Tony’s Chocolonely’s mission to raise awareness about child labour

*The Influence of Advertisements*

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# Executive Summary

Currently, 2.1 million children in Ghana and Ivory Coast are exposed to extensive working hours and use of sharp and dangerous tools. Furthermore, these children are unprotected to the use of pesticides and are overstraining their bodies with excessive weight carrying. Various large chocolate producing countries have agreed to several deadlines to uproot child labour in their cocoa production, but none of these deadlines are reached. Compared to other large chocolate producing companies, Tony’s Chocolonely has already undertaken action by excluding child labour in their cocoa production. Their mission is, besides excluding child labour and modern slavery in the cocoa production, to raise awareness among customers and start a discussion between companies and customers about these current problems of child labour and modern slavery. Therefore, the aim of the research is to investigate the what extent the advertisements of Tony’s Chocolonely raised awareness about child labour on cocoa farms. The methodology used for this research are desk research and quantitative research. The desk research consisted various books and online sources, for example academic papers. The quantitative research was in the form of an online questionnaire. The online questionnaire had a participation rate of 146 respondents. The online questionnaire was based on the theory conducted during the literature review. However, the online questionnaire was mainly focussed on the DAGMAR approach and AIDA model due to these models being used to measure advertising effectiveness. The most interesting finding of the desk research included that Tony’s Chocolonely does not use paid advertisements. The company only uses earned and owned media. Furthermore, the most interesting finding from the online questionnaire is that the advertisements of the company, which are owned and earned media, do spread awareness about child labour on cocoa farms in West Africa, however customers are more aware of the features and benefits of the product itself instead of the mission the company strives to achieve. Further research should focus on obtaining more respondents for the online questionnaire in order to ensure the reliability. Furthermore, the majority of the respondents were between the ages 18 to 25 and were female. Therefore, further research should provide a balance between the different age groups and male/female ratio in order to ensure the reliability of the research.

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# List of abbreviations

NGOs Non-governmental organisations

THUAS The Hague University of Applied Scienes

TOM Top Of Mind

# 1. Introduction

# 1.1 Background

According to Duijn and Menkveld (2019) eating sugar became less popular in The Netherlands the past few years. However, chocolate producers know how to take advantage of this trend to still sell chocolate, for example by selling chocolate bars with avocado in it (Duijn & Menkveld, 2019). Therefore, chocolate remains one of the most eaten candies in The Netherlands with an annual amount of 4.7 kilograms per person in The Netherlands (Rijksinstituut voor Volksgezondheid en Milieu, n.d.) (Lambert D. , 2016). In addition, chocolate in The Netherlands is inherited in various traditions, such as chocolate sprinkles and during ‘Sinterklaas’ festivities. However, the chocolate market in The Netherlands is changing currently due to two factors. The first factor contains that Dutch consumers of chocolate are willing to pay a higher price for premium products and major brands that produce specialty chocolate bars. Furthermore, the second factor contains that sustainability is increasing its popularity among Dutch consumers of chocolate. The demand for Fairtrade products is growing. The Dutch consumers of chocolate believe that during the production of chocolate no forms of child labour or slavery should take place (CBI Ministry of Foreign Affairs, n.d.).

According to Central Bureau of Statistics (2019) The Netherlands remains the biggest importer of cocoa beans in the world. The Netherlands imported 1.1 billion kilograms of cocoa beans in 2018 mainly from Ghana and Ivory Coast (Central Bureau of Statistics, 2019).The Netherlands imports the cocoa beans to export directly abroad to other countries in Europe. The rest of the cocoa beans will be consumed in The Netherlands or processed into other cocoa products, such as cocoa powder. These processed cocoa products will be sold across the border (Europa Nu, 2019).

The international cocoa market distinguishes three types of cocoa beans, namely the Forastero cocoa, Criollo cocoa and Trinitario cocoa (International Cocoa Organization, 2013) .The Forastero cocoa bean is the cocoa bean that grows in West Africa, mainly in Ghana and Ivory Coast, which are currently the world’s two largest cocoa producers (BTC Trade for Development, 2011) .In 2017, the Forastero cocoa bean accounted for 80 percent of the global cocoa production (CBI Ministry of Foreign Affairs, n.d.).

The two largest cocoa producing countries, Ghana and Ivory Coast, consists of many small cocoa farms owned by smallholder farmers who are already struggling with poverty (Siegel & Whoriskey, 2019). The daily income of a cocoa farmer in Ivory Coast is $0.78, which is not sufficient to make a living income, and is only 37 percent of a living income in rural Ivory Coast. Furthermore, the world market price for cocoa declined drastically between September 2016 and February 2017. The drastic decline for the cocoa world market price was due to favourable weather that resulted in abundant harvests, and analyst predictions that China and India would develop ravenous appetites for chocolate, which did not grow as expected (Foundation & Huetz-Adams, Cocoa Barometer 2018, 2018). As stated above, the farms are mostly small-scale. Therefore, the cocoa farmers have relatively little power to influence the prices of the cocoa beans. As a result, the cocoa farmer produces cocoa beans at low prices (Ammerlaan, et al., 2016). In addition, farmers sell their cocoa beans for a low price due to the competitiveness and abundant harvests. As a result, the cocoa farmers saw their income decline with 37 percent in only a few months between September 2016 and February 2017 (Foundation & Huetz-Adams, 2018).

Furthermore, the high costs of farming inputs do affect the farmer’s income. To illustrate an example, farming inputs are a huge financial burden for the farmers to hire adults for cocoa production (Lambert, 2014). Additionally, farming inputs further diminishes the income of cocoa farmers from the cocoa production and only a small percentage (36%) of the Ghanaian cocoa farmers could afford farming inputs (Cocoa Initiative, 2017). Therefore, in order to compensate costs, farmers force children to work on cocoa farms. These children earn less money or are not paid at all (Fountain & Huetz-Adams, 2018). According to the Fountain and Huetz-Adams (2018), 2.1 million children worked in the cocoa sector in Ghana and Ivory Coast in 2018, which illustrates that child labour is a huge problem in Ghana and Ivory Coast (Fountain & Huetz-Adams, 2018).The world’s largest chocolate companies have made deadlines to uproot child labour in the supply chains. However, the companies have already missed the deadlines of 2005, 2008 and 2010 (Siegel & Whoriskey, 2019).

The children of the cocoa farms grew up around extreme poverty with a lack of quality and access to education. Moreover, these children are exposed to extensive working hours, use sharp and dangerous tools, are unprotected to the use of pesticides, and are overstraining children’s bodies with excessive weight carrying (International Labour Organization, 2017). Tulane University (2009) interviewed 600 former migrant cocoa workers. Former migrant cocoa workers admitted that cocoa farmers restricted the cocoa workers to return to home. Additionally, the cocoa workers experienced physical violence or threats and money that was promised was never paid by the cocoa farmers (Tulane University, 2015).

However, the root causes of child labour should not be forgotten due to child labour being a symptom of deeper problems. The root causes of child labour in Ghana and Ivory Coast include structural poverty, lack of quality and access to education, lack of awareness, and lack of adequate local infrastructure. In addition, it is also important to be aware that without changing the systemic poverty, political economy, and improving the infrastructure, child labour will still exist in the upcoming years and/or decades (Foundation & Huetz-Adams, 2018).

# 1.2 Problem statement

Various companies have already undertaken action to address exploitation of children in the cocoa supply chains and have funded prevention initiatives in source communities. To illustrate an example, chocolate companies use Fairtrade marks (CBI Ministry of Foreign Affairs, n.d.).Fairtrade is a trading partnership based on transparency and respect. Fairtrade ensures farms to receive a fair price for their cocoa beans and offers better trading conditions for the farmers (International Cocoa Organization, 2019).

Tony’s Chocolonely is a chocolate producer that claims to use Fairtrade and pays a fair price for the cocoa beans to the West African farmers. The company fights for slave free chocolate and uses innovative flavour combinations (CBI Ministry of Foreign Affairs, n.d.) According to Tony’s Chocolonely (n.d.) the company strives to make their products a 100 percent slavery free, which includes that during the production of the chocolate bar, not any form of child labour or modern slavery was involved.In addition, Tony’s Chocolonely informs the customers in The Netherlands about the modern slavery and child labour on the cocoa farms, for example the wrapper of the chocolate bars contains shocking information about the cocoa sector**.** Tony’s Chocolonely raises awareness about the problem. However, the company realises that in order to change the current situation, the company needs the help of the customers (Tony's Chocolonely, n.d.) . For that reason, the company tries to inform as many customers possible, and in order to inform as many customers as possible, the advertisements must be effective. Therefore, the effectiveness of Tony’s Chocolonely advertisements will be measured.

