

Effects of Advertising Appeal on Consumers' Cognition and Behavior

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Abstract

This study aims to explore what kinds of advertising appeals can affect consumers' brand awareness, affective commitment, purchase intention, word-of-mouth, and loyalty. The author used the case study to investigate what kinds of advertising appeal in Taiwan. The result showed that there are lots of different advertising appeals in Taiwan. For example, informative advertising, persuasive advertising, reminder advertising, comparison advertising, reinforcement advertising, and so on.

In the research, the author mentioned what kinds of advertising appeal will affect consumers' brand awareness, affective commitment, and purchase intentions in Taiwan. Then, the author decided to focus on three kinds of advertising appeals. The first one is persuasive advertising. The second one is reminder advertising. And the last one is comparison advertising. When the author used the quantitative, the data showed that three advertising appeals positively influenced word-of-mouth, purchase intention, loyalty. And the total that I collected the respondents from the questionnaires is 275. About the data, the author used the paired sample t-test and the regression to analyze significance.

Key Words: Advertising appeal, brand awareness, affective commitment, purchase intention, word-of-mouth, loyalty.

摘要

這篇論文主要的目的是研究不同的廣告訴求如何影響消費者認知與行為。關於研究問題一，本文將探討台灣有哪些廣告訴求，作者將會使用個案研究調查結果。結果顯示，台灣有很多不同的廣告訴求，例如：告知性廣告、說服性廣告、提醒性廣告、比較性廣告、強化性廣告，等等...

在本文當中，作者還提到什麼樣的廣告訴求可以影響消費者的品牌知名度、情感承諾、購買意願、口碑與忠誠度。當消費者看到不同廣告訴求，此篇將調查他們將有何反應以及想法。因此，作者將強調在三種廣告訴求，第一是說服性廣告，第二是提醒性廣告，第三是比較性廣告。作者使用研究方法為量化，採問卷方式收集，總共收集到了 275 份回覆。關於數據分析，作者選擇使用 SPSS 來分析所有數據，並且使用了迴歸、成對樣本 T 測試相關度及顯著度。

關鍵字：廣告類型、廣告知名度、情感承諾、購買意願、口碑、忠誠度

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INTRODUCTION

Background

Have you ever seen an advertisement for The Coca-Cola¹? It was in the 1920s that Coca-Cola began to include Santa Claus in its Christmas advertising. Coca-Cola has worked hard to connect its brand with ideas of community, joy and happy emotional experiences. To create a successful brand, it is important to be aware of the long-term values and the reputation you would like to build with your target audience.

Recently, with the rapid development of technology, advertisements have played an increasingly important role in public information. As we can see, there are a variety of advertisements on television. You can see the difference in advertising appeal in daily life. Through advertising, consumers can be aware of the effectiveness of the product. Moreover, the company can create a good image for the brand through advertisement. To summarize, the most important purposes for advertising appeal are to affect the consumer's cognitive and affective attributes, then improve the purchase intention, word-of-mouth, and loyalty of the consumer.

¹ Did Coca-Cola create Santa Claus? <https://www.coca-colacompany.com/faqs/did-coca-cola-invent-santa>

Motivation

In previous studies, Zhang, Sun et al. (2014) is found that high affect intensity individuals reported higher levels of brand favorability than did their low affect intensity counterparts when exposed to ads using emotional appeal. This research paper aims to understand other advertising appeals that will affect consumers' brand awareness, affective attachment, and purchase intention. To find out advertising appeal which was not mentioned in the previous research. This essay examines three kinds of advertising appeals. The first one is persuasive advertising. The second one is reminder advertising. And the last one is comparison advertising. The definition of advertising appeals is that strategies for grabbing the attention of people to persuade them to purchase the product or service. How to make the product attract customers' attention is an important thing that a company should think about.

Research purpose

Many companies will use the advertisement for promotion. The purpose of the study is to explore what kinds of advertising appeal in Taiwan. To figure out what kinds of advertising appeal can affect consumers' cognition and affective. After figuring out the question, we would realize whether the influence is positive or negative. In addition, we will find out what kinds of advertising appeals can affect consumers' purchase intention, word-of-mouth, and loyalty.

Research questions

In this paper, we give results of two questions:

1. What kinds of advertising appeal in Taiwan?
2. In Taiwan, what kinds of advertising appeal will affect consumers' brand awareness, affective commitment, and purchase intentions?

Contribution

In this paper, we can point out advertising appeals that have not been mentioned in previous research. About research question 1, the finding is used in the case study to find out the difference between advertising appeals. The author mentioned lots of advertising appeals. For example, informative advertising, persuasive advertising, reminder advertising, reinforcement advertising, comparison advertising, promotional advertising, exaggerated advertising, emotional advertising, rational advertising, pay-per-click advertising, celebrity advertising, image advertising, embedded advertising, and humorous advertisement.

About research question 2, the finding is used in the questionnaire to conduct consumers' brand awareness, affective commitment, and purchase intentions. The author chooses three kinds of advertising appeals to test consumers including persuasive advertising, reminder advertising, and comparison advertising. The result showed that the data had a positive influence on consumers' brand awareness, affective

commitment, purchase intentions, word-of-mouth, and loyalty. The data is useful for the company to quickly understand what the best advertising appeal makes the brand present to customers.

Limits

In the previous research, there were not a lot of references to advertising appeals. Most of the information comes from the manufacturers' advertising expenditure and sales data, so there is a lack of surveys on consumers' brand awareness, affective commitment, purchase intentions.

Delimits

When I found the limits, I tried my best to solve this situation. So, I used the questionnaire and case study to collect all of the data about advertising appeals. Although it is not easy to collect the data, I still overcome the problem. Finally, the total that I collected the respondents from the questionnaires is 275.

LITERATURE REVIEW

The Definition of Advertising Appeals

How can you grab the attention of your audience and make your ads stand out from thousands of others? By using the right advertising appeals.² There are a lot of advertising appeals³ on television. Khan and Sindhu (2015) said that advertising appeal plays a significant role in the execution of advertising. Advertising Appeal is the strategy used to attract attention from customers to trigger a response in connection with the product or service being advertised which can lead to an action such as purchase or inquiry.⁴ The reason why advertising appeals are important is that advertising appeals can help consumers in delivering that messaging in a way through which customers not only understand the message but also respond to it when a company faces a lot of competitors. Mishra (2009) mentioned that Advertising create desire for the product and appeals persuade the consumer to invest in the product. Appeals not always have all the product attributes but they create an atmosphere where the target audience desires are evoked towards the product. For example, if there is a product for the housewives then the appeal would be related to family.

² 20 Powerful Advertising Appeals You Can Use in Your Campaigns <https://www-creatopy-com.translate.goog/blog/advertising-appeals/? x tr sl=en& x tr tl=zh-TW& x tr hl=zh-TW& x tr pt=nui.sc>

³ What is Advertising Appeals? <https://www.igi-global.com/dictionary/advertising-appeals/77303>

⁴ Advertising Appeal Meaning, Importance, Types & Example <https://www.mbaskool.com/business-concepts/marketing-and-strategy-terms/10912-advertising-appeal.html>

Most of the research only mentioned that rational and emotional advertising in the previous. In this paper, the author focused on three kinds of advertising appeal. The first one is persuasive advertising. The second one is reminder advertising. And the last one is comparison advertising.

The Effect of Advertising Appeals

Raza, Abu Bakar et al. (2017) showed that advertising appeal can be the potential influential factor in the development of the behavioral intention as it has a direct effect on the attitude. It is indicated in a study that the elements of advertising like information to the people about the advertised thing or idea work in the positive direction to have an influence on the purchase intention of the people. Advertising appeals aim to influence the way consumers view themselves and how buying certain products can prove to be beneficial for them. The message conveyed through advertising appeals influences the purchasing decisions of consumers.⁵ Allport (1933) pointed out that the difference between the two components lies in that brand awareness stands for an individual evaluation towards external stimulation, while affective commitment reflects an individual's internal feelings. Vakratsas and Ambler (1999) found brand awareness and affective commitment stand for thinking and feeling, respectively. From my point

⁵ ADVERTISING APPEALS (OVERVIEW) <https://thevisualcommunicationguy.com/business-communication/advertising-appeals-overview/>

of view, advertising appeals are a significant factor that affects brand awareness and affective commitment.

