

Basılı Reklamlarda Detaylandırma Olasılık Modeli: Özel Ve Genel İlgi Alanlarına Uygun Dergilerde Yeralan Reklamlara Yönelik Bir İçerik Analizi

Elaboration Likelihood Model (ELM) In Press Advertisements: A Content Analysis of Advertisements Which Is Positioned In Special and General Interest Magazines

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Öz: Detaylandırma Olasılık Modeli ikna edici iletişime yönelik oldukça açıklayıcı bir yapıdır ve ikna edici iletişim sürecini iki rota veya yol üzerinden açıklamaktadır. Bu çalışma, özel (tematik) ve genel ilgi alanlarına yönelik dergilerde yer alan reklamları Detaylandırma Olasılık Modeli ve bu modelin stratejileri üzerinden analiz etmeyi amaçlamaktadır. Çalışma yargısal örnekleme yöntemi kullanılarak gerçekleştirilmiştir. Araştırmanın sonuçlarına göre, Detaylandırma Olasılık Model'ine yönelik geliştirilen varsayımların çoğu desteklenmiştir. Genel ilgi Dergilerine yönelik geliştirilen hipotezlerin tamamı desteklenirken, özel ilgi dergilerine yönelik geliştirilen hipotezler kısmen desteklenmiştir. Genişletilmiş örneklem yapıları ve farklı özel ilgi dergileri ile yapılacak ileriki çalışmalarda daha destekleyici sonuçlara ulaşmak olası görülmektedir. Genel ilgi dergilerinde yer alan reklamlarda okuyucuya sunulan bilişsel kısa yollar incelendiğinde, okuyucuların genel anlamda iknaya giden yolda düşük güdülenme ve beceriler sergilediği tespit edilmiştir. Öte yandan, özel ilgi dergi okuyucuları, genel ilgi dergi okuyucularına göre daha fazla rasyonel argümana maruz kalmakta ve bu da bu okuyucuların iknaya giden yolda daha yüksek motivasyona ve becerilere sahip olduklarını göstermektedir.

Anahtar Kelimeler: Detaylandırma Olasılık Modeli, Basılı Reklamlar, Özel İlgi Dergileri, Genel İlgi Dergileri, İçerik Analizi

Abstract: The Elaboration Likelihood Model which has been accepted as an alimentary system of persuasive communication explains the process of persuasive communication in two routes or ways. This study aims to analyze advertisements, which were positioned in special and general interest magazines using the Elaboration Likelihood Model and its strategies. This inquiry is conducted via purposive sampling methodology. According to the results of this research, the Elaboration Likelihood Model has been generally supported. All hypotheses that relate to general interest magazines are supported, however the hypotheses that relate to special interest magazines could lead to different results by extending the sample and by investigating different special interest magazines. When analyzing cognitive shortcuts which have been given to the readers in general interest magazine advertisements, results show an underling assumption that readers have both low motivation and low ability. On the other hand, special interest magazines readers are exposed to more argument than general interest magazines readers this presupposes that they have both high motivation and high ability.

Keywords: Elaboration Likelihood Model, Press Advertisements, Special Interest Magazines, General Interest Magazines, Content Analysis.

1. Introduction

Since middle of the 1900's researchers have been developing theories and models to determine, understand and foresee consumers' attitudes and responses to advertising. These models offer a framework to the researchers and practitioners for analyzing and determining advertising effectiveness. Advertisement is not a cheap investment instrument for firms and brands. In fact, when advertisers use this relatively expensive mechanism, they also know with assurance that their investments are done in the right place, at the correct time and to the appropriate target audience. It is accepted that generally advertisements have three functions; to increase sales, to informs the consumer about the product or service and finally to persuades and convinces the consumer to select the given product or service. Therefore, advertising as a concept can be done the grounds of its effectiveness to increase sales, and also on its ability to persuade the consumer to choose the specific product or service. Advertisement involves a message that creates a communication channel between the consumer and the brand. This communication process indicates some cognitive, behavioral and emotional elements which occur in the mind of the consumers. But is this process actually considered by the advertisers? In other words "Do advertisers think about which type of cognitive process can affect behavior and also create or change the attitudes of the target consumer?"