This leads to the following central research question:

*‘‘To what extent are the advertisements of Tony’s Chocolonely effective in raising awareness about child labour on cocoa farms?’’*

Sub questions will be used in order to answer the central question:

* *‘‘What is effective advertisement?’’*
* *‘‘How are the advertisements implemented at Tony’s Chocolonely?’’*
* *‘‘Are the advertisements of Tony’s Chocolonely increasing awareness about child labour?’’*

These three sub questions will give an insight of what effective advertisement includes, and how Tony’s Chocolonely is currently implementing advertisements. This will help to evaluate if the advertisements of Tony’s Chocolonely’s are raising awareness among the customers.

# 2. Literature review

# 2.1 Introduction

This chapter provides a structured overview of all the key concepts that are related to the research. The following key concept will be discussed:

* Definition of advertising,
* Importance of advertising,
* Objectives of advertising,
* Goals of advertising,
* Different forms of advertising,
* Brand awareness and social awareness,
* Advertising effectiveness by Wells,
* Advertising effectiveness by Shimp,
* Emotions and advertising effectiveness,
* DAGMAR approach,
* AIDA concept.

The first part of the literature review starts with providing different definitions of the term advertising. Moreover, the first part of the literature contains various objectives of advertising, the importance of advertising and the goals of advertising. The second part of the literature review will follow by providing different forms of advertising and (dis)advantages. Furthermore, the third part of the literature review will provide an explanation of the term awareness, brand awareness and social awareness. The fourth part of the literature review contains theories of various researchers which will be explained regarding advertising effectiveness. The last part of the literature review discusses theories of how to measure advertising effectiveness.

# 2.2 Definition of advertising

According to Saleem and Ul-Abideen (2011) advertising is a form of communication intended to convince an audience to purchase or take some action upon products, information or services. Advertising should be considered vital to promote products and educate the customers about the product (Saleem & Ul-Abideen, 2011). Furthermore, Rodgers and Thorson (2016) argued that advertising could be described as paid form of communication from an identified sponsor using mass media to persuade an audience (Rodgers & Thorson, 2012). In the book *Marketing; An Introduction,* Armstrong and Kotler (2015) discuss that advertising is a good way to inform and persuade, whether the purpose is to sell certain products or to educate on how to live a healthier life to citizens in developing nations. The researchers emphasise that advertising is mostly used by business firms. However, advertising could additionally be used by non-profit organisations (NGOs) or social agencies (Armstrong & Kotler, 2015, p. 405). The definitions of Saleem and Ul-Abideen and Rodgers and Thorson both emphasise that advertising is a form of communication. However, Rodgers and Thorson express that the form of communication is paid and spread through mass media, which is not mentioned by the two other definitions of advertising. Saleem and Ul-Abideen and Armstrong and Kotler both discuss that advertising should lead to purchasing products. Moreover, both of the definition expresses that advertising should educate, however, Saleem and Ul-Abideen describe educating regarding the product, and Armstrong and Kotler describe educating regarding not necessarily for products. However, all of the three definitions argue that advertising should persuade.

# 2.3 Importance of advertising

Furthermore, advertising is important in modern economies for four reasons. First, advertising is a major means of competition among firms. Various forms of advertising give firms the opportunity to communicate with consumers as promptly and efficiently needed. Second, advertising is the primary means by which firms inform consumers about new or improved products. Therefore, advertising has the potential to ensure the vital functioning of markets for new and improved products. Third, advertising subsidizes the free flow of information and entertainment to consumers. Fourth, advertising is a huge industry (Tellis, 2004).

# 2.4 Objectives of advertising

Bhasin (2019) provides an overview of 11 objectives of advertising. These objectives include: introduce a product, introduce a brand, awareness creation, acquire customers, differentiation, brand building, positioning, increase sales, increase profits, create desire, and call to action (Bhasin, 2019). Compared to Armstrong and Kotler (2015) who argued that advertising objectives can be to inform, persuade or to remind (Armstrong & Kotler, 2015, p. 406). Armstrong and Kotler (2015) argued that the advertising objective is based on past decisions about the target market, positioning, and the marketing mix (Armstrong & Kotler, 2015, p. 405). The purpose of the advertising objective is to help engage customers and build customer relationships by communicating customer value. According to Armstrong and Kotler (2015) informative advertising is used to introduce a new product. Possible informative advertising objectives are communicating customer value, telling the market about a new product, building a brand, and company image and describing available services and support. In addition, persuasive advertising is to build selective demand by building brand preference, encouraging to switch to a brand, creating customer engagement, building brand community, and changing customer perceptions of product value (Armstrong & Kotler, 2015, p. 406). The last advertising objective is reminder advertising. The main purpose of reminder advertising is to help maintain customer relationships and keep customers thinking about the product. Possible advertising objectives of reminder advertising are maintaining customer relationships, reminding the consumers where to buy the product, reminding consumers that the product may be needed in the near future, and keeping the brand in a customer’s mind during off-seasons (Armstrong & Kotler, 2015, p. 407). A few objectives of advertising discussed by both of the researches overlap. To illustrate some examples, both express the objective to brand building and introducing a product. However, most of the objectives discussed by Bhasin and Armstrong and Kotler do not overlap, such as encouraging switching to a brand and reminding the consumers where to buy the product.

# 2.5 Goals of advertising

Additionally, advertising goals are important in order to create effective advertisement. Clow & Baack (2018) describe the following advertising goals:

*1. Build Brand Awareness*: brand awareness means that the consumers recognise and remember a particular brand or company name when considering purchasing options. Advertising offers a venue to increase brand awareness.

*2. Provide Information:* an advertisement can provide information to the consumers and the business buyers.

*3. Persuasion:* the advertiser can show the consumer the negative consequences of failing to buy a particular brand or can highlight the superior attributes or benefits of the brand.

*4. Supporting Marketing Efforts:* advertising often supports other marketing functions. This can support marketing programs such as buy-one-get-one-free or Black Friday.

*5. Encouraging Action:* the last advertising goal refers to the behavioural goals for advertising programs that many firms have set (Clow & Baack, 2017, pp. 159-160).

# 2.6 Different forms of advertising

Advertising can come in many different forms and changes throughout the decades. Armstrong and Kotler provided an overview of the major different media types and their advantages and limitations (Armstrong & Kotler, 2015, p. 416):

|  |  |  |
| --- | --- | --- |
| **Medium** | **Advantages** | **Limitations** |
| Television | Good mass-marketing coverage; low cost per exposure; combines sight, sound, and motion; appealing to the senses | High absolute costs; high clutter; fleeting exposure; less audience selectively |
| Online, mobile, and social media | Focus on individuals and customer communities; immediacy; personalization, interaction, and engagement capabilities; social sharing power; low cost | Potentially narrow impact; difficult to administer and control; the audience often controls content and exposure |
| Newspapers | Flexibility’ timeliness; good local market coverage; broad acceptability; high believability | Short life; poor reproduction quality; small pass-along audience |
| Direct mail | High audience selectivity; flexibility; no ad competition within the same medium; allows personalization | Relatively high cost per exposure; ‘junk mail’ image |
| Magazines | High geographic and demographic selectivity; credibility and prestige; high-quality reproduction; long life and good pass-along readership | Long ad purchase lead time; high cost; no guarantee of position |
| Radio | Good local acceptance; high geographic and demographic selectivity; low cost | Audio only; fleeting exposure; low attention; fragmented audience |
| Outdoor | Flexibility, high repeat exposure; low cost; low message competition; good positional selectivity | Little audience selectivity; creative limitations |

*Note*. Reprinted from “Marketing; An Introduction”, by Armstrong, G., Kotler, P., 2015, *Pearson Education Limited*, p. 416.

# 2.7 Brand awareness and social awareness

To start with, the definition of awareness must be provided. The Cambridge Dictionary defines awareness as ‘’knowledge that something exists or understanding of a situation or subject at the present time based on information or experience’’ (Cambridge Dictionary, n.d.). Awareness does additionally relate to advertising since the primary goal of advertising is to create awareness. Therefore, awareness is the most necessary condition for advertising effectiveness (Manickam, 2014).