The Definition of Brand Awareness

About brand awareness which refers to the familiarity of consumers with a particular product or service. Products and services that maintain a high level of brand awareness are likely to generate more sales. Consumers confronted with choices are simply more likely to buy a name brand product than an unfamiliar one.⁶ Coca-Cola and Pepsi rely on brand awareness to make their brands the ones consumers reach for. Over the years, these companies have employed advertising and marketing strategies that have increased brand awareness among consumers, and that has directly translated into higher sales. Gustafson and Chabot (2007) mentioned that brand awareness⁷ is essentially the impression people have of your brand. The study showed that brand awareness often takes time to develop. It can play a major role in purchasing decisions. The reality is, the more aware consumers are of your product and your brand, the more likely they are to buy from you. At the same time, brand awareness is establishing customer loyalty takes the most time, as it requires extended experience with your business and products.

⁶ What Is Brand Awareness? <https://www.investopedia.com/terms/b/brandawareness.asp>

⁷ Definition: Brand awareness <https://www.bynder.com/en/glossary/brand-awareness/>

The Definition of Affective Commitment

When we mentioned that affective commitment refers to an employee's perceived emotional attachment to their organization. Affective commitment is found when an employee feels like their personal values and priorities are in line with the company's mission and feel at home in the organization.⁸ Rhoades, Eisenberger et al. (2001) pointed out the result that favorable work conditions operate via perceived organizational support to increase affective commitment, which in turn, decreases employee withdrawal behavior. Anderson and Weitz (1992) said that affective commitment is related to the feelings of a customer towards a brand, and it is based on personal involvement with the company. Johnson, Herrmann et al. (2006) demonstrated that affective commitment determines the customer's desire to continue the relationship in the future. Based on the findings of this paper, we can conclude that consumers have an affective commitment to brands or products.

⁸ Affective Commitment <https://thedecisionlab.com/reference-guide/organizational-behavior/affective-commitment/>

Research Hypotheses

This paper reports on the results obtained from hypotheses. As you can see, there are some hypotheses. In this paper, I focused on three kinds of advertising appeals. From the first one, it is persuasive advertising. The second one is reminder advertising. Then, the last one is comparison advertising.

When we mention the advertisement, customers prefer different advertising appeals. Berkman and Gilson (1986) defined advertising appeal as an attempt at creativity that inspires consumers' motives for purchase and affects consumers' attitude towards a specific product or service.

According to H1a, persuasive advertising positively influences brand awareness. This advertising method attempts to frame products in a positive light and convince consumers about their benefits.⁹ The most important thing is persuasive advertising focuses on satisfying a consumer's need. Furthermore, persuasive advertisements often create a bond or connection between the customer and the brand, encouraging them to make repeat purchases. Customers can understand the message or image through persuasive advertising¹⁰. It's useful for people to quickly notice about the new product and the brand.

⁹ What Is Persuasive Advertising? <https://www.indeed.com/career-advice/career-development/persuasive-advertising>

¹⁰ Persuasive Advertising <https://www.gourmetads.com/articles/persuasive-advertising/>

H1a: Persuasive advertising positively influences brand awareness.

MacKenzie, Lutz et al. (1986) showed that the attitude toward advertisement is measured by two aspects. The first one is affective which refers to the degree of preference for the advertisement. And the second one is cognitive which refers to the overall understanding and evaluation of the advertising.

According to H1b, persuasive advertising positively influences affective commitment. Persuasive advertising uses emotional responses instead of facts to motivate consumers.¹¹ Persuasive advertising can also be used to convince the target audience about the qualities of a product.¹² On the other hand, persuasive advertising often uses more emotive, value-oriented ideas than informative advertising.¹³ If the company used persuasive advertising to attract customers' attention, they would change their cognition and impact behavior.

H1b: Persuasive advertising positively influences affective commitment.

¹¹ What Is Persuasive Advertising? <https://www.indeed.com/career-advice/career-development/persuasive-advertising>

¹² Persuasive Advertising Meaning & Example <https://www.mbaskool.com/business-concepts/marketing-and-strategy-terms/10674-persuasive-advertising.html>

¹³ Informative vs Persuasive Advertising <https://www.auburnadvertising.com.translate.goog/articles/98-informative-vs-persuasive-advertising? x tr sl=en& x tr tl=zh-TW& x tr hl=zh-TW& x tr pto=nui.sc>

According to H1c, reminder advertising positively influences brand awareness. Reminder advertising is one of the most powerful and effective marketing techniques used by brands to retain their target audience. It can also be utilized to keep established products at the top-selling rates or the maturity stage of the product life cycle.¹⁴ For example, if a product has launched and you're done with the growth phase, then you can use reminder advertising to keep people interested. Furthermore, reminder advertising won't contain a lot of information. Rather, they'll just reinforce key messages and brand awareness.¹⁵ In an attempt to increase demand for your product or service, the objective is to serve as a reminder for potential customers. The most important thing, customers are willing to buy the product or service when they feel the value of the product or service.

H1c: Reminder advertising positively influences brand awareness.

According to H1d, reminder advertising positively influences affective commitment. As demonstrated above, reminder advertising used for building brand awareness and getting interest. It is necessary for the company to think about how to make the customer have a connection of affective with the brand. Therefore, it will build up the connection between the customer and the brand when using reminder

¹⁴ What Is Reminder Advertising and Why Do We Need It? <https://smartyads.com/blog/what-is-reminder-advertising/>

¹⁵ The Beginner's Guide to Reminder Advertising <https://blog.hubspot.com/marketing/reminder-advertising>

advertising. It aims to use a product's key messages or actual advertisement to remind consumers who have not already made a purchase.¹⁶

H1d: Reminder advertising positively influences affective commitment.

¹⁶ What is reminder advertising? The Beginner's Guide <https://lisbdnet.com/what-is-reminder-advertising/>

According to H1e, comparison advertising positively influences brand awareness. Comparative advertising is a marketing strategy in which a company's product or service is presented as superior, specifically calling out a competitor's (inferior) product. Wilkie and Farris (1975) said that comparison advertising appears to offer the marketer two characteristics that would tend to increase audience attention. Since the comparison advertising phenomenon is still fairly new, it could well provoke more consumer interest simply because it is "different." A second, and perhaps more significant, characteristic is that certain members of the audience are likely to pay especially close attention to comparison ads.

A common tactic for comparative advertising is the use of a fake product that represents a competitor. Another tactic is the use of an ad parody that viewers will associate with a competitor but does not reference them or their product directly.¹⁷ However, the goal of comparative advertising is to communicate the value of whatever product or service you're promoting.¹⁸ For customers, it can quickly recognize the difference between brands when using comparison advertising.

H1e: Comparison advertising positively influences brand awareness.

¹⁷ What Is Comparative Advertising? <https://www.investopedia.com/terms/c/comparative-advertising.asp>

¹⁸ 9 Comparative Advertising Examples to Help You Get Ahead <https://www.wordstream.com/blog/ws/2020/01/13/comparative-advertising>

According to H1f, comparison advertising positively influences affective commitment. Comparisons can help consumers judge the merits of competing products so they can choose the one which best suits their needs and budgets.¹⁹ When using comparison advertising, it can gain new followers and attract new clients.²⁰ In terms of the way the value is communicated, comparison advertising is different from other forms of advertising. Through comparison advertising, customers can build up their affective commitment.

H1f: Comparison advertising positively influences affective commitment.

¹⁹ Comparative advertising <https://comcom.govt.nz/business/dealing-with-typical-situations/advertising-your-product-or-service/comparative-advertising>

²⁰ What is Comparative Advertising? [+ Examples] <https://blog.hubspot.com/marketing/comparative-advertising>

According to H2a, brand awareness positively influences word-of-mouth. Virvilaite, Tumasonyte et al. (2015) showed that the result of the characteristics of word-of-mouth communication and brand equity dimensions (brand association, brand awareness, brand loyalty, perceived quality) after having analyzed empirically the influence of word-of-mouth communication message on brand equity with the help of correlation and regression.

Word of mouth can prompt a consumer to consider a brand or product in a way that incremental advertising spending simply cannot. The right messages resonate and expand within interested networks, affecting brand perceptions, purchase rates, and market share.²¹ It's the most important factor for a company to affect the product sale. Even, the company will increase brand awareness so that customers can promote the product for their family, friends, and other customers.

H2a: Brand awareness positively influences word-of-mouth.

According to H2b, affective commitment positively influences word-of-mouth. Word-of-mouth communication has always had an effect on how consumers make choices in relation to consumption. Gruen, Summers et al. (2000) said that affective commitment is set when the parties feel psychologically connected with the organization. de Mesquita, do Patrocínio et al. (2014) showed that the statistic about

²¹ A new way to measure word-of-mouth marketing <https://www.mckinsey.com/business-functions/marketing-and-sales/our-insights/a-new-way-to-measure-word-of-mouth-marketing>

the positive effect of the word-of-mouth communication on the customers' affective commitment. In previous research, it mentioned the word-of-mouth communication has always had an effect on how consumers make choices in relation to consumption.

