

# The Moderating Effect of Brand Evaluation on the Relationship between the Spokesperson's Credibility and Purchase ...

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## ABSTRACT

Discusses the spokesman confidence level to purchase the wish to the consumer the influence is sells the literature the important subject, in the past studied supports the spokesman confidence level to purchase the wish to have to the influence relations. After the brand appraisal belongs to the consumer to penetrate the former brand expense experience or directly from master to disciple the long-term establishment subjective impression, when business owner using the spokesman speaks on another's behalf for the product, brand appraisal in spokesman confidence level and purchase wish whether has the interference effect, for a research gap. This research take the NOKIA brand handset and the common consumer as the research object, finally supports the spokesman confidence level to purchase the wish to present to the influence relations, also the brand appraisal to purchases the wish also for to the influence relations, only to purchases the wish influence scope to be lower than the spokesman confidence level; Also discovered the brand appraisal has the interference effect in the spokesman confidence level and the purchase wish, that is business owner chooses lower confidence level spokesman, but penetration brand in consumer heart long-term establishment high appraisal, still could enhance the purchase wish.

Keywords : Brand Evaluation, Spokesperson's Credibility , Purchase Intentions, Moderating Effect

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