To start with the term brand awareness. Advertising is one of the instruments of promotion that can influence the consumers’ awareness of the brand. Advertising can contribute to the formation and preservation of a positive image of the company. Franses and Vriens (2004) highlighted the importance of brand awareness. Franses & Vriens (2004) discussed that if a consumer has to choose between a well-known brand an unknown brand, the consumer will most likely choose the well-known brand (Franses & Vriens, 2004). The book *Integrated Advertising, Promotion, and Marketing Communications* Clow & Baack (2018) described a theory on how to measure brand awareness, namely by the term Top Of Mind (TOM). TOM are the brands that come quickly to mind when consumers are being asked to identify brands from a product category (Clow & Baack, 2018, p.159). According to Kapferer (2004) TOM awareness benefits the brand at any time the buyers have to make a quick decision or want to decide without too much effort. To illustrate an example, the choice the buyer makes when ordering a drink in a restaurant (Kapferer, 2004). Additionally, the book *Fame & Fortune: How Successful Companies Build Winning Reputation* an emphasis is made on the importance of top of mind awareness. TOM awareness namely contributes to better rates by the public of a company’s products and services simply due to the public being more familiar with the brand (Fombrun & van Riel, 2004).

However, despite creating brand awareness, Kaptan (2003) concluded that advertising could increase social awareness. Therefore, advertising can play an important role in making society aware of problems that the world is facing (Kaptan, 2003). For example, companies can use social good campaigns as a form of advertising to raise awareness about a brand’s promotion combined with a political or social issue. These issues could for example include the environment, racism or child labour. Burnett (2019) describes two types of social good campaigns. The first type of social good campaign relates when companies use the message to promote the company and the company’s products and services. The second type of social good campaign entails companies that are focused on driving awareness for the message. The second type still promotes the brand, however, in a less direct way. Social good campaign can increase customer loyalty and drive customer engagement. In addition, customers across all age groups respond positively to social good campaigns when applied efficiently. Therefore, social good campaigns will not only raise awareness about the brand, but also about a political and/or social issue occurring in the world (Burnett, 2019).

# 2.8 Wells and advertising effectiveness

The theory of Wells (1997) explains that to be comprehensive and compelling in demonstrating value advertising, professionals must indicate the four main criteria for demonstrating advertising effectiveness:

1. *Make the role of each advertising effort explicit in the context of multiple marketing goals and program alternatives:* advertising is only one part of a broader marketing mix designed to build sales. Therefore, advertising is necessary to specify which specific goals the advertising must achieve.
2. *Establishing a chain of evidence to demonstrate the indirect linkages between advertising, the expected impact and the ultimate expected business outcome:* besides achieving the advertising and marketing goals, evidence indicating the advertising contributed to the larger marketing objectives, must be additionally provided. The ability to rule out non-advertising-related situational factors may help to strengthen the desired linkages.
3. *Identify and account for the contribution of creative. The main focus of a large portion of effects research is on the impact of specific elements of the creative message:* the contribution of creative work must be taken into consideration, however, the contribution of creative work should not only take specific parts into account but the whole creative message.
4. *Recognize that advertising has long-term as well as short-term value:* when advertisers set short-term performance standers, the role of long-term strategies are also considered. Therefore, an advertisement might continue to influence a consumer’s buying choice in later purchase decision instead of only the next purchase decision (Wells, 1997).

# 2.9 Shimp and advertising effectiveness

Shimp (2010) argued that effective advertising is usually creative. Creativeness could be described by three common features:

1. *Connectedness:* the first feature addresses whether an advertisement reflects empathy with the target audience’s basic needs and wants as the target audience relates to making a brand-choice decision in a product category. Connectedness requires an advertisement providing information or creating feelings that resonate with the target audience’s motivations.
2. *Appropriateness:* the second feature argues that an advertisement must provide information that is pertinent to the advertised brand relative to other brands in the product category.
3. *Novelty:* the last element is most often associated with advertising creativity. Novel advertisements are unique, fresh, and unexpected. Novelty draw consumers’ attention to an advertisement. Therefore, novel advertising engages in a more effortful information processing, for example attempting to comprehend the meaning of the advertised brand.

Furthermore, another important aspect of effective advertisements are sticky advertisements. Sticky advertisements are advertisements for which the audience comprehends the advertiser’s intended message. These advertisements are remembered, and these advertisements change the target audience’s brand-related opinions or behaviour. The lasting impact is that these advertisements stick in the consumers’ mind. The elements of sticky messages are described as SUCCESs:

1. *Simplicity,*
2. *Unexpectedness,*
3. *Concreteness,*
4. *Credibility,*
5. *Emotionality,*
6. *Storytelling,*
7. The little s stands for *stickiness* (Shimp, 2010)*.*

# 2.10 Emotions and advertising effectiveness

The emotions of customers have a significant influence on purchase and consumption decision for a wide variety of products (Mizerski & White, 1986). Therefore, the successful use of emotion can be a determinant factor for a consumer to buy a particular product or service (Rucker, 2017). According to Tellis (2004) emotional appeals are the most effective in advertisement due to emotional appeals being more interesting. Furthermore, emotional appeals can be more easily cut through the clutter and grab consumers’ attention than other types of appeals. In addition, emotional appeals require less concentration, are more vivid, and better remembered than other types of appeals. Emotional appeals lead to less counterarguments which ultimately leads to less resistance from consumers. Moreover, emotional appeals lead to more immediate action, for example purchasing the product (Tellis, 2004).

Neuroscientists conclude the existence of primary emotions, which are anger, fear, disgust, surprise, sadness, and joy (Rucker, 2017). The primary emotions give different emotional responses. To illustrate an example sadness evokes a sense of compassion or empathy. Advertisements that are based on this emotion are effective at drawing awareness to social issues (Frenay, 2016). However, all of the primary emotions are basic to every human and easily visible in one’s demeanour. Besides primary emotions, secondary and social emotions exist. Those emotions are guilt, pride, and envy. However, the manner that those emotions are interpreted differs per culture. To illustrate an example, a strong correlation between guilt and responsibility can be found in Western cultures (Rodgers & Thorsen, 2012).

Effective advertising must elicit the appropriate emotions, consistent with the motivation driving the purchase decision for the advertised products (Rodgers & Thorsen, 2012). Therefore, advertisers should consider two elements in the mix (Rucker, 2017):

1. *Emotional appeal:* the first element is to consider if the target audience needs or requires an emotional appeal. Various products do not need to elicit emotion in the consumer to produce a desired response.
2. *Positive or negative:* the second element is the decision of the advertiser to go positive or negative. Positive emotions feel authentic and are true to the brand as opposed to feeling disconnected and manipulative. On the other side, negative emotions can lead to consumer attention. Additionally, consumers seek to a solution for the cause of the negative emotion. Negative emotions can persuade consumers to adopt or use a brand. However, this only works if the brand presents a problem and offers a solution to the problem. Therefore, negative emotions can be a powerful incentive to act, which can be, for example, purchasing the product. However, consumers can be turned off if the brand is unclear on how to solve the problem (Rucker, 2017).

In conclusion, the theories discussed by the researchers do overlap on certain aspects of advertising effectiveness. Wells and Shimp both express the importance of the creative message. Furthermore, Wells argues about the short-term and long-term goals of advertising. However, these goals are not further explained by the other researchers, except for Rucker and Rodgers and Thorson, who both mentioned the short-term goals of advertising, which is purchasing the product(s). Besides arguing that creative advertisements could increase the advertising effectiveness, Shimp argued that sticky messages are important to be remembered under the customers. However, Tellis argued that advertisements with emotional appeals are remembered by the customers. Furthermore, Rucker and Rodgers and Thorson both agree the existence of primary emotions, but Rucker states that the advertiser should choose between positive or negative emotions instead of primary or secondary emotions when creating an emotional advertisement.

# 2.11 DAGMAR approach

The DAGMAR approach is introduced by Colley in 1961. The Dagmar approach is a method for selecting and quantifying goals, and for using these goals to measure performance, which ultimately measures the advertising effectiveness. In other words, the DAGMAR approach is used to set advertising objectives and goals. The advertising goal is a specific communication task, which has a definite measure, starting point, a defined audience, and a fixed period of time (Aaker, Batra, & Myers, 2009). Therefore, the communication task is based on the hierarchy model of the communication process involving awareness, comprehension, conviction, and action. DAGMAR is an acronym for Defining Advertising Goals to Measure Advertising Results (Bhasin, DAGMAR Approach - Defining Advertising Goals for Measured Advertising Results, 2019).

**

*Note*. Reprinted from “DAGMAR Approach – Defining advertising goals for measured advertising results”, by Bhasin, H., 2019.

