



SCHOOL OF  
ECONOMICS AND  
MANAGEMENT

# Consumer Behavior in Podcast Advertising

## A Planned Behavior Theory Approach to Promotional Codes

by

Duygu Timur & Diego Bernal

May, 2024

Master's Programme in International Marketing and Brand  
Management

Supervisor: Burak Tunca  
Examiner: Javier Cenamor  
Wordcount: 14.450

# Abstract

**Keywords:** Podcast advertising, Promotional codes, Theory of Planned Behavior, Trust, Consumer behavior, Attitudes, Subjective norms, Perceived behavioral control

**Thesis purpose:** This study aims to investigate the factors influencing podcast listeners' intentions to redeem promotional codes from advertisements in this medium, focusing on the Theory of Planned Behavior (TPB) extended with the concept of trust towards podcast hosts.

**Theoretical perspective:** This research is based on the Theory of Planned Behavior while integrating trust as an additional predictor of intention to behave in the context of podcast advertising.

**Methodology:** Data was collected by surveying podcast listeners across various demographics. The analysis involved confirmatory factor analysis, correlation analysis, linear regression, and Baron and Kenny's mediation analysis to test the proposed hypotheses.

**Findings:** The results indicate that attitudes towards podcast advertisements with promotional codes and subjective norms significantly positively influence the intention to redeem promotional codes, while perceived behavioral control did not exhibit a significant effect. Additionally, trust in podcast hosts emerged as a significant predictor of intention, both directly and through partial mediation through attitudes.

**Practical implications:** The findings highlight the importance of fostering positive attitudes and leveraging social norms to enhance the effectiveness of podcast advertisements with promotional codes. Trust-building strategies are crucial for both podcast hosts and advertisers to strengthen the effectiveness of the advertisements.

**Conclusion:** This study enhances our understanding of the factors influencing consumer behavior within the podcasting ecosystem. It contributes to the literature by demonstrating the application of TPB in a modern advertising medium and questions the relevance of perceived behavioral control in situations where the behavior is not considered as dependent on the presence of certain skills or resources such as money, or when the consumers already feel good control over these resources. Future research could explore different podcast genres, product types, broader advertising trends, and cultural differences in promotional code usage, as well as examine other mediators and employ alternative behavioral theories to gain deeper insights.

# Acknowledgments

We would like to express our deepest gratitude to all those who have contributed to the completion of this thesis.

First and foremost, we extend our heartfelt appreciation to our supervisor, Burak Tunca, for his invaluable guidance, encouragement, and unwavering support throughout the research process.

Special thanks are due to our families for their unconditional love, understanding, and patience during the challenging phases of this journey. We would also like to acknowledge the contributions of our friends and colleagues who have offered their assistance and moral support during this endeavor.

Last but not least, we express our deep gratitude to each other for our collaborative efforts, shared dedication, and mutual encouragement. This thesis would not have been possible without our combined commitment and teamwork, while also having fun in the process by sharing memes and TikToks.

Thank you to all who have contributed to this endeavor in any way, shape, or form.



---

Duygu Timur



---

Diego Bernal

# Table of Contents

- 1 Introduction..... 7**
  - 1.1 Background..... 7
  - 1.2 Research Purpose..... 9
  - 1.3 Delimitations..... 9
  - 1.4 Outline of the Thesis..... 10
- 2 Literature Review..... 11**
  - 2.1 Literature review..... 11
    - 2.1.1 Podcasts and podcast advertising..... 11
    - 2.1.2 Promotional Codes..... 15
    - 2.1.3 Research question..... 16
- 3 Theoretical Model..... 18**
  - 3.1 Theory of Planned Behavior..... 18
  - 3.2 Integrating Trust into the Theory of Planned Behavior..... 20
- 4 Methodology..... 23**
  - 4.1 Research Approach..... 23
  - 4.2 Research Design..... 24
  - 4.3 Data Collection Method..... 24
    - 4.3.1 Population and Sampling..... 25
    - 4.3.2 Sample size..... 26
  - 4.4 Questionnaire Design..... 27
  - 4.5 Data Analysis..... 29
    - 4.5.1 Descriptive Analysis..... 29
    - 4.5.2 Confirmatory Factor Analysis..... 29
    - 4.5.3 Correlation Analysis..... 30
    - 4.5.4 Linear Regression..... 30
    - 4.5.5 Mediation Analysis..... 30
  - 4.6 Validity and Reliability..... 31

<b>5 Analysis.....</b>	<b>32</b>
5.1 Sample statistics.....	32
5.2 Preliminary Analysis.....	33
5.2.1 Confirmatory Factor Analysis.....	33
5.2.2 Reliability Analysis.....	36
5.2.3 Descriptive Analysis.....	36
5.3 Hypotheses testing.....	37
5.3.1 Correlation Matrix.....	38
5.3.2 Linear Regression Analysis.....	39
5.3.3 Mediation Analysis.....	43
5.3.4 Hypothesis Testing Summary.....	46
<b>6 Discussion.....</b>	<b>47</b>
<b>7 Conclusion.....</b>	<b>51</b>
7.1 Theoretical contributions.....	52
7.2 Managerial contributions.....	53
7.3 Limitations.....	54
7.4 Future research.....	54
<b>8 References.....</b>	<b>57</b>
<b>Appendix A.....</b>	<b>67</b>
<b>Appendix B.....</b>	<b>74</b>

# List of Tables

Table 1: Filter questions results.....	26
Table 2: List of measurements for the questionnaire.....	28
Table 3: Participants' countries of origin.....	33
Table 4: Factor Loadings Confirmatory Factor Analysis. Jamovi.....	34
Table 5: Test Exact Fit. Jamovi.....	34
Table 6: Fit Measures. Jamovi.....	35
Table 7: Factor Covariances Confirmatory Factor Analysis. Jamovi.....	35
Table 8: Reliability Analysis Results per construct. Jamovi.....	36
Table 9: Descriptive Analysis Results. Jamovi.....	37
Table 10: Correlation Matrix. Jamovi.....	38
Table 11: Normality results. Jamovi.....	41
Table 12: Collinearity results. Jamovi.....	42
Table 13: Linear Regression model fit measures. Jamovi.....	42
Table 14: Linear regression model coefficients. Jamovi.....	42
Table 15: First linear regression. IV → DV. Jamovi.....	44
Table 16: Second linear regression. IV → MED. Jamovi.....	44
Table 17: Third linear regression. MED → DV. Jamovi.....	45
Table 18: Hypothesis testing summary.....	46

# List of Figures

Figure 1: Research Model. Own illustration.....	22
Figure 2: Correlation Matrix Plot. Jamovi.....	39
Figure 3: Relationship between the predicted and observed values. Jamovi.....	40
Figure 4: Q-Q Plot.....	41
Figure 5: Trust (IV) direct effect on intention (DV) in the mediation model.....	44
Figure 6: Trust (IV) effect on attitude (MED) in the mediation model.....	44
Figure 7: Attitude (MED) effect on intention (DV) in the mediation model. ....	45
Figure 8: Full mediation model.....	45

# 1 Introduction

In the era of digital media and advertising, podcasting has emerged as a prominent platform for brands to engage with audiences. With the growth of podcasts and the increasing influence of podcast hosts, advertisers have increasingly turned to this medium to connect with consumers. Moreover, the integration of promotional codes within podcast advertisements has become a prevalent strategy to incentivize consumer engagement and track advertising effectiveness. By extending the Theory of Planned Behavior by adding the component of trust, this research will study the underlying factors driving consumer intention toward promotional code redemption in podcast advertising.

## 1.1 Background

In recent years, advertising has experienced a significant transformation, with podcasts emerging as a prominent platform for reaching audiences in an intimate and engaging manner (Schultz, 2023). As the popularity of podcasts continues to soar following the effects of the pandemic, advertisers are increasingly leveraging this type of media to promote their products and services (Statista, 2024). Podcast advertisements offer a unique opportunity to connect with listeners during unobtrusive moments, often embedded seamlessly within the content they consume (Nielsen, 2017). This form of advertising holds promise due to its ability to foster a sense of authenticity and trust between creators and their audiences (Mou & Lin, 2015).

According to Statista (2024), as of the end of 2023, the number of podcast listeners worldwide reached 411 million, with projections indicating a surge to 719 million users by 2029. This growth has garnered interest among researchers; however, the number of studies that have explored aspects of podcast advertising remained limited to specific topics, some of which are its reach, listener engagement, and impact on consumer behavior (Brinson & Lemon, 2023; Brinson, Lemon, Bender & Graham, 2023; Bezbaruah & Brahmabhatt, 2023).



Based on findings from Nielsen's (2017) report about podcast sponsorship effectiveness, podcast advertising stands out as a compelling medium for engaging audiences. The report underscores the effectiveness of host-read advertisements, which capitalize on the established trust and affinity that listeners have with their preferred podcast hosts. Furthermore, a noteworthy revelation from the report suggests that nearly 70% of individuals exposed to podcast advertisements report heightened awareness of new products or services (Nielsen, 2017).

One recent trend in podcast advertising is the incorporation of promotional codes within ad placements. Lee & Park (2023) used the phrase "discount code" in a similar context and defined it as unique identifiers associated with podcast hosts or influencers, often accompanied by special offers or discounts for listeners, incentivizing purchases and fostering a sense of exclusivity among consumers (Lee & Park, 2023). For this research, even though we preferred using the name "promotional code", occasional uses of "discount code" that stem from the relevant literature imply the same concept.

This coexisting relationship between podcast advertisements and promotional codes presents an intriguing avenue for academic exploration, promising insights into consumer behavior and effective advertising strategies. Even though marketing research proves the effectiveness of the discount codes by showing that a high portion of podcast listeners use the given codes for their purchases (Marketing Charts, 2021), there is a lack of academic research about this specific subject. Instead, authors have focused on promotional codes from other perspectives and in several other contexts such as their ability to enable social sharing among customers in online deal platforms (Sun et al. 2021) or their effects on customer behavioral intention from a branding perspective (Hammouri et al. 2022).

Therefore, this study aims to study the underlying behavioral mechanisms driving consumer responses to promotional codes in podcast advertisements through the Theory of Planned Behavior (Ajzen, 1991) and trust as an additional key driver in online advertisement (Cheung & To, 2017). By examining the implications derived from these studies in the podcast setting, and analyzing how these constructs may influence individuals' behavioral intentions, researchers can acquire valuable insights into the efficacy of this marketing strategy within the podcasting ecosystem.

## 1.2 Research Purpose

The purpose of this study is to investigate the behavioral effects of promotional codes in podcast advertising on the intention to redeem them. By examining the redemption of promotional codes within the context of podcast advertisements, this research seeks to understand the underlying mechanisms driving consumer responses and evaluate the efficacy of this marketing strategy in influencing consumer behavior and driving desired consumer actions. Thus, the central question for this research is: How do the key determinants of the Planned Behavior Theory and listeners' trust in podcast hosts influence consumers' intention to redeem the promotional codes that are given in podcast advertisements?

Through empirical investigation and theoretical analysis, this research aims to contribute to the existing body of knowledge on podcast advertising effectiveness and promotional strategies, providing insights that can inform marketing practitioners and podcast creators about the strategic implementation of promotional codes to achieve marketing objectives within the rapidly evolving landscape of podcast advertising.

## 1.3 Delimitations

This thesis is developed within certain delimited parameters that require acknowledgment to provide clarity on the scope and constraints of the research. First, the research design is delimited to a quantitative approach, utilizing a survey distributed through online platforms. While this methodology offers efficiency and scalability (Hair et al. 2021), it inherently limits the depth of qualitative insights that could be gleaned from alternative methodologies such as interviews or focus groups (Hair et al. 2021). Consequently, the findings may be more inclined towards quantifiable metrics and may not fully capture the more nuanced and subjective perspectives and experiences of participants.

On the other hand, the timeframe allocated for data collection and analysis is delimited to a duration of less than two months. This compressed timeline requires a streamlined approach to research activities, potentially restricting the scope of the study and the depth of data analysis. As a result, the study may be limited in its ability to explore complex relationships or discern subtle variations within the data. Additionally, as we employed a convenience

sampling method (Easterby-Smith et al. 2021), most of the respondents will be university students at Lund University.

## 1.4 Outline of the Thesis

The thesis begins with an introduction, contextualizing the research background, explaining the central topic, and underscoring its significance. Following this, the literature and theoretical review compiles a thorough examination of research on podcasts, podcast advertising, the Theory of Planned Behavior (TPB), trust dynamics in advertising, and prior studies on promotional codes. This segment summarizes the existing literature to construct a robust conceptual foundation for the study.

Subsequently, the methodology section delineates the research design, sampling strategy, data collection methods, questionnaire design, and analytical procedures. Moving forward, the findings section presents empirical results encompassing descriptive statistics, analyses of behavioral intentions and trust in podcast advertising, and a synthesis of pivotal insights derived from data analysis. In the subsequent discussion, these findings are critically analyzed within the framework of the theoretical underpinnings, conducting comparative analyses with previous research, concluding with implications for both theory and practice and outlining avenues for future investigation.

## 2 Literature Review

In this chapter, we focus on the exploration of the existing literature and theoretical constructs relevant to our study. It begins with the examination of key literature sources about podcasts, podcast advertising, and promotional codes, underlining their contributions to the understanding of the overall topic. Subsequently, we explore the foundational theory of the study, the Theory of Planned Behavior, as well as trust as an additional mechanism that can manifest within the context of this study.

### 2.1 Literature review

#### 2.1.1 Podcasts and podcast advertising

As podcasts become more and more prominent worldwide (Statista, 2024), researchers have started to pay particular attention to this media type, approaching the subject from different perspectives, including audience engagement and the relationship styles that develop between them and the podcast hosts (Chen & Keng, 2023; Brinson & Lemon, 2023; Brinson et al. 2023), as well as use cases in various fields such as education (Gallant, 2023), health (Schenone, 2022), entertainment (Swanson, 2012), branding (Gülmez, 2023; Mouratidou, 2023), marketing (Schultz, 2023), and recently, “podcast stickiness”, which underlines the ability of podcasts to create a loyal community and turn them into customers (Lin & Huang, 2024). Authors who recommended the use of podcasts in industries like education and health introduced the medium either as an innovative alternative tool to traditional practices, for instance, guest lectures in college (Gallant, 2023) or revision by textbooks and personally taken notes in higher education (Evans, 2008) or a complementary tool to improve the desired outcomes such as enhancing students understanding in higher education (Nielsen et al. 2018).

Some other researchers investigated the motivations of listeners behind their podcast use. For instance, McClung & Johnson (2010) illustrated the importance of social factors, entertainment, library building, and time-shifting as motivational factors among social media fan groups in their selection of podcast shows. Craig et al. (2023) on the other hand, focused

on young adults as their sample group and presented entertainment, escapism, and gaining information as the main motivations. Limiting their focus group geographically, Chou et al. (2023) also found that entertainment is a preliminary motive for podcast listening in Taiwan, followed by information-seeking and companionship. Apart from the individuals' motivations in actively listening to podcasts, researchers also studied the factors affecting podcast adoption among different groups that generally consist of students from various educational levels or backgrounds such as students enrolled in a specific course (Mou & Lin, 2015) or students in higher education (Merhi, 2015; Rivera-Ortiz & Iturralde-Albert, 2021; Li & Zeng, 2011).

This widespread permeation of podcasts across numerous areas, the increasing motives for podcast use among different groups of listeners, the fast adoption among the young population (Edison Research, 2019), the opportunity to reach potential customers through a narrator with whom they form a kind of parasocial relationship (Brinson & Lemon, 2023), and the strong listener loyalty (Lin & Huang, 2024) provide compelling reasons for marketing practitioners to consider podcasts as external communication and advertising platforms while making "podcast advertising" an intriguing research area. Nevertheless, the literature focusing on this subject is limited, with a significant portion of the existing research conducted recently. One of the reasons for this might be the changing media consumption behaviors with the COVID-19 pandemic (Vilceanu et al. 2021) and the subsequent increased attention from practitioners and researchers towards podcast advertising. Another reason why studies on podcasts from marketing and advertising perspectives started to become more prominent in the last years might be the statistical research about the demographic characteristics of podcast audiences, which illustrated that they skew toward higher levels of education and higher income (Nielsen, 2020; Vilceanu et al. 2021), an educated target group with higher purchasing power, representing considerable opportunities for brands and marketing practitioners and a new field to discover further for researchers. Lastly, Al-Asmari (2023) mentioned the big development the podcast industry went through in the last 10 years and underlined the importance of the worldwide reach of podcasts, allowing brands to target international customers, which again could have contributed to the increased interest in the topic of podcast advertising among researchers.

One of the earliest examples of research regarding podcast advertising was conducted by Haygood (2007), who drew attention to the development of podcasting, gave examples of podcast advertising campaigns by various brands, and briefly mentioned the main formats and placed product types in podcast advertisements, a big portion (35.1%) of which falls under the classification of communication-entertainment-internet products and services like satellite

radio and DVDs, which is in line with the previously mentioned studies regarding motivations for podcast listening that illustrated entertainment as one of the most crucial factors (McClung & Johnson, 2010; Craig et al. 2023; Chou et al. 2023). Regarding the formats of the podcast advertisements among the investigated top 100 podcasts on Apple's iTunes website, Haygood (2007) mentioned two main types, which are stand-alone traditional audios and host-read advertisements, the latter of which was also shown by the author as a beneficial way for increasing the credibility of the ad's message.

Later, Bulakh et al. (2023) conducted systematic research regarding podcast advertising types, which were classified according to the method of providing advertising information (how and by whom it is being provided), ads' placements in the podcast (before the show, in the middle of the show or at the end of the show), method of payment for the advertising information, method of placing ads into podcasts (dynamic placement, embedding ads, self-promotion), and the type of sponsor. Conducting their study by examining a sample of 44 domestic podcasts in Ukraine, Bulakh et al. (2023) created a broad picture of the Ukrainian podcast environment and recommended ways to increase ad effectiveness and listener loyalty to marketing practitioners and podcast hosts, mainly for the studied geographical setting, creating a geographical limitation. Although the results presented by Bulakh et al. (2023) represent a comprehensive classification method that captures numerous aspects of podcast advertising, it lacks some criteria regarding the content of the advertising such as whether an additional promotional tool such as promo codes is being used or not.