2. The Elaboration Likelihood Model of Persuasive Communication

Among the persuasive communication models the most known (Poiesz & Robben 1996) and most effective (O'Keefe 2002) model is Elaboration Likelihood Model which was formulated by Richard E. Petty and John T. Cacioppo. ELM asserts that there are two different ways in which people process communication. These ways are called "routes" and they stimulate our mental processes in distinct main roads. ELM differentiates these main roads or highways as central and peripheral routes. Every route is characterized by a different mental process; generally a central route refers to "controlled", "deep" and "systematic" way of thinking. On the other hand, a peripheral route refers to an "automatic",

“heuristic” and “superficial” type of reasoning. ELM explains these routes in a overarching view, called the elaboration continuum. This principle involves both routes simultaneously and it also acknowledges that observed routes can be affected by some factors or variables. The most important characteristics that affect elaboration continuum are “motivation”, “ability”, “involvement” and “issue relevancy” about messages. When these factors were examined through advertising circumstances there were some determinations that were identified by the researchers. “Motivation” had a significant impact on the elaboration or on the deep evaluation of the advertising message. Subjects that displayed a higher motivational level were also closer to the central route of ELM while subjects with a lower motivational level were characterized by a peripheral route of ELM. Even if a subject had prior attitude has an opposing view towards the message, motivation towards the message content was able to create intensive evaluation or elaboration and also attributed to a change in attitude. Just like “motivation”, “ability” was able to generate different elaboration degrees when a message was processed. A lower ability of processing a message was characterized by peripheral route of ELM while a higher ability of processing a message was associated with central route of ELM. “Involvement” and “issue relevancy” also displayed influence over the elaboration continuum. Research suggests that a central route of ELM was associated with higher involvement and issue relevancy while a lower degree of involvement and issue relevancy may have attributed to peripheral route of ELM. Notwithstanding these findings, there are numerous other factors that can affect the elaboration continuum such as message repetition, need for cognition, distraction, personal relevance, and content of the message. Additionally, some source factors such as authority, credibility, social attractiveness, reliability and endorsement may also have an effect on ELM. ELM is one of the most widely cited models in the persuasion literature (Gass & Siter, 2016). It is possible to see the application of this model to all areas of marketing and advertising (Ozturk & Savaş, 2014)

3. Past Researches

Most of the studies that framed ELM were aimed to test how source, message and target variables affect attitudes in an advertisement message (Malaviya, Kisielius and Sternthal 1996; Stafford and Day 1995, Weinberger and Gulas 1992; Reichert, Heckler and Jackson 2001; Homer and Kahle 1990; Forret and Turban 1996). Firstly, source factors are important for determining the degree of elaboration continuum. A research which was conducted by Homer and Kahle (1990) was aimed to find out the effects of source expertise and the effect of process in defining source to the degree of involvement. Normally source oriented information is correlated with peripheral route, but the result of the following researches stated that source oriented information can take part in central route as well (Petty and Cacioppo 1986). This information has been a guide for Homer and Kahle’s research. Also some researchers were focused on the specific source feature (Reichert, Heckler and Jackson 2001). Reichert, Heckler and Jackson stated their hypothesis drawing on ELM for sexual attractiveness source and its effects. Another research was aimed to determine effects of the elaboration degree over a specific brand’s advertisement message (Malaviya, Kisielius and Sternthal 1996).

ELM gives information about a persuasive message elaboration. But persuasive messages also can be sent via an internet channel. Another research model was specifically developed for this channel; it is called Modified Elaboration Likelihood Model (MELM). MELM was improved to analyze the way in which internet based persuasive messages influence the audience (Cho 1999). MELM intended to measure the effect of the message via personal involvement and the involvement with the product or service, relevance between website and ad, attitude to the website, size of the banner ad, and also cumulative attitude against web advertising (Cho 1999). Researchers also studied audiences of different demographic characteristics to understand how youth processes the arguments in the persuasive message (Harari, Lampert and Wilzig 2007). Also they wanted to clarify if there was a difference between youth and adult elaboration continuum.

Researchers also concentrated their studies on advertising appeals to understand and clarify the effects over brand issues such as brand effect, brand identification, brand judgment, brand reliability and brand loyalty, particularly measuring effects of emotional appeals that transform good feelings towards the brand (Um 2008). In order to understand the effects of a certain message or media strategy, appeal types were tested in terms of their capabilities to form attitudes (Stafford and Day 1995). Appeal types were separated into two major categories as rational and emotional appeal types. Research results demonstrated that rational appeals had more potential to generate a higher attitudinal level (Stafford and Day 1995). Rational appeals included detailed information and proofs about the product or service; also they create more cognitive effort to analyze the content of the advertisement (Stafford and Day 1995).

Social attractiveness is often used in advertising, because it has good effects and also transforms this attractiveness to the product or service. Especially when endorsers transfer their characteristics to the advertised object, consumers use some cognitive cues as a part of peripheral route (Petty, Cacioppo and Schumann 1983). Petty, Cacioppo and Schumann had tested this phenomenon with respect to the advertisement message effectiveness (1983). They hypothesized the physical attractiveness as a peripheral cue of a peripheral route. Results showed that when there was a low involvement situation, endorsement was able to increase attitude against a specific product (Petty, Cacioppo and Schumann 1983).