The goals of the communication tasks in DAGMAR are:

1. *From unawareness to awareness:* communication tasks involved make the customer aware of the brand or the product.
2. *Comprehension:* the customer comprehends what the product is and the benefits that the product has. Therefore, the customer understands the attributes and the features of the product.
3. *Conviction:* the communication task will convince the customer to buy the product.
4. *Action:* the customer buys the product due to being enticed to undertake action.

However, after completing the communication task, the objectives for communication should also be defined. The objectives of advertising in the DAGMAR approach are:

1. *Concrete and measurable tasks:* the tasks should be a precise statement of what the advertiser wants to achieve through communication. This includes to strengthen the brand image, maximize brand presence, penetrate new markets or increase overall sales.
2. *Define the target audience:* the target market needs to be defined before the communication task commences. This could include targeting teenagers, adults or elderly. This step is especially crucial to raise awareness.
3. *Degree of change sought:* the advertiser must decide which level of perception, attitude or awareness of the customer should be changed.
4. *Time period:* the advertiser should take in consideration how much time to allot to achieve the objectives of the communication tasks (Bhasin, 2019).

Advantages of the DAGMAR approach includes that the target for advertising is made up of potential new customers, may attempt to increase or maintain the loyalty of existing customers, and may be useful to concentrate on improving an image or on maintaining awareness levels (Kumar & Tyagi, 2004).

# 2.12 AIDA concept

Strong formulated the slogan: ‘‘Attract attention, maintain interest, create desire’’ in 1898. Strong added the fourth term ‘’get action’’ later. The four letters together form the acronym AIDA. The four words represent four states of consciousness which must pass through the mind of the prospect before a purchase. If the prospect experiences the first three terms of attention, interest and desire, the prospect will be more likely to act. Therefore, an advertisement or sales talk must be planned to arouse these states in the prospect (Eelants, n.d.).

AIDA discusses how an advertising message is created and how advertising works. AIDA could be used in order to measure the advertising effectiveness (Janoschka, 2004). AIDA is mostly used in the field of marketing and advertising management (Bhattacharjee & Kumar, 2016). In addition, AIDA can be applied on traditional methods as well as online (Hassan, Nadzim, & Shiratudddin, 2015). The AIDA concept is still effective, modern, and useful despite the fact that the concept is created a century ago. The AIDA concept remains effective due to the precise simplicity in covering main aspects and functions of advertising communication (Janoschka, 2004).

The acronym AIDA stands for Attention, Interest, Desire and Action (Wijaya, 2012):

*Note*. Reprinted from “The effect of TV advertising on mutual fund buying behaviour: a study based on AIDA model”, by Bhattacharjee, K., Kumar, R., 2016, *International Journal of Development Research,* Vol. 06, 12, pp. 10856.

1. *A -Attention (Awareness):*the first phase of the AIDA concept is the process of attracting the attention of the customer. In order to attract the attention of the customer, marketing managers should start by identifying the targeted audience, and additionally the reasons to purchase a specific product or service should be identified. Those two steps will help the marketing manager to develop an advertising program (Bhattacharjee & Kumar, 2016). Attention can be grabbed by the use of colour, size, typography, image, layout, celebrity or model (Communication Theory, n.d.).
2. *I – Interest:*the second phase emphasizes on the importance to awaken interest in the product or service after attention is grabbed (Janoschka, 2004). Therefore, this phasefocusses on demonstrating the advantages and the benefits in order to raise customer interest (Bhattacharjee & Kumar, 2016). In addition, this phase builds the readers’ interest by giving solution or hope to a certain problem is a way to get consumers’ attention (Hadiyati, 2016).
3. *D – Desire***:** the third phase convinces customers wanting or desiring a product or service. Desire is an important emotional appeal responsible for buying impulses which lead to a purchase (Janoschka, 2004). Furthermore, desire convinces that the product will satisfy needs, which is a crucial step for marketing managers. The marketing managers have to provide the right solution in giving the right decision to the customers. During this phase customers found motivation to own a product. Moreover, the marketer has succeeded in creating the needs of the customers candidate (Hadiyati, 2016).
4. *A – Action:*the fourth phase is the last effort to influence the customers to purchase. Therefore, the marketer must direct and act to persuade customers to purchase a product or service. Moreover, the fourth phase describes which steps need to be done by the marketer in desiring to read or targeting customers to purchase the product or service, for example the marketer informs the price of a certain product or service. The marketer chooses the right words to use so that the customers’ candidate will respond, which is the most difficult step. The marketer directs the customers, and in order to direct the customers, the marketer must use the right command so that the customers’ candidate will act to purchase (Hadiyati, 2016). The final phase leads customers towards undertaking action, for example purchasing the product or service. However, undertaking action could be in the form of doing positive word about the product or service (Bhattacharjee & Kumar, 2016).

The AIDA concept and DAGMAR approach do overlap in the phases described by the researchers. However, the biggest difference between the AIDA concept and DAGMAR approach is the definition of both of the models. The AIDA concept is a model that explains the successive stages a customer passes through in buying a product and the DAGMAR approach is a process of establishing goals for a promotion campaign to determine whether the campaign has been successful or not (Joyce & Stimpson, 2013). Moreover, according to Berg (2014), the difference between both models is that the DAGMAR approach works with measurable advertising objectives (Berg, 2014).

# 3. Methodology

# 3.1 Introduction

This chapter describes the research methods used in order to answer the central research question and the sub questions. A combination of desk research and quantitative research were used for this study. The aim of this research is to investigate how effective the advertisements of Tony’s Chocolonely are in raising awareness regarding the current child labour problems at cocoa farms in West Africa. Therefore, the most suitable approach to answer the central and sub questions is to use both desk research and quantitative research in order to gain in-depth knowledge (McCombes, How to write a research methodology, 2019).

# 3.2 Desk research

Desk research is a form of secondary research. Secondary research does not only collect data, but the researcher gains a broad understanding of the field. Therefore, desk research may come in many forms, for example databases or government statistics, and information from government agencies (Travis, 2016). Advantages of desk research include that the information already exists and is readily available (Alles over Marktonderzoek, n.d.).

Therefore, the introduction was written by desk research due to the availability of government and NGO publications relating to the topic child labour on cocoa farms. In addition, the reliability of the government and NGO publications were an important factor to choose for desk research due to the published year of these publications. Therefore, the numbers and exposures of the child labour are reliable, accurate, and not outdated.

Furthermore, desk research was chosen to answer the first sub question: *‘’What is effective advertisement?’’.* The desk research was chosen due to the availability of various academic articles and research papers online. To illustrate an example, the internet provides a wide availability of various online academic articles on Google Scholar and LexisNexis. Furthermore, Google Books provides various online books written about advertising effectiveness and how to measure advertising effectiveness. Other information sources used during desk research were books from the library of The Hague University of Applied Sciences (THUAS).

Additionally, desk research was chosen for the second sub question:*‘’How are the advertisements currently implemented in Tony’s Chocolonely?’’*. The desk research had interesting outcomes, namely the company does not use paid advertisements. The head of marketing of Tony’s Chocolonely, Pascal van Ham, admitted in an interview that the company does not use paid media. Pascal van Ham explained that the mission of Tony’s Chocolonely is to end slavery and child labour in the cocoa industry, and not to sell as many chocolate bars as possible. However, the company does use owned and earned media. The company is founded by journalists, therefore, the company is used to look up publicity and start a conversation in the media instead of paying for advertisements (Schreuders, 2017). The company focusses mainly on discussions and messages in blogs and articles on the web and social media, which in turn helps the company to be in the TOM on social media. In addition, the company releases twice a year a limited-edition chocolate bar, which in turn gives the company free publicity. The fanbase of the company provides the best advertisement possible: word of mouth (Kolthof, 2017).

# 3.2 Quantitative research

Quantitative research is a form of primary research. Primary research is research conducted by the researcher, which involves going directly to the source to ask questions and gather information (The Hartford, n.d.). Advantages of primary research includes that primary research is up to date and provides relevant information to the issue begin researched. Moreover, the researcher has total control of the process, and primary research is more accurate to analyse data if the primary research is collected by the researcher. According to Lowe and Zemliansky (2011) the goal of primary research is to learn about something new that can be confirmed by others and to eliminate biases in the process (Lowe & Zemliansky, 2011).

An online questionnaire was used in order to answer the third sub question: *‘’Are the current advertisements of Tony’s Chocolonely increasing awareness about child labour?*’’. The online questionnaire had a combination of two common uses of questionnaire research due to the purpose of the online questionnaire. The two common uses are market research and psychology (McCombes, 2019)

The online questionnaire was chosen due to the low cost, flexibility of this method, and the quickly access of a large sample without constraints on time or location (McCombes, 2019).