Another area of interest among researchers is the effectiveness of podcast advertising. Bezbaruah & Brahmhatt (2023) investigated the subject by using the advertising value framework and the effects of podcast advertisements on attitudes toward ads, brand, purchase intent, and brand eWOM. They found out that podcast advertisements are successful in building relationships between consumers and brands. They also explored the effectiveness of different kinds of advertisements, namely entertainment, informative, and credible, while presenting the moderating role of ad placement in the podcast on attitude toward ads.

Brooks (2020) also examined the effectiveness of podcast ads by conducting a survey in the college setting, the results of which presented students' preferences for the placement of the ad in the podcast which was before the show and the types of promotional messages that students wanted to hear, which were mostly host-read advertisements, and sponsorship messages. Brooks (2020) also underlined the listener preference for congruence between the ad's message and the podcast content.

Similarly, Ritter & Cho (2009) found that sponsorship messages were more effective than pre-recorded ads in order to achieve better consumer responses. The authors also supported the previous studies that show the preference for pre-roll ads (Brooks, 2020; Bulakh et al. 2023) with the results derived from the experimental study they conducted (Ritter & Cho, 2009).

In addition to Bezbaruah & Brahmhatt (2023), Schultz (2023) has conducted research on the advertising value of podcast advertisements in the context of brand attitudes and the purchase intention of consumers. The author not only showed that podcast advertising value had a significant effect on consumer attitudes but also proposed that congruence between the advertisement and the podcast is crucial for creating a positive brand attitude and higher purchase intention (Schultz, 2023), extending the arguments made by Brooks (2020) regarding listener liking of congruence between the message and the content, to a branding setting.

Ge (2023), too, investigated listeners' purchase intentions, specifically focusing on brand podcasts and Generation Z, illustrating the influence of sensory stimulation, which is the listeners' ability to receive auditory stimulation and perceived value of the brand and the product on increasing the willingness to purchase.

The implications of the relationships between podcast hosts and audiences for podcast advertising have also attracted considerable attention among researchers. Moe (2023) and Vilceanu et al. (2021) underlined the favorable attitudes toward host-read podcast advertisements, while Brinson & Lemon (2023) examined the trust, authenticity, and credibility that audiences assign to the podcast host and the effects of the resulting parasocial relationship on the audiences' brand attitudes and behaviors. According to Brinson & Lemon (2023), parasocial relationships between hosts and listeners influence brand attitudes and behaviors, while the absence of the relationship might result in potential negative outcomes for brands. Furthermore, similarly to Moe (2023) and Vilceanu et al. (2021), Brinson & Lemon (2023) also pointed out the positive effects of host-read advertisements on listener attitudes, underlining the indispensability of hosts for effective podcast advertising. Lastly, concerning host-listener relationships, Wang & Chan-Olmsted (2023) showed that not only the relational perceptions but also the actual online interactions have significant positive effects on listeners' brand attitudes. The authors also supported the previous literature regarding host-read advertisements by suggesting that host-read advertising is a positive predictor of consumers' brand attitudes (Wang & Chan-Olmsted, 2023)

### 2.1.2 Promotional Codes

A considerable share of limited previous research on promotional codes focused on customer attitudes toward using the codes and the code provider mostly in the context of influencer marketing (Marty, 2021; Lee & Park, 2023; Alkan & Ulaş, 2022).

Marty (2021) mentioned the use of promotion codes in influencer-brand partnerships while particularly inspecting advertising storytelling and the creation of a promotional synergy through the convergence of the brand, influencer, and audiences, which they defined as a contemporary advertising triad.

Following a more specific path, Lee & Park (2023) focused on the followers' perceptions of the influencer's sincerity depending on the reveal of the commissions acquired by sharing discount codes (used with the same meaning as promotional codes in this paper) and found a mediating effect of perceived sincerity on the relationship between commission reveal and attitude toward discount code use. They also showed that there is not any significant effect of discount level on presented relationships (Lee & Park, 2023), illustrating the importance of followers' favorable opinions towards the code provider for creating a positive frame of mind about the desired action, in this case, discount code use, regardless of the monetary factors.

Discussing influencers in relation to brand collaborations, Alkan & Ulaş (2022) mentioned discount codes while talking about influencer-brand collaborations, as a way of creating potential customers. Furthermore, they illustrated discount sharing as an important factor for influencers' followers, which is in line with the research conducted by Jargalsaikhan and Korotina (2016) that pointed out discount code sharing as one of the most followed practices of influencers.

Some other influencer-centered studies regarding promotional codes illustrated the impact of promotional codes on impulse buying behavior (Karmestål & Eskilstorp, 2021; Egelbäck & Claesson, 2023) while others mentioned the codes as a way of tracking returns for companies during their collaboration with influencers (Yfantidou & Grncarov, 2021).

Some other code providers that have been mentioned in the literature are YouTubers, who offer the opportunity to reduce game prices by using their names as discount codes to their subscribers (Tur & González, 2019). Tur & González (2019) approached the subject by identifying the code-giving behavior as a common practice of Youtubers to reward their followers' loyalties and focused on identifying different community management strategies in their study.



Although the existence of parasocial relationships between podcast hosts and their listeners has been established in the literature (Brinson & Lemon, 2023; Brinson et al. 2023), which has similar implications in terms of the effects on brand attitudes and purchase intention with the parasocial relationships between influencers and their followers (Sokolova & Kefi, 2020), there is no existing research on podcast hosts as promotional code providers.

Other research regarding promotional codes involves the factors affecting the customers' behavioral intention to use the promotional codes (Hammouri et al. 2022), which was conducted by the utilization of the Theory of Planned Behavior, as will be discussed in the following parts of this paper. Additionally, Sun et al. (2021) investigated the effects of the shareability of promotional codes on customer lifetime value and social sharing by experimenting with non-shareable and single-shareable promo codes. Even though they suggested intriguing insights regarding the influence of non-shareable codes on immediate purchase likelihood, and one-shareable codes on the probability of successful referrals and high customer lifetime value, as mentioned as a suggestion for future studies by the authors, social sharing in the case of a promotional code without a shareability limit remains uncertain.

Finally, Oliver & Shor (2003) illustrated the positive effects of promotion codes on customers' feelings of price fairness and satisfaction in the online shopping experience, influencing cart abandonment rates, which was identified as a major issue in online marketing. Presenting their experimental study that involves two groups, the code-present customer group, and the code-absent customer group, the authors suggested that market segmentation through the use of online promotional codes can be an effective strategy, which has built a ground for upcoming research on the potential use cases of promotional codes.

### 2.1.3 Research question

Building upon the extensive literature review encompassing podcasts, podcast advertising, and promotional codes, this study seeks to study at a deeper level the underlying mechanisms shaping consumer intention within the context of podcast advertising. Specifically, we aim to investigate how the key determinants identified in the Theory of Planned Behavior, along with listeners' trust in podcast hosts, collectively influence consumers' intention to redeem promotional codes featured in podcast advertisements. Drawing upon insights from previous studies that have explored various facets of podcast advertising effectiveness and the dynamics of host-listener relationships, our research question delves into a crucial aspect of consumer response to podcast advertising. By examining these determinants within the unique ecosystem of podcasting, we aim to contribute to a more comprehensive understanding of

how promotional strategies can effectively leverage podcast platforms to drive consumer actions and achieve marketing objectives.

**RQ:** *How do the key determinants from the Planned Behavior Theory and listeners' trust in podcast hosts influence consumers' intention to redeem the promotional codes that are given in podcast advertisements?*

# 3 Theoretical Model

This chapter describes the theoretical underpinnings of the study, focusing on the Theory of Planned Behavior (TPB) and its application in the context of podcast advertising. Additionally, it introduces the concept of trust and its significance within the realm of podcast advertising. The chapter elucidates the hypotheses formulated for the study, delineating the expected relationships between trust, attitudes, subjective norms, and perceived behavioral control toward podcast advertisements with promotional codes, and the intention to redeem these codes. Furthermore, it presents the theoretical model that serves as the framework for the thesis, outlining the variables and their interrelationships. Through this comprehensive exploration, the chapter sets the stage for the subsequent empirical analysis and interpretation of findings.

## 3.1 Theory of Planned Behavior

According to the Theory of Planned Behavior (TPB), an individual's behavioral intention and actions are determined by their attitudes toward the behavior, subjective norms, and perceived behavioral control (Ajzen, 1991). The first component, attitudes toward behavior (ATT), refers to how much a person evaluates the behavior in question as either favorable or unfavorable (Ajzen, 1991). Subjective norm (SN) indicates perceived social pressure that encourages or discourages the behavior (Ajzen, 1991). The last determinant of behavioral intention, perceived behavioral control (PBC), relates to the perceived ease or difficulty associated with carrying out the behavior and is thought to encompass past experiences along with anticipated challenges and barriers (Ajzen, 1991).

In the literature regarding the podcast field, the Theory of Planned Behavior has been used in several different contexts, one of which is podcast adoption (Mou & Lin, 2015). Mou & Lin (2015) utilized the TPB by extending it with the components of descriptive norm and social network communication and illustrated significant direct effects of social discourse, perceived descriptive norm, and attitude, and indirect effects of perceived control and injunctive norm on podcast adoption intention. Other research that utilized TPB includes numerous examples

concerning podcast use in education (Moss et al. 2015; Koo & Kwong, 2006) and the effects of podcast exposure on listener loyalty (Justianto et al. 2022). Although there is no literature that uses TPB in the context of podcast advertising, the theory has been used to investigate the factors predicting users' intention to watch in-app advertisements and their behavioral responses by Cheung & To (2017). Extending TPB with the components of propensity to trust and trust, Cheung & To (2017) illustrated the positive influences of users' attitudes toward in-app advertisements, subjective norms, and perceived behavioral control on the intention to watch in-app advertisements, while also presenting the propensity to trust as a determinant for users' trust towards in-app advertising, and in turn attitudes and intentions to watch in-app advertisements. The significant results which also implied that the presented variables affect behavioral responses at the end (Cheung & To, 2017), have created a ground for future studies concerning other advertising platforms.

In regards to promotional codes, The Theory of Planned Behavior was employed to investigate the factors determining the consumer behavioral intention to use promo codes (Hammouri et al. 2022). The authors expanded the Theory by adding the elements of perceived enjoyment and brand image and found out that brand image, perceived enjoyment, perceived behavior control, and social influence significantly predict customers' behavioral intention to use promo codes (Hammouri et al. 2022).

Ho & Shafiq (2021) also conducted a study regarding fundamental factors affecting the use of promotional codes in the context of shopping apps, for which they combined the Theory of Planned Behavior with Social Cognitive Theory. The findings of the study illustrated that self-efficacy and social cognitive outcome expectations explain consumers' use of promotional codes (Ho & Shafiq, 2021).

In addition to the literature about promotional codes, the Theory of Planned Behavior was also used to investigate the behavioral dynamics related to other promotional tools such as e-coupons (Kang et al. 2006) and e-deals in group buying websites (Cheah et al. 2023), the implications of which can be valuable for the promotion code focused research. For instance, Kang et al. (2006) showed that perceived behavioral control and attitude toward Internet searching have significant effects on the intention to use e-coupons and the importance of competence and access to the use of the promotional tool. Additionally, Cheah et al. (2023), represented findings that show the importance of considering social norms and entertainment value while promoting e-deals and advised using strategies such as influencer marketing.

Based on the assumptions of the Theory of Planned Behavior (Ajzen, 1991) regarding the determining effect of attitudes on behavioral intention, and insights presented by previous

research regarding the positive influence of consumer attitudes on behavioral intention (Kang et al. 2006; Mou & Lin, 2015), we posit the following hypothesis:

***H1:** Listener attitudes toward podcast advertisements that include promotional codes positively influence the redeeming intention of a given promotional code.*

Based on the assumptions of the Theory of Planned Behavior (Ajzen, 1991) regarding the determining effect of subjective norms on behavioral intention, and findings related to the positive effects of subjective norms and social influences on behavioral intention in research regarding advertising (Cheung & To, 2017) and promotional codes (Hammouri et al. 2022), we present the following hypothesis:

***H2:** Subjective norms positively influence listeners' redeeming intention of a given promotional code.*

Regarding the influence of perceived behavior control on behavioral intention, Ajzen (2011) indicates that when perceived behavioral control is higher, the customer's intention towards a certain behavior should be stronger. In addition to this assumption, considering the positive effects illustrated by Hammouri et al. (2022) and (Cheung & To, 2017), we hypothesize as such:

***H3:** Perceived behavioral control positively influences listeners' redeeming intention of a given promotional code.*

## 3.2 Integrating Trust into the Theory of Planned Behavior

The crucial role of trust in the context of online shopping (Lee & Turban, 2001; Gefen, 2002), advertising (Cheung & To, 2017; Choi & Rifon, 2002), and influencer marketing (Garg & Bakshi, 2024; Lou & Yuan, 2019; Kim & Kim, 2021) has been widely studied by scholars.

In the online shopping field, Gefen (2002) showed that trust in the vendor has a significant influence on customers' purchase intention. In advertising, Cheung & To (2017) illustrated that users' trust in in-app advertising affects their attitudes toward in-app advertisements and their intention to watch the ads. Furthermore, Choi & Rifon (2002) underline the significance of source credibility, which they accepted the definition as "the trust a consumer places in the source of a particular ad" (MacKenzie & Lutz, 1989) for the effectiveness of online advertising, specifically for ad credibility, brand attitudes, and purchase intent.

Concerning influencer marketing, Garg & Bakshi (2024) showed that trust is a fundamental mediator for the impact of source credibility on consumers' purchase intentions, meaning that followers are more likely to be influenced by beauty vloggers when their trust levels are higher. Similarly, Kim & Kim (2021) revealed trust as a mediator for the effects of influencer expertise, authenticity, and homophily on marketing outcomes, including product attitude and purchase intention. Lou & Yuan (2019) also presented the mediating effect of trust between influencers' branded posts and brand awareness and purchase intention.

In the context of podcast advertising, previous studies regarding the impact of trust on ad effectiveness and purchase intention in influencer marketing provide more relevant implications than the studies on online marketing and advertising, due to the similar parasocial relationship styles that the influencers (Sokolova & Kefi, 2020), and podcast hosts (Brinson et al. 2023) build with their community. Supporting this argument, Brinson & Lemon (2023) asserted that "...podcast hosts are becoming trusted influencers with loyal communities, offering greater opportunity for consumer engagement and positive brand outcomes.". Hence, in light of previous studies that present the significant effect of trust on consumers' behavioral intentions in the context of influencer marketing and podcast advertising, we hypothesize the following:

***H4: Trust level toward podcast hosts is positively related to consumer intention toward redeeming the promotion codes presented by podcast advertisements.***

Previous studies also illustrated that host-read advertisements are particularly influential on attitudes toward the ad (Moe, 2023; Vilceanu et al. 2021) and attitudes toward the brand (Brinson & Lemon, 2023), underlining the significance of the host-listener relationship for positive attitudes toward the podcast advertisements. Besides this point, Cheung & To (2017) explain that the theoretical ground for the relationship between trust and attitudes toward a behavior can be derived from social cognitive theory (Bandura, 1986). According to social cognitive theory, an individual's estimation that a given behavior leads to a particular outcome creates an outcome expectation, which affects the individual's attitudes toward the behavior (Bandura, 1986). If an individual places trust in another party to behave appropriately for a desired result, it fosters a positive attitude towards that behavior. Since trust impacts the outcome estimation and expectations, it is a determinant of positive attitudes toward a behavior (Cheung & To, 2017). Hence, we hypothesize the following:

***H5: Trust level toward podcast hosts is positively related to consumer attitudes toward the promotion codes presented by podcast advertisements.***

Finally, Cheung & To (2017) showed that there is a mediation effect of attitudes in the relationship between trust and intention, in the context of in-app advertising. Considering previous studies which represented the positive effect of trust on attitudes of individuals toward the ads and brands (Moe, 2023; Vilceanu et al. 2021; Brinson & Lemon, 2023) and the positive effect of attitudes on intention to redeem promotional codes (Kang et al. 2006; Mou & Lin, 2015), we suggest that in addition to the direct effect of trust on the intention to redeem promotional codes, there is also an indirect effect that is mediated by attitudes toward podcast advertisements with promotional codes. Therefore, we hypothesize as such:

**H6:** *There is a mediating effect of attitudes toward podcast advertisements with promotional codes on the relationship between trust towards the podcast host and the intention to redeem the promotional codes given by podcast ads. Hence, as trust in the podcast host increases, so do the attitudes toward podcast advertisements with promotional codes, ultimately increasing the intention to redeem promotional codes.*

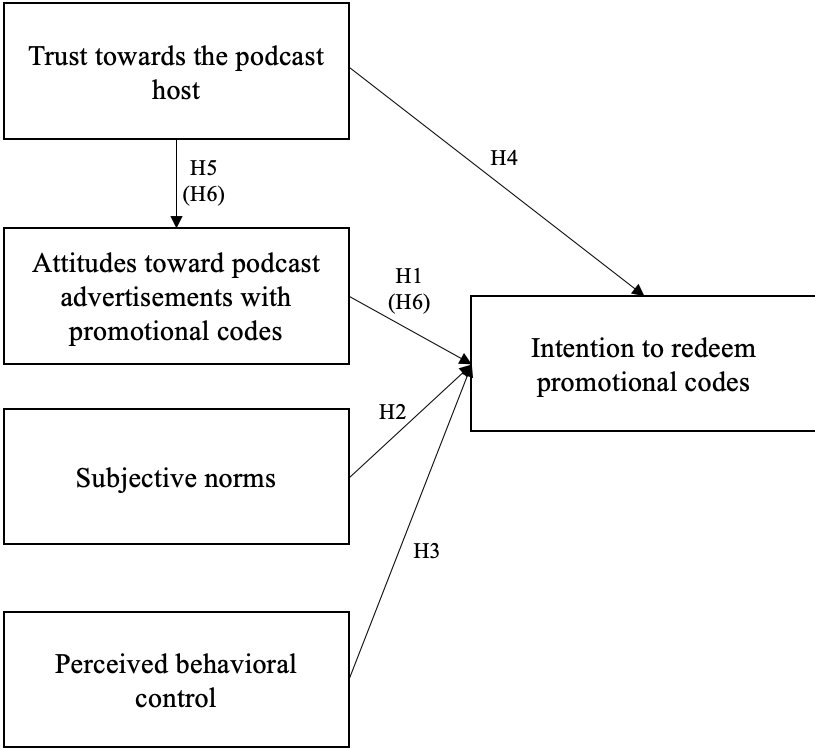


Figure 1: Research Model. Own illustration.