3.1 Argument Quality

A great deal of research was developed to examine how argument quality can create or change attitudes (Petty and Cacioppo 1986). One of the most important determinants in the elaboration continuum is message content, its argument quality and its information. According to the Elaboration Likelihood Model, people coordinate the communication with subjective evaluations, and argument is accepted as an information bit in this mechanism. Consequently, people rate the argument quality and evaluate the message as either strong or weak. So it is natural that elaboration continuum can be affected by the argument quality (Petty et al. 1987).

Argument quality has a big impact on both the elaboration and the evaluation of the advertisement message. Researchers observed the effect of the argument quality toward brand attitudes and product attitudes (Petty, Cacioppo and Schumann 1983; Coulter and Punj 2004). Petty and Cacioppo who formulated the Elaboration Likelihood Model have stated that “the argument quality can show different results at the end of the communication activities, because other variables can affect the elaboration continuum” (Petty, Cacioppo and Stoltenberg 1985, 233). Particularly under high involvement, argument quality has a great impact on attitudes. However, in some situations exceptions to this principle were noted, in these cases a product endorser would be more effective under low involvement. The study by Petty, Cacioppo and Schumann states “informational content may be the most important determinant of product attitudes under some circumstances”. These circumstances consist of high degree of involvement and there must not be any manipulative elements such as an endorser of the product (Petty, Cacioppo and Schumann 1983).

Argument quality is also important for advertisement message. When a consumer is exposed to some arguments in an advertisement some activities can result. “Firstly, information and evidence of the message is considered. Then the relevant information is recalled from the memory which creates some counterarguments, if any, based on the subject. Arguments and counterarguments are evaluated, followed by drawing a conclusion. Finally decision is formed as changing or not changing attitude” (Tellis 2004, 135). In general, the success of an argument is evaluated based on recalls from memory but too many such recalls would create more counterarguments.

3.2 Advertisement Message Appeals

Advertisement appeals can be categorized as rational or emotional, in terms of their context or their ability to trigger mood or logic. Such appeals exist in advertising because “an individual must have a reason for buying a product; the reason is either emotional or rational” (Stafford 1993). Generally emotional appeals are defined as “an attempt to stir up either negative or positive emotional appeals such as love, humor, pride, and joy” (Kotler and Armstrong 1991, 426). On the other hand, negative appeals can be characterized by shame; fear, and guilt, people generally don't want to face these types of emotional appeals. Advertisement, at times, can also involve some positive transformational feelings like happiness, love, humor, pride and joy. Emotional appeals are positioned in advertising to affect the target indirectly, because emotional appeals direct good feelings or emotions towards the products or services (Calder and Gruder 1989). Meanwhile, rational appeals can change beliefs or offer information about a specific subject. Research demonstrates a variety of approaches towards the understanding of rational appeal. Some Researchers subscribe to the idea that rational appeals concern the basic facts about products (Stafford and Day 1995). However, according to other researchers, rational appeals are related to the target's self-interest, product's quality, value or performance (Kotler and Armstrong 1991, 426). Rational appeals influence the target directly by giving some logical explanations and information about the product or service for the purpose of implementing a good decision making process. At the same time advertising may promote an advertised item through terminally materialistic appeals to luxury and status or through instrumentally materialistic appeals to buy products and services that allow one to do new things or do old things more easily or quickly. (Belk and Pollay, 1985)

4. Research Method

4.1 Aim of the research

The prior aim of this research study was to determine the total tendency of the advertising industry using the Elaboration Likelihood Model. ELM was adjusted to the advertising industry and it was aimed to analyze strategic application of the ads via both central and peripheral routes. When searching the literature about ELM for the purpose of this study, numerous studies showed that ELM was used as a theoretical framework. These studies are mostly about attitudinal, motivational and consumer involvement perspectives and they aimed to determine consumer's attitudes. During the literature review, Szczepanski's research explored and furthermore it was used as a reference for this work (Szczepanski 2006). Szczepanski's research was examined in detail and it was adapted to Turkey (Turkish region). Also argument quality and advertisement message appeal notions were included to the Elaboration Likelihood Model and the corresponding findings were added to this study. These notions were included to increase the depth of this work and to further clarify the ELM strategy.

4.2 Determination of the Research Hypothesis

In order to test and understand the Elaboration Likelihood Model in advertising, special and general interest magazines helped the research. It is known that, special interest magazine readers are more focused on the content and also they have similar interests and life styles (Belch and Belch 2003; Boone and Kurtz 2005). Consequently it is expected that special interest magazines readers have high motivation and personal involvement degrees. For this reason, it is possible that, advertisements which are placed in special interest magazines have a tendency to show central strategy. On the other hand, general interest magazines include subjects that are not focused on any specific interest. For that reason these magazines' editorials show heterogenic characteristic and it is deduced that general interest magazines readers are not deeply focused to the content of the magazine. If general interest magazines readers have low motivation and personal involvement, they will have a tendency to process the information with shortcuts in other words using a peripheral route (Belch and Belch 2003; Boone and Kurtz 2005).

