

Attachment 1: Pre-test Questionnaire

1. Your gender: [Single choice question] *

Male

Female

I. Advertisement Screening Questionnaire

Please watch the following video advertisements and determine which type of advertisement it is:



(Rational advertisements present factual evidence or make comparisons, usually showcasing product features, uses, methods of use, and other factual information about the product. Emotional advertisements appeal to consumers' emotions or emotional responses, such as humor, empathy, and memories, conveying the added value or emotional satisfaction brought by the product.) [Single choice question]

Rational advertisement	1	2	3	4	5	6	7	Emotional advertisement
	<input type="radio"/>							
	<input type="radio"/>							
	<input type="radio"/>							
	<input type="radio"/>							
	<input type="radio"/>							
	<input type="radio"/>							

Please watch the following video advertisements and determine which type of advertisement it is:



(Rational advertisements present factual evidence or make comparisons, usually showcasing product features, uses, methods of use, and other factual information about the product. Emotional advertisements appeal to consumers' emotions or emotional responses, such as humor, empathy, and memories, conveying the added value or emotional satisfaction brought by the product.) [Single choice question]