# 4 Methodology

This chapter describes the methodological approach employed in this study. It begins with an exploration of the research approach and design. Subsequently, explanations regarding research design, data collection process, questionnaire design, and data analysis methods are provided. Concluding the chapter we discuss the study's reliability and validity.

## 4.1 Research Approach

When discussing the methodological approach of this research, it is essential to establish our philosophical standpoint concerning ontology and epistemology, as outlined by Sallis et al. (2021).

Ontologically, this study adopts an internal realist perspective, which posits that there exists an objective reality independent of human cognition (Easterby-Smith et al. 2021). This ontological stance aligns with the belief that the phenomenon under investigation possesses inherent characteristics and properties that exist independently of human observation or perception (Easterby-Smith et al. 2021).

Epistemologically, this research embraces a positivist perspective, which emphasizes the use of empirical observation and quantitative methodologies to generate objective knowledge that is generalizable and replicable (Sallis et al, 2021). Positivism asserts that knowledge can be obtained through systematic observation and experimentation, leading to the formulation of verifiable theories and hypotheses (Easterby-Smith et al. 2021). Accordingly, this study employs scientific methods to collect and analyze quantitative data, intending to uncover empirical regularities and causal relationships among variables (Hair et al. 2021).



## 4.2 Research Design

This study adopts a research design that combines exploratory and confirmatory research approaches within a cross-sectional design to investigate the intention to redeem promotional codes among listeners of podcast advertising.

Grounded in the theory of planned behavior by Ajzen (1991), the research aims to explore and validate the relationships between key TPB constructs —attitudes, subjective norms, perceived behavioral control—, trust, and the intention to redeem promotional codes from podcast advertisements. Through a confirmatory approach, specific hypotheses derived from the TPB and trust will be tested to validate the theoretical model and assess the strength of relationships between variables (Hair et al. 2021). Confirmatory analysis involves statistical techniques, which will be done with the Jamovi software to evaluate the model's fit to the data and confirm the hypothesized pathways. For the mediation analysis, Baron and Kenny method will be utilized, using the same software. The confirmatory phase of the study aims to provide empirical validation of the model, enhancing its generalizability and predictive power (Butler, 2014).

Adopting a cross-sectional design, data will be collected from podcast listeners at a single point in time (Kesmodel, 2018). This design allows for the simultaneous measurement of trust, TPB constructs, and discount code redemption behavior, providing a snapshot of participants' attitudes, norms, perceived control, and behavior within the context of podcast advertising (Olsen & St George, 2004). By integrating exploratory and confirmatory research elements within a cross-sectional design, this study aims to offer a comprehensive understanding of the intention to redeem promotional codes, contributing to theory development and informing marketing strategies in the podcast advertising industry.

## 4.3 Data Collection Method

According to Easterby-Smith et al. (2021), the main sources of data for quantitative research are primary and secondary data. Primary data is the one obtained directly by researchers through directed experiments or surveys, while secondary data is obtained from public databases (Easterby-Smith et al. 2021). As mentioned before, promotional codes in podcast

advertising are a relatively new trend with limited data, therefore, we proceeded with the collection of primary data in order to collect specific and targeted data related to our study.

Since our main goal is to provide facts and estimates from a large, representative sample of respondents familiar with podcast advertising, we will employ a self-completed online survey design (Hair et al. 2021) using Google Forms. This format of online surveys is convenient for gathering large quantities of data in numerical format (Hair et al. 2020), which is necessary for the process and analysis of the data when using Jamovi. Since online surveys can and are often completed independently by respondents, without the presence of a researcher, there is always a risk of response bias (Hair et al. 2020).

Although efforts can be made to mitigate this bias by providing instructions for accurate completion and ensuring anonymity to encourage honest responses, it's crucial to acknowledge the limitations of online surveys (Easterby-Smith et al. 2021) and interpret the findings with caution, considering the potential impact of response bias on the validity and generalizability of the results.

#### 4.3.1 Population and Sampling

The population for this study encompasses individuals who are active consumers of podcasts and potential recipients of podcast advertising messages containing promotional codes. According to Statista (2024), podcasts have gained widespread popularity globally, indicating a diverse audience base. However, for the purpose of this research, the target population is defined as individuals aged 18 to 65 who regularly listen to podcasts across various genres and platforms. This age range was chosen to encompass a wide demographic spectrum, including younger adults who are typically early adopters of new media technologies (Faverio, 2022) and older individuals who may also engage with podcasts for entertainment or informational purposes.

In terms of sampling, our main strategy to reach respondents was through convenience and snowball sampling due to the time efficiency that they can provide while using a digital medium like Google Forms. Convenience sampling was involved by sharing the survey with our own social network (Easterby-Smith et al. 2021) while snowballing sampling was employed by asking respondents to share the survey with other people whom they thought could be relevant to the study (Easterby-Smith et al. 2021). Even though these non-probabilistic sampling methods can fall into biases, they help us achieve a big enough sample most easily in a short amount of time due to the time constraints for the thesis project.

### 4.3.2 Sample size

As probability sampling reduces uncertainty by giving a more precise understanding of the sample and population (Easterby-Smith et al. 2021), we employed G\*Power, a widely used software tool for statistical power analysis.

With an alpha level set at 0.05 and four predictors, we explored two effect size options based on G\*Power's manual (Heinrich Heine University, 2023). Medium ( $f = 0.15$ ) and large effect sizes ( $f^2 = 0.35$ ) were specifically of interest since, in addition to the literature, this research aims to contribute to the knowledge of marketing practitioners and podcast creators, which points out at a high practical significance (Bhandari, 2020). The computations yielded sample size recommendations of 108 for medium effect size and 50 for large effect size, respectively.

For this study, the collection of data through the survey was carried out for 13 days. During this time, we were able to collect 165 responses. From this total, 22 were discarded through the first filter question, meaning that 22 individuals had not listened to podcasts in the last 6 months. Additionally, 42 respondents were discarded in the second filter question, meaning that 42 individuals had not heard of promotional codes in podcast advertisements. Hence, a total of 101 responses of the total 165 were considered valid for the following analysis.

*Table 1: Filter questions results*

<b>Total Surveys</b>		<b>165</b>
<b>Filter Questions</b>	<b>Options</b>	<b>Respondents</b>
<b>Have you listened to podcasts in the last 6 months?</b>	Yes	<b>143</b>
	No	22
<b>Have you heard of advertisements that include promotional codes within podcast advertisements?</b>	Yes	<b>101</b>
	No	42

As our actual sample size ended up being larger than the recommended sample size for a large effect size (50) and approached the recommended sample size for a medium effect size (108), this suggests that our sample size is quite robust, as it exceeds the threshold required for detecting a large effect size and nearly meets the threshold for detecting a medium effect size, giving our study statistical rigor and validity, particularly in light of the sizable dataset obtained and the robustness of our analytical framework.

## 4.4 Questionnaire Design

To enhance the accuracy and validity of the collected data, filter questions were incorporated into the questionnaire design. These filter questions served to minimize unnecessary burden and ensure that only relevant participants contributed to the study (Guntzviller, 2018). The first filter question assessed respondents' recent engagement with podcasts by inquiring whether they had listened to a podcast within the past 6 months. This initial screening step aimed to focus the survey on individuals who were actively consuming podcast content, aligning with the research focus on podcast advertising.

Respondents who indicated a positive response to the initial filter question were directed to a subsequent filter question probing their familiarity with podcast advertisements featuring promotional codes. This follow-up filter question aimed to identify participants who had firsthand experience with promotional code usage in podcast advertising, thus ensuring that responses were informed by relevant exposure and context. Conversely, respondents who did not meet this criterion were directed to the conclusion of the survey, minimizing unnecessary data collection from individuals lacking relevant experience.

Following the filter questions, the questionnaire transitioned to collect demographic information from participants. These demographic variables, including gender, age, education level, and nationality, were included to provide contextual insights into respondents' backgrounds. Understanding the demographic composition of the sample can facilitate the interpretation of survey results and identify potential patterns or trends across different demographic groups.

The main body of the questionnaire focused on assessing key constructs relevant to the study objectives. Drawing upon the Theory of Planned Behavior (Ajzen, 1991) and existing literature on trust (Cheung & To, 2017), the questionnaire incorporated measures of attitude toward behavior, subjective norms, perceived behavioral control, and trust. Additionally, the dependent variable of intention to redeem a promotional code from a podcast ad was assessed to understand respondents' behavioral intentions in relation to podcast advertising. The final version of the questionnaire can be found in Appendix A.

Consistent with recommendations from Ajzen (2006) regarding the measurement of TPB constructs, a 7-point Likert scale ranging from 1 (strongly disagree) to 7 (strongly agree) was employed for most constructs. Additionally, a 7-point semantic differential scale was utilized in order to measure subjects' attitudes through adjectival opposites (Al-Hindawe, 1996) for

the constructs of attitude and subjective norm of TPB, based on the studies presented in Table 3.4. This approach allowed for a more nuanced understanding of participants' attitudes while maintaining consistency in the response formats. Furthermore, to ensure construct validity, the questionnaire items were adapted from validated scales used in previous research, with appropriate modifications made to align with the specific focus of this study.

Table 2: List of measurements for the questionnaire

Factor	Source	Measurement
<b>Trust</b>	Meng, F., Wei, J., & Patnaik, S. (2020)	I think podcast's hosts have the ability to contribute specialized information
		I think that the podcast's hosts grasp the relevant knowledge of the commodities discussed.
		I think podcast's hosts are honest in the release of information.
		I think that the information released by podcasts's hosts is without prejudice.
		I think that podcast's hosts will do their best to provide information to help others.
<b>Attitude</b>	Kang, H., Hahn, M., Fortin, D. , Hyun Y. & Eom, Y. (2006)	I feel podcast advertisements with promotional codes are foolish... wise.
		I feel podcast advertisements with promotional codes are a waste of time... wise use of time
		I feel podcast advertisements with promotional codes are useless... useful.
		I feel podcast advertisements with promotional codes are worthless... valuable.
		I feel podcast advertisements with promotional codes are bad... good.
<b>Subjective Norm</b>	Kang, H., Hahn, M., Fortin, D. , Hyun Y. & Eom, Y. (2006)	Most people who are important to me probably consider my use of promotional codes from podcast advertising to be foolish/wise.
		Most people who are important to me probably consider my use of promotional codes from podcast advertising to be useless/useful.
		Most people who are important to me probably consider my use of promotional codes from podcast advertising to be worthless/valuable.
		Most people who are important to me think I definitely should not/definitely should use promotional codes from podcast advertising for making purchases.
<b>Perceived Behavioral Control</b>	Li, L., Wang, Z. & Wang, Q. (2020)	Whether or not to make a purchase influenced by a podcast advertisement with a promotional code is entirely up to me.
		I have complete control over whether or not to make a purchase influenced by a podcast advertisement with a promotional code.
		I can largely decide whether or not to take advantage of a promotional code advertised in a podcast at home.
<b>Intention to behavior</b>	Rabaai, A., Maati, S., Muhammad, N & Eljamal, E. (2024)	I intend to use promotional codes featured in podcast advertisements in the future.
		I expect my use of promotional codes featured in podcast advertisements to increase in the future.
		I plan to take advantage of promotional codes featured in podcast advertisements frequently.

## 4.5 Data Analysis

This chapter showcases the techniques employed to analyze the collected data and extract insights, using Jamovi as our main statistical software. Descriptive statistics helped us develop a comprehensive portrayal of the dataset's attributes, including central tendencies and variability. Subsequently, by employing inferential statistics, we examined interrelationships within the dataset. Through correlation analysis, we discerned the strength and direction of connections between variables, while linear regressions helped us to identify mediation effects and the determinants impacting discount code redemption behavior in podcast advertising based on our theoretical foundations.

### 4.5.1 Descriptive Analysis

Descriptive analysis served as the initial step in exploring the dataset's characteristics specific to our study. We explored measures such as mean, median, standard deviation, variance, skewness, and kurtosis for our independent and dependent variables.

Moreover, descriptive analysis played a crucial role in identifying irregularities and outliers within the dataset that could impact the subsequent statistical analysis (Navarro & Foxcroft, 2022). Through careful examination, we could detect missing values, outliers, or errors in the data, ensuring data integrity and reliability (Sallis et al, 2021). This step was particularly important as it allowed us to address any discrepancies or inconsistencies that could have arisen during data collection or entry, thereby enhancing the accuracy and quality of our analyses.

### 4.5.2 Confirmatory Factor Analysis

Confirmatory Factor Analysis (CFA) was employed to validate the measurement model of our survey instrument. This involved assessing the construct validity of key variables (Navarro & Foxcroft, 2022), including attitude toward behavior, subjective norms, perceived behavioral control, trust, and intention to redeem promotional codes. Cronbach's alpha coefficient and McDonald's Omega ( $\omega$ ) were calculated to evaluate the internal consistency and reliability of the constructs (Navarro & Foxcroft, 2022). Higher alpha and omega values (above 0.70) would confirm the reliability of our survey items in measuring the intended constructs effectively (Hair et al. 2020).

### 4.5.3 Correlation Analysis

Correlation analysis assesses the relationship between two continuous variables, providing insights into both the strength and direction of their association (Navarro & Foxcroft, 2022). The correlation coefficient, denoted as "r," ranges from -1 to 1. According to Hair et al. (2021), a correlation coefficient close to 1 indicates a strong positive relationship, meaning that as one variable increases, the other variable tends to increase as well. Conversely, a correlation coefficient close to -1 indicates a strong negative relationship, implying that as one variable increases, the other variable tends to decrease. A correlation coefficient close to 0 suggests a weak or no linear relationship between the variables (Hair et al. 2021).

We evaluated Pearson correlation coefficients to assess the associations between continuous variables (Hair et al. 2020) such as attitude toward behavior, trust, and intention to redeem promotional codes. Correlation analysis provided insights into the strength and direction of associations between constructs, informing subsequent regression analyses (Hair et al. 2020).

### 4.5.4 Linear Regression

Linear regression analysis was conducted to examine the relationship between predictor variables (such as attitude toward behavior, subjective norm, perceived behavioral control, and trust) and the outcome variable (intention to redeem promotional codes) (Navarro & Foxcroft, 2022). This allowed us to determine the extent to which changes in predictor variables predict changes in the outcome variable (Navarro & Foxcroft, 2022). The regression coefficients and associated statistics provided insights into the predictive power of key constructs on the intention to redeem promotional codes, guiding further exploration of variable relationships.

### 4.5.5 Mediation Analysis

Mediation analysis was employed to examine how attitudes mediate the relationship between attitude and intention toward podcast advertisements with promotional codes. In this study, we utilized the Baron and Kenny mediation method to investigate the mediating role of attitudes in the relationship between trust and intention to redeem promotional codes within the context of podcast advertising. The Baron and Kenny method is a widely employed approach for exploring mediation effects in social science research (Baron & Kenny, 1986). It involves several key steps: first, establishing a significant relationship between the independent variable (trust) and the dependent variable (intention); second, demonstrating that

the independent variable (trust) significantly predicts the mediator (attitude); and finally, confirming that the mediator (attitude) significantly predicts the dependent variable (intention) (Baron & Kenny, 1986). By employing this method, we aim to uncover the underlying mechanisms through which trust in podcast hosts influences behavioral intentions, mediated by attitude, in the context of podcast advertising.

## 4.6 Validity and Reliability

To ensure the validity and reliability of our study, several strategies were employed. Firstly, the content of the questionnaire was established by consulting existing literature and previous studies to ensure that the survey items adequately captured the key constructs of interest (Hair et al. 2020), namely attitude toward behavior, subjective norms, perceived behavioral control, trust, and intention to redeem promotional codes.

Secondly, pilot testing with a small sample of participants from the target population was carried out to allow us to identify and address any ambiguities, redundancies, or inconsistencies in the survey items (Hair et al. 2020). After conducting the pilot study to test the initial survey, feedback from participants indicated a need for additional context in the questions measuring subjective norms. Therefore we added a short paragraph to provide participants with a situational context for these questions. This adjustment was made to enhance the clarity and understanding of the survey items, ensuring the validity and reliability of the data collected.

Thirdly, to confirm how well our measurement model was, the items of the questionnaire were assessed through confirmatory factor analysis (CFA) through Jamovi, to confirm the underlying structure of the constructs and assess the degree to which the survey items loaded onto their respective factors (Navarro & Foxcroft, 2022).

Finally, we assessed the internal consistency of the individual items that make up a scale by using Cronbach's alpha ( $\alpha$ ) and McDonald's Omega ( $\omega$ ) coefficient through Jamovi (Navarro & Foxcroft, 2022). High values (higher than 0.70) in both measurements indicate satisfactory internal consistency among items within each construct, ensuring that the survey items measured the intended constructs reliably.



# 5 Analysis

In this section, we analyze the collected data using various statistical techniques. We begin with the sample statistics, followed by the confirmatory factor analysis (CFA), a reliability analysis to validate our measurement model, and a descriptive analysis. Additionally, correlation analysis and linear regression were performed to uncover relationships between variables and discover predictors of intention to redeem promotional codes in podcast advertising. Finally, we conducted a mediation analysis to explore the mediating role of attitude in trust and intention. It is important to mention that we chose a significance level  $\alpha$  of 0.05 for our analysis as it is a commonly accepted threshold in statistical hypothesis testing (Biau et al. 2010), providing a balance between detecting meaningful effects and minimizing the likelihood of Type I errors.

## 5.1 Sample statistics

In addition to the constructs evaluated in the study, the dataset contains demographic variables, providing a comprehensive snapshot of the respondents' characteristics and backgrounds. Noteworthy is the gender distribution, with females comprising the majority (62%) and males representing 38% of the sample. Age-wise, the largest cohort falls within the 25-34 age bracket (63%), followed by respondents aged 18-24 (29%), with only 8% aged above 35.

