

# The Effect of Information Exposure Volume and Brand Image on Advertisement : In Terms of Franchise Business

王鴻鈞、封德台

E-mail: 9418186@mail.dyu.edu.tw

## ABSTRACT

How to strengthen advertisement effects through brand images and advertisement contents is an important factor to compete in franchise businesses. However, whether brand images and advertisement contents indeed influence advertisement effects, there is no empirical evidence. This study will explore this issue through experiment designs in the fast food and hairdressing industries. The results show that in the two industries (1) advertisements with high information exposure volumes have stronger effects than those with low information exposure volumes; (2). franchise businesses with strong brand images have stronger advertisement effects than those with weak brand images; (3) information exposure volumes and brand image have interaction on advertisement effects,(4). the advertisement effect has positive relationship with purchase intention. However, in the hairdressing chain stores, advertisement with high information exposure volumes do not necessarily have better advertisement effect than those with low information exposure volumes. But advertisement with high information exposure volumes can lead to better advertisement attitude and brand attitude. These results mean that there exists other factors, which can influence advertisement effect in the hairdressing chain stores.

Keywords : information exposure volumes ; brand image ; dvertisement attitude ; brand attitude ; purchase intension ; franchise business

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