In addition, the online questionnaire was published on the website Google Forms. The design of the online questionnaire consisted mainly out of a list of options with a single answer possible, a list of options with multiple answers possible, and open questions. The open questions received many answers which had the same definition. To illustrate an example, the words child, children and kids were used. Therefore, these three words were merged into one.

Furthermore, in order to find out if the advertisements of Tony’s Chocolonely did increase awareness about child labour on cocoa farms, the online questionnaire must have a defined population and sample (McCombes, 2019). The target population of the online questionnaire was the population of The Netherlands without excluding age groups. Additionally, a sample size had to be determined. According to Steekproefcalculator (n.d.), the online survey must have a sample size of at least 377 respondents. The number 377 is based on four factors. These four factors include error margin, reliability margin, research population, and the degree of spread in percentages. The common amounts for error- and reliability margins are 5 and 95. Therefore, these numbers were used to determine the sample size. Additionally, the website recommends using a research population of 20.000 (Steekproefcalculator, n.d.). However, the online questionnaire is based on a voluntary response sample, which includes voluntary participation (McCombes, 2019). Therefore, the researcher had to get permission from participants of the online questionnaire before the involvement in the online questionnaire (Lowe & Zemliansky, 2011).

The online questionnaire was set up in three parts. However, before starting the first part of the online questionnaire, the protection of privacy of the research participants and the anonymity of individuals participating in the online questionnaire had to ensured (Research Methodology, n.d.). Therefore, an introduction at the start of the online questionnaire was displayed in which information was given what the researcher would do with the results in order to fulfil the protection of the privacy and anonymity. The first part of the online questionnaire started with measuring awareness of the respondents regarding child labour, child labour on cocoa farms in West Africa, and Tony’s Chocolonely’s. The second part of the online questionnaire measured various steps of the DAGMAR approach and AIDA concept among the respondents. The last part of the online questionnaire contained two questions regarding demographics of the respondents.

# 4. Results

# 4.1 Introduction

This chapter will provide the results of the quantitative research. The results contribute to answering the central research question: ‘*’To what extent is the advertisement of Tony’s Chocolonely effective in raising awareness about child labour on cocoa farms?’’.* Additionally, the results of the quantitative research contribute to answering the sub question: *‘’Are the current advertisements of Tony’s Chocolonely raising awareness?’’.* The results of this chapter are all the findings of individuals. These findings are based on the results of the online questionnaire. The online questionnaire had a participation rate of 146 respondents. The complete online questionnaire and the complete results can be found in appendix 1 and appendix 2.

This chapter is divided into three chapters. The first chapter provides a short overview of the demographics of the respondents. The second chapter measures the level of awareness of the respondents regarding child labour, child labour on cocoa farms in West Africa, and Tony’s Chocolonely. The two methods used during the second chapter are TOM and reminder advertising objective. The third chapter measures Tony’s Chocolonely advertising effectiveness by the use of the DAGMAR approach and AIDA concept. Moreover, the third chapter also includes the reminder advertising objective.

# 4.2 Demographics

The demographics of the respondents will be discussed in this chapter. The majority of the respondents (68,5%) are female. Compared to 30,8% being a male and 0,7% preferring not to say. Furthermore, the biggest age group of the online questionnaire is 18-25, who represent together 74%. Other age groups are: under 18 (3,4%), 26-35 (10,3%), 36-45 (1,4%), 46-55 (5,5%), 56-65 (4,1%) and 66+ (1,4%).

*Figure 1: result of the survey: demographics of the respondents*

|  |  |  |
| --- | --- | --- |
|  | **Numbers** | **Percentages** |
| **Gender** |  |  |
| Male | 45 | 30,8% |
| Female | 100 | 68,5% |
| Prefer not to say | 1 | 0,7% |
|  |  |  |
| **Age** |  |  |
| Under 18 | 5 | 3,4% |
| 18-25 | 108 | 74% |
| 26-35 | 15 | 10,3% |
| 36-45 | 2 | 1,4% |
| 46-55 | 8 | 5,5% |
| 56-65 | 6 | 4,1% |
| 66+ | 2 | 1,4% |

# 4.3 Measuring awareness

# Question 1: Please indicate the first three things that come up in your mind when you hear: Child labour

The first question of the online questionnaire used the method TOM in order to measure the first three words respondents would answer when hearing the words: Child labour. This question would give an insight of how many of the respondents would answer words that relate to child labour in cocoa farms in West Africa. The respondents answered this first question with a total of 721 words. The results of this question are divided into two different graphs, namely a graph representing the most common words, and a graph representing the most common word combinations. This is due to many respondents answering in word combinations instead of one word. To illustrate an example, respondent number 27 of the online questionnaire answered to this first question; *‘’1. Young age, 2. Long shifts, 3. Bad environment’’.*

*Figure 2: results of the survey: most common words child labour*

*Figure 3: results of the survey: most common word combinations child labour*

To be mentioned shortly, the a-axis represents the most common words/word combinations mentioned by the respondents, and the y-axis represents the number of times these words/word combinations are mentioned by the respondents. The most common words and word combinations can be divided into two categories, namely words and word combinations that do relate to child labour on cocoa farms in West Africa, and words and word combinations that do not relate to child labour on cocoa farms in West Africa. To begin with the word/word combinations that do not relate, which are clothes (17x), Asia (15x), India (11x), clothing industry (3x), child soldiers (2x), and factory work (2x). Moreover, it is interesting to note that specific countries in Asia are mentioned by multiple respondents, namely Bangladesh (4x), China (6x), and India (11x). However, specific countries in Africa are not mentioned by the respondents. Furthermore, the respondents even answered a few company names, namely Nike (2x), Primark (4x), and Zara (1x). However, a company that produces cocoa is not mentioned by the respondents. Moreover, the word chocolate is also not mentioned, however, the word cocoa is mentioned once.

# Question 2: Are you aware of child labour on cocoa farms in West Africa? And question 4: Are you aware of companies that reduce child labour in their cocoa production?

The second and fourth question of the online questionnaire are designed to compare with each other to see whether the results overlap or differ from each other. However, before comparing the results of the questions, a short explanation of the results of the questions will be given. The second question of the online questionnaire measured the number of respondents that were aware of child labour on cocoa farms in West Africa. More than half of the respondents (57,5%) answered that the respondent is not aware of child labour on cocoa farms in West Africa. Furthermore, question four measured the level of awareness the respondents had of companies that reduce child labour in their cocoa production. The company Tony’s Chocolonley is still not mentioned once in this online questionnaire due to measuring how many of the respondents would answer Tony’s Chocolonely in question five *(‘‘If your answer to question 4 is yes, please indicate which companies’’*) without being revealed to the name of the company. The results of this question are that more than half of the respondents (56,2%) are not aware of a company that reduces child labour in their cocoa production. Therefore, the difference between both of these questions is only 1,3%. Both questions had a response rate of 146.

*Figure 4: results of the survey: level of awareness child labour on cocoa farms in West Africa*

*Figure 5: results of the survey: level of awareness of companies that reduce child labour in their cocoa production*

# Question 3: If your answer to question 2 is yes, please indicate the first three things that come up in your mind when you hear: Child labour on cocoa farms in West Africa:

This question had a response rate of 62 participants since only the respondents that were aware of child labour on cocoa farms in West Africa had to answer this question. Therefore, two graphs of the ten most common words/words combinations are shown. The method TOM is used for this question to see whether a change in words is made among the respondents if the question is specific about child labour on cocoa farms in West Africa.

*Figure 6: results of the survey: most common words child labour on cocoa farms in West Africa*

*Figure 7: results of the survey: most common word combinations child labour on cocoa farms in West Africa*

The a-axis represents the most common words/word combinations mentioned by the respondents, and the y-axis represents the number of times these words/word combinations are mentioned by the respondents. It is interesting to note that Tony’s Chocolonely is mentioned various times by the respondents, while the respondents are still not revealed to the company’s name at this point in the online questionnaire.

# Question 5: If your answer to question 4 is yes, please indicate which companies:

This question would measure the level of awareness that Tony’s Chocolonely has among the respondents regarding their mission to produce chocolate that reduces child labour and modern slavery in the production. Respondents answered with various company names. However, trademarks were also mentioned, for example the trademarks Max Havelaar, fair-trade and UTZ certified companies were mentioned. These trademarks are removed from the graph since that are not companies that sell chocolate. Tony’s Chocolonely is mentioned by 55 respondents while the response rate was only 63. In other words, Tony’s Chocolonely is mentioned by the majority of the respondents (87,3%) that answered this question.