Educationally, an overwhelming majority (96%) hold a university degree. In terms of employment status, 48% are actively employed, 15% are balancing work and studies, 33% are solely focused on their studies, while only 5% are unemployed.

Geographically, we had respondents from diverse regions, the following table provides an overview of the participants' countries of origin:

Table 3: Participants' countries of origin

Country	Participants	%
Turkey	21	20.79%
Colombia	19	18.81%
United States	14	13.86%
Sweden	12	11.88%
Germany	6	5.94%
Peru	5	4.95%
Denmark	2	1.98%
Venezuela	2	1.98%
Italy	2	1.98%
Mexico	2	1.98%
The Netherlands	2	1.98%
Albania	1	0.99%
Argentina	1	0.99%
Austria	1	0.99%
Azerbaijan	1	0.99%
Brazil	1	0.99%
China	1	0.99%
Finland	1	0.99%
France	1	0.99%
Guatemala	1	0.99%
Honduras	1	0.99%
Norway	1	0.99%
Slovakia	1	0.99%
Spain	1	0.99%
Switzerland	1	0.99%
<b>Total</b>	<b>101</b>	<b>100.00%</b>

## 5.2 Preliminary Analysis

For our preliminary analysis, we conducted Confirmatory Factor Analysis (CFA) to assess the validity of our measurement model, ensuring that our chosen indicators adequately represent the underlying constructs. Additionally, reliability analysis was performed to evaluate the internal consistency of our measures. Finally, the descriptive analysis provided a comprehensive overview of the dataset's characteristics, facilitating a better understanding of the variables under study.

### 5.2.1 Confirmatory Factor Analysis

To comprehensively analyze the data collected from our survey, we organized the responses into five distinct groups, or factors, corresponding to the key constructs of our study: trust, intention, subjective norm, perceived behavioral control, and attitude. By grouping the survey

questions in this manner, we were able to conduct a Confirmatory Factor Analysis (CFA), in order to test the measurement model specified for this research and investigate if it is confirmed by the collected dataset (Navarro & Foxcroft, 2022).

Starting by examining the results of the factor loadings and the standard estimates, we found all of the standard estimates above 0.500 for every measurement of the model and significant p-values under 0.05, allowing us to maintain all of the measurements used in the survey to build the factors for the subsequent analysis.

*Table 4: Factor Loadings Confirmatory Factor Analysis. Jamovi.*

Factor	Indicator	Estimate	SE	Z	p	Stand. Estimate
Attitude	ATT1	0.951	0.1318	7.22	<.001	0.649
	ATT2	1.253	0.1255	9.98	<.001	0.820
	ATT3	1.465	0.1232	11.89	<.001	0.913
	ATT4	1.487	0.1207	12.32	<.001	0.931
	ATT5	1.443	0.1189	12.14	<.001	0.923
Trust	TRUST1	0.592	0.1133	5.22	<.001	0.507
	TRUST2	0.905	0.1164	7.77	<.001	0.699
	TRUST3	1.255	0.1056	11.89	<.001	0.942
	TRUST4	0.955	0.1197	7.97	<.001	0.711
	TRUST5	0.815	0.1165	7.00	<.001	0.658
Subjective Norm	SN1	0.971	0.1271	7.64	<.001	0.679
	SN2	1.479	0.1197	12.36	<.001	0.933
	SN3	1.518	0.1158	13.12	<.001	0.964
	SN4	1.347	0.1251	10.76	<.001	0.860
Perceived Behavioral Control	PBC1	1.002	0.0857	11.70	<.001	0.924
	PBC2	1.054	0.0927	11.37	<.001	0.907
	PBC3	0.751	0.0851	8.83	<.001	0.763
Intention Behavior	INT1	1.562	0.1472	10.61	<.001	0.855
	INT2	1.770	0.1559	11.35	<.001	0.891
	INT3	1.977	0.1549	12.77	<.001	0.954

Following the Confirmatory Factor Analysis process outlined by Navarro & Foxcroft (2022), we reviewed the model fit. Looking at the Test for Exact Fit ( $\chi^2$ ) we were assessing the model fit which is very sensitive to the sample size.

*Table 5: Test Exact Fit. Jamovi.*

$\chi^2$	df	p
313	160	<.001

In this case, the results indicate that the chi-square value ( $\chi^2$ ) is high, with a significant p-value. This result suggests that the model does not fit the data perfectly, which is a common outcome given the sensitivity of the chi-square test to large sample sizes (Navarro & Foxcroft, 2022).

To ensure a more accurate assessment of model fit, we also evaluated additional fit measures, such as the Comparative Fit Index (CFI), the Tucker-Lewis Index (TLI), and the Root Mean Square Error of Approximation (RMSEA) (Navarro & Foxcroft, 2022). For the first two indexes, the desired result should be close to one, as it would represent the best model fit, while for the RMSEA, the desired result should be close to zero in order to represent a good model fit (Navarro & Foxcroft, 2022).

*Table 6: Fit Measures. Jamovi.*

CFI	TLI	RMSEA	RMSEA 90% CI	
			Lower	Upper
0.916	0.900	0.0974	0.0814	0.113

Based on these results, we conclude that up until now, there is a satisfactory model fit with the CFI and TLI results close to one, while the RMSEA result is close to zero.

Additionally, the confirmatory factor analysis (CFA) results revealed that most of the factors were correlated, while not being overlapped nor distinct from each other, indicating systematic associations between the constructs. Notably, subjective norm (Std. Estimate = 0.824) and intention behavior (Std. Estimate = 0.861) exhibited the highest correlation coefficients, suggesting strong associations between these constructs. Although this is not a desired result, it is also known that when studying psychological and behavioral constructs, these are often related to each other, thus, factors may be correlated (Navarro & Foxcroft, 2022).

*Table 7: Factor Covariances Confirmatory Factor Analysis. Jamovi.*

		Estimate	SE	Z	p	Stand. Estimate
Attitude	Attitude	1.000 <sup>a</sup>				
	Trust	0.529	0.0796	6.65	<.001	0.529
	Subjective Norm	0.824	0.0372	22.16	<.001	0.824
	Perceived Behavioral Control	0.242	0.1006	2.41	0.016	0.242
Trust	Intention Behavior	0.861	0.0320	26.89	<.001	0.861
	Trust	1.000 <sup>a</sup>				
	Subjective Norm	0.436	0.0879	4.97	<.001	0.436
	Perceived Behavioral Control	0.445	0.0890	5.00	<.001	0.445
Subjective Norm	Intention Behavior	0.533	0.0808	6.60	<.001	0.533
	Subjective Norm	1.000 <sup>a</sup>				
	Perceived Behavioral Control	0.273	0.0990	2.75	0.006	0.273
Perceived Behavioral Control	Intention Behavior	0.738	0.0509	14.52	<.001	0.738
	Perceived Behavioral Control	1.000 <sup>a</sup>				
Intention Behavior	Intention Behavior	0.152	0.1054	1.44	0.150	0.152
	Intention Behavior	1.000 <sup>a</sup>				

## 5.2.2 Reliability Analysis

After completing the Confirmatory Factor Analysis, we conducted a reliability analysis to ensure the consistent measurement of the psychological constructs in our model (Navarro & Foxcroft, 2022). To assess internal consistency, we employed Cronbach's alpha ( $\alpha$ ) and McDonald's omega ( $\omega$ ), aiming to determine whether different sets of scale items would yield consistent measurement outcomes (Navarro & Foxcroft, 2022).

*Table 8: Reliability Analysis Results per construct. Jamovi.*

<b>Construct</b>	<b>Cronbach's alpha (<math>\alpha</math>)</b>	<b>McDonald's omega (<math>\omega</math>)</b>
Trust	0.834	0.838
Attitude	0.931	0.932
Subjective Norm	0.917	0.921
Perceived Behavioral Control	0.897	0.901
Intention	0.927	0.929

The results obtained from Jamovi indicated that all five constructs evaluated demonstrate high reliability, surpassing the threshold of 0.7. This suggests that the survey effectively measured these constructs consistently. Specifically, the error variance for the trust scale is approximately 16.6%, while for the remaining constructs, it is considerably lower.

## 5.2.3 Descriptive Analysis

To begin with the descriptive analysis, we first grouped the survey questions into five distinct factors: trust, intention, subjective norm, perceived behavioral control, and intention. These factors were derived based on the theoretical frameworks and relevant constructs mentioned in sections 2 and 3. Subsequently, we proceeded with the descriptive analysis to gain insights from statistics such as sample size, central tendency, dispersion, and distribution measurements to provide an overview of the main constructs for this study. Further detailed results can be found in Appendix B.

Table 9: Descriptive Analysis Results. Jamovi.

	Trust	Attitude	Subjective Norm	Perceived Behavioral Control	Intention
N	101	101	101	101	101
Missing	0	0	0	0	0
Mean	4.83	4.62	4.62	6.27	4.15
Median	5.00	4.80	5.00	6.67	4.33
Mode	5.40	5.00	5.00 <sup>a</sup>	7.00	4.00
Standard deviation	0.994	1.38	1.39	0.988	1.84
Minimum	2.00	1.00	1.00	2.00	1.00
Maximum	6.40	7.00	7.00	7.00	7.00
Skewness	-1.00	-0.405	-0.682	-2.01	-0.139
Std. error skewness	0.240	0.240	0.240	0.240	0.240
Kurtosis	0.636	-0.382	-0.296	4.65	-1.04
Std. error kurtosis	0.476	0.476	0.476	0.476	0.476

Based on the results shown in Table 8, we concluded that our dataset showed favorable statistical characteristics. Both the minimum and maximum values fell within the expected range of responses, indicating consistency and reliability in the data. Moreover, the absence of missing values guaranteed the integrity of our dataset. Additionally, the standard deviation remained rather low across all constructs, suggesting minimal variability and close alignment of values with their respective means. This adherence to the assumption of normality strengthens the validity of subsequent analyses.

An important phenomenon to mention is the observed kurtosis of Perceived Behavioral Control (PBC), which significantly exceeded that of other constructs. This difference also manifests in the mean, with PBC registering the highest score among all items assessed. This discrepancy is in line with the construct's focus on evaluating the perceived difficulty associated with behavior execution.

### 5.3 Hypotheses testing

In this section, we examined the formulated hypotheses in sections 2 and 3. Our analysis incorporated correlation analysis, linear regression, and the Baron and Kenny mediation test. Through these robust statistical techniques, we aimed to discover the relationships between trust, attitudes, subjective norms, perceived behavioral control, and intention to redeem promotional codes in podcast advertisements.

### 5.3.1 Correlation Matrix

Before conducting the regression analysis, it is essential to explore the correlations between the key constructs of our study. This preliminary examination allows us to understand the strength and direction of the relationships between variables and provides insights into potential patterns or associations within the data (Hair et al. 2020). By examining these correlations, we can gain a deeper understanding of how the constructs relate to each other and identify any noteworthy trends or dependencies that may influence our subsequent regression analysis.

*Table 10: Correlation Matrix. Jamovi.*

		Trust	Attitude	Subjective Norm	Perceived Behavioral Control	Intention
Trust	Pearson's r	—				
	df	—				
	p-value	—				
Attitude	Pearson's r	0.445	—			
	df	99	—			
	p-value	<.001	—			
Subjective Norm	Pearson's r	0.392	0.766	—		
	df	99	99	—		
	p-value	<.001	<.001	—		
Perceived Behavioral Control	Pearson's r	0.375	0.209	0.274	—	
	df	99	99	99	—	
	p-value	<.001	0.036	0.006	—	
Intention	Pearson's r	0.483	0.782	0.680	0.173	—
	df	99	99	99	99	—
	p-value	<.001	<.001	<.001	0.085	—

Based on the results obtained, we observed significant correlations between the constructs under investigation. Specifically, we found a moderate positive correlation ( $r=0.48$ ,  $p<0.001$ ) between trust and intention to behave, indicating that as trust in podcast hosts increases, so does the intention to redeem promotional codes.

Similarly, we observed a strong positive correlation ( $r=0.78$ ,  $p<0.001$ ) between attitude and intention to behave, suggesting a robust relationship. This implies that individuals with more positive attitudes toward podcast advertisements with promotional codes are more inclined to have the intention to redeem them.

Additionally, we identified a moderate positive correlation ( $r=0.68$ ,  $p<0.001$ ) between subjective norm and intention to behave, indicating that perceived social pressure or influence from significant others positively impacts the intention to redeem promotional codes.

However, we found no significant correlation ( $p=0.085$ ) between perceived behavioral control and intention to behave. This suggests that individuals' perception of control over redeeming

promotional codes may not significantly influence their intention to do so, highlighting a potential area for further exploration.

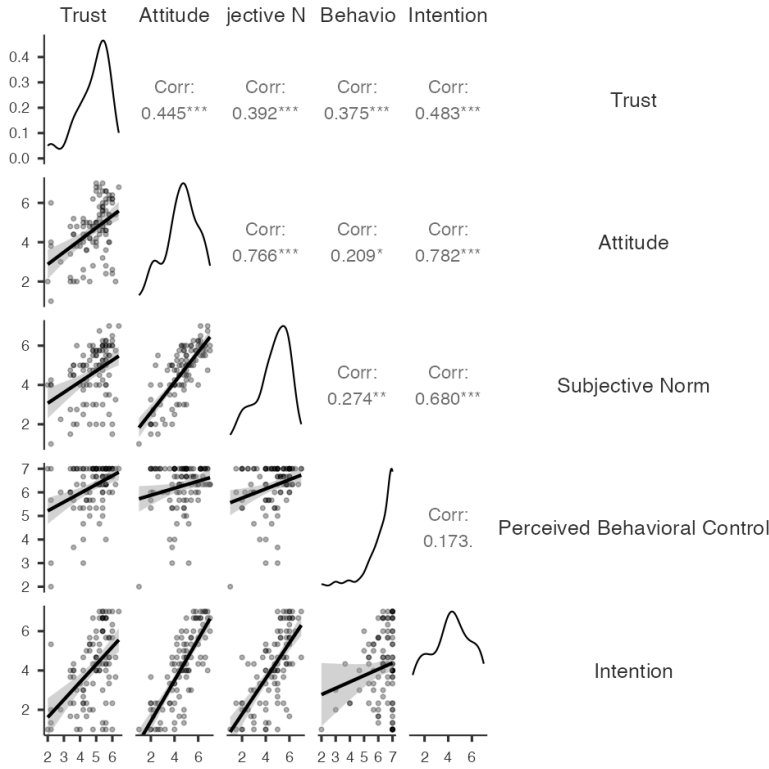


Figure 2: Correlation Matrix Plot. Jamovi.

### 5.3.2 Linear Regression Analysis

To ensure the reliability and validity of our linear regression model, we conducted thorough assumption checks. These checks encompass various aspects of our data and model specifications, ensuring that the fundamental assumptions underlying linear regression analysis are met. Following the guidelines outlined by Navarro and Foxcroft (2022), we focus on three key assumptions: linearity, normality, and collinearity.

First, the linearity assumption implies that there should be a linear relationship between the predictors (independent variables) and outcomes (dependent variable) (Navarro & Foxcroft, 2022). To evaluate the linearity of the relationship between the independent variables (trust, attention, subjective norms, and perceived behavioral control) and dependent variable (intention) in our model, we plotted the relationship between the predicted and observed



values in Jamovi as presented in Figure 2, as Navarro & Foxcroft (2022) pointed out as a way of deciding about the model's linearity.

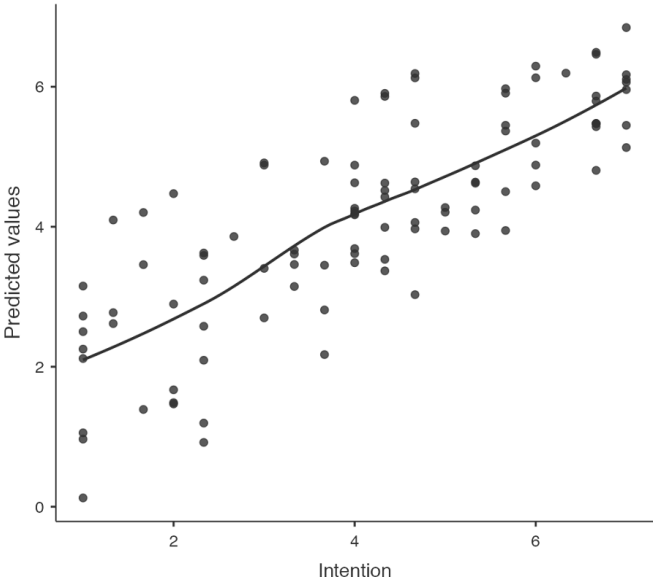


Figure 3: Relationship between the predicted and observed values. Jamovi.

Looking at the straightness of the resulting line presented in the visual representation, we concluded that our model meets the linearity criteria (Navarro & Foxcroft, 2022), therefore linearity assumption is supported.

Secondly, the normality assumption of regression models states that residuals should be normally distributed to be able to make valid statistical inferences (Navarro & Foxcroft, 2022). Hence, in addition to our descriptive analysis results that point out a normal distribution, we conducted normality checks for our linear regression model, through a Q-Q plot of residuals (Figure 3) and the Shapiro-Wilk Test (Table 10).

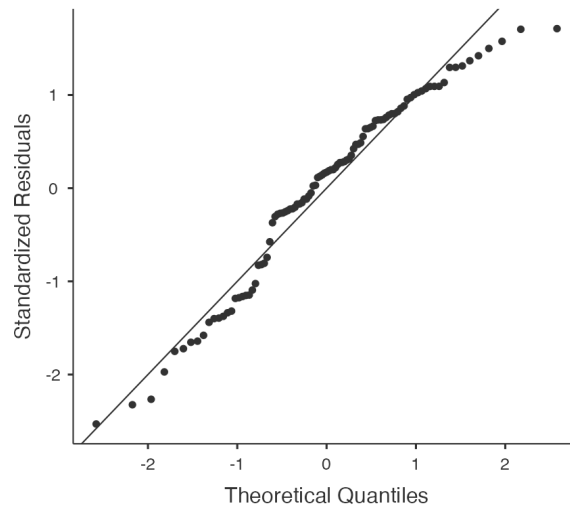


Figure 4: Q-Q Plot. Jamovi.

