

# Selling e-campaign behaviours like e-commerce products

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# Presentation aims

1. Quickly show evidence that online interventions can work
2. Provoke you to rethink computer-based communication and interaction
3. Discuss problems for online social marketers
4. Discuss work on website credibility, active trust and behavioural intent



# Meta-analysis show online interventions can work

- PORTNOY, D., SCOTT-SHELDON, L., JOHNSON, B. & CAREY, M. (2008) **Computer-delivered interventions for health promotion and behavioral risk reduction: A meta-analysis of 75 randomized controlled trials, 1988–2007.** *Preventive Medicine.*
- WANTLAND, D., PORTILLO, C., HOLZEMER, W. L., SLAUGHTER, R. & MCGHEE, E. (2004) **The effectiveness of web-based vs. non-web-based interventions: a meta-analysis of behavioural change outcomes.** *Journal of Medical Internet Research, 6.*

# Risks and competition

- In 2007, U.S. citizens lost \$239 million to online crime (Internet Crime Complaint Center, 2007).
- 90% of people could not differentiate between legitimate and criminal websites (Dhamija et al., 2006).
- In 2006, roughly 80% of Americans searched for online health information and 55% acted on their findings. Only 75% verified sources sometimes, hardly ever, or never (Fox, 2006).
- In 2005, the tobacco industry advertised online without restriction, developing interactive games and contests aimed at engaging youth (Lin and Hullman, 2005).

# Source credibility and behaviour

- Build campaigns around credible actors who hold the public's trust (McKenzie-Mohr and Smith, 1999).
- The credibility of those operating interventions impacts on the degree to which target audiences are likely to adopt behaviours (Kotler and Roberto, 1989).

**What's credibility?**

**Believability**

# What's credibility made of?

# 1

Ohanian (1990)

## Human endorsers

1. Trustworthiness
2. Expertise
3. Attractiveness

# 2

Fogg and Tseng (1999)

## Computers

1. Trustworthiness
2. Expertise

*Abusing*

**Credibility dimensions  
in advertising (1920-1950)**

According to repeated nationwide surveys,

# More Doctors Smoke **CAMELS** than any other cigarette!

Doctors in every  
branch of medicine  
were asked, "What  
cigarette do you smoke?"  
The brand named most  
was Camel!

You'll enjoy Camels for the same reason  
so many doctors enjoy them. Camels have  
cool, cool mildness, pack after pack, and  
a flavor unmatched by any other cigarette.  
Make this sensible test: Smoke only  
Camels for 30 days and see how well Camels  
please your taste. How well they suit  
your throat as your steady smoke. You'll  
see how enjoyable a cigarette can be!

THE DOCTORS' CHOICE IS AMERICA'S CHOICE!



**MARJORIE H. BARK** says: "I like  
Camels. They have just the  
right cool taste for me."



**DR. ROBERT** says: "I get more  
pleasure from Camels than  
from any other brand."



**DR. W. B. BERRY** says: "Camels  
are my favorite brand. They  
taste just like the best!"



For 30 days, test Camels in your "T-Zone" (T for Throat, T for Taste).

EVERY DOCTOR IN PRIVATE PRACTICE WAS ASKED!



Family doctors, surgeons, dermatologists, nose and throat specialists ... doctors in every branch of medicine were asked: "What cigarette do you smoke, Doctor?"

Three nationally known independent research organizations did the asking.

The answers come in by the thousands. Actual statements from doctors themselves. Figures were checked and re-checked! The results? Camels ... convincingly!

R.J. REYNOLDS TOBACCO CO., WASHINGTON, D.C., N.C.

According to this recent Nationwide survey:

## MORE DOCTORS SMOKE CAMELS THAN ANY OTHER CIGARETTE!

This is no casual claim. It's an actual fact. Based on the statements of doctors themselves to three nationally known independent research organizations.

THE QUESTION was very simple. One that you...any smoker... might ask a doctor: "What cigarette do you smoke, Doctor?"