H2b: Affective commitment positively influences word-of-mouth.

According to H3a, brand awareness positively influences purchase intention. Hsieh (2016) and Monarch and Wiryawan (2012) said that the producers must create and promote brand awareness through sales promotion, advertising, and other marketing activities. When brand awareness of the product is higher, brand loyalty will increase. Therefore, brand loyalty, brand preference and purchase intention will increase as well. Purchase intention is a situation where a consumer tends to buy a certain product in a certain condition. In order to make the customer feel familiar with the brand, brand awareness aims to be created and enhanced by increasing brand familiarity through repeated exposure. When consumers are familiar with the brand, they will increase their willingness to purchase products.

Kapferer (2008) mentioned the most important goal of a company is building a strong brand, which not only affects short-term revenues but it is also fruitful in the long term. Therefore, the goal of a good brand management team is to build a brand that lasts for decades and can add up more products.

H3a: Brand awareness positively influences purchase intention.

According to H3b, Affective commitment positively influences purchase intention. Quero and Ventura (2015) argued that Consumers' purchase intent is affected by many factors such as the opinions of friends, family, or acquaintances, as well as the consumers' commitment. Gustafsson, Johnson et al. (2005) pointed out consumer

commitment is considered a fundamental component that plays a key role in managing customer communication in long-term marketing relationships. If the company wants to increase customers' purchase intention, commitment is one of the most important variables in the creation of long-term relationships within a marketplace.²² Quero and Ventura (2015) found that this is because customers feel that they have a strong bond with the company, and this feeling plays an important role in maintaining customer relationships. Wu, Yeh et al. (2011) mentioned commitment to a favorable brand or product is shaped when the consumer's purchase intent is positive, leading to an actual purchase.

H3b: Affective commitment positively influences purchase intention.

²² The importance of brands, commitment, and influencers on purchase intent in the context of online relationships. <https://journals.sagepub.com/doi/10.1016/j.ausmj.2020.03.003>

According to H4a, brand awareness positively influences loyalty. For Castaldo, Grosso et al. (2016), loyalty is the degree to which a regular customer shows purchase intention with his supplier, has a disposition of positive attitude towards him, and goes to him every time the need arises. Brand awareness can positively affect the loyalty a consumer has with a brand.²³ As per WU, DO et al. (2020), brand awareness is an important antecedent of brand loyalty. Based on these references, we can understand the fact that customers are familiar with the product, which can increase their loyalty. Bilgin (2018) concludes that “brand awareness has a significant effect on brand loyalty”. It’s useful for the company to understand those influences.

H4a: Brand awareness positively influences loyalty.

According to H4b, affective commitment positively influences loyalty. Oliver (1999) said that the affective component is a vital part of building consumer loyalty. The path to loyalty also involves the heart. "Consumers become loyal in a cognitive sense first, then in a connotative way and, finally, in a behavioral one". For McMullan and Gilmore (2003), the affective loyalty is formed in the establishment of the commitment, stimulated in the customer's mind as cognition and affection.

H4b: Affective commitment positively influences loyalty.

²³ Luxury brands: Awareness and image and its influence on loyalty and engagement
<https://www.redalyc.org/journal/5707/570765171022/html/>

METHODOLOGY

Research Design

In this paper, the author used two research methods to collect the data. For research question 1, what kinds of advertising appeal in Taiwan. In the next step, I used the case study to select research materials. The reason why I chose this method is that I can select many documents from various websites and observe some previous studies to understand what kinds of advertising appeal in Taiwan. So, I decide to use the qualitative method to analyze. Then, I'll go over all the advertising appeals step by step using the case study.

For research question 2, what kinds of advertising appeal will affect consumers' brand awareness, affective commitment, and purchase intentions. I decide to use the survey to conduct the data. The reason why I chose this method is that I can use the questionnaire to test the influence of consumers on brand awareness, affective commitment, purchase intentions, word-of-mouth, and loyalty. To analyze the data, I used quantitative research for this paper. This method can help me to measure and understand different customers' thoughts and habits. In addition, I can know people's feelings when they see differences in advertising appeal.

Most of the questions were using the "Likert Scale": strongly agree, agree, neutral, disagree, and strongly disagree. The Likert scale is most common because it is easy to

construct. In this research, I prefer to develop a scale to rate various aspects of the interaction or phenomenon.

Data Collection

For research question 1, the author found out the difference in advertising appeals when I used the case study. About sources of data, I collect a lot of information from the case study.

For research question 2, the author surveyed to collect data on what kinds of advertising appeal can affect consumers' brand awareness, affective commitment, and purchase intentions. The software application used to analyze the data was SPSS. The software was chosen because it is easy to use and is a common instrument for making questionnaires. By applying SPSS, I can determine whether the data are significant or not. It is important to analyze the data and make a survey to understand which study populations are more significant. After using this instrument, I can quickly learn about the data. I am collecting the paper by sharing the link on social media, such as Facebook, Instagram, and Line. It is useful for me to collect a lot of questionnaires in a short time.

The total that I collected the respondents from the questionnaires is 275. The study population in this paper can be anyone. No matter how old are people. But first, people have to see the advertisement and answer the question step by step. When I was collecting the questionnaire, I noticed that the gender of respondents had to be average.

Measures

Dependent Variable

In the research, the three elements of the dependent variable²⁴ are components of purchase intentions, word-of-mouth, and loyalty. The dependent variable is the variable being tested and measured in an experiment, and is 'dependent' on the independent variable.²⁵ By going through the survey and the literature review, the author showed that the result of three kinds of advertising appeals which are persuasive advertising, reminder advertising, comparison advertising can stimulate the desire for purchase intention. Meanwhile, consumers are willing to promote the brand or product which is word-of-mouth. Additionally, most consumers will keep buying the product which is loyalty.

Purchase Intention

Purchase intention, also called customer or buyer' intent, is a measure of each shopper's propensity to buy a product or service.²⁶ Purchase intentions are a very important metric in marketing. Purchase intentions are a measure of the respondent's attitude towards purchasing a product or availing a service.²⁷ The question took Wee,

²⁴ Dependent Variable: Definition and Examples <https://www.statisticshowto.com/dependent-variable-definition/>

²⁵ What are Independent and Dependent Variables? <https://www.simplypsychology.org/variables.html>

²⁶ CUSTOMER PURCHASE INTENTION: DEFINITION, WHY (+ HOW) TO MEASURE & CONVERT <https://www.namogoo.com/blog/consumer-behavior-psychology/customer-purchase-intention/>

²⁷ Purchase Intention Meaning, Importance, Factors & Example <https://www.mbaskool.com/business-concepts/marketing-and-strategy-terms/10976-purchase-intention.html>

Ariff et al. (2014) as a reference. In my research, the respondents were asked about their feeling of purchase intention from 5 (strongly agree) to 1 (strongly disagree) and all of the questions are positive. The higher scores mean the customer with a higher possibility of buying the product.

Table 1. Purchase intention of scale

Purchase intention
1. I would buy organic food products in the near future.
2. I plan to buy organic food products in regular basics.
3. I intend to buy organic food products for my long-term health benefits.
4. I intend to buy organic food products because they are more concern about food safety.
5. I intend to buy organic food products because they are more environmentally friendly.
6. I intend to buy organic food products because I am concerned about animal welfare.

Word-of-Mouth

Word of mouth is used to describe the result of a marketing strategy that causes customers and a business' target audience to discuss the product or service in everyday conversation.²⁸ Özdemir, Tozlu et al. (2016) mentioned that word-of-mouth is totally formed by satisfaction of customer and transparent communication based methods. The question took Babin, Lee et al. (2005) as a reference. In my research, the respondents were asked about their feeling of purchase intention from 5 (strongly agree) to 1

²⁸ Word of mouth - What is word of mouth (WOM)? <https://sumup.co.uk/invoices/dictionary/word-of-mouth/>

(strongly disagree) and all of the questions are positive. The higher scores mean the customer with a higher possibility of buying the product.

Table 2. Word-of-mouth of scale

Word-of-mouth
1. I will say positive things about this restaurant to other people.
2. I will recommend it to someone who seeks my advice.
3. I will encourage friends and relatives to visit the restaurant.