Looking at the given Q-Q plot that displays an approximately straight line, without significant deviations from the reference line, we conclude that our assumption of normality is supported (Navarro & Foxcroft, 2022).

Furthermore, the Shapiro-Wilk test also supports the normality assumption with a significant result ( $p=0.004$ ), indicating that the residuals are normally distributed, as Table 10 represents (Navarro & Foxcroft, 2022).

Table 11: Normality results. Jamovi.

	Statistic	p
Shapiro-Wilk	0.960	0.004

Lastly, the collinearity assumption implies that independent variables should not be highly correlated with each other so that they can predict the value of the dependent variable independently (Enders, 2013). In order to check the collinearity assumption for our model, we examined the variance inflation factors (VIF) for each of our independent variables (trust, attention, subjective norms, perceived behavioral control), expecting values that are close to 1 that would indicate that multicollinearity does not exist. (Navarro & Foxcroft, 2022). The results are represented in Table 11.

Table 12: Collinearity results. Jamovi.

	VIF	Tolerance
Attitude	2.59	0.385
Subjective Norm	2.51	0.399
Perceived Behavioral Control	1.20	0.835
Trust	1.39	0.718

Results for all predictors, attitude (VIF = 2.59), subjective norms (VIF = 2.51), perceived behavioral control (VIF = 1.20), and trust (VIF = 1.39), support our collinearity assumption by indicating VIF values close to 1 and do not point out any multicollinearity issues.

After checking the mentioned assumptions, we proceeded to execute the linear regression analysis. In this analysis, we examined the influence of trust, attitudes, subjective norms, and perceived behavioral control on the intention to redeem promotional codes in podcast advertisements.

Table 13: Linear Regression model fit measures. Jamovi.

Model	R	R <sup>2</sup>	Adjusted R <sup>2</sup>	Overall Model Test			
				F	df1	df2	p
1	0.806	0.650	0.635	44.6	4	96	<.001

The overall model presented a statistically significant result ( $R^2=0.635$ ,  $F=44.6$ ,  $df2=96$ ,  $p < 0.001$ ) indicating that the independent variables (predictors) in this model collectively explain a 64% variance in the intention to redeem promotional codes, thus, 36% can be explained with other predictors.

Table 14: Linear regression model coefficients. Jamovi.

Predictor	Estimate	SE	t	p	Stand. Estimate
Intercept	-1.374	0.784	-1.75	0.083	
Attitude	0.760	0.130	5.85	<.001	0.5690
Subjective Norm	0.255	0.127	2.00	0.048	0.1913
Perceived Behavioral Control	-0.124	0.123	-1.00	0.319	-0.0662
Trust	0.333	0.132	2.52	0.013	0.1795

Based on the results shown in Table 13, we proceeded to test each of the hypotheses. Our first hypothesis aimed to evaluate whether listener attitudes toward podcast advertisements that include promotional codes positively influenced the redeeming intention of a given promotional code (H1). Upon reviewing the model coefficients, attitude (Std. Est. = 0.569, p

< 0.001) exhibited a significant positive effect on the intention to redeem promotional codes. This finding indicates that positive attitudes towards podcast advertisements are associated with a greater intention to redeem promotional codes from podcast advertisements, thus, **H1 is supported.**

Next, we tested the hypothesis that subjective norms positively influence listeners' redeeming intention of a given promotional code (H2). The analysis revealed a significant positive effect of subjective norms on the intention to redeem promotional codes (Std. Est. = 0.191,  $p = 0.04$ ), therefore, **H2 is supported.**

Subsequently, we examined the hypothesis that perceived behavioral control positively influences listeners' redeeming intention of a given promotional code (H3). In this case, the analysis did not reveal a significant effect of perceived behavioral control on the intention to redeem promotional codes (Std. Est. = -0.066,  $p = 0.319$ ). This finding is consistent with the non-significant correlation observed in our previous analysis, indicating that **H3 is not supported.**

Finally, we assessed the hypothesis that trust level toward podcast hosts is positively related to consumer intention toward redeeming the promotion codes presented by podcast advertisements (H4). The results showed a significant positive effect of trust on the intention to redeem promotional codes (Std. Est. = 0.179,  $p = 0.013$ ), but to a lesser extent compared to attitude and subjective norms, thus, **H4 is supported.**

### 5.3.3 Mediation Analysis

As stated in section 4.5.5, the Baron and Kenny (1986) mediating analysis method involves a systematic process to assess the mediating role of attitudes in the relationship between trust towards podcast hosts and the intention to redeem promotional codes from podcast advertisements.

In the first step, we intended to establish a significant relationship between the independent variable (trust) and the dependent variable (intention).

Table 15: First linear regression.  $IV \rightarrow DV$ . Jamovi.

Model Coefficients - Intention				
Predictor	Estimate	SE	t	p
Intercept	-0.177	0.805	-0.219	0.827
Trust	0.896	0.163	5.484	<.001

As shown in Table 14, the results revealed a significant effect of trust on intention (est. = 0.896,  $p < 0.001$ ). This significant direct effect indicates that higher trust in podcast hosts is associated with a greater intention to redeem promotional codes.

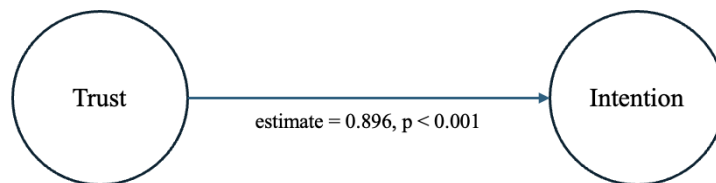


Figure 5: Trust (IV) direct effect on intention (DV) in the mediation model. Own illustration.

In the following step, the goal was to evaluate the relationship between the independent variable (trust) and the mediator (attitude).

Table 16: Second linear regression.  $IV \rightarrow MED$ . Jamovi.

Model Coefficients - Attitude				
Predictor	Estimate	SE	t	p
Intercept	1.638	0.616	2.66	0.009
Trust	0.618	0.125	4.94	<.001

The results shown in Table 15 demonstrated a significant effect of trust on attitudes (est. = 0.618,  $p < 0.001$ ), indicating that higher trust in podcast hosts leads to more positive attitudes towards podcast advertisements with promotional codes, thus, **H5 is supported**.

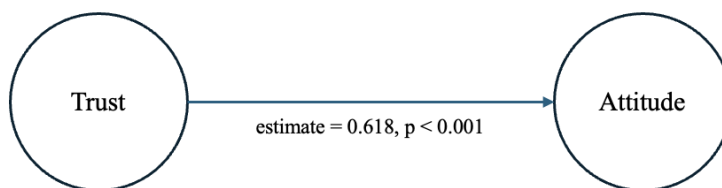


Figure 6: Trust (IV) effect on attitude (MED) in the mediation model. Own illustration.

The following linear regression aimed to evaluate the effect of the mediator (attitude) on the dependent variable (intention) while controlled by the independent variable (trust).

Table 17: Third linear regression. MED → DV. Jamovi.

Model Coefficients - Intention				
Predictor	Estimate	SE	t	p
Intercept	-1.724	0.5789	-2.98	0.004
Attitude	0.944	0.0912	10.35	<.001
Trust	0.312	0.1267	2.47	0.015

As depicted in Table 16, the findings revealed a noteworthy impact of attitudes on intention (est. = 0.944,  $p < 0.001$ ), highlighting the key role of individuals' attitudes towards podcast advertisements with promotional codes in shaping their intention to redeem such offers.

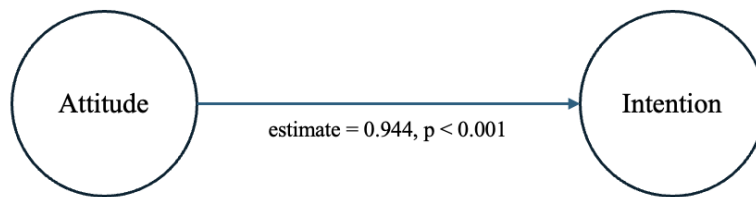


Figure 7: Attitude (MED) effect on intention (DV) in the mediation model. Own illustration.

Finally, when examining if the direct effect of trust on intention (Figure 5) diminishes when the mediator (attitude) is included in the model, we found that the direct effect of trust on intention remains significant but is reduced (est. = 0.312,  $p = 0.015$ ), based on the results shown in Table 16. This reduction in the direct effect, coupled with the significant results shown in Figure 6 and Figure 7, suggests partial mediation. This indicates that attitudes towards podcast advertisements partially mediate the relationship between trust in podcast hosts and the intention to redeem promotional codes. Therefore, **H6 is supported**.

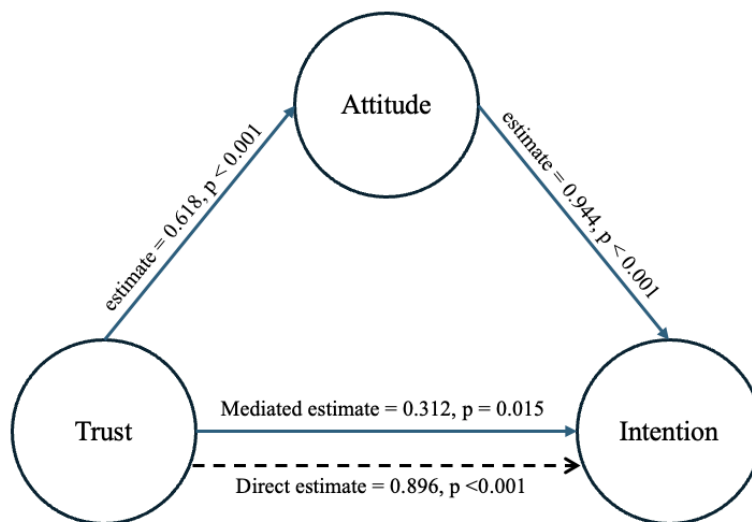


Figure 8: Full mediation model. Own illustration.

In summary, the mediation analysis confirms that attitudes toward podcast advertisements play a crucial role in explaining how trust in podcast hosts influences the intention to redeem promotional codes. While trust directly impacts intention, a substantial portion of this effect is transmitted through positive attitudes towards the advertisements with promotional codes.

### 5.3.4 Hypothesis Testing Summary

*Table 18: Hypothesis testing summary*

<b>Hypothesis</b>	<b>Support</b>
<b>H1:</b> Listener attitudes toward podcast advertisements that include promotional codes positively influence the redeeming intention of a given promotional code.	Yes
<b>H2:</b> Subjective norms positively influence listeners' redeeming intention of a given promotional code.	Yes
<b>H3:</b> Perceived behavioral control positively influences listeners' redeeming intention of a given promotional code.	No
<b>H4:</b> Trust level toward podcast hosts is positively related to consumer intention toward redeeming the promotion codes presented by podcast advertisements.	Yes
<b>H5:</b> Trust level toward podcast hosts is positively related to consumer attitudes toward the promotion codes presented by podcast advertisements.	Yes
<b>H6:</b> There is a mediating effect of attitudes toward podcast advertisements with promotional codes on the relationship between trust towards the podcast host and the intention to redeem the promotional codes given by podcast ads. Hence, as trust in the podcast host increases, so do the attitudes toward podcast advertisements with promotional codes, ultimately increasing the intention to redeem promotional codes.	Yes

## 6 Discussion

In the presented study, we aimed to explore how the key predictors identified in the Theory of Planned Behavior, namely attitudes, subjective norms, and perceived behavioral control, along with the listeners' trust in podcast hosts influence consumers' intention to redeem promotional codes that are given in podcast advertisements. By expanding the Theory of Planned Behavior with the trust factor, we also investigated the potential mediation effect of attitudes in the relationship between trust and intention.

As a reminder of the theory by Ajzen (1991), the more favorable the attitude and subjective norms, and the greater the perceived behavioral control, the stronger the intention should be to perform the behavior in question. In accordance with that, our results showed that listener attitudes toward podcast advertisements that include promotional codes positively affect the intention to redeem a given promotional code (**H1**), suggesting that the participants with more favorable opinions regarding the value and usefulness of the stated type of ads tend to have higher intentions to use the provided codes. This finding is consistent with the studies of Bezbaruah & Brahmhatt (2023), who illustrated the positive influence of attitude towards podcast ads on attitude towards brands and in turn on purchase intention. Additionally, the observed positive influence of attitudes on intention in the advertising context was also presented in the research conducted by Cheung & To (2017) on in-app advertising and by Sanne & Wiese (2018) on Facebook advertising. Looking at the literature regarding promotional codes and similar promotional tools such as e-coupons and discount codes, the presented result is in line with the findings of Kang et al. (2006), who showed the significant effect of attitudes toward internet searching on the intention to use e-coupons, and the results presented by Yakasai & Jusoh (2015) that underline the importance of attitudes toward digital coupons as the strongest predictor of the intention to use digital coupons.

Further analysis revealed that subjective norms have a significant positive effect on the listeners' intention to redeem promotional codes (**H2**), again supporting the implications of the theory of planned behavior (Ajzen, 1991). In other words, individuals who assume that their social circle has positive thoughts about their use of the promotional codes given by podcast advertisements, specifically the extent of their value and usefulness, have higher intentions to use a given promotional code. Consistent findings were observable in the studies



of Cheah et al. (2023) who illustrated the positive effect of subjective norms on customers' proneness to accept e-deals and purchase intentions, Hammouri et al. (2022) who pointed out the significant role of social influence in predicting behavioral intention to use promo codes and Ho & Shafiq (2021) who demonstrated subjective norms as a fundamental determinant of the intended use of promo codes in shopping apps. Within the field of advertising, research conducted by Cheung & To (2017) and Sanne & Wiese (2018) yielded parallel results, indicating that subjective norms positively influence customers' intention to watch in-app advertisements and to engage with Facebook advertising.

Another finding of the present study indicates that perceived behavioral control does not have a positive significant effect on listeners' redeeming intention of promotional codes (**H3**), meaning that the extent of control that listeners assume they have on the use of promotional codes does not affect their behavioral intention at the end. This finding contradicts the study by Cheung & To (2017) in which they illustrated the positive influence of perceived behavioral control on consumers' behavioral intentions in the context of in-app advertising. Furthermore, the insignificant effect of perceived behavioral control is also not in line with several studies regarding online promotional tools. For instance, Hammouri et al. (2022) showed that perceived behavioral control is a significant predictor of consumers' behavioral intentions to use promo codes, while Kang et al. (2006) pointed out that perceived behavioral control has a positive influence on intention to use e-coupons.

One of the reasons that explain this contradiction might have been illustrated by Kokkinaki (1999), who investigated the predictors of intentions to purchase and use a technical product and found no effect of perceived behavioral control on usage intentions, contrary to the presented significant effect on purchase intentions. Kokkinaki (1999) suggests that the difference between the two results derives from the lack of respondent perceptions of dependence on certain resources and skills in the case of usage intention and the presence of the same perceptions in the latter. Specifically, respondents considered themselves to possess good control over the necessary factors to use the technical product, such as technical skills, which caused them to form their intentions only based on their attitudes and subjective norms (Kokkinaki, 1999). On the other hand, while forming purchase intention, one of the necessary factors was "money", on which they did not feel the same amount of control, establishing perceived behavioral control as a strong predictor of behavioral intention (Kokkinaki, 1999). Turning back to the current study, redeeming promotional codes given by podcast advertising might necessitate resources such as technical skills to redeem the promotional code and an electronic tool, which could be considered as factors that respondents feel good control over, looking at the predominant age range (25-34) and education level (96% with a university

degree). Hence the absence of a significant effect of perceived behavioral control on behavioral intention seems consistent with the suggestions of Kokkinaki (1999).

The results also revealed a positive significant effect of trust towards the podcast host on the intention to redeem a given promotional code by the podcast advertisement (**H4**), which indicates that as the trust in the podcast host's credibility and honesty in delivering information rises, the intention to redeem a promotional code during a podcast advertising gets stronger. This finding is parallel to other studies that established a positive relationship between trust toward the advertising source (Choi & Rifon, 2002; Garg & Bakshi, 2024; Kim & Kim, 2021; Lou & Yuan, 2019), advertising type (Cheung & To, 2017), or online seller (Gefen, 2002) and purchase intention. Moreover, the significant influence of trust toward podcast hosts on listeners' behavioral intentions also supports the arguments of Brinson & Lemon (2023) regarding the transformation of podcast hosts into trusted influencers and the resulting remarkable opportunities for marketers.

According to further analyses, trust in podcast hosts has a positive influence on attitudes toward podcast ads with promotional codes (**H5**), suggesting that individuals with higher trust in the podcast host's credibility and honesty tend to have more favorable opinions regarding the value and usefulness of the podcast advertisements with promotional code. This result is in line with the utilization of the social cognitive theory (Bandura, 1986) by Cheung & To (2017), who state that trust impacts individuals' outcome estimation and expectations, in turn affecting the individual's attitudes toward the behavior, hence, trust emerges as a positive predictor of attitudes. Additionally, the finding extends the qualitative study of Brinson & Lemon (2023) that investigates the influences of parasocial relationships between listeners and podcast hosts on the listeners' brand attitudes, by supporting the significant results with a quantitative approach. Implying the importance of the podcast host in the context of podcast advertising, the significant positive effect also agrees with the studies of Moe (2023) and Vilceanu et al. (2021), who illustrated the significant impact of host-read advertisements on the attitudes toward the ad.

Lastly, we found a partial mediation effect of attitudes toward podcast advertising with promotional codes on the relationship between trust toward the podcast host and the intention to redeem promotional codes (**H6**), suggesting that although there is a direct effect of trust on behavioral intention, a significant part of the total effect is conveyed through favorable attitudes toward advertisements featuring promotional codes. This finding presents another perspective to the considerable amount of studies on influencers that establish trust as a mediator, for instance between the credible attributes of beauty vloggers and consumers'

purchase intentions (Garg & Bakshi, 2024); expertise, authenticity, and homophily of social media influencers and marketing outcomes (Kim & Kim, 2021); the informative value of influencer-generated content, influencer's trustworthiness, attractiveness, and similarity to the followers and brand awareness and purchase intentions (Lou & Yuan, 2019). Parallel to the results derived by Cheung & To (2017), which indicate that users' attitudes toward in-app advertising fully mediates the relationship between their trust in in-app advertising and their intention to watch in-app advertising, the finding points out that even when consumers have high trust toward the podcast host, their opinions about the advertising type in question remain crucial to achieving higher behavioral intentions.

