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Author Hsin-I Lu
Author's Email Address No Public.
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Abstract
With the advancement of advertisement industry and internet technology in modern society, most consumers widely utilize the services of real estate agencies for time-conserving purposes, creating a relatively competitive real estate market. Many reality agencies, intending to establish credibility, implement various advertisement effects to develop brand reputation. Recently, instead of using rational advertising strategy, many real estate agencies' use emotional advertising strategy, establishing affectionate scenes to impress consumers. Therefore, it is important to explore the advertising strategies that can best influence consumer decision/choices.

This study is primarily focused on the real estate agencies' advertising strategies, by using the rational and emotional advertising appeal, to discover the prominent strategy for the consumers. The study establishes the degree of the consumer involvement with the housing as a control variable to examine the effects of consumer attitudes and trusts toward the brand name and furthers the influence on consumer choices. This study employed convenience sampling and Structure equation model to examine the research model. According to the results, the consumers have influence on advertisement's effects and induced more positive brand attitudes and brand trusts. It also found a mediating effect of brand attitudes and trusts in the relationship between brand choices. In the group of high involvement have influence on advertisement's effects, but in the group of low involvement must do as services show on the advertising strategies. In the future, this study will be to provide advertising strategies for the real estate agencies.
Advisory Committee Hsing-Ping Kuo - advisor

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