Loyalty

Loyalty, general term that signifies a person's devotion or sentiment of attachment to a particular object, which may be another person or group of persons, an ideal, a duty, or a cause. It expresses itself in both thought and action and strives for the identification of the interests of the loyal person with those of the object.²⁹ Zehir, Şahin et al. (2011) mentioned that brand loyalty is a prerequisite for a firm's competitiveness and profitability. Yang, Bi et al. (2005) said that attitudinal brand loyalty is often measured by the degree to which consumers expect a pleasurable outcome of their buying behavior and the reasons for which consumers choose the brand repeatedly. The question took Zehir, Şahin et al. (2011) as a reference. In my research, the respondents were asked about their feeling of purchase intention from 5 (strongly agree) to 1

²⁹ loyalty | Definition & Examples | Britannica <https://www.britannica.com/topic/loyalty>

(strongly disagree) and all of the questions are positive. The higher scores mean the customer with a higher possibility of buying the product.

Table 3. Loyalty of scale

Loyalty
1. The next time I need that product, I will buy the same brand.
2. I will continue to be loyal customer for this brand.
3. I consider this brand my first choice in the next few years.
4. I intend to buy other products of this brand.
5. I consider this brand as my first choice in this category.

Independent Variable

In the research, the two elements of the independent variable are components of brand awareness and affective commitment. The independent variable is the variable the experimenter manipulates or changes, and is assumed to have a direct effect on the dependent variable.³⁰ To analyze the data, the author showed that the result of three kinds of advertising appeals which are persuasive advertising, reminder advertising, comparison advertising can affect consumers' brand awareness and affective commitment.

Brand Awareness

Brand awareness is the extent to which a brand is recognized by the target group and is associated with a product or product category. Brand awareness is the first step to positioning your brand. It's a continuous process that not only helps in getting more customers but also brings back existing customers to buy more.³¹ Aaker and Equity (1991) mentioned about brand awareness is one of the clearest indicators of the extent to which the brand exists on the mental map of consumers at all. The question took Yoo and Donthu (2001) as a reference. In my research, the respondents were asked about their feeling of purchase intention from 5 (strongly agree) to 1 (strongly disagree) and

³⁰ What are Independent and Dependent Variables? <https://www.simplypsychology.org/variables.html>

³¹ Brand Awareness – Definition, Importance, Strategy, & Examples
<https://www.feedough.com/brand-awareness-a-comprehensive-guide/>

all of the questions are positive. The higher scores mean the customer with a higher possibility of buying the product.

Table 4. Brand awareness of scale

Brand awareness
1. I can recognize X among other competing brands.
2. I am aware of X.
3. Some characteristics of X come to my mind quickly.
4. I can quickly recall the symbol or logo of X.
5. I have difficulty in imagining X in my mind.

Affective Commitment

Van Knippenberg and Sleebos (2006) said that affective commitment measures the level of attachment and affection that an individual has with the company. Employees sometimes get emotionally attached to their company and this can be due to several reasons for example, good internal relations, good atmosphere, friendly environment and peer motivation.³² Meyer and Allen (1991) mentioned about affective commitment refers to the psychological attachment of individuals to the organization in combination with their sense of identification with it. The question took Raggio and Folse (2009) as a reference. In my research, the respondents were asked about their feeling of purchase intention from 5 (strongly agree) to 1 (strongly disagree) and all of

³² Examples Of Affective Commitment <https://www.bartleby.com/essay/Examples-Of-Affective-Commitment-FCRC2RXM4N6>

the questions are positive. The higher scores mean the customer with a higher possibility of buying the product.

Table 5. Affective commitment of scale

Affective Commitment
1. I feel a strong sense of belonging to Louisiana.
2. I feel as if Louisiana's problems are my own.
3. I enjoy discussing Louisiana with other people.
4. I feel like part of the "Louisiana family".
5. I have little, if any emotional attachment with Louisiana (reversed scored).
6. Louisiana has a great deal of personal meaning for me.

Reliability Analysis

Reliability analysis refers to the fact that a scale should consistently reflect the construct it is measuring.³³ This is a measurement technique that allows researchers to assess the stability of measures. If measures remain stable or consistent over time, then they are said to be reliable.³⁴ Cronbach's alpha is a measure used to assess the reliability, or internal consistency, of a set of scale or test items. In other words, the reliability of any given measurement refers to the extent to which it is a consistent measure of a concept, and Cronbach's alpha is one way of measuring the strength of that consistency.³⁵ Research reports show that Cronbach's α higher than 0.7 can be regarded as highly valid, between 0.6~0.7 can be acceptable, and if α lower than 0.35 means not valid.

In this paper, the author uses reliability analysis to analyze three kinds of advertising appeals, namely persuasive advertising, reminder advertising, and comparison advertising. The variables of brand awareness, affective commitment, purchase intention, word-of-mouth, and loyalty were highly valid because coefficient α was higher than 0.7. Therefore, the questionnaire has high reliability.

³³ Reliability Analysis - Statistics Solutions <https://www.statisticssolutions.com/reliability-analysis/>

³⁴ What is Reliability Analysis <https://www.igi-global.com/dictionary/reliability-analysis/52833>

³⁵ Using and Interpreting Cronbach's Alpha <https://data.library.virginia.edu/using-and-interpreting-cronbachs-alpha/>

Table 6. Reliability analysis

Variables	Cronbach's α	Results
Brand awareness	0.925>0.7	Highly valid
Affective commitment	0.958>0.7	Highly valid
Purchase intention	0.971>0.7	Highly valid
Word-of-mouth	0.928>0.7	Highly valid
Loyalty	0.980>0.7	Highly valid

DATA ANALYSIS

Case Study

In the research, the author explores all of the different advertising appeals using the case study. According to research question 1, the case study examines the different types of advertising appeals. Therefore, the author pointed out advertising appeals that had not been mentioned in previous research. For example, informative advertising, persuasive advertising, reminder advertising, reinforcement advertising, comparison advertising, promotional advertising, exaggerated advertising, emotional advertising, rational advertising, pay-per-click advertising, celebrity advertising, image advertising, embedded advertising, and humorous advertisement.

The advertising objectives must flow from prior decisions on the target market, brand positioning, and the marketing program. Most companies decide to use different advertising appeals to attract consumers' attention. Informative advertising aims to create brand awareness and knowledge of new products or new features of existing products. The brand of De Beers³⁶ is classified as informative advertising. Diamond advertisements from De Beers target young women in Taiwan. In 1947, De Beers created the classic slogan "A Diamond is Forever" in the advertisement.³⁷ The slogan

³⁶ De Beers <https://zh.wikipedia.org/wiki/戴比尔斯>

³⁷ 經典廣告 DE BEERS (鑽石恒久遠 一顆永留傳)
<https://www.youtube.com/watch?v=Sskt58MSLN4>

made customers unforgettable. Persuasive advertising aims to create liking, preference, conviction, and purchase of a product or service. The brand of BNP PARIBAS CARDIF³⁸ is classified as persuasive advertising. The advertisement showed that even if the father dies when he purchases insurance, his relatives can get compensation to encourage people to purchase insurance.³⁹ Reminder advertising aims to stimulate repeat purchases of products and services. The brand of WAN JA SHAN⁴⁰ is classified as reminder advertising. Customers recall the slogan of the advertisement "One family barbecues, ten thousand seduced" when it comes to the Mid-Autumn Festival.⁴¹ Reinforcement advertising aims to convince purchasers that they made the right choice. The brand of Mercedes-Benz⁴² is classified as reinforcement advertising. In the advertisement, Mercedes-Benz specific slogan is "The best or nothing".⁴³ Mercedes-Benz promises to deliver "the best or nothing" in everything they do. Comparison advertising aims to establish the professionalism and superiority of own brand in the minds of consumers. The brand of Samsung⁴⁴ is classified as comparison advertising. To use the strategy to compare other brands so that it highlights its advantage.⁴⁵

³⁸ 法國巴黎人壽 <https://life.cardif.com.tw>

³⁹ 爸爸給女兒的一封信，感動 70 萬人的熱門影片，溫馨永留傳！

<https://www.youtube.com/watch?v=1llkVrWoK2U&t=33s>

⁴⁰ 萬家香 <https://www.wanjashan.com.tw>

⁴¹ 【經典廣告詞】一家烤肉萬家香、有媽媽的味道（萬家香醬油）

<https://www.youtube.com/watch?v=5g0LUbKK3xU>

⁴² Mercedes-Benz <https://www.mercedes-benz.com.tw/passengercars.html?group=all&subgroup=see-all&view=BODYTYPE>

