

The Moderating Effect of Product Involvement on the Relationship between the Spokesperson's Credibility and Purchase ...

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ABSTRACT

Under the evolution tendency of the enterprise internationalization, the advertisement is important tool of the marketing policy of the globalization, a person a speech advertisement is also an in common use advertisement style, the spokesperson's credibility will affect purchase intentions, meanwhile, with different product involvement, the consumer there will be the different information search action and decision processes, at low, the consumer handles the message to is careless to accept to advertise, at high, the consumer is earnest thinking for judgment message content, and careful evaluate credibility of advertising. This research represent respectively with the house and shampoos high and low involved product, the main study consumer under the different product involvement, meeting for the moderating effect between advertisement spokesperson's credibility and purchase intention. This research with soldier of occupation and hire the personnel in the soldier for research object, Adopt the tool of the Zaichkowsky(1994) PII quantity table and Kapferer and Laurent(1993) CIP quantity table conduct and actions measurement product involvement meanwhile, Also analyze the effect of interference of the product involvement by hierarchical moderator regression, the research result is as follows: 1. The low product involvement have the moderating effect on the relationship between the spokesperson's credibility and purchase intentions. 2. The moderating effect that the product involvement that CIP quantity table measure cause is most obvious.

Keywords : spokesperson's credibility, product involvement, purchase intentions

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