## 7 Conclusion

This study aimed to explore the factors influencing the intention to redeem promotional codes from podcast advertisements, based on the main constructs of the Theory of Planned Behavior, while also including trust towards podcast hosts as an additional element that can influence attitudes and intentions. This model successfully demonstrated the impact of most of these constructs on the intention to redeem promotional codes in the context of podcast advertising.

The results revealed that attitudes and subjective norms are the most significant predictors of the intention to redeem promotional codes. Positive attitudes towards podcast advertisements and the perceived social pressure to engage in this activity significantly enhanced the likelihood of redeeming promotional codes. These findings underscore the importance of creating favorable attitudes and leveraging social influence to encourage consumer engagement with promotional content in podcast advertisements.

Conversely, perceived behavioral control did not show a significant effect on the intention to redeem promotional codes. This outcome may be attributed to the fact that the behavior is not considered dependent on the presence of certain skills or resources such as money, or complex technical skills, or to the high control that respondents assume they have on the necessary resources such as owning an electronic device to use the code. Therefore, while perceived behavioral control is a crucial factor in many behavioral models, its role in behaviors that are not perceived as dependent on critical skills or resources appears to be less critical.

Additionally, our study confirmed the dual role of trust seen in previous studies under different environments. Trust in podcast hosts proved to be a significant predictor of the intention to redeem promotional codes, reflecting the importance of credibility and reliability in influencer marketing. Furthermore, our mediation analysis demonstrated that the effect of trust on intention is partially mediated by attitudes. This finding indicates that while trust directly influences the intention to redeem promotional codes from advertisements, a substantial portion of its impact is channeled through the formation of positive attitudes toward the advertisements.

This research contributes to the understanding of consumer behavior in podcast advertising. It emphasizes the need for advertisers to foster positive attitudes and leverage subjective norms to enhance engagement. Moreover, building trust in podcast hosts not only directly increases the intention to redeem promotional codes but also indirectly does so by shaping favorable attitudes toward the advertisements.

## 7.1 Theoretical contributions

This study offers several significant theoretical contributions to the field of marketing and consumer behavior.

While the model proved to be relevant in modern situations, our findings suggest that perceived behavioral control (PBC) may not hold the same level of significance for behaviors that don't require critical technical skills or additional resources to be performed, or consumers already feel high control on the required skills and resources, when compared to the other constructs of the original model, contrary to previous research regarding advertising and promotional codes that showed the influence of PBC within the behavior (Cheung & To, 2017; Hammouri et al. 2022; Kang et al. 2006). In the case of redeeming promotional codes from podcast advertisements, the lack of substantial barriers or control limitations makes PBC less significant, which relates to the findings from the research developed by Kokkinaki (1999). This insight proposes a refinement to the application of behavioral theories, indicating that PBC's relevance may vary depending on the involvement level of the intended behavior.

Additionally, this research contributes to the limited body of literature on podcast advertising. By focusing specifically on the behavioral use of promotional codes, we expand the current research landscape (Hammouri et al. 2022), providing new perspectives and insights into consumer interactions with podcast advertisements. This focus not only contributes to the existing literature but also opens new avenues for further exploration of the effectiveness and impact of promotional strategies within podcast content.

Moreover, the study supports and recognizes the critical role of trust in influencing consumer intentions, as found in the research by Cheung & To (2017). While trust directly impacts intention, it also operates through attitudes, highlighting the mediating effect of attitudes in the trust-intention relationship (Cheung & To, 2017). This dual role of trust as both a direct predictor and a mediated factor adds depth to the general understanding of consumer behavior

in the podcast advertising environment, which could be considered in future similar studies around intentional behavior.

## 7.2 Managerial contributions

For practitioners, this research can enhance their understanding of consumer behavior within the podcasting ecosystem. By identifying key factors that influence listeners' intentions to redeem promotional codes, this research provides actionable insights that can help tailor advertisements and delivery methods to maximize effectiveness and optimize results.

Since attitudes towards podcast advertisements with promotional codes significantly influence the intention to redeem them, advertisers should focus on creating engaging and appealing ad content. Strategies may include using storytelling techniques, high-quality production, and content that resonates with the audience's interests and values.

Additionally, the significant effect of subjective norms indicates that listeners are influenced by the perceived expectations of others. Advertisers can capitalize on this by incorporating social proof elements into their ads, such as testimonials, or endorsements from popular figures, to promote the social acceptance of certain behaviors.

Furthermore, the study underscores the critical role of trust in podcast advertising. Understanding that trust is a significant predictor of consumer intention, businesses, and podcast hosts can focus on trust-building strategies to foster stronger connections with their audience. This includes transparent communication, consistent content quality, and authentic engagement with listeners. By prioritizing trust, both hosts and advertisers could enhance brand loyalty and encourage higher engagement rates with promotional offers.

Additionally, the findings suggest that perceived behavioral control (PBC) may not be as relevant in contexts where the behavior doesn't require critical technical skills or additional resources to be performed, or consumers already feel high control over the required skills and resources, such as redeeming promotional codes. However, in other situations that may require additional effort, for example with new technologies such as VR, PBC might still be considered. This insight can help advertisers focus on more pertinent factors like attitudes and subjective norms when designing promotional campaigns for products or services that don't require critical technical skills or additional resources.

## 7.3 Limitations

While this study provides valuable insights into consumer behavior in the context of podcast advertising, several limitations must be acknowledged. Our research primarily relied on quantitative methods, which, while useful for measuring relationships and effects, may not capture the full depth of participants' experiences and perceptions. Future research could benefit from incorporating qualitative methods, such as interviews or focus groups, to explore underlying motivations and attitudes in greater detail.

Additionally, since the research is based on the Theory of Planned Behavior and trust, the study focuses on a specific set of variables (attitudes, subjective norms, perceived behavioral control, trust). While these variables give a general understanding of the intentions to certain behaviors, there are other potential influential factors, such as the type of podcast content, listener engagement levels, and podcast host characteristics, that can influence the behavior and were not included, thus, limiting the accuracy of the results.

Moreover, due to time restrictions, our study focused solely on the intention to redeem promotional codes rather than actual behavioral responses. While intention is a strong predictor of behavior, it is not always indicative of actual actions (Sheeran, 2002). Future research should investigate the behavioral response aspect of the theory of planned behavior to provide a more comprehensive understanding of consumer behavior in podcast advertising.

Addressing these limitations will contribute to a better understanding of the factors influencing consumer behavior in the context of podcast advertising.

## 7.4 Future research

This study has opened several avenues for future research that could further enhance our understanding of consumer behavior in the context of podcast advertising. One important area for future investigation is the influence of the type or genre of the podcast on listener behavior. Different podcast genres attract diverse audiences, and these varying listener demographics may respond differently to promotional codes. For instance, we believe that educational podcasts may have audiences that prefer products or services related to learning and self-improvement, such as online courses or educational software. Entertainment

podcasts, on the other hand, which cover genres like comedy or pop culture, might appeal to listeners looking for lifestyle or leisure products, influencing their likelihood to respond to promotions for items like streaming services or event tickets. Exploring how these genres affect the willingness to redeem promotional codes from advertisements could provide valuable insights for advertisers tailoring their strategies to specific audiences.

Another worthwhile direction for future research is examining the type of product advertised. The effectiveness of promotional codes may vary significantly depending on the nature and/or price range of the product or service being promoted. For instance, higher-priced products might see a higher redemption rate for promotional codes because consumers perceive a greater value in the discount, making the purchase more attractive (Heintzeler et al. 2021). However, lower-priced items could also benefit from promotions by encouraging impulse purchases and increasing overall sales volume (Heintzeler et al. 2021). Understanding which types of products are most effectively advertised through podcasts could help marketers optimize their advertising content and make informed decisions about which platforms to use for their campaigns.

Additionally, it would be interesting to study the differences in consumer behavior towards code redemption between developed and developing countries. For instance, in developing countries like Pakistan, where price reductions significantly influence customer behavior (Ahsan & Muhammad, 2021), promotional codes might have higher redemption rates of promotional codes due to lower disposable incomes and different purchasing patterns. Conversely, in developed countries, this trend might not be as strong.

Future research could also explore other potential mediators that influence the relationship between trust in podcast hosts and the intention to redeem promotional codes in podcast advertisements. Variables such as perceived credibility or emotional connection to the podcast could be significant mediators, as studies have shown that factors like perceived source credibility and audience engagement are crucial in shaping consumer responses to advertisements (Ohanian, 1990; Hollebeek et al. 2014).

Finally, exploring other trends in podcast advertising is also crucial. As the podcast industry continues to evolve, new advertising formats and trends are likely to emerge, different from promotional codes. Studying these developments and their impact on consumer behavior through different theories and models will be essential for maintaining the relevance and effectiveness of podcast advertising strategies. For instance, the Technology Acceptance Model (Davis, 1989) could be useful in understanding how listeners perceive the usefulness and ease of use of promotional codes or some other technology implemented in



advertisements. Another possible model to use in further investigation could be the Elaboration Likelihood Model (Petty & Cacioppo, 1986), which might help explain how different levels of involvement and message processing affect listeners' behaviors and intentions toward advertisements.

## 8 References

- Ahsan, A. & Muhammad, K. (2021). Impact of Promotional Tools on Consumer Buying Behavior: A Case of FMCG Industry. *Journal of Marketing Strategies*, Vol.3. No.1, pp. 44–67. doi:10.52633/jms.v3i1.34.
- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, Vol. 50, Iss. 2, pp. 179-211, ISSN 0749-5978, [https://doi.org/10.1016/0749-5978\(91\)90020-T](https://doi.org/10.1016/0749-5978(91)90020-T).
- Ajzen, I. (2006). Constructing a Theory of Planned Behavior Questionnaire. [https://www.researchgate.net/publication/235913732\\_Constructing\\_a\\_Theory\\_of\\_Planned\\_Behavior\\_Questionnaire?](https://www.researchgate.net/publication/235913732_Constructing_a_Theory_of_Planned_Behavior_Questionnaire?) [Accessed 31 March 2024]
- Ajzen, I. (2011). Behavioral interventions: Design and evaluation guided by the theory of planned behavior. [https://www.researchgate.net/publication/264038348\\_Behavioral\\_interventions\\_Design\\_and\\_evaluation\\_guided\\_by\\_the\\_theory\\_of\\_planned\\_behavior](https://www.researchgate.net/publication/264038348_Behavioral_interventions_Design_and_evaluation_guided_by_the_theory_of_planned_behavior) [Accessed 28 March 2024]
- Al-Asmari, A.S. (2023). Towards Studying the Impact of Podcast on the Effectiveness of Advertising. *International Conference on Business and Technology*, pp. 503-513. Springer Nature Switzerland. [https://link.springer.com/chapter/10.1007/978-3-031-54019-6\\_46](https://link.springer.com/chapter/10.1007/978-3-031-54019-6_46)
- Al-Hindawe, J. (1996). Considerations when constructing a semantic differential scale. [https://s3-ap-southeast-2.amazonaws.com/figshare-production-eu-latrobe-storage9079-ap-southeast-2/39459898/33069\\_SOURCE1\\_2\\_A.pdf?X-Amz-Algorithm=AWS4-HMAC-SHA256&X-Amz-Credential=AKIARRFKZO25KW2DIYRU/20240413/ap-southeast-2/s3/aws4\\_request&X-Amz-Date=20240413T113212Z&X-Amz-Expires=10&X-Amz-SignedHeaders=host&X-Amz-Signature=02056168f4f547849d7a5ee0026a6bab8844bd14069860e51e73033adfc0fc52](https://s3-ap-southeast-2.amazonaws.com/figshare-production-eu-latrobe-storage9079-ap-southeast-2/39459898/33069_SOURCE1_2_A.pdf?X-Amz-Algorithm=AWS4-HMAC-SHA256&X-Amz-Credential=AKIARRFKZO25KW2DIYRU/20240413/ap-southeast-2/s3/aws4_request&X-Amz-Date=20240413T113212Z&X-Amz-Expires=10&X-Amz-SignedHeaders=host&X-Amz-Signature=02056168f4f547849d7a5ee0026a6bab8844bd14069860e51e73033adfc0fc52) [Accessed 12 April 2024]
- Alkan, Z., & Ulaş, S. (2022). The Practices of Social Media and Influencers: A Research Based on Influencers' Followers. *Uluslararası Medya Ve İletişim Araştırmaları Hakemli Dergisi*, Vol. 5. Iss.2, pp. 187-205. <https://doi.org/10.33464/mediaj.1081498>
- Bandura, A. (1986). Social foundations of thought and action. Englewood Cliffs, NJ, p.p. 94. <https://books.google.se/books?id=PdY9o3l5vpYC&lpg=PA94&ots=uHbYpTXjcl&lr&pg=PA94#v=onepage&q&f=false> [Accessed 17 April 2024]

- Baron, R. M and Kenny, D. A. (1986). The Moderator - Mediator Variable Distinction in Social Psychological Research: Conceptual, Strategic, and Statistical Consideration. *Journal of Personality and Social Psychology*, Vol 51, No. 6, pp. 1173-1182.
- Bezbaruah, S. & Brahmhatt, K. (2023). Are Podcast Advertisements Effective? An Emerging Economy Perspective, *Journal of International Consumer Marketing*, pp. 215-233, <https://doi.org/10.1080/08961530.2022.2085222>
- Bhandari, P. (2020) What is Effect Size and Why Does It Matter? (Examples). rev. ed. June, 2023. <https://www.scribbr.com/statistics/effect-size/#:~:text=Effect%20size%20tells%20you%20how,size%20indicates%20limited%20practical%20applications> [Accessed 1 May 2024]
- Biau, D.J., Jolles, B.M. & Porcher, R. (2010) P value and the theory of hypothesis testing: an explanation for new researchers. *Clin Orthop Relat Res*. Vol. 468, Iss. 3. pp. 885-892. DOI: 10.1007/s11999-009-1164-4.
- Brinson, N. & Lemon, L. (2023). Investigating the effects of host trust, credibility, and authenticity in podcast advertising, *Journal of Marketing Communications*, Vol. 29. No. 6, pp. 558-576, <https://doi.org/10.1080/13527266.2022.2054017>
- Brinson, N., Lemon, L., Bender, C. & Graham, A. (2023). Consumer response to podcast advertising: the interactive role of persuasion knowledge and parasocial relationships. *Journal of Consumer Marketing*, Vol. 40 No. 7, pp. 971-982. <https://doi.org/10.1108/JCM-01-2023-5819>
- Brooks, M. E. (2020). Advercasting: The effectiveness of podcast ads. In WTAMU Cornette Library. West Texas A & M University (WTAMU) library repository <https://digitalcommons.calpoly.edu/cgi/viewcontent.cgi?>
- Bulakh, T., Kulykova, O., Martiukhyna, K., Karpenko, O., & PutsiataI. (2023). Main types of podcast advertising: foreign and Ukrainian experience. *Amazonia Investiga*, Vol. 12, No. 67, pp. 162-172. <https://doi.org/10.34069/AI/2023.67.07.15>
- Butler, R. G. (2014). Exploratory vs Confirmatory Research, <https://www.researchgate.net/publication/267058525> [Accessed 1 April 2024]
- Cheah, I., Shimul, A.S. & Hart, B. (2023). Exploring e-deal proneness: the interplay of price consciousness and anticipatory regret. *Asia Pacific Journal of Marketing and Logistics*. DOI: 10.1108/APJML-05-2023-0459

Chen, Y.H., Keng, C.J. (2023). The effect of subscription relational bond on customer engagement and stickiness in podcast: the moderating role of social connectedness. *Service Business*. Vol. 17, pp. 723–745. <https://doi-org.ludwig.lub.lu.se/10.1007/s11628-023-00538-8>

Cheung, M.F.Y & To, W.M. (2017). The influence of the propensity to trust on mobile users' attitudes toward in-app advertisements: An extension of the theory of planned behavior. *Computers in Human Behavior*, Vol. 76, pp. 102-111, <https://doi.org/10.1016/j.chb.2017.07.011>.

Choi, S. & Rifon, N. (2002). Antecedents and Consequences of Web Advertising Credibility: A Study of Consumer Response to Banner Ads. *Journal of Interactive Advertising*. Vol. 3. Iss. 1. DOI: 10.1080/15252019.2002.10722064.

Chou, S., Ma, W. & Britt, R. K. (2023). The Development of a Podcast Motivations Scale for Taiwan, *Journal of Radio & Audio Media*, Vol. 30, Iss. 2, pp. 643–663. doi: 10.1080/19376529.2022.2044818.

Craig, C. M., Brooks, M. E. & Bichard, S. (2023). Podcasting on purpose: Exploring motivations for podcast use among young adults. *International Journal of Listening*, Vol. 37, Iss. 1, pp. 39–48. doi: 10.1080/10904018.2021.1913063.

Davis, F. D. (1989). Perceived Usefulness, Perceived Ease of Use, and User Acceptance of Information Technology. *MIS Quarterly*, Vol. 13. No. 3, pp. 319–340. <https://doi.org/10.2307/249008>

Easterby-Smith, M., Jaspersen, L., Thorpe, R., & Valizade, D. (2021) *Management and Business Research*. 7th ed. SAGE Publications. Available at: <https://www.perlego.com/book/3740303/management-and-business-research-pdf> [Accessed 29 March 2024].

Edison Research. (2019). *The Infinite Dial 2019*. <https://www.edisonresearch.com/wp-content/uploads/2019/03/Infinite-Dial-2019-PDF-1.pdf> [Accessed 29 March 2024]

Egelbäck, E. & Claesson, E. (2023). *Influencer Marketing & Impulsive Buying: A Quantitative Study On Influencer Marketing and Discount Codes Effect On Impulsive Buying and Purchase Satisfaction*. (Master Thesis). Sweden: University of Borås. <https://hb.diva-portal.org/smash/get/diva2:1775775/FULLTEXT01.pdf>

Enders, F. B. (2013). collinearity. *Encyclopedia Britannica*. <https://www.britannica.com/topic/collinearity-statistics>. [Accessed 7 May 2024]

Evans, C. (2008). The effectiveness of m-learning in the form of podcast revision lectures in higher education, *Computers & Education*, Vol. 50, Iss. 2, pp. 491-498, ISSN 0360-1315, <https://doi.org/10.1016/j.compedu.2007.09.016>.

