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Abstract
These studies have corporate types of endorser and types of product in order to study the consumer ’s response toward the advertisement. This study attempts to address the gap in pervious researches as well as to examine the consumer’s response toward the advertisement by execution the importance of endorser. Importantly, these studies use the theory of Friedman and Friedman (1979), to identify the role of types of endorser and types of product that have an effect to the consumer response toward the advertisement.
For both local and international advertiser, designing the right advertisement is a challenged task. Advertisement for certain types of product requires the credibility of endorser as well as of the advertisement itself while some require the attractiveness of the endorser in order to create the favorable response toward the advertisement. However, concerning on choice of endorser only is not enough advertisers have to concern on consumers’ beliefs, and values. So endorser is now one for major concern whether how it play the role on consumers’ response toward the advertisement. This research shed light of how types of products, types of endorser play important role to consumer’s response toward the advertisement.
The factorial design is conducted with undergraduate students as the subjects. The two mentioned products are mobile phone to represent high involvement and contact lenses to represent low involvement.
The result show that the respondents response differently to different types of endorser with different type of product involvement. The consumers prefer celebrity endorser rather than expert and CEO in term of feeling, attitude toward the advertisement, attitude toward the brand and behavioral intention toward the brand, however expert and CEO endorsers only created more advertising credibility. As well as the consumers are favorably on advertisement of high involvement product. The result support the study of ELM model, advertising credibility is found to have relationship with feeling and attitude toward the advertisement, and attitude toward the brand. Feeling and attitude toward the advertisement also found to have relationship with attitude toward the brand and, attitude toward the brand also found to have a relationship with behavioral intention toward the brand.
Key word: Type of Endorser, Types of Product, Product Involvement.
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