

Advertising and
technology in taipei.
before watching the



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Advertising is one of the ways that connects enterprises to consumers.

Although enterprises have their own brand image they all have a common goal and that is to employ the right person for their products or services to make an impact on the consumers.

Besides brand image and spokesperson, another component that can affect the consumers' opinion is advertising frequency. In their study on The Effect of Advertisement Frequency on the Advertisement Attitude-The controlled Effects of Brand Image and Spokesperson's Credibility, Chu, Chang et. al (2012) aims to know the effects of 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, multiple enterprises compete to be on top consequently the way they advertise their products or services can have a massive effect on the consumers. The authors centered their research on three hypotheses - (a) first, brand image positively influences the effect of advertising (b) second, the spokesperson's credibility has a positive influence on consumers' attitude towards advertising and (c) third, different advertising frequency has different effects on consumers' attitude towards advertising. Moreover, the researchers concluded. Some of the reference materials and the paper itself seems to be quite outdated for this current time which may be bad for the whole meaning of the paper.

To gather and examine information, they used a quantitative research methodology. They modified a 50-minute popular television show including 6 commercials with their target and interfering advertisements at a frequency of 1, 2, 4 and 6. Two survey-questionnaires were used, in the questionnaires were questions about the brand image, spokesperson's credibility and

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attitude to advertising. There were 457 participants who joined in this experiment were second and third year students who studied in the university of Science and Technology in Taipei.

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