⁴³ The best or nothing: Mercedes-Benz <https://www.youtube.com/watch?v=HkV2dfIBvcA>

⁴⁴ Samsung 台灣 <https://www.samsung.com/tw/>

⁴⁵ Samsung mocks Apple and the iPhone X <https://www.youtube.com/watch?v=s8AmkizQ39s>

Humorous advertisement aims to talk about the direct utility of advertising through humorous methods. The brand of PX Mart⁴⁶ is classified as a humorous advertisement. Its advertising method is to expose its shortcomings which did not gorgeous decorations in return for more favorable prices to consumers.⁴⁷ Most consumers feel it was a successful and humorous strategy. Exaggerated advertising aims at the unrealistic promotion of goods or services. The brand of Dove⁴⁸ is classified as exaggerated advertising. In the advertisement, the brand uses an exaggerated strategy to promote the product.⁴⁹ For customers, no proof shows the advantage of the product. Celebrity advertising aims to products endorsed by celebrities or well-known celebrities, with their influence or appeal, influence the attitude of consumers and stimulate the desire to buy. The brand of Chanel⁵⁰ is classified as celebrity advertising. It is useful to find celebrity endorsement of the product.⁵¹

Survey

According to research question 2, the questionnaire examines what kinds of advertising appeal will affect consumers' brand awareness, affective commitment, and

⁴⁶ PX Mart https://en.wikipedia.org/wiki/PX_Mart

⁴⁷ 2006 全聯福利中心(找不到篇) <https://www.youtube.com/watch?v=nzT3npY60D8>

⁴⁸ Dove <https://www.dove.com/tw/home.html>

⁴⁹ (巴西)多芬洗髮精廣告 <https://www.youtube.com/watch?v=iaEgkNDNzh4&t=2s>

⁵⁰ Chanel <https://www.chanel.com/#>

⁵¹ CHANEL N°5, the Film with Marion Cotillard — CHANEL
Fragrance <https://www.youtube.com/watch?v=qeMqcApmS7g>

purchase intentions. The reason why I chose three kinds of advertising appeals which are persuasive advertising, reminder advertising, and comparison advertising is because there are not many references to explore these advertising appeals. For this reason, I decided to use the questionnaire to test consumers' feelings and thoughts.

After collecting the data from Google Form for about one month. I received 275 replies. No matter how old the people can be the respondents of questionnaires. The purpose of this investigation is to find out what's the difference between seeing the advertisement before and after.

Statistics

The report showed that there were 79 people are male and 196 people are female to reply to this questionnaire. In consequence, the total is 275 people.

Table 7. The gender distribution of respondents to the questionnaire

Gender	Amount
Male	79 (28.7%)
Female	196 (71.3%)
Total	275 (100%)

The report showed that most of the people from 20~24 years old are 135. There are 16 people from 19 years old or under. And there are 34 people from 25~29 years old. Then, there are 16 people from 30~34 years old. About 35~39 years old is 9 people.

Ultimately, there are 65 people who are 40 years old or over. In consequence, the total is 275 people.

Table 8. The age distribution of respondents to the questionnaire

Age	Amount
19 years old (Under)	16 (5.8%)
20~24 years old	135 (49.1%)
25~29 years old	34 (12.4%)
30~34 years old	16 (5.8%)
35~39 years old	9 (3.3%)
40 years old (Over)	65 (23.6%)
Total	275 (100%)

The report showed that 50 people are senior high school/vocational or below. As you can see, the most of people are bachelor's degrees who are 144 people. And there are 81 people with graduate school or above. In consequence, the total is 275 people.

Table 9. The education distribution of respondents to the questionnaire

Education	Amount
Senior High school/ Vocational (Below)	50 (18.2%)
Bachelor degrees	144 (52.4%)
graduate school (Above)	81 (29.5%)
Total	275 (100%)

The report showed that most of the people from students are 140 people. There are 8 people from agriculture. And there are 12 people from the industry. Then, there are 23 people from the business. As you can see, there are 33 people from the service industry. In the health care industry, there are 4 people. And there are 6 people from

the technology industry. Then, there are 10 people from the financial industry. There are 7 people from military public education. However, 3 people are unemployed. Ultimately, there are 20 people from others. In consequence, the total is 275 people.

Table 10. The career distribution of respondents to the questionnaire

Career	Amount
Agriculture	8 (2.9%)
Industry	12 (4.4%)
Business	23 (8.4%)
Service industry	33 (12%)
Health care industry	4 (1.5%)
Technology Industry	6 (2.2%)
Financial industry	10 (3.6%)
Military public education	7 (2.5%)
Student	149 (54.2%)
Unemployed	3 (1.1%)
Others	20 (7.3%)
Total	275 (100%)

The report showed that most of the people earn less than 10,000 NT dollars, which is 92 people. 66 people are earning 10,001~20,005 NT dollars. And 58 people are earning 25,001~40,000 NT dollars. Then, 26 people are earning 40,001~55,000 NT dollars. 15 people are earning 55,001~70,000 NT dollars. 4 people are earning 70,001~85,000 NT dollars. Ultimately, 14 people earn more than 85,001 NT dollars. In consequence, the total is 275 people.

Table 11. The income distribution of respondents to the questionnaire

Income	Amount
Less than 10,000 NT dollars	92 (33.5%)

10,001~20,005 NT dollars	66 (24%)
25,001~40,000 NT dollars	58 (21.1%)
40,001~55,000 NT dollars	26 (9.5%)
55,001~70,000 NT dollars	15 (5.5%)
70,001~85,000 NT dollars	4 (1.5%)
More than 85,001 NT dollars	14 (5.1%)
Total	275 (100%)

Paired Sample T-Test Analysis

In this research, you can see the data that I collected from the questionnaire. I decided to use a paired sample t-test to measure the data. The reason why I chose this way is that it compares the means of two measurements taken from the same individual, object, or related units. Attitude toward brands consists of two points. The first one is brand awareness. The second one is affective commitment. When you follow table 12, you can realize that there is a positive significant impact between attitudes toward brands before and after.

Table 12. Attitude toward brand before and after

	Mean	N	Std. Deviation	Std. Error Mean
Attitude toward brand (before)	3.4749	825	.93401	.03252
Attitude toward brand (after)	3.7527	825	.92415	.03217

Paired Sample Correlation

	N	Correlation	Sig.
Attitude toward brand (before)& Attitude toward brand (after)	825	.789	.000

Sample T-Test

	Mean	Std. Deviation	Std. Error Mean	T	df	Sig. (2-tailed)
Attitude toward brand (before)-Attitude toward brand (after)	-.27776	.60414	.02103	-13.206	824	.000

Then, advertising effectiveness consists of three points. The first one is purchase intention. The second one is word-of-mouth. And the last one is loyalty. When you follow table 13, I found out there is a positive significant impact between advertising effectiveness before and after.

Table 13. Advertising effectiveness before and after

	Mean	N	Std. Deviation	Std. Error Mean
Advertising effectiveness (before)	3.2738	825	1.01656	.03539
Advertising effectiveness (after)	3.5379	825	1.02978	.03585

Paired Sample Correlation

	N	Correlation	Sig.
Advertising effectiveness (before)& Advertising effectiveness (after)	825	.833	.000

Sample T-Test

	Mean	Std. Deviation	Std. Error Mean	T	df	Sig. (2-tailed)
Advertising effectiveness (before)-Advertising effectiveness (after)	-.26412	.59140	.02059	-12.828	824	.000

Persuasive Advertising

In table 14, it showed that persuasive advertising which is the first type of advertisement in this paper. When you follow table 14, you can realize that the data is a positive significant impact on advertising toward brands before and after.

Table 14. Attitude toward brand of Persuasive advertising

	Mean	N	Std. Deviation	Std. Error Mean
Attitude toward brand (before)	3.0425	275	.93136	.05616
Attitude toward brand (after)	3.5346	275	.90641	.05466

Paired Sample Correlation

	N	Correlation	Sig.
Attitude toward brand (before)& Attitude toward brand (after)	275	.751	.000

Sample T-Test

	Mean	Std. Deviation	Std. Error Mean	T	df	Sig. (2-tailed)
Attitude toward brand (before)-Attitude toward brand (after)	-.49206	.64864	.03911	-12.580	274	.000

In table 15, the data helps me to analyze whether advertising effectiveness has an impact or not. Obviously, it shows that there is a positive significant impact between advertising effectiveness before and after.