After all, doctors are human too. Like you, they smoke for pleasure. Their taste, like yours, enjoys the pleasing flavor of costlier tobacco. Their throats too appreciate a cool mildness.

And more doctors named Camels than any other cigarette!

If you are a Camel smoker, this preference for Camels among physicians and surgeons will not surprise you. But if you are not now smoking Camels, by all means try them. Compare them critically in your "T-Zone" (see right).

CAMEL-COSTLIER TOBACCO

### THE "T-ZONE" TEST WILL TELL YOU

The "T-Zone"—T for taste and T for throat—is your own private standard for any cigarette. Only your taste and throat can decide which cigarette tastes best to you... how it affects your throat. On the basis of the experiences of many, many millions of smokers, we believe Camels will win your "T-Zone" in a "T."



# Guard Against Throat-Scratch

*— enjoy smooth smoking —*



PALL MALL's

greater length of fine tobaccos  
travels the smoke further...

**filters the smoke  
and makes it mild**

## PUFF BY PUFF... YOU'RE ALWAYS AHEAD

*Take 5 puffs* or *10...* or *17...* when you smoke **PALL MALL**



**STUDY THE PUFF CHART!** At the first puff, PALL MALL's smoke is filtered further than that of any other leading cigarette. Moreover, after 5 puffs of each cigarette—or 10, or 15, or 17—PALL MALL still gives you a longer, natural filter of fine tobaccos—guards against throat-scratch.



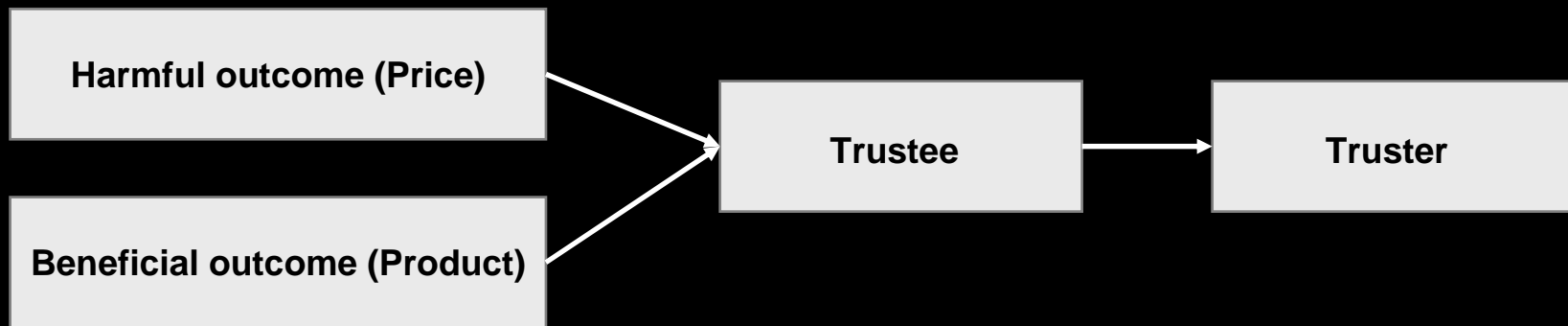
*Outstanding...and they are mild!*

# Trust and behaviour

- A core component of the social capital which bind societies together (Putnam, 2000).
- The primary intermediary between customers' perceptions and their willingness to conduct online purchases (Jarvenpaa et al., 2000).
- A psychological intermediary between a website's physical characteristics and users' behavioural intentions (Bart et al., 2005).
- A covariate with website user loyalty (Flavian et al., 2004).

