaction to it. For the population with lower levels of NFC, no specific recommendation can be given with regard to the scope of this study, so future research on a wider scale will be required.

7 LIMITATIONS AND FUTURE RESEARCH

One of the biggest limitations of the research was the low number of respondents who were being observed and surveyed. This aspect hasn't allowed me to have a broader view of the topic or a cohesive understanding of the reactions these two different advertisements elicit. A low number of participants also negatively affected the results of statistical analysis as it made them less reliable and more limited.

A wider variety of people with different interests could also contribute to the overall differences in levels of need for cognition, thus bringing a more consistent understanding of reactions of different groups towards the advertisements.

Also, a lack of variety in the educational level of the participants can be included as a limiting factor, as all the participants of the survey had at least a bachelor's degree. This also could have significantly affected the emotional response to the advertisements as well as the overall reaction towards the observed videos. To address this issue, participants with more diverse educational levels should be included in the study.

Another limitation that was present in the experiment was related to the behavior of the participants that were observed. During my observation of the process of the experiment, I noticed that a lot of the participants had been acting a lot more restrained during the capture of the video, contrary to when they were filling out the survey. While participants were completing the questionnaire, most of them showed more body language signs and were more active in their facial movements and overall mimics.

This can be caused by the possible anxiety that is caused by the fact that their reactions would be recorded or by the fact that they focus on the contents of the video more than they would have during the viewing of the video in normal circumstances.

It is also important to note that a factor of a socially desirable emotional reaction also affects the behavior of the respondents, as they may be concerned about showing an improper reaction or showing too much reaction at all. This factor can negatively affect the end result of the research and can lead to misinterpretation of the result of the experiment.

To resolve this problem, it may be reasonable to show participants some other video beforehand. For example, some videos are non-related to the study, so the participants can get more comfortable and loosen their grip on themselves throughout the time.

Another solution to the problem can be achieved by creating special surroundings for the participants that may be more usual and comfortable for them; this may include a comfortable furnishing and prepossessing background of the experimental room that may imitate the looks of a house, office, apartment, etc.

A post-observational interview could be a worthy extension to the observation, as it may give a deeper look into the root of such reactions and can serve as an additional source of information for studying emotional reactions, as it would help to better understand the possible motives and better explain the nature of the observed emotions. It also may serve

as a source of additional information about other factors that may be affecting the perception of the theatre and the attitude towards it. Additionally, an in-depth interview can give additional insight into the participants' intentions regarding visiting the theatre.

In the case of this experiment, it is a question of future research to understand the nature of the overwhelmingly present anger among the reactions of the participants with low levels of NFC and what can be a reason for such hostile and somewhat aggressive reaction to the presented videos, even though these two advertisements are different in their appearance and overall style.

Another question that can be derived from the analysis of the results of the experiment is what reason for a lower presence of anger and a bigger presence of disgust among the participants with higher levels of NFC and how it is affecting the overall feeling about the advertisement as a whole and what possible impact it can have on the image of the theatre. Studying the origins and premises for this kind of attitude can also serve as a foundation for better-understanding people of different levels of NFC and deliver more appropriate and positive messages in advertising materials in the future.

Also, as a part of future research, a deeper study of the advertisements can be performed, which would include in-depth studying of specific attributes of the advertisements that are more appealing to people with different levels of need for cognition, thus achieving a clearer understanding of what attributes have the biggest impact on attracting different kind of people to the theatre, and how should the advertisements be organized and orchestrated to achieve best results among the populations with different levels of Need for Cognition.

One of the vectors of the possible future research could be studying the potential anticipations about the theatre and their relations with the NFC level of the population, as well as the effect of these anticipations on the attitudes and perceptions about the theatre and plays. This can give an opportunity to have a more complete picture of the theatre and the performance, forming an attitude to them and having a better understanding of some of the factors that affect them the most.

As a further development of this study, it may be reasonable to have a closer look at the image of the theatre with regards to the reactions and attitudes of the participants to different advertisements, as it may create an important fundament that will attract people to the theatres in the future.

Another opportunity for the research is to have a deeper understanding of the attitudes of the participants with different levels of NFC towards the concept of the theatre, as it may create a better ground for advertising, as it will help to focus on what matters the most in theatre to them. This may eventually help create better advertisements that would promote the theatre itself among the population.

8 CONCLUSION

In this research, I have perused the goal of understanding the differences in the perceptions of theatrical advertisements by groups of people with different levels of need for cognition, aiming to understand what kind of theatrical advertisement would serve a better role in attracting more potential visitors to the theatres.

Within the context of this research, observation and surveying were performed on nineteen participants. Results of the observation show that more modern and buffoonery advertisements elicited more positive reactions among the population with higher levels of NFC as opposed to the population with lower levels. It was also observed that the population with a lower level of NFC reacted mostly negatively to both presented advertisements, while participants with a higher level of NFC reacted mostly positively.

It can be concluded that in the case of the content of the advertisement of theatrical plays, in order to achieve more positive advertising results among the population with higher NFC, it will be better to use fragments of the non-standard and modern theatrical plays. Also, it can be inferred that participants with higher levels of NFC are more positively tuned in towards the advertisements containing theatrical plays as opposed to the population with lower levels of NFC.

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APPENDICES

Appendix 1: Povzetek

V tem delu sem obravnaval vidik oglaševanja gledaliških predstav, da bi razumel stališča in čustvene odzive na različne vrste gledaliških oglasov med respondenti z različno stopnjo potrebe po kogniciji (NFC). Prispevek vsebuje pregled konceptov vedenjskega trženja in potrebe po spoznavanju, ki mu sledi pregled oglaševanja storitev. V okviru raziskave se izvedel merjenje in opazovanje udeležencev v prostorih Univerze v Ljubljani. Za zajem čustvenih odzivov udeležencev sem uporabil programsko opremo FaceReader, čemur je sledila anketa. Magistrsko delo vsebuje rezultate merjenja in analizo, ki ji sledijo trženjska priporočila. Zadnji del magistrskega dela vsebuje razpravo o omejitvah in prihodnjih raziskavah.