Table 15. Advertising effectiveness of Persuasive advertising

	Mean	N	Std. Deviation	Std. Error Mean
Advertising effectiveness (before)	2.8268	275	.95547	.05762
Advertising effectiveness (after)	3.2782	275	1.00096	.06036

Paired Sample Correlation

	N	Correlation	Sig.
Advertising effectiveness (before)& Advertising effectiveness (after)	275	.782	.000

Sample T-Test

	Mean	Std. Deviation	Std. Error Mean	T	df	Sig. (2-tailed)
Advertising effectiveness (before)-Advertising effectiveness (after)	-.45145	.64711	.03902	-11.569	274	.000

Reminder Advertising

In table 16, it showed that reminder advertising which is the second type of advertisement in this paper. As you can see, the data analysis reveals the difference between attitudes toward brands before and after. Then, it's a positively significant impact.

Table 16. Attitude toward brand of Reminder advertising

	Mean	N	Std. Deviation	Std. Error Mean
Attitude toward brand (before)	3.8900	275	.74590	.04498
Attitude toward brand (after)	4.1007	275	.75979	.04582

Paired Sample Correlation

	N	Correlation	Sig.
Attitude toward brand (before)& Attitude toward brand (after)	275	.799	.000

Sample T-Test

	Mean	Std. Deviation	Std. Error Mean	T	df	Sig. (2-tailed)
Attitude toward brand (before)-Attitude toward brand (after)	-.21073	.47706	.02877	-7.325	274	.000

In table 17, the data analysis the difference between advertising effectiveness before and after. And we can understand there is a positive significant impact.

Table 17. Advertising effectiveness of Reminder advertising

	Mean	N	Std. Deviation	Std. Error Mean
Advertising effectiveness (before)	3.7906	275	.82557	.04978
Advertising effectiveness (after)	3.9613	275	.83613	.05042

Paired Sample Correlation

	N	Correlation	Sig.
Advertising effectiveness (before)& Advertising effectiveness (after)	275	.841	.000

Sample T-Test

	Mean	Std. Deviation	Std. Error Mean	T	df	Sig. (2-tailed)
Advertising effectiveness (before)-Advertising effectiveness (after)	-.17073	.46915	.02829	-6.035	274	.000

Comparison Advertising

In table 18, it showed that the comparison advertising which is the third type of advertisement in this paper, I found out that there is a positive significant impact.

Table 18. Attitude toward brand of comparison advertising

	Mean	N	Std. Deviation	Std. Error Mean
Attitude toward brand (before)	3.4922	275	.91588	.05523
Attitude toward brand (after)	3.6227	275	.99160	.05980

Paired Sample Correlation

	N	Correlation	Sig.
Attitude toward brand (before)& Attitude toward brand (after)	275	.796	.000

Sample T-Test

	Mean	Std. Deviation	Std. Error Mean	T	df	Sig. (2-tailed)
Attitude toward brand (before)- Attitude toward brand (after)	-.13048	.61394	.03702	-3.525	274	.000

In table 19, the data analysis the difference between advertising effectiveness before and after. There is a positive significant impact.

Table 19. Advertising effectiveness of comparison advertising

	Mean	N	Std. Deviation	Std. Error Mean
Advertising effectiveness (before)	3.2041	275	1.01968	.06149
Advertising effectiveness (after)	3.3742	275	1.10162	.06643

Paired Sample Correlation

	N	Correlation	Sig.
Advertising effectiveness (before)& Advertising effectiveness (after)	275	.843	.000

Sample T-Test

	Mean	Std. Deviation	Std. Error Mean	T	df	Sig. (2-tailed)
Advertising effectiveness (before)-Advertising effectiveness (after)	-.17018	.60010	.03619	-4.703	274	.000

Regression Analysis

In table 20, we can realize that brand awareness and affective commitment can positively influence word-of-mouth. So, H2a ($\beta=0.370^{***}$, $P<0.001$) and H2b ($\beta=0.522^{***}$, $P<0.001$) was supported.

Table 20. Regression of word-of-mouth

Standardized Regression Coefficients from Analyses Predicting Word-of-Mouth. (N=275)		
Independent Variable	Model 1	Model 2
Brand Awareness	-.018	.370***
Affective Commitment	-.018	.522***
F	.086	267.921
ΔF	.086	401.711
R²	.000	.748
ΔR^2	.000	.748
AR²	-.003	.745
P<0.05*; P<0.01**; P<0.001***		

In table 21, we can realize that brand awareness and affective commitment can positively influence purchase intention. So, H3a ($\beta=0.393^{***}$, $P<0.001$) and H3b ($\beta=0.523^{***}$, $P<0.001$) was supported.

Table 21. Regression of purchase intention

Standardized Regression Coefficients from Analyses Predicting Purchase Intention. (N=275)		
Independent Variable	Model 1	Model 2
Brand Awareness	-.071	.393***
Affective Commitment	-.071	.523***
F	1.391	346.660
ΔF	1.391	516.667

R²	.005	.793
ΔR²	.005	.788
AR²	.001	.791
P<0.05*; P<0.01**; P<0.001***		

In table 22, we can realize that brand awareness and affective commitment can positively influence loyalty. So, H4a ($\beta=0.452^{***}$, $P<0.001$) and H4b ($\beta=0.328^{***}$, $P<0.001$) was supported.

Table 22. Regression of loyalty

Standardized Regression Coefficients from Analyses Predicting Loyalty. (N=275)		
Independent Variable	Model 1	Model 2
Brand Awareness	.040	.452***
Affective Commitment	.040	.328***
F	.438	120.954
ΔF	.438	180.923
R²	.002	.572
ΔR²	.002	.571
AR²	-.002	.568
P<0.05*; P<0.01**; P<0.001***		

Hypothesis

In table 23, there are some hypotheses. H1a is persuasive advertising positively influences brand awareness. H1b is persuasive advertising positively influences affective commitment. H1c is reminder advertising positively influences brand awareness. H1d is reminder advertising positively influences affective commitment. H1e is comparison advertising positively influences brand awareness. H1f is comparison advertising positively influences affective commitment. If you follow the data collection, you can realize that the data showed that advertising appeals are a positively significant influence when saw the advertisement before and after. Therefore, the result is supported.

The author found out the data when using regression. H2a is brand awareness positively influences word-of-mouth. H2b is affective commitment positively influences word-of-mouth. H3a is brand awareness positively influences purchase intention. H3b is affective commitment positively influences purchase intention. H4a is brand awareness positively influences loyalty. H4b is affective commitment positively influences loyalty.

Table 23. Hypothesis supports Table

Hypotheses	Result
H1a: Persuasive advertising positively influences brand awareness.	Support

H1b: Persuasive advertising positively influences affective commitment.	Support
H1c: Reminder advertising positively influences brand awareness.	Support
H1d: Reminder advertising positively influences affective commitment.	Support
H1e: Comparison advertising positively influences brand awareness.	Support
H1f: Comparison advertising positively influences affective commitment.	Support
H2a: Brand awareness positively influences word-of-mouth.	Support
H2b: Affective commitment positively influences word-of-mouth.	Support
H3a: Brand awareness positively influences purchase intention.	Support
H3b: Affective commitment positively influences purchase intention.	Support
H4a: Brand awareness positively influences loyalty.	Support
H4b: Affective commitment positively influences loyalty.	Support

CONCLUSION AND SUGGESTION

At the end of the research, I want to give some suggestions and conclude the result.

According to research question 1, we can realize what kinds of advertising appeal in Taiwan. In this paper, I mentioned lots of different advertising appeals. For example, informative advertising, persuasive advertising, reminder advertising, reinforcement advertising, comparison advertising, promotional advertising, exaggerated advertising, emotional advertising, rational advertising, pay-per-click advertising, celebrity advertising, image advertising, embedded advertising, and humorous advertisement.

According to research question 2, what kinds of advertising appeal will affect consumers' brand awareness, affective commitment, and purchase intentions in Taiwan? I focused on the three kinds of advertising appeals. The first one is persuasive advertising. The second one is reminder advertising. And the last one is comparison advertising. This paper started to clarify the relationship between brand awareness and affective commitment. The result showed that brand awareness and affective commitment have positively influenced consumers' purchase intention, word-of-mouth, and loyalty. If the company wants to promote the new product or attract customers' attention, it is important to think about what's the appropriate advertising appeal to use in the advertisement. The reason why brand awareness and affective commitment have an impact on consumers' purchase intention, word-of-mouth, and loyalty is that these

three kinds of advertising appeal can change their thoughts and feelings through advertising. In addition, it is the essential key to making the customer find the value of products. If they consider the product worth it, they are willing to buy it. Furthermore, customers will promote the brand to their friends, family, and other customers when they are very satisfied with the product. Most of the important thing, they will be the regular customer one day.