Given this information and assumptions, it is possible to say that advertisement which is placed in general interest magazine have a tendency to show peripheral route characteristics and advertisement which is placed in special interest magazine have a tendency to show central route characteristics (Szczepanski 2006). Also it is assumed that, if there is a positive relationship between advertisement and content of the magazine, central route would be dominant in the advertisement. On the contrary if there is no relationship between advertisement and magazine content, peripheral route would be dominant (Szczepanski 2006).

Observations about argument quality and advertisement message appeals are also the focus of this research. Argument quality is one of the most important determinants over the elaboration continuum (Petty, Cacioppo and Goldman 1981; O'Keffee 2002; Perloff 2008). Argument quality is associated with central route (Petty and Cacioppo 1986), but sometimes in mixed strategies high argument quality would appear to the target's need for information. Nevertheless high argument quality is associated with central route, and one of the objectives of this research is to test the argument quality degree in terms of central and peripheral execution. Thus in special interest magazines advertisements which are expected to have mostly central execution also must show high argument quality. Meanwhile, advertisements in general interest magazines are expected to have mostly peripheral execution and they also must have low argument quality.

Right along with argument quality, advertisement message appeals were also inserted in this study. There are many appeal classifications in the advertising field. However, most researches in the past classified advertisement message appeals as "rational" and "emotional", because this technique serves a wider line of vision. (Chaudhuri and Buck, 1995; Aaker and William, 1998; Stafford and Day, 1995) Rational appeals are represented by full argumentative and informative components that are included in the advertisement (Percy and Elliot 2009). Emotional appeals are exemplified as humor, fear, sexual and other appeal components. It is known that emotional appeals provide cognitive shortcuts to the target and also they are accommodated with peripheral strategies (Petty and Cacioppo 1986; Perloff 2008). Central strategy represents more cognitive effort as the target of the message may need more information and argument when they evaluate the execution (Petty, Cacioppo and Goldmann 1981). Consequently expectation would form this way: in central route, target can look for more rational components but on the other hand in peripheral route target would need more emotional components when they realize the cognitive activities. For instance, it is expected that special interest magazines which represent central routes would have more rational appeals. General interest magazines which symbolize peripheral routes would have more emotional appeals.

In light of this reasoning, hypotheses and research question were composed.

H1a: In most cases, advertisements which are placed in general interest magazines have peripheral execution.

H1b: In most cases, advertisements which are placed in special interest magazines have central execution.

H2a: Advertisements that are placed in special interest magazines represent central route when there is relevancy between advertisement and editorial content.

H2b: Advertisements that are placed in special interest magazines represent peripheral route when there is no relevancy between advertisement and editorial content.

H3a: Advertisements that are placed in special interest magazines mostly have high argument quality.

H3b: Advertisements that are placed in general interest magazines mostly have low argument quality.

H4a: Advertisements which are placed in general interest magazines have mostly emotional appeal instead of rational appeal.

H4b: Advertisements which are placed in special interest magazines has mostly rational appeal instead of emotional appeal.

Research Question: Do special interest magazines advertisements have high ratio of relevancy towards editorial content?

4.3 Data Gathering Procedure

To explain and understand which cognitive ways have been used with what type of cognitive effects in persuasive advertisement messages, 790 ads which were positioned in seven different magazines were analyzed via content analysis method. These seven magazines were also categorized into two different types as special interest and general interest to specify the content relevancy between ads and magazine. To identify which route has been used in the advertisement, five

different determinants were stated. Also argument quality and ad message appeal variables were positioned into the research to assign the relationship between these variables and cognitive routes that had chosen by advertiser.

4.4 Determining the Ultimate Sample

Sampling was generated via judgmental sampling and also it was obtained from seven monthly and weekly magazines, each magazines represents special or general interest. During the decision process of appropriate sampling two points were crucial for the research. The first important point was to determine which magazines would represent the sampling, and the other crucial point was to identify which issues of the selected magazines would be used in the research. Magazines were selected in terms of their circulation and the intensity of their ads. Information about circulation and intensity of ads in the magazines was obtained from three companies which are responsible for magazine distribution in Turkey. At the end of this consultation four special interests and three general interest magazines were selected for the sampling. The following four special interest magazines were selected: in the decoration field “Evim”, in the automobile and automobile sport field “Auto Motor Sport”, in the food and taste field “Lezzet,” and in the computer and informatics field “Chip”. Moreover, “Tempo”, “Alem” and “Aktüel” were selected to represent general interest magazines. All the selected magazines are issued on a monthly basis with the exception of Aktüel. Aktüel was selected because of its circulation and the number of ads it contains. Due to the fact that this research aims to reflect the current situation in advertising the November, October and December 2010 issues of these magazines were attained. The 7 magazines and their 21 issues that were ultimately selected had a total of 858 full page advertisements, 467 ads were from special interest magazines and 391 ads came from general interest magazines. In order to arrive to a clear and distinctive analysis, only full page ads were considered.