# What's trust?

## Deutsch's (1962) trust model

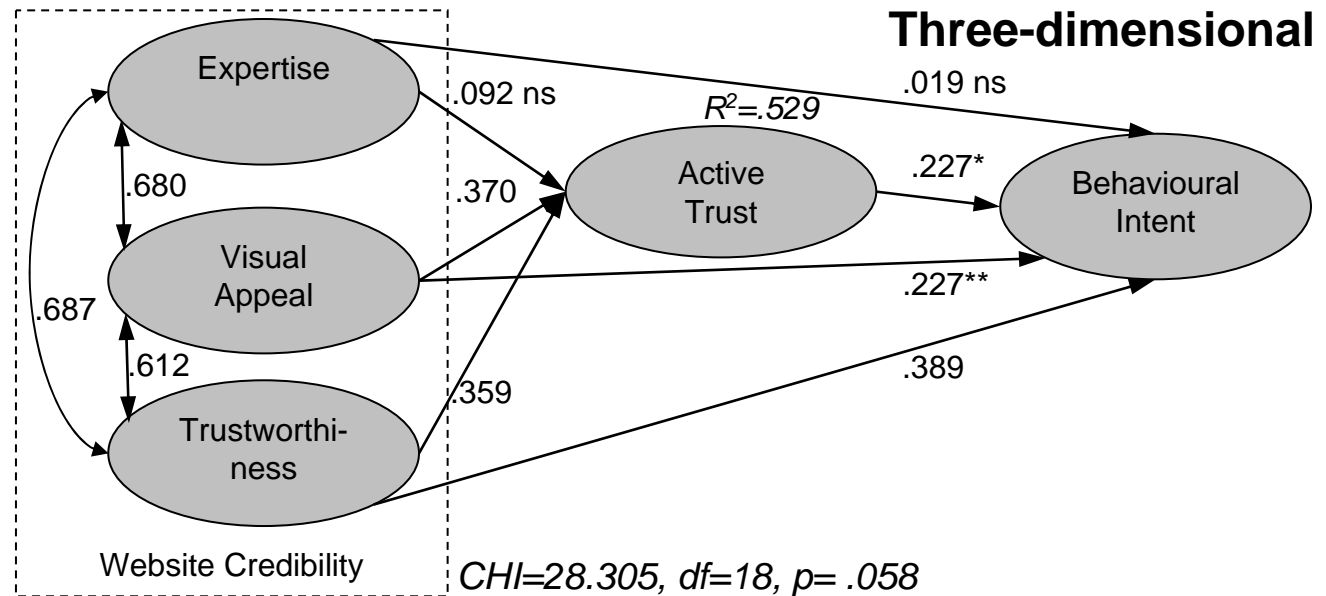
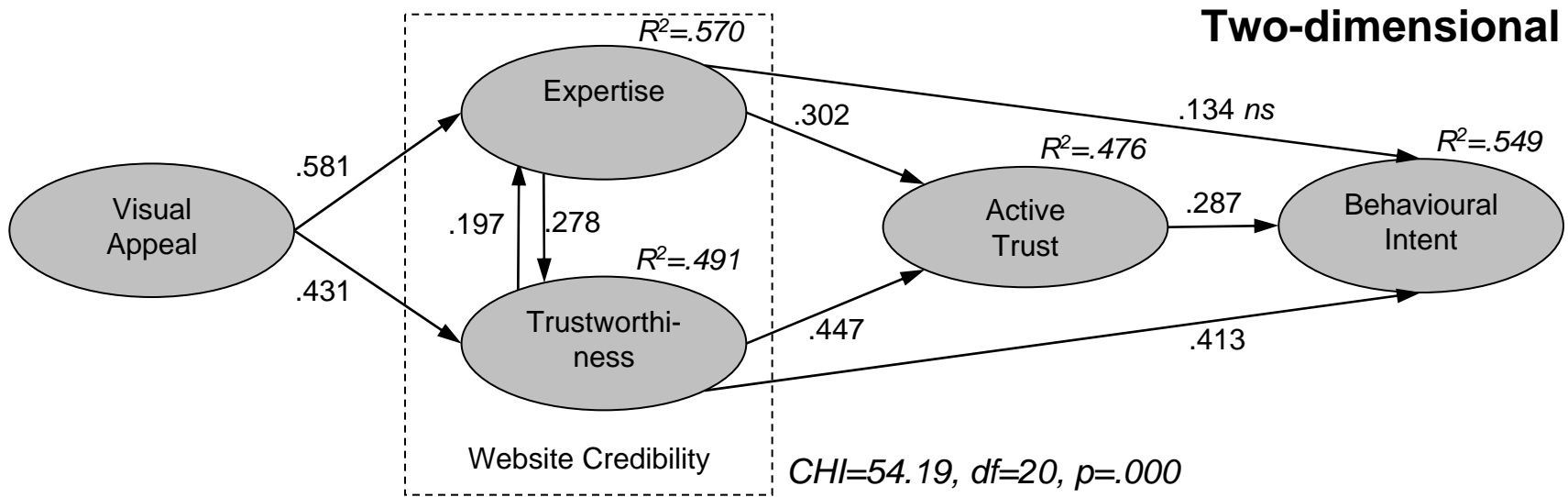


