

# Spokesperson and Affect on the Buying Intention of TV Shopping

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## ABSTRACT

TV shopping is an important subject of marketing-related research. Consumers watch TV shopping channel the emotional responses have often been neglected. How to use its advertising spokesman for the image of the product consumers feel is a very important topic. This study focus to how induce consumer affects and have buying intention by television spokesmen. In this study, generalize a five characteristics to the television spokesman. Contains the "attractiveness", "expertness", "trustworthiness", "social likability" and "familiarity". Affect factors are divided into positive and negative affect. By the five characteristics of affect factors to explore two types of consumers, the impact of consumer intent. In this study, the use of convenience sampling, a questionnaire on consumption of the public distribution, 436 were valid, and use structural equation modeling (SEM) analysis of spokesperson characteristics, affects and buying intention of customers three variables and potential causal relationship between variables. The results showed that the spokesman characteristics of successful lead for the positive consumer affects; contrary to the negative affects impact is not significant and not supported. Spokesman for the characteristics of advertising through the consumer sentiments have an impact on purchase intentions.

Keywords : spokesperson、affect、buying intention、TV shopping

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