Appendix 2: Survey

Survey short title:	Survey
Question number:	15
Number of variables:	47
Status:	Active from: 28.07.2023 Active until: 28.10.2023
Author:	Andrei Savushkin, 24.07.2023
Edited:	Andrei Savushkin, 28.07.2023

SEP

Consent - INFORMED CONSENT TO PARTICIPATE IN RESEARCH “Differences in the need for cognition and emotional reactions in customer perceptions in advertising of theatre production” You are kindly invited to participate in the research titled “Differences in the need for cognition and emotional reactions in customer perceptions in advertising of theatre production” conducted by Andrei Savushkin at the School of Economics and Business, University of Ljubljana, under the supervision of Petar Gidaković and Vesna Žabkar. The purpose of the research is to Identify the emotional reactions and perceptions to different types of theatrical advertisements. 1. If you agree to participate in the research, your tasks will briefly be the following: You will be asked to watch to videos and to complete a survey afterwards. 2. Tests will take approximately 10 minutes. You will not receive any compensation for participating in the research. 3. Participation in the research does not present specific risks. 4. Participation in the research does not bring specific benefits, except for the knowledge and experience you will gain from collaboration. 5. Your participation in the research is entirely voluntary and can be terminated at any time without consequence. 6. We will do our best to protect your privacy. Your experience records and accompanying demographics (age and gender) will be stored under the research code. Only group results will be published and made available. In no case will your identity be disclosed. 7. Should you have any additional questions, concerns, wanted to know more details, etc., please do not hesitate to contact the following: - Principal investigator: svxess@gmail.com - The Committee

on ethics in research at SEB LU: eticna.komisijaZRD@ef.uni-lj.si. By clicking 'I consent', I guarantee that I have read the statement and that I have been allowed to ask questions regarding the research. I confirm my consent to participate in the research (Differences in the need for cognition and emotional reactions in customer perceptions in advertising of theatre production) and allow the use of the results for pedagogical and scientific research purposes.

I consent

I do not consent

BLOCK (2) (Normal ad)

IntroNorma -

Please recall the ad on the screenshot.

BLOCK (2) (Normal ad)

Q1 - Humor scale

	Completely disagree	Somewhatdis agree	Neither agree nor disagree	Somewhat agree	Completely agree
I find this ad to be funny					
I find this ad to be entertaining					
I find this ad to be amusing					

BLOCK (2) (Normal ad)

Q2 - Attitude towards ad

	Completely disagree	Somewhatdis agree	Neither agree nor disagree	Somewhat agree	Completely agree
The ad is enjoyable					
The ad affects me positively					

Content of the ad is controversial					
This advertisement is provocative					

BLOCK (2) (Normal ad)

Q3 - Visit intention scale

	Completely disagree	Somewhatdisagree	Neither agree nor disagree	Somewhat agree	Completely agree
I would go and watch this play					
This advertisement positively affects the image of the hosting theatre					
I would share this ad with a friend					

BLOCK (2) (Normal ad)

Q4 - Would you be willing to attend advertised theatrical play after seeing this advertisement?

Yes

No

BLOCK (3) (Funny ad)

Image unavailable

Please recall the ad on the screenshot.

BLOCK (3) (Funny ad)

Q5 - Attitude towards humour

	Completely disagree	Somewhatdis agree	Neither agree nor disagree	Somewhat agree	Completely agree
I find this ad to be funny					
I find this ad to be entertaining					
I find this ad to be amusing					

BLOCK (3) (Funny ad)

Q6 - Attitude towards the ad

	Completely disagree	Somewhatdis agree	Neither agree nor disagree	Somewhat agree	Completely agree
The ad is enjoyable					
The ad affects me positively					
Content of the ad is controversial					
I find this ad to be provocative					

BLOCK (3) (Funny ad)

Q7 - Attitude towards visiting

	Completely disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Completely agree
I would go and watch this play					
This advertisement positively affects the image of the hosting theatre					
I would share this ad with a friend					
I'm interested in seeing this play					
Next time I go to theatre I would like to see Shakespeare's hamlet					

BLOCK (3) (Funny ad)

Q8 - Would you be willing to attend advertised theatrical play after seeing this advertisement?

Yes

No

NFC - To what extent are the following statements characteristic of you personally?

	Completely disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Completely agree
I would prefer complex to					

simple problems					
I like to have a responsibility of handing a situation that requires a lot of thinking					
Thinking is not my idea of fun					
I would rather do something that requires little thought than something that is sure will challenge my thinking abilities					
I try to anticipate and avoid situations where there is likely a chance I will have to think in depth about something					
I find satisfaction in deliberating hard and for several hours					
I only think as hard as I have to					
I prefer to think about small daily projects to long-term ones					

I like tasks that require little thought once I learned them					
The idea to rely on my thought to make my way to the top appeals to me					
I really enjoy a tasks that involves coming up with the new solutions to problems					
Learning new ways to think doesn't excite me very much					
I prefer my life to be filled with puzzles that I must solve					
The notion of thinking abstractly is appealing to me					
I would prefer a task that is intellectual, difficult and important to me to one that is somewhat important but doesn't require much thought					
I feel relief rather than satisfaction					

after completing a task that requires a lot of mental effort					
It's enough for me that something gets the job done. I don't care why and how it works					
I usually find myself deliberating about issues even when they do not affect me personally					

Q9 - Id

Q10 - Age

Q11 - Gender

Male

Female

Other:

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