To sum up, for the company who want to promote the new product or attract new customers. I suggested that the company should be careful in choosing advertising appeal. Advertising can quickly let more customers become familiar with your products if you select the right appeal.

APPENDIX

親愛的朋友，您好：

感謝您抽空填答問卷。此份問卷是為探討不同廣告類型影響消費者態度與行為。因為您給予的寶貴意見，將對我們的研究有非常大的幫助，懇請您撥出 5~10 分鐘回答此問卷調查。本問卷僅作為學術研究使用，並未涉及至您的個資問題，請您安心作答，再次感謝您的幫忙，感謝。

文藻外語大學 國際事務系

指導教授：吳紹慈 教授

學生：林亭彤

Part 一、

 BNP PARIBAS CARDIF 法國巴黎人壽	非常不同意 1	不同意 2	普通 3	同意 4	非常同意 5
一、請根據您對「法國巴黎人壽」的認知，回答下列問題。					
1. 我認為「法國巴黎人壽」這個品牌對我而言是功能性多的。	<input type="checkbox"/>				

2. 我認為「法國巴黎人壽」這個品牌對我而言是重要的。	<input type="checkbox"/>				
3. 我認為「法國巴黎人壽」這個品牌對我而言是品質好的。	<input type="checkbox"/>				
4. 我認為「法國巴黎人壽」這個品牌對我而言是有價值的。	<input type="checkbox"/>				
二、請根據您對「法國巴黎人壽」的情感，回答下列問題。					
1. 我認為「法國巴黎人壽」這個品牌對我而言是美好的。	<input type="checkbox"/>				
2. 我認為「法國巴黎人壽」這個品牌對我而言是有信心的。	<input type="checkbox"/>				
3. 我認為「法國巴黎人壽」這個品牌對我而言是關心的。	<input type="checkbox"/>				
4. 我認為「法國巴黎人壽」這個品牌對我而言是親切的。	<input type="checkbox"/>				
三、請根據您對「法國巴黎人壽」的行為，回答下列問題。					
1. 我選擇「法國巴黎人壽」的可能性為？	<input type="checkbox"/>				

2. 我認為「法國巴黎人壽」的產品值得購買。	<input type="checkbox"/>				
3. 在可接受的價格下，我會考慮購買「法國巴黎人壽」的產品。	<input type="checkbox"/>				
4. 我認為會引起我購買「法國巴黎人壽」產品的慾望。	<input type="checkbox"/>				
5. 我認同購買「法國巴黎人壽」的產品可以符合我的需求及經濟效益。	<input type="checkbox"/>				
四、請根據您對「法國巴黎人壽」的口碑，回答下列問題。					
1. 我認為「法國巴黎人壽」的口碑是正面的。	<input type="checkbox"/>				
2. 我會想要分享「法國巴黎人壽」的產品給他人。	<input type="checkbox"/>				
3. 我願意推薦親朋好友購買「法國巴黎人壽」的產品。	<input type="checkbox"/>				
4. 我曾經聽過他人與我推薦「法國巴黎人壽」的產品。	<input type="checkbox"/>				
五、請根據您對「法國巴黎人壽」的購買意願，回答下列問題。					

1. 購買「法國巴黎人壽」是我的第一選擇。	<input type="checkbox"/>				
2. 我認為我是「法國巴黎人壽」的忠實消費者。	<input type="checkbox"/>				
3. 我固定購買「法國巴黎人壽」的商品。	<input type="checkbox"/>				
4. 下次購買產品時，仍舊選擇「法國巴黎人壽」。	<input type="checkbox"/>				

請觀看以下這則廣告，並回答後續之問題。

	非常不同意	不同意	普通	同意	非常同意
	1	2	3	4	5
一、當您看完以上廣告，您覺得「法國巴黎人壽」這個品牌如何，請依據您的同意程度勾選適當的選項。					
1. 我認為「法國巴黎人壽」這個品牌對我而言是功能性多的。	<input type="checkbox"/>				
2. 我認為「法國巴黎人壽」這個品牌對我而言是重要的。	<input type="checkbox"/>				
3. 我認為「法國巴黎人壽」這個品牌對我而言是品質好的。	<input type="checkbox"/>				

4. 我認為「法國巴黎人壽」這個品牌對我而言是有價值的。	<input type="checkbox"/>				
二、當您看完以上廣告，您覺得「法國巴黎人壽」這個品牌如何，請依據您的同意程度勾選適當的選項。					
1. 我認為「法國巴黎人壽」這個品牌對我而言是美好的。	<input type="checkbox"/>				
2. 我認為「法國巴黎人壽」這個品牌對我而言是有信心的。	<input type="checkbox"/>				
3. 我認為「法國巴黎人壽」這個品牌對我而言是關心的。	<input type="checkbox"/>				
4. 我認為「法國巴黎人壽」這個品牌對我而言是親切的。	<input type="checkbox"/>				
三、當您看完以上廣告，您覺得「法國巴黎人壽」這個品牌如何，請依據您的同意程度勾選適當的選項。					
1. 看完這部廣告之後，我選擇「法國巴黎人壽」的可能性為？	<input type="checkbox"/>				
2. 看完這部廣告之後，我認為「法國巴黎人壽」的產品值得購買。	<input type="checkbox"/>				

3. 看完這部廣告之後，在可接受的價格下，我會考慮購買「法國巴黎人壽」的產品。	<input type="checkbox"/>				
4. 看完這部廣告之後，我認為會引起我購買「法國巴黎人壽」產品的慾望。	<input type="checkbox"/>				
5. 看完這部廣告之後，我認為購買「法國巴黎人壽」的產品可以符合我的需求及經濟效益。	<input type="checkbox"/>				
四、當您看完以上廣告，您覺得「法國巴黎人壽」這個品牌如何，請依據您的同意程度勾選適當的選項。					
1. 看完這部廣告之後，我認為「法國巴黎人壽」的口碑是正面的。	<input type="checkbox"/>				
2. 看完這部廣告之後，我會想要分享「法國巴黎人壽」的產品給他人。	<input type="checkbox"/>				
3. 看完這部廣告之後，我願意推薦親朋好友購買「法國巴黎人壽」的產品。	<input type="checkbox"/>				
4. 看完這部廣告之後，我曾經聽過他人與我推薦「法國巴黎人壽」的產品。	<input type="checkbox"/>				
五、當您看完以上廣告，您覺得「法國巴黎人壽」這個品牌如何，請依據您的同意程度勾選適當的選項。					

1. 看完這部廣告之後，購買「法國巴黎人壽」是我的第一選擇。	<input type="checkbox"/>				
2. 看完這部廣告之後，我認為我是「法國巴黎人壽」的忠實消費者。	<input type="checkbox"/>				
3. 看完這部廣告之後，我固定購買「法國巴黎人壽」的商品。	<input type="checkbox"/>				
4. 看完這部廣告之後，下次購買產品時，仍舊選擇「法國巴黎人壽」。	<input type="checkbox"/>				

Part 二、

	非 常 不 同 意 1	不 同 意 2	普 通 3	同 意 4	非 常 同 意 5
<p>一、請根據您對「萬家香」的認知，回答下列問題。</p>					

1. 我認為「萬家香」這個品牌對我而言是功能性多的。	<input type="checkbox"/>				
2. 我認為「萬家香」這個品牌對我而言是重要的。	<input type="checkbox"/>				
3. 我認為「萬家香」這個品牌對我而言是品質好的。	<input type="checkbox"/>				
4. 我認為「萬家香」這個品牌對我而言是有價值的。	<input type="checkbox"/>				
二、請根據您對「萬家香」的情感，回答下列問題。					
1. 我認為「萬家香」這個品牌對我而言是美好的。	<input type="checkbox"/>				
2. 我認為「萬家香」這個品牌對我而言是有信心的。	<input type="checkbox"/>				
3. 我認為「萬家香」這個品牌對我而言是關心的。	<input type="checkbox"/>				
4. 我認為「萬家香」這個品牌對我而言是親切的。	<input type="checkbox"/>				
三、請根據您對「萬家香」的行為，回答下列問題。					