*Figure 8: results of the survey: level of awareness of companies that reduce child labour in their cocoa production*

The a-axis represents the companies mentioned by the respondents, and the y-axis represents the number of times these companies are mentioned by the respondents.

# Question 6: If your answer to question 4 is yes, please indicate when you first became aware of child labour on cocoa farms in West Africa. And question 9: If your answer to question 8 is yes, please indicate when you first became aware of Tony’s Chocolonely’s striving to exclude child labour in their cocoa production:

Both of these questions are designed to compare them with each other to see whether the answers overlap or differ from each other. This would help measure whether the company Tony’s Chocolonely did help raise awareness among customers regarding child labour on cocoa farms. Question six had a response rate of 61, and question nine had a response rate of 104. The differences between these two questions are displayed in the following figure:

*Figure 9: results of the survey: difference between question 6 and question 9*

|  |  |  |  |
| --- | --- | --- | --- |
| *Answer* | *Question 6* | *Question 9* | *Difference* |
| *Less than 1 year ago* | 14,8% | 15,5% | 0,7% |
| *Less than 5 years ago* | 55,7% | 68% | 12,3% |
| *5-10 years ago* | 24,6% | 14,6% | 10% |
| *More than 10 years ago* | 4,9% | 1,9% | 3% |

# 4.4 Advertising effectiveness

# Question 7: Name the first three things that come up in your mind when you hear: ‘Tony’s Chocolonely’:

According to Tony’s Chocolonely’s (n.d.), their mission is to exclude any form of child labour and modern slavery in their cocoa production (Tony’s Chocolonely, n.d.). Therefore, question 7 was designed to measure how many respondents would have answered relating to the company’s mission. Furthermore, question 7 was designed to measure the first phase of the DAGMAR approach, which is awareness (Bhasin, 2019). This question would give the researcher insight if the respondents are aware of the brand and products. If respondents would not be aware of the company’s existence, they would not be able to answer this question. However, the results have shown that only 3,5% of the respondents were unaware of the brand, and therefore, did not fill in this question. According to the results, the most common word combinations are mainly about the products of Tony’s Chocolonely. The word combination that were mentioned which relate to the product of Tony’s Chocolonely are; good chocolate (11x), caramel sea salt (7x), delicious chocolate (6x), irregular shapes (5x), good taste (4x), uneven pieces (4x), coloured packaging (3x), different flavours (3x), good quality (3x), special editions (3x), favourite chocolate (2x), good brand (2x), many flavours (2x), and well-known brand (2x). However, various word combinations do relate to the message that the company is reaching to the customers. These word combinations are slave free (21x), no child labour (7x), fair price (6x), better for farmers (3x), and fighting/combatting child labour (2x).

*Figure 10: results of the survey: most common words Tony’s Chocolonely*

*Figure 11: results of the survey: most common word combinations Tony’s Chocolonely*

The a-axis represents the most common words/word combinations mentioned by the respondents, and the y-axis represents the number of times these words/word combinations are mentioned by the respondents.

# Question 8: Are you aware that Tony’s Chocolonely strives to exclude child labour in their cocoa production?

The reminder advertising objective was used to design this question due to reminding the respondents about Tony’s Chocolonely, and the mission of the company. Furthermore, this question would also measure the second phase of the DAGMAR approach, which is comprehension. Comprehension refers to the benefits that a product has, which is for this question the benefits of excluding child labour in the cocoa production (Bhasin, 2019). According to the results, three-quarter of the respondents (73%) answered that they are aware that Tony’s Chocolonely strives to exclude child labour in their cocoa production.

*Figure 12: image of Tony’s Chocolonely chocolate bar*



*Note*. Reprinted from “Tony’s Chocolonely Melk caramel-zeezout”, by (Albert Heijn, n.d.).

# Question 10: Have you bought this product before?

This question is linked to the last phase of the DAGMAR approach, which is action (Bhasin, 2019). The respondents saw an image (figure 12) of a caramel sea salt chocolate bar of Tony’s Chocolonely’s first, and afterwards the respondents were asked if they have ever bought this product before. This question would measure how many respondents had undertaken action before participating in the online questionnaire. According to the results, 93,8% of the respondents have bought this product before participating in the online questionnaire.

# Question 11: Imagine if you come across this product in the supermarket. Would you buy this product?

This question relates to the third step of the DAGMAR approach, which is conviction (Bhasin, 2019). The question measured how many of the respondents are convinced by the products Tony’s Chocolonely offers. Moreover, this question used the reminder advertising objective due to the question reminding the respondents the place where to buy the product (Armstrong & Kotler, 2015, p. 407). According to the results, 80,8% would buy this product if they came across the product in the supermarket.

# Question 12: Please indicate three advantages for you of buying Tony’s Chocolonely:

According to Bhattacharjee & Kumar (2016), the last phase of the AIDA concept, which is ‘’Action’’, could also be in the form of doing positive word about the product or service (Bhattacharjee & Kumar, 2016). Therefore, the responses collected for this question are divided into positive and negative words/word combinations. However, first the most used words/word combinations are examined in the diagram below:

*Figure 13: most common words to describe advantages of buying Tony’s Chocolonely*

*Figure 14: most common word combinations to describe advantages of buying Tony’s Chocolonely*

The a-axis represents the most common words/word combinations mentioned by the respondents, and the y-axis represents the number of times these words/word combinations are mentioned by the respondents.

To start with the positive words/word combinations. As seen above in the diagrams, all words/word combinations are positive. Other words/word combinations that were mentioned relating to emotions were; good feeling (4x), happy (4x), and less feelings of guilt (3x). Negative words and word combinations were barely mentioned by the respondents. The negative words/word combinations that were mentioned are: no advantages (4x), bad for your health (1x), and I would not buy it (1x). Therefore, according to the results, six out of the 137 responses were negative, which is only 4,3% of the respondents.

# 5. analysis

# 5.1 Introduction

This chapter provides an analysis of the findings in the previous chapter. The findings are based on the relevance for answering the research question: ‘*’To what extent are the advertisements of Tony’s Chocolonely effective in raising awareness about child labour on cocoa farms?’’.* This chapter is divided into two chapters which both measure advertising effectiveness regarding the mission of Tony’s Chocolonely. As discussed in the introduction, the mission of Tony’s Chocolonely is to make chocolate a 100% free of child labour and slavery together (Tony’s Chocolonely, n.d.). The theories used in this chapter to measure the advertising effectiveness are the DAGMAR approach and AIDA model. A comparison will be made between those two theories in order to discuss similarities and differences.

# 5.2 DAGMAR approach

The DAGMAR approach is applied to demonstrate the advertising effectiveness of Tony’s Chocolonely regarding raising awareness about child labour on cocoa farms:

*1. From unawareness to awareness:* the results of question 7 (‘’*Name the first three things that come up in your mind when you hear: Tony’s Chocolonely’’*) reveals that the majority of the respondents (96,5%) are aware of the brand Tony’s Chocolonely.

*2. Comprehension:* according to the results of question 7 (*‘’Name the first three things that come up in your mind when you hear: Tony’s Chocolonely’’*), more than one-third of the respondents (39,3%) is aware of the benefits that the products offer regarding the mission of Tony’s Chocolonely when the respondents answered in word combinations. The benefits mentioned by the respondents were; slave free, no child labour, fair price, better for the farmers, and fighting/combatting child labour. Moreover, according to the results, the second most mentioned word by the respondents was Fairtrade with a percentage of 12,3. Furthermore, question 8 (*‘’Are you aware that Tony’s Chocolonely strives to exclude child labour in their cocoa production?’’*) measured the number of respondents that are aware that Tony’s Chocolonely strives to exclude child labour in their cocoa production. This question provides an insight of how many respondents are aware of the mission the company has, and thus are aware of one of the benefits the products offers, which is excluding child labour. Compared to question 7, three-quart of the respondents (73%) is aware of this. This difference between the number of percentages between question 7 and question 8 is due to that the majority of the respondents mention features and benefits of the product itself instead of the mission that the company wants to accomplish during question 7 (*‘’Name the first three things that come up in your mind when you hear: Tony’s Chocolonely’’*). To illustrate some examples, good chocolate, different flavours and irregular shapes are mentioned, which do relate to the products itself rather than the company’s mission.