## Active trust

- *Passive trust*: an evaluation of trustworthiness
- *Active trust*: a physical act or intention that implies dependency and risks



# SEM analysis



All correlations significant at  $p < .001$  except \* $p < .01$ , \*\* $p < .05$ , ns—not significant

# Theoretical consideration

1. Website credibility: the three-dimensional human model
2. Conceiving website interactions in human terms (as people, not tools)
3. Risk-based-costs increase barriers, while increased credibility and trust may reduce these barriers. Factor into 4Ps and BCOS

# Practitioner considerations

1. Humanize online campaigns
2. Identify what target audiences consider trustworthy, expert, and attractive
3. Use design to convey expertise and trustworthiness
4. Consult existing literature on credibility design
5. Remember: credibility alone is not a substitute for sound appeals
6. Try to outperform competitors by being more credible to target audiences

**VERB**  
it's what you do.



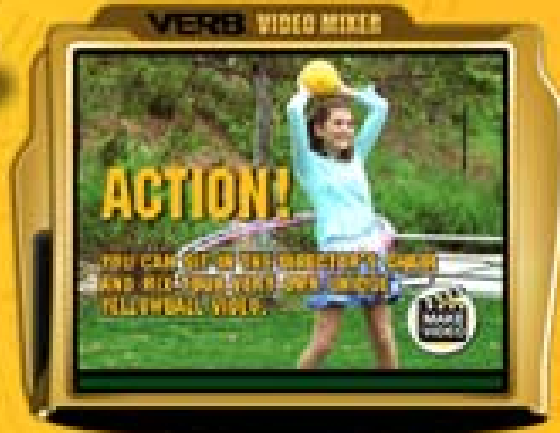
CREATE A CHARACTER  
LOGIN

- CREATE A CHARACTER
- GAME GENERATOR
- THE PLAYGROUND
- VERB YELLOWBALL™**
- HOME

# VERB YELLOWBALL™

## WE DROPPED 500,000 VERB YELLOWBALLS

ALL ACROSS THE COUNTRY AND GAVE KIDS 3 SIMPLE INSTRUCTIONS. PLAY WITH THEM. BLOG YOUR STORIES. AND PASS THEM ON. THE BLOGGING IS OVER, BUT PLAY NEVER STOPS. SO BE ON THE LOOKOUT FOR A YELLOWBALL. KEEP ON PLAYING AND PASSING. CREATE A VIDEO AND PASS IT ON. REMEMBER, YELLOWBALL IS A REVOLUTION OF PLAY. AND YOU ARE THE MESSENGER.



### GAMES



### GREATEST BLOGS



### YB PHOTO JOURNAL



what's going on? what's it matter? what can i do?

