

The Comparison of the Influence of Advertising Appeal and Advertising Media Type on Advertising Effect between Taiwan

李宜倫、封德台

E-mail: 9418002@mail.dyu.edu.tw

ABSTRACT

Advertisement is the most important and commonly used ways in marketing activities. The purpose of advertising is to deliver and promote information of products or services to consumers. Different appeal, media and advertising products can result in different advertising effects. The purpose of this study is to explore the different advertising effects resulted from different kind of advertisement. The variables in this study include advertising appeal (rational & emotional) and media type (print ads & TV commercials) as independent variables; advertising effects (advertising attitude & product attitude) as dependent variable and product involvement (high & low) as mediating variable. Finally, another test was performed to examine the relationship between advertising effects and purchase intention. The samples in this study consist of consumers in Taiwan and China, and all subjects were asked to finish the same questionnaire, contains the advertisement of cellular phones and instant noodles. The results are listed below: 1. Results show that different advertising appeals (rational & emotional) result in different advertising effects. 2. Results show that different media type (print ads & TV commercials) result in different advertising effects. 3. As a mediator, the involvement causes some mediating effects in the effects above. 4. The advertising effects were positively related with the purchase intentions.

Keywords : advertising effects, advertising appeals, media type, product involvement, purchase intention

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