After the sampling determination, repeat advertisements were eliminated in order to achieve a more clear and non-manipulative set of data. It was considered a risk to have repeat copies of the same advertisement as it could have manipulated or misled the results. However, in special interest magazines repeated copies across different magazines added a different dimension to the study. Different determinants would differentiate the results over the coding sheet. Because ads that are placed in different special interest magazines could represent different answers they were thereby not considered as repeat copies. Consequently these kinds of samples were inserted in the research. In special interest magazines repeated copies ratio was 3%. Analysis showed that, repeated copies which were placed in special interest magazines would not create manipulative or misleading results. However, general interest magazines called for a different evaluation with respect to repeated copies because of absence in differentiation. A total of 68 ads were repeated in general interest magazines, and these ads could have created manipulative or misleading results. Because of this risk these 68 ads were removed from the sampling. After this elimination, the ultimate sampling resulted in 790 ads, 467 ads came from special interest magazines and 323 ads came from general interest magazines.

4.5 Generating the Coding Sheet

A coding sheet that consisted of seven sections was adapted from an academic research which was made in United States of America (Szczepanski, 2006), but also two variables were added into this coding sheet. The first part represented the coder ID this defined which coder would carry out the analysis. The second part referred to the publication ID and it includes all the magazines in the sample. The third part represented the ad number that showed the different numbers in all the advertisements. Ad relevance was evaluated as the fourth part and it was classified via 3 options; relevant, non-relevant and not applicable. An ad was considered relevant when the advertised product or service would show relevancy with specific special interest magazines content. If advertised product or service was not relevant to the specific special interest, a non-relevant option was assigned. Not applicable option was assigned to all general interest magazines ads, because there was no relevancy between the content and the advertisement. The fifth part was stated to determine the ad execution according to Elaboration Likelihood Model. There were five options in this section: first one represented the central route of ELM, second one was the peripheral route of ELM. However, every advertisement did not reflect the ELM routes in a sharp line. Thus, the third and fourth options represented these kinds of ad executions: both-central dominant and both-peripheral dominant. Finally, the last option was suitable when it was not possible to make a determination between central and peripheral route or central and peripheral dominance. Some information about argument quality and advertising message appeals which was studied in this work differs from the adapted research (Szczepanski, 2006). Argument quality and advertising message appeals would affect the elaboration continuum directly (Petty Cacioppo and Schumann 2001). In light of this previously established information, a sixth and seventh part was constituted to determine the advertisement argument quality and advertisement message appeal. There were three options assigned for distinguishing the advertisement message appeals: rational/informational, emotional and not applicable. Rational/informational appeals represent the intensive arguments and knowledge, while emotional appeals are represented by appeals like humor, sexuality, fear and other emotional elements. Furthermore, the not applicable option was assigned in situations where there were no appeal elements in the advertisement. The final part of the coding sheet was sculpted to define the argument quality degree of each advertisement. There were three options for this determination: high argument quality, low argument quality and not applicable. Not applicable option did not refer to the fact that there was no argument in specified advertisement rather it exemplified that there was neither high nor low argument quality. In other words, there were more average argument number elements in the advertisement. High argument quality exemplified rich and intensive arguments and information, while low argument quality expressed poor and little arguments and information.

4.6 Pretest and Reliability

After generating the coding sheet, to classify advertisements into the various defined categories, three coding assistants were assigned. In order to increase reliability, classification criteria and content of the categories were explained and the required training was given to the coder assistants. Furthermore, among the 790 samples, 100 advertisements were chosen for the purpose of testing the reliability of classification of the categories and also in order to ensure the consistency and reliability among the assistant coders. These 100 advertisements reflected that the entire sampling process was performed homogeneously, in terms of special and general interest magazines and also with respect to the quantity of advertisement in each magazine. A coding sheet was assigned to each assistant coder for each advertisement and all assistant coders evaluated the advertisements according to the information which was provided on the coding sheet. Also when there was a conflict about evaluation, it was resolved by an arbiter/referee. Consistency among assistant coders was estimated using Cohen's Kappa, due to the fact that all the categories that were placed in the coding sheets were measured on a nominal scale. The calculated Cohen's Kappa coefficient for nominal scaled questions was 0.89 among the coders. Harold H. Kassarian (1977) set the threshold that reliability coefficient number had to be above 0.85 between coders, thus according to this standard this study was interpreted as reliable according to coder's consistency levels. After actualizing the pre-test, whole sampling was evaluated according to the coding sheet. Meanwhile the 100 advertisements which were evaluated earlier were also considered in the research.

