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Abstract
One of the most important components of a strong advertisement is its content. However, there is little study regarding the effect of product information related extrinsic cue on the information effect. In this study we will explore this issue using a 2×2 two factorial experimental design and setting digital camera as the product. Two hundred and three college students are randomly assigned to 4 different experimental conditions that contain different stimulus. We analyze the responses with Independent-Sample T Test, factor analysis, reliability analysis, ANOVA, LISREL and path analysis using the SPSS 10.0 and AMOS 4.0 software. The control variables in the study are Argument Quality and Service Guarantee. Our hypothesis is that different levels of argument quality and perceptions of service guarantee will have significant effects on the “Trust,” the “Perceived Risk,” and the “Advertising Effect.” Furthermore, we will examine the impact of different levels of argument quality and perceptions of service guarantee on the Information Effects. Our results are:
1.Exposure to the advertisements with strong argument quality leads to better trust and product attitude and lower perceived risk.
2.Trust has positive influences on product attitude and purchase intention. Perceived risk has negative influences on product attitude and purchase intention.
3.Advertisements with strong argument quality lead to better trust, product attitude and purchase intention, and a lower perceived risk.
4.From the firms’ perspective trust has positive influences on product attitude and purchase intention, while perceived risk has negative influences on product attitude and purchase intention. However, advertisements with service guarantee based on the firms’ perspectives can lead to lower trust, product attitude and purchase intention, and a higher perceived risk.
5.Advertisements with service guarantee that is based on customer’s perspective has better outcome on trust and purchase intention than service guarantee based on the firm’s perspective.
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