Faverio, M. (2022). Share of those 65 and older who are tech users has grown in the past decade. *Pew Research Center*.  
<https://www.pewresearch.org/short-reads/2022/01/13/share-of-those-65-and-older-who-are-tech-users-has-grown-in-the-past-decade/> [Accessed 31 March 2024]

Gallant K. (2023). Creating Conversational Interview Podcasts to Replace Guest Lectures. *SCHOLE: A Journal of Leisure Studies and Recreation Education*, Vol. 38. No. 2, pp. 146 - 147, DOI: 10.1080/1937156X.2021.1986438

Garg, M. & Bakshi, A. (2024). Exploring the impact of beauty vloggers' credible attributes, parasocial interaction, and trust on consumer purchase intention in influencer marketing. *Humanit Soc Sci Commun*. Vol. 11 No. 235. <https://doi.org/10.1057/s41599-024-02760-9>

Ge, S. (2023). An Empirical Study on the Factors Influencing Purchase Intention of Brand Podcast Consumers of Generation Z. *Proceedings of the 3rd International Conference on Economic Development and Business Culture (ICEDBC 2023)*. pp. 724-730.  
[https://doi.org/10.2991/978-94-6463-246-0\\_87](https://doi.org/10.2991/978-94-6463-246-0_87)

Gefen, D. (2002). Reflections on the dimensions of trust and trustworthiness among online consumers. *Data Base for Advances in Information Systems*. Vol. 33. pp. 38-53. DOI: 10.1145/569905.569910.

Gülmez E. (2023). Branded podcasts: The return of aural content with examples from Turkey. *Handbook of Research on the Future of Advertising and Brands in the New Entertainment Landscape*, pp. 135 - 168, DOI: 10.4018/978-1-6684-3971-5.ch006.

Guntzviller, L. M. (2018). Sage Research Methods. *The SAGE Encyclopedia of Communication Research Methods*,  
<https://methods.sagepub.com/reference/download/the-sage-encyclopedia-of-communication-research-methods/i14246.pdf> [Accessed 1 April 2024]

Hair, J., Ortinau, D., & Harrison, D. & Martens, M. (2021). *Essentials of Marketing Research*, McGraw Hill.

Hair, J., Page, M. & Brunsveld N. (2020) *Essentials of Business Research Methods*. New York: Routledge

Hammouri, Q., Altaher, A., Al-Gasawneh, J., Rabaa'i, A., Aloqool, A. & Khataybeh, H. (2022). Understanding the determinants of digital shopping features: The role of promo code

on customer behavioral intention. *International Journal of Data and Network Science*. No. 6 pp. 641–650. <https://doi.org/10.5267/j.ijdns.2022.4.009>

Haygood, D.M. (2007). A Status Report on Podcast Advertising. *Journal of Advertising Research*, Vol. 47. No. 4, pp. 518–523. doi:10.2501/S0021849907070535.

Heinrich Heine University (2023). G \* Power 3.1 manual. [https://www.psychologie.hhu.de/fileadmin/redaktion/Fakultaeten/Mathematisch-Naturwissenschaftliche\\_Fakultaet/Psychologie/AAP/gpower/GPowerManual.pdf](https://www.psychologie.hhu.de/fileadmin/redaktion/Fakultaeten/Mathematisch-Naturwissenschaftliche_Fakultaet/Psychologie/AAP/gpower/GPowerManual.pdf) [Accessed 14 Apr 2024]

Heintzeler, C., Kullmann, M., Lauer, K., & Totzauer, M. (2021). Pricing and promotions: The analytics opportunity. <https://www.mckinsey.com/capabilities/growth-marketing-and-sales/our-insights/pricing-and-promotions-the-analytics-opportunity#/> [Accessed 21 May 2024]

Hollebeek, L., Glynn, M. & Brodie, R. (2014). Consumer Brand Engagement in Social Media: Conceptualization, Scale Development and Validation, *Journal of Interactive Marketing*. <http://dx.doi.org/10.1016/j.intmar.2013.12.002>

Ho R.C. & Shafiq A. (2021). Promocode: An examination of the outcome expectations in shopping apps. *International Journal of Electronic Marketing and Retailing*, Vol 12. No. 2, pp. 111 - 132, Cited 2 times. DOI: 10.1504/IJEMR.2021.114243

Jargalsaikhan, T. & Korotina, A. (2016). Attitudes towards Instagram micro celebrities and their influence on consumers' purchasing decisions. Master Thesis. Sweden: Jönköping University. <https://www.diva-portal.org/smash/get/diva2:950526/FULLTEXT01.pdf> [Accessed 12 May 2024]

Justianto, J., Arief, M., Susilowati, I. & Aras, M. (2022). Investigating The Effects of Audio Exposure toward Podcast Listener Loyalty via Theory of Planned Behavior (A Study on Urban Millennials in Jakarta). *WSEAS Transactions on Business and Economics*. Vol 19. pp. 726-738. 10.37394/23207.2022.19.64.

Kang H., Hahn M., Fortin D.R., Hyun Y.J. & Eom Y. (2006). Effects of Perceived Behavioral Control on the consumer usage intention of e-coupons. *Psychology & Marketing*. Vol. 23. No. 10. pp. 841-864. doi:10.1002/mar.20136

Karmestål, M. & Eskilstorp, S. (2021). Influencer promotional codes' impact on returns. A trigger for impulse buying behavior. Master Thesis. Sweden: Gothenburg University. [Accessed 12 May 2024]

[https://gupea.ub.gu.se/bitstream/handle/2077/68601/gupea\\_2077\\_68601\\_1.pdf?sequence=1&isAllowed=y](https://gupea.ub.gu.se/bitstream/handle/2077/68601/gupea_2077_68601_1.pdf?sequence=1&isAllowed=y)

Kesmodel, U.S (2018). Cross-sectional studies—what are they good for? *Acta Obstet Gynecol Scand*. Vol. 97. Iss. 4. pp. 388–393. <https://doi.org/10.1111/aogs.13331> [Accessed 30 March 2024]

Kim, D.Y. & Kim, H.Y. (2021). Trust me, trust me not: A nuanced view of influencer marketing on social media, *Journal of Business Research*, Vol. 134, pp. 223-232, ISSN 0148-2963, <https://doi.org/10.1016/j.jbusres.2021.05.024>

Kokkinaki, F. (1999). Predicting Product Purchase and Usage: the Role of Perceived Control, Past Behavior, and Product Involvement, *NA - Advances in Consumer Research*. Vol. 26, pp: 576-583. in Eric J. Arnould and Linda M. Scott (eds), Provo, UT: Association for Consumer Research. <https://www.tcrwebsite.org/volumes/8322/volumes/v26/NA-26>

Koo, S. G. M. & Kwong, S. W. (2006). Using Podcasting to Enhance Learning Experience: A Case Study on Subscription Behavior. *Proceedings. Frontiers in Education*. 36th Annual Conference, San Diego, CA, USA, pp. 3-8, doi:10.1109/FIE.2006.322461.

Lee, M.K.O. & Turban, E. (2001). A Trust Model for Consumer Internet Shopping, *International Journal of Electronic Commerce*, Vol. 6, No. 1, pp. 75-91, DOI: 10.1080/10864415.2001.11044227

Lee, M. & Park, T. (2023) Effects of Disclosing Discount Code Commissions on Perceived Influencer Sincerity and Attitude toward Discount Code Use. *Asia Marketing Journal*. Vol. 25, Iss. 1, Article 4. <https://doi.org/10.53728/2765-6500.1604>

Lin, S.W. & Huang, C.D. (2024). Hooked on audio! Unveiling the secrets of podcast stickiness through social identity and uses and gratification theories. *Technology in Society*, Vol. 76, ISSN 0160-791X, <https://doi.org/10.1016/j.techsoc.2023.102422>

Li, L., Wang, Z. & Wang, Q. (2020) Do policy mix characteristics matter for electric vehicle adoption? A survey-based exploration, *Transportation Research Part D: Transport and Environment*, Vol. 87, DOI: <https://doi.org/10.1016/j.trd.2020.102488>.

Li, X., & Zeng, L. (2011). Technology Attributes, Perceived Value of Information, and Social Utility: Predicting Podcast Adoption and Use. *Southwestern Mass Communication Journal*, Vol. 27, Iss. 1.

Lou C. & Yuan S. (2019). Influencer Marketing: How Message Value and Credibility Affect Consumer Trust of Branded Content on Social Media, *Journal of Interactive Advertising*, Vol. 19, No. 1, pp. 58-73, DOI: 10.1080/15252019.2018.1533501

MacKenzie, S. B. and Lutz R.J. (1989). An Empirical Examination of the Structural Antecedents of Attitude toward the ad in an Advertising Pretesting Context, *Journal of Marketing*, Vol. 53. Iss. 2. pp. 48-65. DOI: <https://doi.org/10.2307/1251413>

Marketing Charts. (2021). 3 in 10 Podcast Listeners Have Used a Promo Code Heard During an Episode.

<https://www.marketingcharts.com/advertising-trends/creative-and-formats-118421> [Accessed 25 March 2024]

Marty S. (2021) Swipe ups and promo codes: When influencers give life to a brand-oriented Storytelling. *Communication et Management*, Vol. 18. Iss. 1. pp. 47 - 65, DOI: 10.3917/comma.181.0047

McClung, S. & Johnson, K. (2010). Examining the Motives of Podcast Users, *Journal of Radio & Audio Media*, Vol. 17, Iss. 1, pp. 82–95. doi: 10.1080/19376521003719391.

Meng, F., Wei, J., & Patnaik, S. (2020). Scale design of opinion leaders' impact on online consumers' purchasing intention. *Journal of Intelligent & Fuzzy Systems*, Vol. 39, Iss. 2, pp. 1937–1949. <https://doi-org.ludwig.lub.lu.se/10.3233/JIFS-179964>

Merhi, M.I. (2015). Factors influencing higher education students to adopt podcast: An empirical study, *Computers & Education*, Vol. 83, pp. 32-43, ISSN 0360-1315, <https://doi.org/10.1016/j.compedu.2014.12.014>.

Moe, M. (2023). Podvertising: Podcast Listeners' Advertising Attitudes, Consumer Actions and Preference for Host-Read Ads. *Journal of Economics and Behavioral Studies*. Vol. 14. No. 4. pp. 50-66. <https://ojs.amhinternational.com/index.php/jeps/article/view/3278/2126>

Moss N.D., Hamilton K., White K.M. & Hansen J. (2015). The changing motivations of students' use of lecture podcasts across a semester: an extended theory of planned behaviour approach. *Innovations in Education and Teaching International*, Vol. 52, No. 6, pp. 599 – 609 DOI: 10.1080/14703297.2012.746513

Mou, Y. & Lin, C.A. (2015). Exploring Podcast Adoption Intention via Perceived Social Norms, Interpersonal Communication, and Theory of Planned Behavior. *Journal of Broadcasting & Electronic Media*. pp. 475–493. <https://doi.org/10.1080/08838151.2015.1054997>

Mouratidou E. (2023). Fashion as Leisure: Experience and Entertainment Through Brands' Digital Narratives. *Fashion Heritage: Narrative and Knowledge Creation*, pp. 263 - 287. DOI: 10.1007/978-3-031-06886-7\_11

Navarro, D. & Foxcroft, D. (2022). Learning statistics with Jamovi: a tutorial for psychology students and other beginners. [e-book] (Version 0.75). <https://www.learnstatswithjamovi.com/>

Nielsen (2017), Podcast sponsorship effectiveness: stats and stories for courting advertisers and audiences. [http://files.r-trends.ru/reports/podcast\\_sponsorship\\_effectiveness.pdf](http://files.r-trends.ru/reports/podcast_sponsorship_effectiveness.pdf) [Accessed 26 March 2024]



- Nielsen (2020), Nielsen At Podcast Movement 2020: Opportunities In A Skyrocketing Industry.  
<https://www.nielsen.com/news-center/2020/nielsen-at-podcast-movement-2020-opportunities-in-a-skyrocketing-industry/> [Accessed 10 May 2024]
- Nielsen, S. N., Andersen, R. H., & Dau, S. (2018). Podcasts as a learning media in higher education. *Proceedings of the European Conference on e-Learning, ECEL*. pp. 424-430.  
<https://www.proquest.com/openview/993f73d32d7189e8d20df397527f132f/1?pq-origsite=gsc-holar&cbl=1796419>
- Ohanian, R. (1990). Construction and Validation of a Scale to Measure Celebrity Endorsers' Perceived Expertise, Trustworthiness, and Attractiveness. *Journal of Advertising*, Vol. 19, No. 3, pp. 39–52, <https://doi.org/10.1080/00913367.1990.10673191>
- Oliver R.L. & Shor M. (2003). Digital redemption of coupons: Satisfying and dissatisfying effects of promotion codes. *Journal of Product & Brand Management*, Vol. 12, No. 2, pp. 121 - 134, DOI: 10.1108/10610420310469805
- Olsen, C., & St George, D. M. M. (2004). Cross-sectional study design and data analysis. *College entrance examination board*, Vol. 26, No. 3, 2006. [Accessed 30 March 2024]
- Petty, R.E. & Cacioppo, J.T. (1986). The Elaboration Likelihood Model of Persuasion. *Communication and Persuasion. Springer Series in Social Psychology*. Springer, New York, NY.  
[https://books.google.se/books?hl=es&lr=&id=nFFDBAAAOBAJ&oi=fnd&pg=PT12&ots=igB9CwHLmc&sig=c4ltQEhqMdyNzUe3-uI1lvghsI&redir\\_esc=y#v=onepage&q&f=false](https://books.google.se/books?hl=es&lr=&id=nFFDBAAAOBAJ&oi=fnd&pg=PT12&ots=igB9CwHLmc&sig=c4ltQEhqMdyNzUe3-uI1lvghsI&redir_esc=y#v=onepage&q&f=false)
- Rabaai, A., Maati, S., Muhammad, N & Eljamal, E. (2024). Understanding mobile payments through the lens of innovation resistance and planned behavior theories. *Uncertain Supply Chain Management*, Vol. 12. Iss. 1, pp 45-64.  
<http://growingscience.com/beta/uscm/6519-understanding-mobile-payments-through-the-lens-of-innovation-resistance-and-planned-behavior-theories.html>
- Ritter, E.A. & Cho, C.H. (2009). Effects of ad placement and type on consumer responses to podcast ads. *Cyberpsychology & Behavior*. Vol. 12 Iss. 5. doi: 10.1089/cpb.2009.0074.
- Rivera-Ortiz, R. J., & Iturralde-Albert, L. (2021). Use of technology and podcast adoption among members of a higher education community: An institutional case study. *International Journal of Educational Excellence*, Vol 7, Iss. 2, pp. 31-57. 10.18562/IJEE.067
- Sallis, J.E., Gripsrud, G., Henning, U. & Silkoset, R. (2021) *Research Methods and Data Analysis for Business Decisions*. Springer. <https://doi.org/10.1007/978-3-030-84421-9>

- Sanne, P.N.C. & Wiese, M. (2018). The theory of planned behaviour and user engagement applied to Facebook advertising. *South African Journal of Information Management*. Vol 20. Iss. 1. <https://doi.org/10.4102/sajim.v20i1.915>
- Schenone, A.L. (2022). Use of podcasting to democratize and broadcast quality content in cardiology. *The Mio-Cardio Podcast project [El pódcast para democratizar y difundir contenido de calidad en cardiología. El proyecto Mio-Cardio Podcast*. Vol. 57. Iss. 2, pp. 152 - 153, DOI: 10.1016/j.rccl.2022.01.009
- Schultz, C. (2023). Advertising Value of Podcast Advertising. *Advances in Digital Marketing and eCommerce*. pp 62–69.  
[https://link-springer-com.ludwig.lub.lu.se/chapter/10.1007/978-3-031-31836-8\\_8](https://link-springer-com.ludwig.lub.lu.se/chapter/10.1007/978-3-031-31836-8_8) [Accessed 25 March 2024]
- Sheeran, P. (2002). Intention—Behavior Relations: A Conceptual and Empirical Review. *European Review of Social Psychology*, Vol. 12, No. 1, pp. 1–36,  
<https://doi-org.ludwig.lub.lu.se/10.1080/14792772143000003>
- Sokolova, K. & Kefi, H. (2020). Instagram and YouTube bloggers promote it, why should I buy? How credibility and parasocial interaction influence purchase intentions. *Journal of Retailing and Consumer Services*, Vol 53, art. 101739 DOI: 10.1016/j.jretconser.2019.01.011
- Statista (2024). Podcast Advertising Worldwide.  
<https://www-statista-com.ludwig.lub.lu.se/outlook/amo/media/music-radio-podcasts/digital-music/podcast-advertising/worldwide> [Accessed 24 March 2024]
- Sun, T., Viswanathan, S., Huang, N. & Zheleva, E. (2021). Designing promotional incentives to embrace social sharing: Evidence from field and online experiments. *MIS Quarterly*, Vol. 45, No. 2, pp. 789-820. [https://papers.ssrn.com/sol3/papers.cfm?abstract\\_id=3095094](https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3095094)
- Swanson, D.J. (2012) Tuning in and hanging out: A preliminary study of college students’ use of podcasts for information, entertainment, and socializing, *The Social Science Journal*, Volume 49, Issue 2, pp. 183-190, ISSN 0362-331, <https://doi.org/10.1016/j.soscij.2011.08.011>
- Tur V. & González M. (2019). Youtubers and Community Management strategies. *Revista Latina de Comunicación Social*, Vol. 74, pp. 1291 - 1307.  
<http://www.revistalatinacs.org/074paper/1384/67en.html>
- Vilceanu, M.O., Johnson, K., & Burns, A. (2021). Consumer Perceptions of Podcast Advertising: Theater of the Mind and Story Selling. *AMTP 2021 Conference Proceedings*.  
[https://digitalcommons.georgiasouthern.edu/amtp-proceedings\\_2021/](https://digitalcommons.georgiasouthern.edu/amtp-proceedings_2021/)
- Wang R. & Chan-Olmsted S. (2023) Podcasting as Advertising Channel: Understanding the Context Effect, *Journal of Radio & Audio Media*, DOI: 10.1080/19376529.2023.2183207

Yakasai, A. & Jusoh, W. (2015). Testing the Theory of Planned Behavior in Determining Intention to use Digital Coupon among University Students. *Procedia Economics and Finance*. Vol. 31. pp. 186-193. DOI: 10.1016/S2212-5671(15)01145-4.