*3 Conviction:* the reminder advertising objective is used to measure this phase for question 11 (‘’*Imagine if you walk across this product in the supermarket. Would you buy it?’’*). This question would remind the respondents where to buy the product and measure whether the respondents are willing to buy the product again. The results of question 11 showed that a large majority of the respondents (80,8%) is willing to buy the product again when seeing the product in the supermarket. This number reveals that a large number of the respondents is convinced by the brand and products the brand offers. The number of respondents that are convinced by the brand is important for Tony’s Chocolonely due to reaching their mission of excluding child labour and slavery in the cocoa production.

*4. Action:* this last phase cannot by measured by the online questionnaire. However, question 10 (*‘‘Have you bought this product before?’’*) indicates of how many respondents have already bought the caramel sea salt product before. This would give an insight of the number of respondents that have already undertaken action before participating in the online questionnaire. According to the results, 93,8% of the respondents have bought this product before. This number is important for Tony’s Chocolonely since they express that customers of their brand are of great importance for them to reach their mission of excluding child labour and slavery in the cocoa production.

# 5.3 AIDA model

Furthermore, The AIDA model is additionally used to demonstrate advertising effectiveness of Tony’s Chocolonely regarding raising awareness about child labour on cocoa farms. As discussed above, the AIDA model will be compared to the DAGMAR approach to discuss the differences and similarities:

*1. Attention:* the first phase of the AIDA model emphasizes the importance of grabbing the attention of the customer. As mentioned in chapter 2.12, attention can be grabbed by the use of colour, size, typography, image, layout, celebrity or model (Communication Theory, n.d.). The respondents barely answered relating to any of these attention grabbers. Only 6,3% of the respondents did answer relating the size of the product, namely irregular shapes and uneven pieces of the chocolate bars. Furthermore, 2,1% of the respondents mentioned the attention grabber coloured packaging that Tony’s Chocolonely has.

*2. Interest*: this second phase does only show one small difference with the second phase of the DAGMAR approach. Compared to the DAGMAR approach this phase builds the readers’ interest by giving a solution or hope to a certain problem to obtain consumers’ attention (Janoschka, 2004). Tony’s Chocolonely gives a solution and hopes to end the current child labour on cocoa farms in West Africa. However, the online questionnaire did not contain a question that would measure if Tony’s Chocolonely ever got their interest due to the solution and/or the company offers.

*3. Desire:* the similarities between the AIDA model and DAGMAR approach regarding the third phase is that the AIDA model also convinces the customer to purchase a product/service (Janoschka, 2004). The AIDA model does emphasize the creation of desire. However, the results of question 11 (‘’*Imagine if you walk across this product in the supermarket. Would you buy it?’’*) described above in the third phase of the DAGMAR approach also apply to the third phase of the AIDA model regarding conviction and desire. However, a difference between the two theories is that the AIDA model emphasizes the importance of motivations for a customer to purchase a product (Hadiyati, 2016). The motivations of the respondents regarding purchasing Tony’s Chocolonley’s products are described by the respondents in question 12 (*‘’Please indicate three advantages for you of buying Tony’s Chocolonely’’*). The majority of 95,7% of the respondents mentioned positive motivations for them to buy Tony’s Chocolonely. However, only 28,9% of the most common word combinations did relate to the mission of Tony’s Chocolonely compared to 63,1% commenting regarding the product itself.

*4. Action:* compared to the DAGMAR approach this final phase includes undertaking action in the form of doing a positive word about the product/service (Bhattacharjee & Kumar, 2016). A similarity between the final phase of the DAGMAR approach and the AIDA model is that the final phase cannot be measured by the online questionnaire. However, question 12 (*‘’Please indicate three advantages for you of buying Tony’s Chocolonely’’*) provides an indication of the number of respondents that mentioned positive words about the company, which is 95,7% of the respondents. Besides positive words, positive emotions were mentioned by the respondents. These positive feelings were; good feeling, happy, and less feelings of guilt. Despite that the company is reaching customers with a message that mostly brings negative emotions, the company still succeeds to give customers positive emotions regarding the brand. The company has to bring up negative emotions due to this working as the most efficient to raise awareness about social issues, however, if the brand is unclear on how to solve these problems, customers will be turned off (Rucker, 2017). Therefore, these positive emotions commented by the respondents are important for Tony’s Chocolonely.

# 6. Conclusion

The world’s largest cocoa producing countries, Ghana and Ivory Coast, are facing high numbers of child labour and modern slavery in their cocoa production. The world’s largest chocolate companies have set up deadlines to uproot child labour in their supply chains. However, none of the deadlines are reached by these large chocolate companies. Tony’s Chocolonely’s mission is to create chocolate bars without the use of any form of child labour or modern slavery. Furthermore, Tony’s Chocolonely raises awareness about child labour and modern slavery among the customers. Moreover, Tony’s Chocolonely aims to start a discussion among the chocolate producing companies and customers. This research aimed to investigate the advertising effectiveness of Tony’s Chocolonely’s mission to raise awareness about child labour on cocoa farms. Therefore, the central research question was: *‘‘To what extent are the advertisements of Tony’s Chocolonely effective in raising awareness about child labour on cocoa farms?’’*. In order to answer the central research question, various sub questions were outlined:

* *‘‘What is effective advertisement?’’*
* *‘‘How are the advertisements implemented at Tony’s Chocolonely?’’*
* *‘‘Are the advertisements of Tony’s Chocolonely increasing awareness about child labour?’’*

Based on desk research and an online questionnaire, with a total of 146 respondents, various conclusions can be drawn. To start with, Tony’s Chocolonely is a well-known brand in The Netherlands. Furthermore, Tony’s Chocolonely is the most well-known brand that strives to exclude child labour in their cocoa production in The Netherlands. The results even revealed that the number of respondents that were aware of child labour on cocoa farms were very similar compared to the results of the number of respondents that were aware of companies that reduce child labour in their cocoa production. These results could indicate that these respondents became aware of child labour on cocoa farms due to these companies that reduce child labour in their cocoa production. However, further research is needed to determine the relationship between these two results. Furthermore, the features and benefits of the products itself are well-known, but the benefits regarding excluding child labour are less mentioned than benefits/features. However, the results of the online questionnaire indicate that three-quarter of the respondents are aware of the mission to exclude child labour in the cocoa production after they were being reminded in the question itself about this mission. Furthermore, the respondents are very positive about the brand regarding the flavour, quality and mission, which is beneficial for the company in order to spread the message. To conclude, the advertisements of the company, which are owned and earned media, do spread awareness about child labour on cocoa farms in West Africa, however customers are more aware of the features/benefits of the product itself instead of the mission the company strives to achieve.

# 7. Limitations & Recommendations

According to Steekproefcalculator, the online questionnaire should have a response rate of 377 in order to ensure the reliability of the results. However, the online questionnaire had a response rate of 146 due to the limited time to perform this research. The results were valuable for the research, however, future studies could acquire more respondents to justify the results’ reliability. Moreover, the online questionnaire was made in order to measure to what extent the advertisements of Tony’s Chocolonely’s raised awareness about child labour among all age groups. Therefore, respondents of all age groups could participate in the online questionnaire, but the respondents of the online questionnaire were mainly from one specific age group, which was 18 to 25 years old. Further research could focus on one specific age group in order to be more reliable. In addition, the online questionnaire had an imbalance between the ratio of male/female, namely two-thirds of the respondents were female. Therefore, future research should focus on a balance between the male/female ratio.

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# Appendix 1: Outline of the online questionnaire

Dear participant,

This questionnaire was designed by Isabelle Bedijn. I am currently a fourth-year European Studies student at The Hague University of Applied Sciences. The questionnaire will be used as an information source for my thesis about child labour.

I would like to thank you for participating in this survey. It means a lot to me that you took the time to help me with my thesis. The answers are anonymous and will only be used for research purposes. If you have any questions, please do not hesitate to contact me through the following e-mail address: isabellebedijn.ib@gmail.com. I would be happy to answer your questions. The questionnaire will last five minutes.

Thank you in advance,

Isabelle.