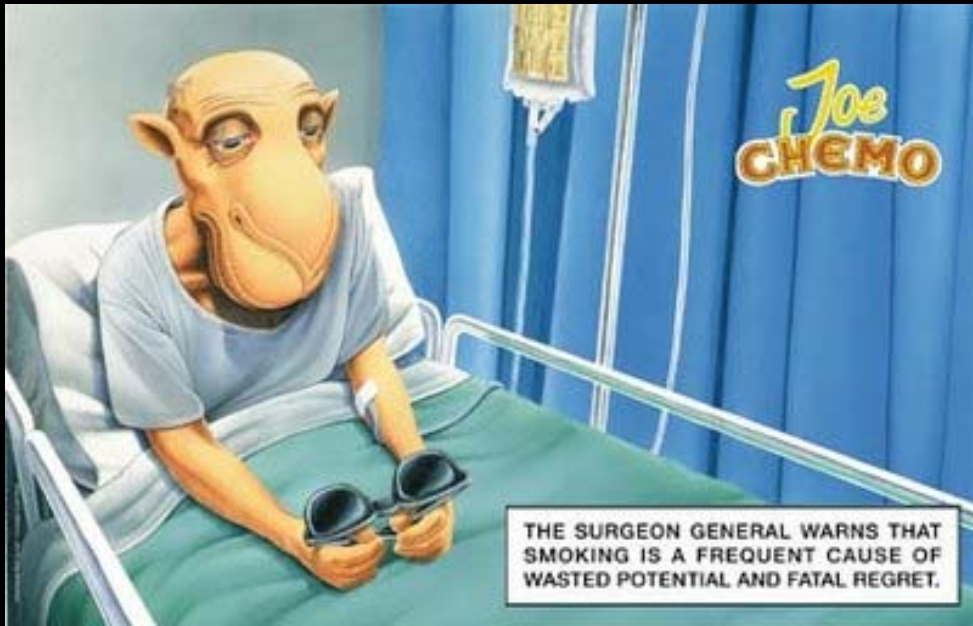


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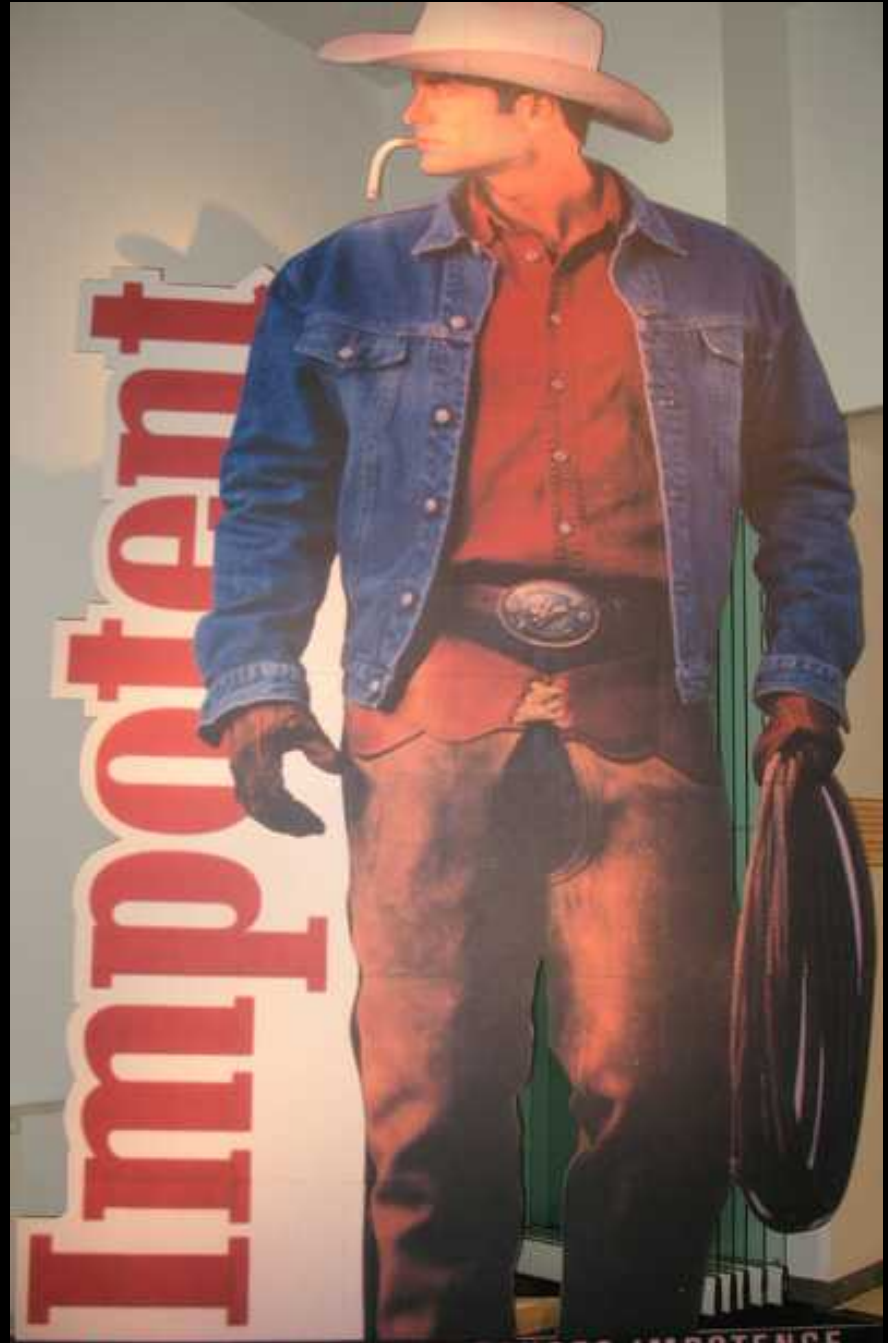
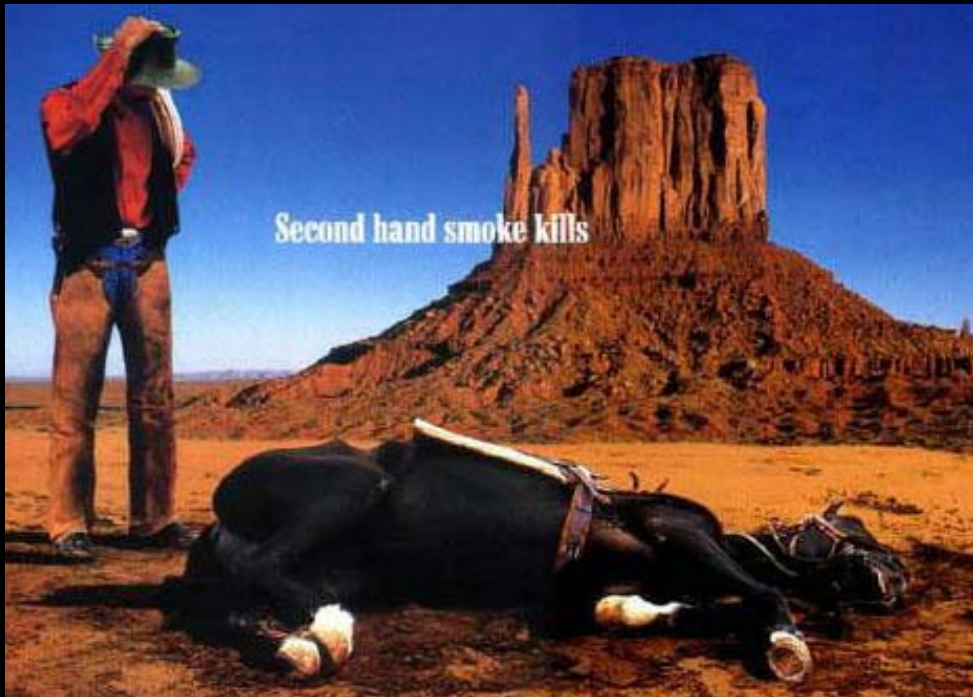
Check out RE3.org on Myspace



the truth facts flicks local contact coordinators press pass about us sponsors



THE SURGEON GENERAL WARNS THAT SMOKING IS A FREQUENT CAUSE OF WASTED POTENTIAL AND FATAL REGRET.



WARNING: SMOKING CAUSES IMPOTENCE

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***Thank you***

**The full paper is under review.  
However, a draft is available.**

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