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Abstract
This study intended to examine the impact of TV advertising endorser and coupon usage on consumers' purchasing intentions. One survey instrument was used to collect data from customers who have watched McDonalds' TV advertising. Total 600 questionnaires were distributed and 567 usable questionnaires were retrieved. Various statistical methods including descriptive analysis, independent t-test, one-way ANOVA, Pearson correlation, and regression analysis were performed to answer the research questions.
The findings are as follows: (1) the endorser's attractiveness and trustworthiness relate to consumers ' purchasing intentions, (2) the endorser's attractiveness and trustworthiness positively relate to consumers' coupon usage behaviors, the endorser's expertise, however, negatively relates to consumers' coupon usage behaviors, (3) coupon usage behaviors positively relate to purchasing intentions, (4) when the advertising endorser is used simultaneously with coupons in marketing campaign, endorser's attractiveness and coupon usage behaviors most contribute to consumers' purchasing intentions, (5) the respondents' gender, age, and education are the demographic characteristics that significantly influence their perceptions toward advertising endorser's attitude, coupon usage behaviors and purchasing intentions.
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