

# [Advertising and technology in taipei. before watching the](https://assignbuster.com/advertising-and-technology-in-taipei-before-watching-the/)

Advertising is one of the ways thatconnects enterprises to consumers. Although enterprises have their own brandimage they all have a common goal and that is to employ the right person fortheir products or services to make an impact on the consumers.

Besides brandimage and spokesperson, another component that can affect the consumers’ opinionis advertising frequency. In their study on The Effect of AdvertisementFrequency on the Advertisement Attitude-The controlled Effects of Brand Imageand Spokesperson’s Credibility, Chu, Chang et. al (2012) aims to know the effectsof brand image and the credibility of the spokesperson on the consumers’ opinion, in addition to the effects of advertising frequency. In today’s modern world, multipleenterprises compete to be on top consequently the way they advertise theirproducts or services can have a massive effect on the consumers. The authorscentered their research on three hypotheses – (a) first, brand image positivelyinfluences the effect of advertising (b) second, the spokesperson’s credibilityhas a positive influence on consumers’ attitude towards advertising and (c)third, different advertisingfrequency has different effects on consumers’ attitude towards advertising. Moreover, the researchers concluded. Some of the reference materials andthe paper itself seems to be quite outdated for this current time which may bebad for the whole meaning of the paper.

To gather and examine information, they used a quantitative research methodology. They modified a 50-minutepopular television show including 6 commercials with their target andinterfering advertisements at a frequency of 1, 2, 4 and 6. Twosurvey-questionnaires were used, in the questionnaires were questions about thebrand image, spokesperson’s credibility and attitude to advertising. There were457 participants who joined in this experiment were second and third yearsstudents who studied in the university of Science and Technology in Taipei.

Beforewatching the program, the participants were told to answer the questionnaireabout the brand image and spokesperson’s credibility. After watching the program, they were asked to fill out another questionnaire about their reaction to theadvertisement. The findings proved the researchers’three hypotheses. First,