5. Analyzing and Interpreting the Data

After evaluating the entire sample in order via the coding sheet, frequency tables were obtained. In addition to this, Chi-Square and Goodness of Fit test was used for hypothesis tests, and relationship degree between variables was monitored by Phi and Cramer's V tests. During the result interpretation process detailed analysis was conducted to ensure clear and accurate derivation of hypotheses results. Non discernible advertisements which had mixed strategies were not included in the chi-square analysis in order to avoid misleading results.

6. General Findings

The findings of this research are separated into four distinct groups for more understandable and clear result monitoring. The first group represents findings about general interest magazines. All hypotheses about general interest magazines were assembled and interpreted together. Second group represents finding about special interest magazines and like the first group the results were assembled and interpreted together. Third group's finding was named as special interest magazine advertisement's relevancy towards editorial content. It contains two hypotheses (H2a and H2b) and a research question. Finally the last group includes a detailed analysis which consists of H1b and H2a hypotheses.

6.1 Hypothesis Group 1: General interest magazines

Hypotheses H1a, H3b and H4a relate to general interest magazines. Results of the every general interest magazines hypotheses show statically meaningful differences.

Table 1: H1a, H3b and H4a hypotheses results which are about general interest magazines.

General Interest Magazines			
H1a	Peripheral execution	Peripheral execution	Both-peripheral dominant
		% 38.4	% 39.7
H3b	Argument quality	Low	Undefined
		% 56.0	% 16.7
H4a	Appeals	Emotional	Rational
		% 61.9	% 39.1

H1a: Chi-Square = 65.548, p = 0.000, Cramer's V = 0.30, p = 0.000

H3b: Chi-Square = 29.062, p = 0.000, Cramer's V = 0.19, p = 0.000

H4a: Chi-Square = 18.842, p = 0.000, Phi= 0.18, p = 0.000

When peripheral and both-peripheral dominant variables are observed together, total ratio of strategic executions is almost 80% in H1a. Thus the hypothesis is clearly supported. Moreover, the value of Cramer's V shows a strong relationship and thus the differences between the variables are statically meaningful (Pallant 2013, 228). Argument qualities of general interest magazines have low degree in major with a 56% ratio. Therefore, H3b hypothesis is supported, with Cramer's V value of 0.19, differences between variables are meaningful and they have a medium-strength relationship with each other (Pallant 2013, 228). Advertisement appeals in a majority of general interest magazines have emotional characteristics with the ratio of 61.9%. After the evaluation of chi-square (18.842) and phi values with 0.18, hypothesis H4a supports the idea that differences between variables are meaningful and they have medium relationship with each other (Pallant 2013, 228).

6.2 Hypothesis Group 2: Special Interest Magazines

Hypotheses H1b, H3a and H4 relate to special interest magazines. The results below represent these hypotheses, According to these findings H1b is not supported while H3a and H4b are supported.

Table 2: H1b, H3a and H4b hypotheses results which are about special interest magazines.

Special Interest Magazines			
H1b	Central execution	Central execution	Both-central dominant
		% 24.6	% 22.1
H3a	Argument quality	High	Undefined
		% 44.1	% 18.2
H4b	Appeals	Emotional	Rational
		% 42.3	% 57.7

H1b: Chi-Square = 65.548, p = 0.000, Cramer’s V=0.30, p = 0.000

H3a: Chi-Square = 29.062, p = 0.000, Cramer’s V= 0.19, p = 0.000

H4b: Chi-Square = 18.842, p = 0.000, Phi = 0.18, p = 0.000

In special interest magazines central execution degrees are highly expected, however results of this analysis show the combination of central and both-central dominant execution below average at 46.7%, thus H1b is not supported. Argument in special interest magazines demonstrated high quality as expected, so hypothesis was supported and the differences between variables are meaningful furthermore they also have medium-strength relationship with each other (Pallant 2013, 228). Ads that are placed in special interest magazines have mostly rational characteristic at the rate of 57.7%. Hypothesis was supported and differences between variables are meaningful. Also they have medium relationship with each other according to chi-square calculation and phi value (Pallant 2013, 228).

6.3 Hypothesis Group 3: Special Interest Magazine Advertisement’s Relevancy towards Editorial Content

H2a and H2b hypotheses refers relevancy between ad execution and editorial content.