**1. Please indicate the first three things that come up in your mind when you hear: 'Child labour':**

*Open question*

**2. Are you aware of child labour on cocoa farms in West Africa?**

- Yes

- No

**Please go to question 4 if you answered 'no' to the previous question.**

**3. If your answer to question 2 is yes, please indicate the first three things that come up in your mind when you hear: ‘Child labour on cocoa farms in West Africa’:**

*Open question*

**4. Are you aware of companies that reduce child labour in their cocoa production?**

- Yes

- No

**Please go to question 7 if you answered 'no' to the previous question.**

**5. If your answer to question 4 is yes, please indicate which companies:**

*Open question*

**6. If your answer to question 4 is yes, please indicate when you first became aware of child labour on cocoa farms in West Africa:**

- Less than 1 year ago

- Less than 5 years ago

- 5 – 10 years ago

- More than 10 years ago

**7. Name the first three things that come up in your mind when you hear: 'Tony's Chocolonely':**

*Open question*

**8. Are you aware that Tony’s Chocolonely strives to exclude child labour in their cocoa production?**

- Yes

- No

**Please go to question 10 if you answered 'no' to the previous question.**

**9. If your answer to question 8 is yes, please indicate when you first became aware of Tony’s Chocolonely’s striving to exclude child labour in their cocoa production:**

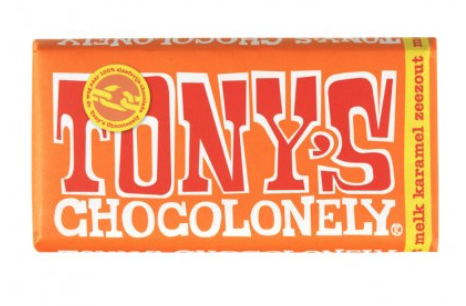
- Less than 1 year ago

- Less than 5 years ago

- 5 – 10 years ago

- More than 10 years ago

**10. Have you bought this product before?**



* Yes
* No

**11. Imagine if you come across this product in the supermarket. Would you buy this product?**

- Yes

- No

**12. Please indicate three advantages for you of buying Tony's Chocolonely:**

*Open question*

**13. Please indicate your gender:**

- Female

- Male

- Prefer not to say

**14. Please indicate your age group:**

- Under 18

- 18-25

- 26-35

- 36-45

- 46-55

- 56-65

- 66+

# Appendix 2: Complete results of the online questionnaire

Question 1: Please indicate the first three things that come up in your mind when you hear: 'Child labour':

Question 2: Are you aware of child labour on cocoa farms in West Africa?146 antwoorden

Question 3: If your answer to question 2 is yes, please indicate the first three things that come up in your mind when you hear: ‘Child labour on cocoa farms in West Africa’:

Question 4: Are you aware of companies that reduce child labour in their cocoa production?

Question 5: If your answer to question 4 is yes, please indicate which companies:

Question 6: If your answer to question 4 is yes, please indicate when you first became aware of child labour on cocoa farms in West Africa:

Question 7: Name the first three things that come up in your mind when you hear: 'Tony's Chocolonely':

Question 8: Are you aware that Tony’s Chocolonely strives to exclude child labour in their cocoa production?

Question 9: If your answer to question 8 is yes, please indicate when you first became aware of Tony’s Chocolonely’s striving to exclude child labour in their cocoa production:

Question 10: Have you bought this product before?

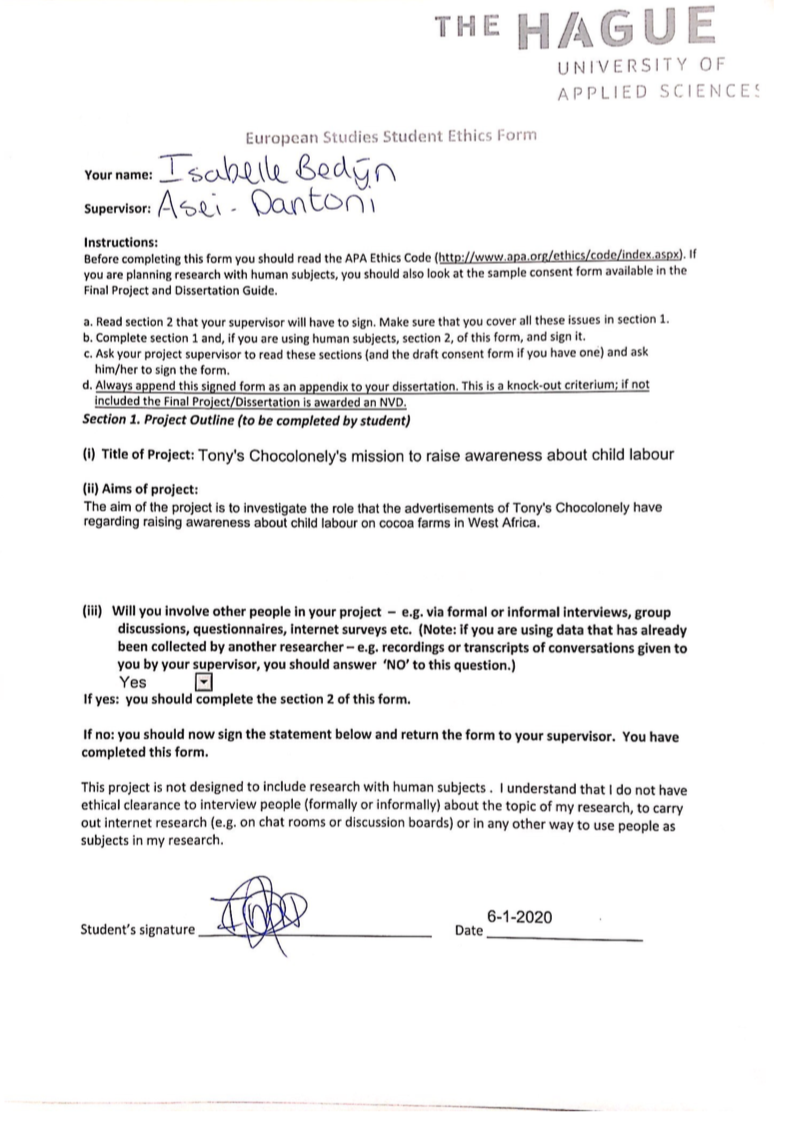
Question 11:  Imagine if you come across this product in the supermarket. Would you buy this product?

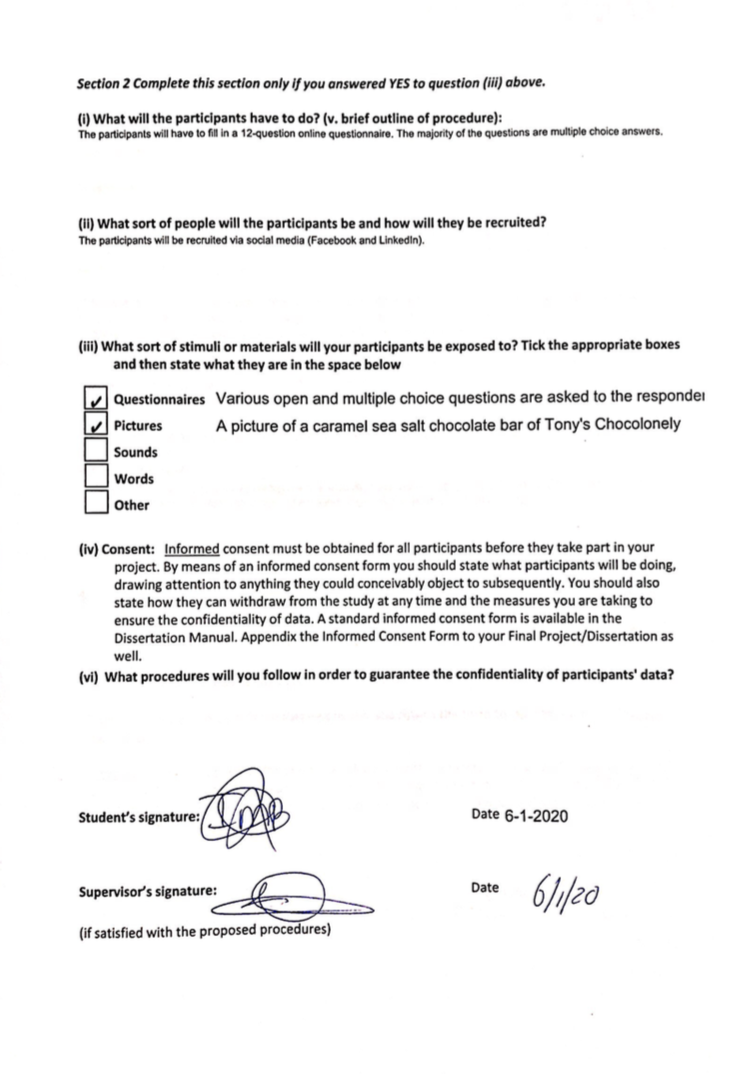
Question 12: Please indicate three advantages for you of buying Tony's Chocolonely:

Question 13: Please indicate your gender:

Question 14: Please indicate your age group:

# Appendix 3: Student Ethics Form

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