Yfantidou, I. & Grncarov, M. (2021). Influencer Marketing in the Make-up Industry. *Digital Marketing & eCommerce Conference*. pp. 1-15. Cham: Springer International Publishing.  
<https://researchonline.ljmu.ac.uk/id/eprint/20671/1/Influencer%20Marketing%20in%20the%20Make%20up%20Industry.pdf>

# Appendix A

This appendix contains the survey used for the study.

Have you listened to podcasts in the last 6 months? \*

Yes

No

**Promotional codes** are unique, alphanumeric codes provided by advertisers within podcast episodes. These codes are often accompanied by special offers or discounts and are intended for listeners to use when making purchases from the advertiser's website or app. By entering the promotional code at checkout, listeners can redeem exclusive deals or incentives offered by the advertiser, such as discounted prices, free trials, or special perks.

---

Have you heard of advertisements that include promotional codes within podcast advertisements? \*

Yes

No

Gender \*

- Male
  - Female
  - Other
- 

What is your age? \*

- 18-24
  - 25-34
  - 35-44
  - 45-54
  - 55-65
- 

What is your education level? \*

- High School
  - Bachelor
  - Master
  - PhD
  - Other
- 

What is your professional status? \*

- Unemployed
  - Employed
  - Student
  - Student and worker
  - Retired
- 

What country are you from? \*

Tu respuesta \_\_\_\_\_

Please indicate the degree to which you agree or disagree with the following statements

I think podcast hosts have the ability to contribute specialized information \*

	1	2	3	4	5	6	7	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

I think that podcast hosts grasp the relevant knowledge of the commodities discussed. \*

	1	2	3	4	5	6	7	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

I think podcast hosts are honest in the release of information. \*

	1	2	3	4	5	6	7	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

I think that the information released by podcast hosts is without prejudice. \*

	1	2	3	4	5	6	7	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

I think that podcast hosts will do their best to provide information to help others. \*

	1	2	3	4	5	6	7	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

**Promotional codes** are unique, alphanumeric codes provided by advertisers within podcast episodes. These codes are often accompanied by special offers or discounts and are intended for listeners to use when making purchases from the advertiser's website or app. By entering the promotional code at checkout, listeners can redeem exclusive deals or incentives offered by the advertiser, such as discounted prices, free trials, or special perks.

Please indicate how you feel with the following statements

---

I feel podcast advertisements with promotional codes are \*

	1	2	3	4	5	6	7	
Foolish	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Wise

---

I feel podcast advertisements with promotional codes are \*

	1	2	3	4	5	6	7	
Waste of time	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Wise use of time

---

I feel podcast advertisements with promotional codes are \*

	1	2	3	4	5	6	7	
Useless	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Useful

---

I feel podcast advertisements with promotional codes are \*

	1	2	3	4	5	6	7	
Worthless	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Valuable

---

I feel podcast advertisements with promotional codes are \*

	1	2	3	4	5	6	7	
Bad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Good

Imagine that you're discussing podcast advertisements and using discount/promotional codes from these ads, with people who are important to you, such as family members, friends, or colleagues. Based on your perception of their opinions, please indicate how much you agree or disagree with the following statements.

---

Most people who are important to me probably consider my use of promotional codes from podcast advertising to be \*

	1	2	3	4	5	6	7	
Foolish	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Wise

---

Most people who are important to me probably consider my use of promotional codes from podcast advertising to be \*

	1	2	3	4	5	6	7	
Useless	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Useful

---

Most people who are important to me probably consider my use of promotional codes from podcast advertising to be \*

	1	2	3	4	5	6	7	
Worthless	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Valuable

---

Most people who are important to me think I \_\_\_\_\_ promotional codes from podcast advertising for making purchases. \*

	1	2	3	4	5	6	7	
Should not use	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Should use



Please indicate the degree to which you agree or disagree with the following statements

---

Whether or not to make a purchase influenced by a podcast advertisement with a promotional code is entirely up to me. \*

	1	2	3	4	5	6	7	
Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Agree

I have complete control over whether or not to make a purchase influenced by a podcast advertisement with a promotional code. \*

	1	2	3	4	5	6	7	
Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Agree

I can largely decide whether or not to take advantage of a promotional code advertised in a podcast at home. \*

	1	2	3	4	5	6	7	
Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Agree

Please indicate the degree to which you agree or disagree with the following statements

I intend to use promotional codes featured in podcast advertisements in the future. \*

	1	2	3	4	5	6	7	
Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Agree

I expect my use of promotional codes featured in podcast advertisements to increase in the future. \*

	1	2	3	4	5	6	7	
Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Agree

I plan to take advantage of promotional codes featured in podcast advertisements frequently. \*

	1	2	3	4	5	6	7	
Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Agree

# Appendix B

This appendix contains additional tables and graphs from Jamovi for the descriptive analysis.

## Descriptives

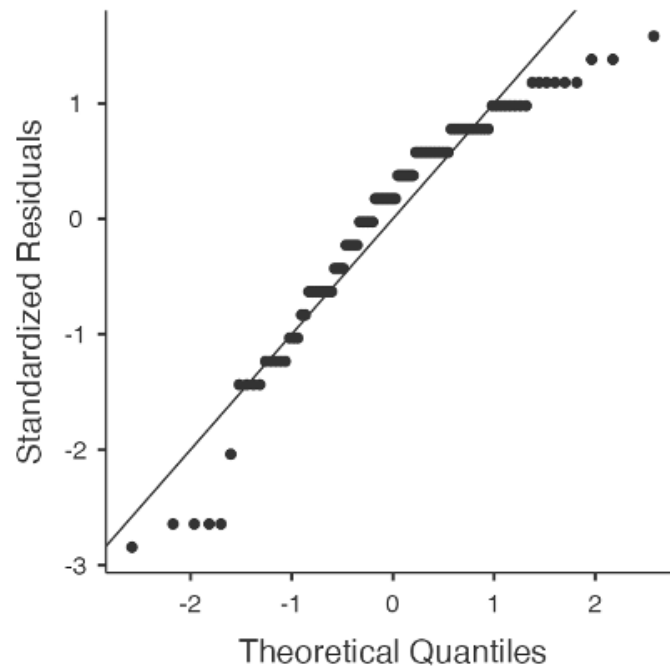
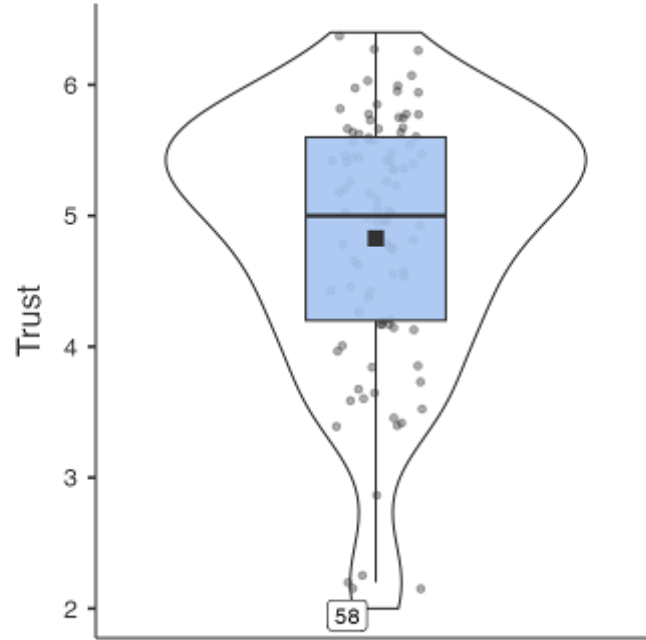
Descriptives

	Trust	Attitude	Subjective Norm	Perceived Behavioral Control	Intention
N	101	101	101	101	101
Missing	0	0	0	0	0
Mean	4.83	4.62	4.62	6.27	4.15
Median	5.00	4.80	5.00	6.67	4.33
Mode	5.40	5.00	5.00 <sup>a</sup>	7.00	4.00
Standard deviation	0.994	1.38	1.39	0.988	1.84
Minimum	2.00	1.00	1.00	2.00	1.00
Maximum	6.40	7.00	7.00	7.00	7.00
Skewness	-1.00	-0.405	-0.682	-2.01	-0.139
Std. error skewness	0.240	0.240	0.240	0.240	0.240
Kurtosis	0.636	-0.382	-0.296	4.65	-1.04
Std. error kurtosis	0.476	0.476	0.476	0.476	0.476

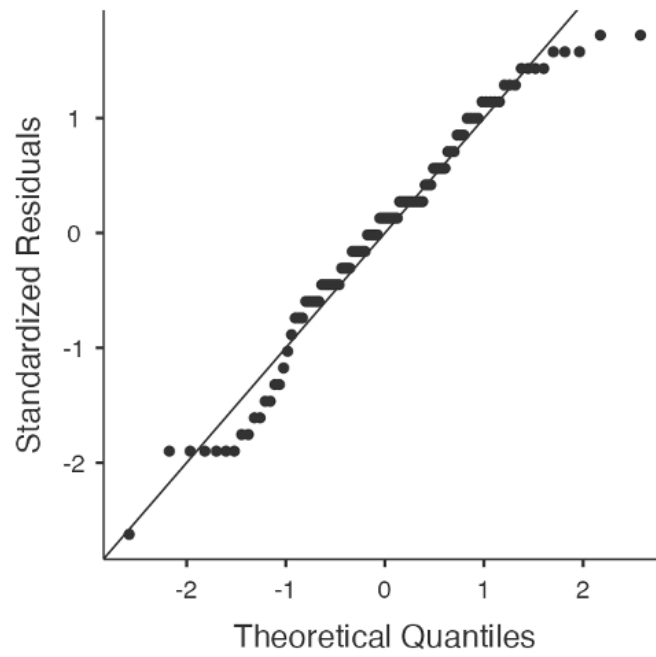
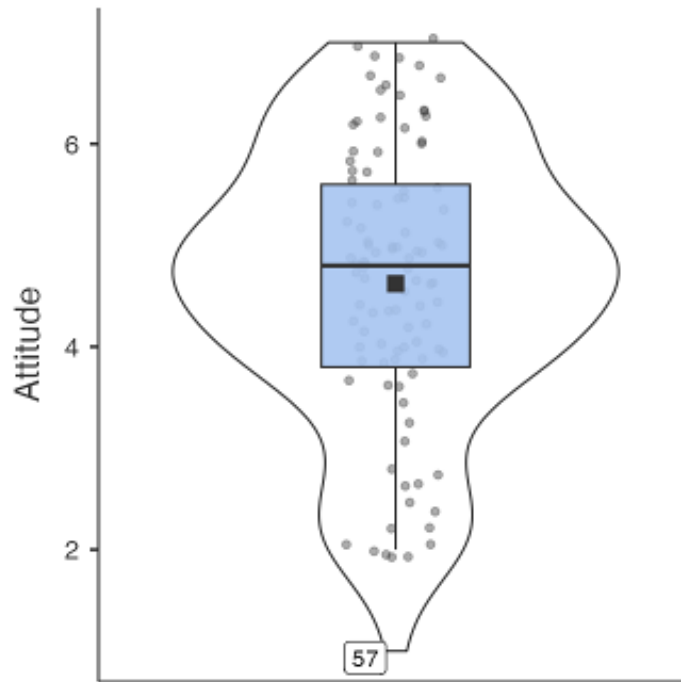
<sup>a</sup> More than one mode exists, only the first is reported

## Plots

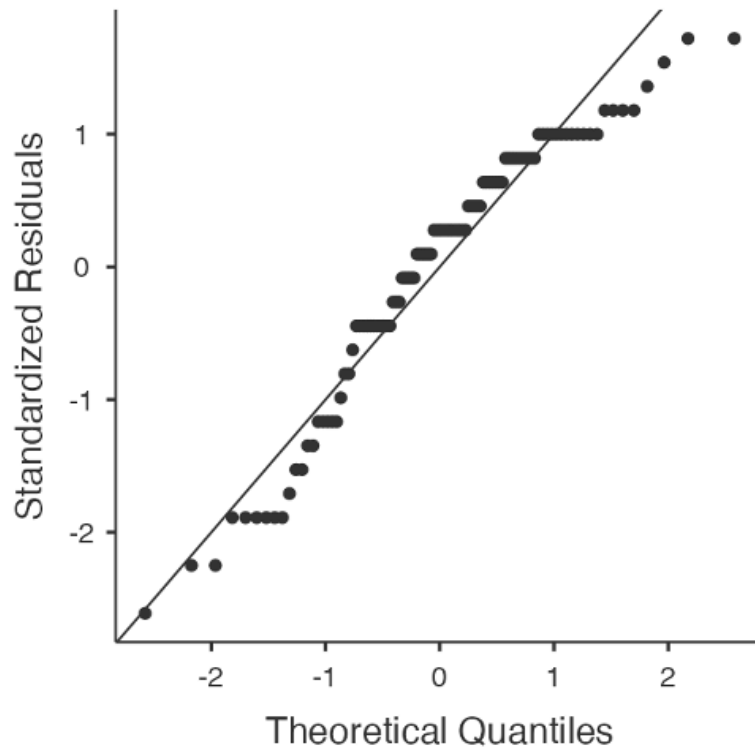
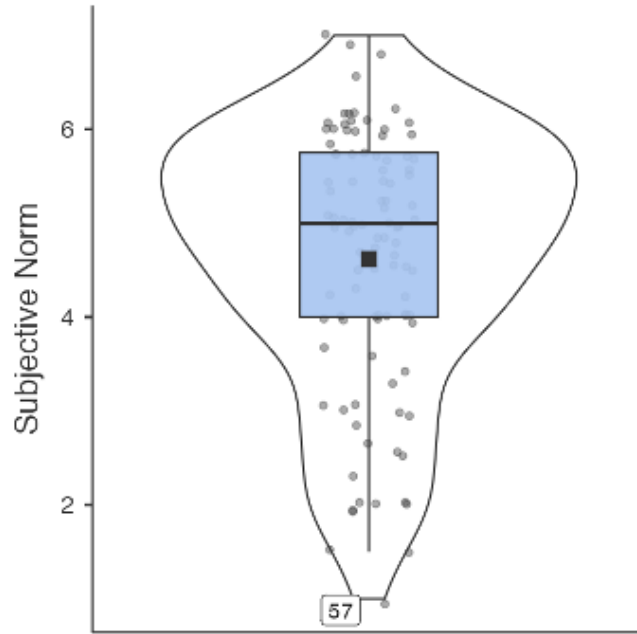
### Trust



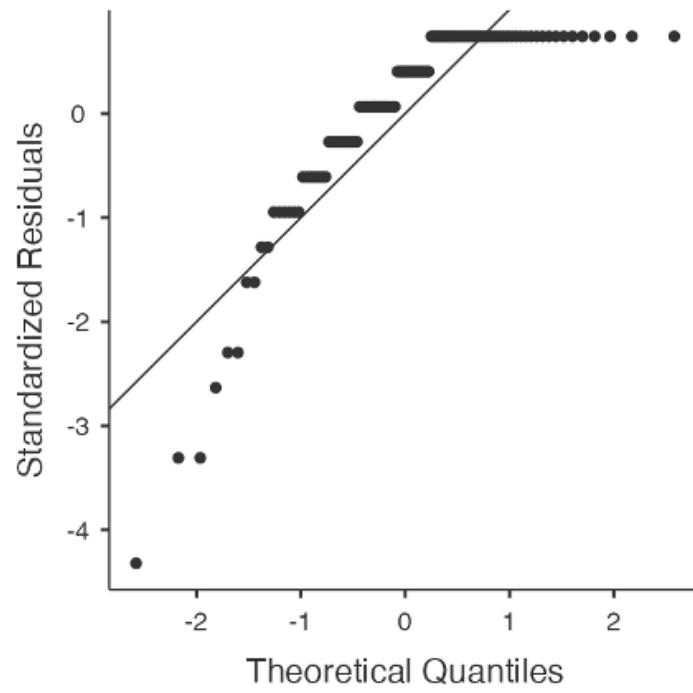
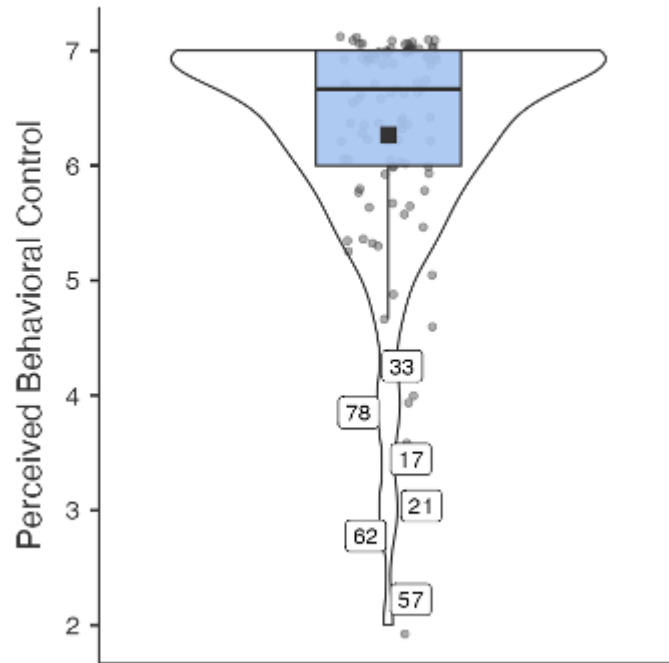
## Attitude



### Subjective Norm



### Perceived Behavioral Control



### Intention