Table 3: Special Interest Magazine Advertisement’s Relevancy Towards Editorial Content

Special Interest Magazines			
		Relevant	Non-relevant
Strategic Executions	Central Route	% 27.9	% 11.6
	Peripheral Route	% 19.1	% 22.1
	Both-Central Dominant	% 20.6	% 27.9
	Both-Peripheral Dominant	% 32.4	% 38.9

Chi-Square = 10.126, p = 0.018, Cramer’s V = 0.15, p = 0.018

It is expected that when there is a relevancy between the ad and editorial content central execution would be used in the ad strategy. However when there is no relevancy between the ad and editorial content peripheral execution is expected to be used. According to these assumptions; when there is a relevancy between the ad and editorial content, the central execution ratio is found % 27.9 (Central Route) and % 20.6 (Both-Central Dominant) with a total of % 48.5. When there is no relevancy between the ad and editorial content the peripheral execution ratio is found % 22.1 (Peripheral Route) and % 38.8 (Both-Peripheral Dominant) with a total of % 60.9. Results show that hypothesis H2a is not supported while H2b is supported. Also they have medium relationship with each other according to chi-square calculation and Cramer’s V value (Pallant 2013, 228).

6.3.1. Research Question

It is expected that ratio of advertisements which is placed in special interest magazines that have relevancy with editorial content will be higher. To analyze this question goodness of fitness test was conducted. Results show that relevant advertisements have high ratio of relevancy in special interest magazines with statically meaningful differences. The result of this research question is important for testing the previous H2a and H2b hypothesis.

Table 4: Relevancy with editorial content in special interest magazines

Relevancy between ad and editorial content	Frequency	%
Relevant with editorial content	376	80.5
Non-relevant with editorial content	91	19.5
Total	467	100

Goodness of fitness test, Chi-Square = 173.929, p = 0.000

6.4 Hypothesis Group 4: Detailed Analysis of H1b and H2a for each special interest magazine

Detailed analysis was made for unsupported H1b and H2a hypotheses for more efficient and better interpretation. For this reason in H1b, 4 special interest magazines results were observed, and it was noted that each special interest magazine has different values of the strategic executions. Consequently these different values reflected different execution; detailed analysis would expose some differentiations between each special interest magazines.

Table 5: Detailed analysis for unsupported H1b hypotheses.

Special Interest Magazines	Magazine 1	Magazine 2	Magazine 3	Magazine 4
Central Route	% 22.3	% 19.7	% 25.8	% 31.1
Both-Central Dominant	% 19.3	% 26.2	% 16.1	% 28.3
Peripheral Route	% 28.9	% 11.5	% 14.5	% 10.4
Both-Peripheral Dominant	% 29.4	% 42.6	% 43.5	% 30.2
Total	% 100	% 100	% 100	% 100

Magazine 1: Goodness of fitness test, Chi-Square = 5,904, p = 0.116

Magazine 2: Goodness of fitness test, Chi-Square = 12,770, p = 0.005

Magazine 3: Goodness of fitness test, Chi-Square = 13,226, p = 0.004

Magazine 4: Goodness of fitness test, Chi-Square = 12,264, p = 0.007

These results can explain that different special interest magazines have distinct execution values, due to the fact that every interest based publication may have some distinct needs with respect to its readers. When the magazines observed separately for the central executions, Magazine 1 has ratio of % 22.3 (Central Route) and % 19.3 (Both-Central Dominant) with a total of % 41.6. Magazine 2 has a total ratio of % 45.9. Magazine 3 has a total ratio of % 41.9 and Magazine 4 has a total ratio of % 59.4. If evaluations are only made for Magazine 4 (“Chip” the computer and informatics magazine) H1b hypothesis would be supported. But, mixed strategies as both-central and both peripheral dominant executions can create misleading outcomes. But beyond that, Magazines 1, 2 and 3 have ratios between %42 to %46 for central executions and these values are close to average. In the light of these findings it can be said that when the special interest magazines are observed separately H1b hypothesis is supported partially.

Another unsupported hypothesis was H2a which referred to relevancy between advertisement and special interest magazine content. When the special interest magazine results were analyzed separately according to the advertisement and editorial content relevancy towards central route executions, Magazine 1 has ratio of % 26,1 (Central Route) and % 13,7 (Both-Central Dominant) with a total of % 39,8. Magazine 2 has a total ratio of % 50. Magazine 3 has a total ratio of % 44.9 and Magazine 4 has a total ratio of % 64.8. Magazine 2 is equal to average and Magazine 4 (as the previous value for H1b) is higher than the average. Also they have strong relationship with each other according to chi-square calculation and Cramer’s V value (Pallant 2013, 228).

In addition to these findings for this hypothesis it is clear that mixed strategies as both peripheral dominant executions can create misleading outcomes. According to Table 6, when there is relevancy between advertisement and editorial content, In Magazine 1, the values of the Central executions and Both-Peripheral Dominant are close to each other; in Magazine 2 and 3 the values of the Both-Peripheral Dominant are higher than the other routes. In the light of these findings and according to the acceptance of “Both-Peripheral Dominant” option contains the small segments of Central Routes Executions, it can be said that when the special interest magazines are observed separately H2a hypothesis is supported partially. As shown in the detailed analysis some magazines values have a distinction in strategic executions.

Table 6: Detailed Analysis for unsupported H2a hypothesis relevancy between special interest magazine content and ads.

Special Interest Magazines	Magazine 1		Magazine 2		Magazine 3		Magazine 4	
	Relevant	Non-relevant	Relevant	Non-relevant	Relevant	Non-relevant	Relevant	Non-relevant
Central Route	% 26.1	% 9.1	% 20.0	% 18.2	% 26.5	% 23.1	% 36.4	% 5.6
Both-Central Dominant	% 13.7	% 38.6	% 30.0	% 9.1	% 18.4	% 7.7	% 28.4	% 27.8
Peripheral Route	% 32.7	% 15.9	% 6.0	% 36.4	% 14.3	% 15.4	% 5.7	% 33.3
Both-Peripheral Dominant	% 27.5	% 36.4	% 44.0	% 36.4	% 40.8	% 53.8	% 29.5	% 33.3
Total	% 100	% 100	% 100	% 100	% 100	% 100	% 100	% 100

Magazine 1: Chi-Square = 19.687, $p = 0.000$, Cramer's $V = 0.31$, $p = 0.000$

Magazine 2: Chi-Square = 8.885, $p = 0.031$, Cramer's $V = 0.38$, $p = 0.031$.

Magazine 3: Chi-Square = 1.182, $p = 0.757$, Cramer's $V = 0.13$, $p = 0.757$

Magazine 4: Chi-Square = 15.639, $p = 0.001$, Cramer's $V = 0.38$, $p = 0.001$

7. Discussion

The overall finding of this study that relate to the hypotheses regarding general interest magazines are supported. Meanwhile some hypotheses which relate to special interest magazines are not fully-supported. Consequently the expected model was mostly supported in the research, moreover with detailed analysis; some unsupported hypotheses were also partially sustained. Special interest magazine sampling can be extended by adding different magazines that appeal to different interests. Also magazines from various sectors can be added. When extending the sampling the results of the research could show some differences. Since every magazine has different interests which presents different results, a probability was considered that every distinct interest could require a different strategic execution. Especially in high involvement special interest magazines such as in the case of the automobile and automobile sport magazine "Auto Motor Sport" reflected same ratio of central and peripheral strategies. This is attributed to the fact that advertisers may intend to give information to the customer about the product and in addition they want to offer cognitive cues in order to grab the attention when they make advertisements for high involvement products. Another result of the content analysis is that mixed strategies such as both-central dominant and both-peripheral dominant limit the ability to clearly see how Elaboration Likelihood Model is working.

Different from Szczepanski's research, argument quality and advertising appeals analysis was inserted to this content analysis. Argument quality is an important variable in ELM which affects elaboration continuum. Findings indicated that advertisers give importance to argument quality when they use special interest magazines which exemplify central execution. Furthermore, it demonstrated that special interest magazine's advertisements have rational appeal, while general interest magazine's advertisements generally have emotional appeal. In this case advertisers possibly offer more rational and tangible features to the customers in special interest magazines which represents central route and they may replace more emotional elements to the general interest magazines advertisements. This type of behavior may cause advertisers to consider the customer's low motivation and low ability when they operate peripheral execution in general interest magazines. For this reason advertisers may intend to give cognitive cues and also they may want to encourage and raise customer's attention. As a result of this content analysis argument quality and ad appeals findings support the central and peripheral execution strategies.

8. Constraints

The first constraint of this research is that it is focused entirely on Turkish magazines; therefore the results and finding can be applicable only for Turkey. Additionally, as with most similar research in this field, the use of a purposive sample severely limits the generalization of this research. Furthermore, repeated advertisements brought another problem area. Different treatments for the repeated advertisements (unit of analysis) could have had an effect on research results. Moreover, another constraint was the mixed ad executions based on ELM (both-central dominant and both-peripheral dominant) and not applicable option (means no strategy based on ELM) could have created biased or unclear results. At the same time ELM is directed to receivers or consumers and it aims to change the attitudes for the successful persuasion process, but in this research the receivers were not observed, mostly the message content was observed for understanding the ELM Model. These limitations of this subject should be studied further and clarified in further studies.

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