1. 我選擇「萬家香」的可能性為？	<input type="checkbox"/>				
2. 我認為「萬家香」的產品值得購買。	<input type="checkbox"/>				
3. 在可接受的價格下，我會考慮購買「萬家香」的產品。	<input type="checkbox"/>				
4. 我認為會引起我購買「萬家香」產品的慾望。	<input type="checkbox"/>				
5. 我認同購買「萬家香」的產品可以符合我的需求及經濟效益。	<input type="checkbox"/>				
四、請根據您對「萬家香」的口碑，回答下列問題。					
1. 我認為「萬家香」的口碑是正面的。	<input type="checkbox"/>				
2. 我會想要分享「萬家香」的產品給他人。	<input type="checkbox"/>				
3. 我願意推薦親朋好友購買「萬家香」的產品。	<input type="checkbox"/>				
4. 我曾經聽過他人與我推薦「萬家香」的產品。	<input type="checkbox"/>				
五、請根據您對「萬家香」的購買意願，回答下列問題。					
1. 購買「萬家香」是我的第一選擇。	<input type="checkbox"/>				
2. 我認為我是「萬家香」的忠實消費者。	<input type="checkbox"/>				

3. 我固定購買「萬家香」的商品。	<input type="checkbox"/>				
4. 下次購買產品時，仍舊選擇「萬家香」。	<input type="checkbox"/>				

請觀看以下這則廣告，並回答後續之問題。

 <p>萬家香 追求潔淨 潔淨商標 Clean Label 沒有捷徑</p>	非 常 不 同 意 1	不 同 意 2	普 通 3	同 意 4	非 常 同 意 5
<p>一、當您看完以上廣告，您覺得「萬家香」這個品牌如何，請依據您的同意程度勾選適當的選項。</p>					
<p>1. 我認為「萬家香」這個品牌對我而言是功能性多的。</p>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<p>2. 我認為「萬家香」這個品牌對我而言是重要的。</p>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<p>3. 我認為「萬家香」這個品牌對我而言是品質好的。</p>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<p>4. 我認為「萬家香」這個品牌對我而言是有價值的。</p>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

二、當您看完以上廣告，您覺得「萬家香」這個品牌如何，請依據您的同意程度勾選適當的選項。

1. 我認為「萬家香」這個品牌對我而言是美好的。	<input type="checkbox"/>				
2. 我認為「萬家香」這個品牌對我而言是有信心的。	<input type="checkbox"/>				
3. 我認為「萬家香」這個品牌對我而言是關心的。	<input type="checkbox"/>				
4. 我認為「萬家香」這個品牌對我而言是親切的。	<input type="checkbox"/>				

三、當您看完以上廣告，您覺得「萬家香」這個品牌如何，請依據您的同意程度勾選適當的選項。

1. 看完這部廣告之後，我選擇「萬家香」的可能性為？	<input type="checkbox"/>				
2. 看完這部廣告之後，我認為「萬家香」的產品值得購買。	<input type="checkbox"/>				
3. 看完這部廣告之後，在可接受的價格下，我會考慮購買「萬家香」的產品。	<input type="checkbox"/>				

4. 看完這部廣告之後，我認為會引起我購買「萬家香」產品的慾望。	<input type="checkbox"/>				
5. 看完這部廣告之後，我認同購買「萬家香」的產品可以符合我的需求及經濟效益。	<input type="checkbox"/>				
四、當您看完以上廣告，您覺得「萬家香」這個品牌如何，請依據您的同意程度勾選適當的選項。					
1. 看完這部廣告之後，我認為「萬家香」的口碑是正面的。	<input type="checkbox"/>				
2. 看完這部廣告之後，我會想要分享「萬家香」的產品給他人。	<input type="checkbox"/>				
3. 看完這部廣告之後，我願意推薦親朋好友購買「萬家香」的產品。	<input type="checkbox"/>				
4. 看完這部廣告之後，我曾經聽過他人與我推薦「萬家香」的產品。	<input type="checkbox"/>				
五、當您看完以上廣告，您覺得「萬家香」這個品牌如何，請依據您的同意程度勾選適當的選項。					
1. 看完這部廣告之後，購買「萬家香」是我的第一選擇。	<input type="checkbox"/>				

2. 看完這部廣告之後，我認為我是「萬家香」的忠實消費者。	<input type="checkbox"/>				
3. 看完這部廣告之後，我固定購買「萬家香」的商品。	<input type="checkbox"/>				
4. 看完這部廣告之後，下次購買產品時，仍舊選擇「萬家香」。	<input type="checkbox"/>				

Part 三、

	非常不同意 1	不同意 2	普通 3	同意 4	非常同意 5
一、請根據您對「Samsung」的認知，回答下列問題。					
1. 我認為「Samsung」這個品牌對我而言是功能性多的。	<input type="checkbox"/>				
2. 我認為「Samsung」這個品牌對我而言是重要的。	<input type="checkbox"/>				

3. 我認為「Samsung」這個品牌對我而言是品質好的。	<input type="checkbox"/>				
4. 我認為「Samsung」這個品牌對我而言是有價值的。	<input type="checkbox"/>				
二、請根據您對「Samsung」的情感，回答下列問題。					
1. 我認為「Samsung」這個品牌對我而言是美好的。	<input type="checkbox"/>				
2. 我認為「Samsung」這個品牌對我而言是有信心的。	<input type="checkbox"/>				
3. 我認為「Samsung」這個品牌對我而言是關心的。	<input type="checkbox"/>				
4. 我認為「Samsung」這個品牌對我而言是親切的。	<input type="checkbox"/>				
三、請根據您對「Samsung」的行為，回答下列問題。					
1. 我選擇「Samsung」的可能性為？	<input type="checkbox"/>				
2. 我認為「Samsung」的產品值得購買。	<input type="checkbox"/>				
3. 在可接受的價格下，我會考慮購買「Samsung」的產品。	<input type="checkbox"/>				

4. 我認為會引起我購買「Samsung」產品的慾望。	<input type="checkbox"/>				
5. 我認同購買「Samsung」的產品可以符合我的需求及經濟效益。	<input type="checkbox"/>				
四、請根據您對「Samsung」的口碑，回答下列問題。					
1. 我認為「Samsung」的口碑是正面的。	<input type="checkbox"/>				
2. 我會想要分享「Samsung」的產品給他人。	<input type="checkbox"/>				
3. 我願意推薦親朋好友購買「Samsung」的產品。	<input type="checkbox"/>				
4. 我曾經聽過他人與我推薦「Samsung」的產品。	<input type="checkbox"/>				
五、請根據您對「Samsung」的購買意願，回答下列問題。					
1. 購買「Samsung」是我的第一選擇。	<input type="checkbox"/>				
2. 我認為我是「Samsung」的忠實消費者。	<input type="checkbox"/>				
3. 我固定購買「Samsung」的商品。	<input type="checkbox"/>				
4. 下次購買產品時，仍舊選擇「Samsung」。	<input type="checkbox"/>				

□ 請觀看以下這則廣告，並回答後續之問題。

	非 常 不 同 意 1	不 同 意 2	普 通 3	同 意 4	非 常 同 意 5
<p>一、當您看完以上廣告，您覺得「Samsung」這個品牌如何，請依據您的同意程度勾選適當的選項。</p>					
<p>1. 我認為「Samsung」這個品牌對我而言是功能性多的。</p>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<p>2. 我認為「Samsung」這個品牌對我而言是重要的。</p>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<p>3. 我認為「Samsung」這個品牌對我而言是品質好的。</p>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<p>4. 我認為「Samsung」這個品牌對我而言是有價值的。</p>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<p>二、當您看完以上廣告，您覺得「Samsung」這個品牌如何，請依據您的同意程度勾選適當的選項。</p>					

1. 我認為「Samsung」這個品牌對我而言是美好的。	<input type="checkbox"/>				
2. 我認為「Samsung」這個品牌對我而言是有信心的。	<input type="checkbox"/>				
3. 我認為「Samsung」這個品牌對我而言是關心的。	<input type="checkbox"/>				
4. 我認為「Samsung」這個品牌對我而言是親切的。	<input type="checkbox"/>				
三、當您看完以上廣告，您覺得「Samsung」這個品牌如何，請依據您的同意程度勾選適當的選項。					
1. 看完這部廣告之後，我選擇「Samsung」的可能性為？	<input type="checkbox"/>				
2. 看完這部廣告之後，我認為「Samsung」的產品值得購買。	<input type="checkbox"/>				
3. 看完這部廣告之後，在可接受的價格下，我會考慮購買「Samsung」的產品。	<input type="checkbox"/>				
4. 看完這部廣告之後，我認為會引起我購買「Samsung」產品的慾望。	<input type="checkbox"/>				

<p>5. 看完這部廣告之後，我認同購買「Samsung」的產品可以符合我的需求及經濟效益。</p>	<input type="checkbox"/>				
<p>四、當您看完以上廣告，您覺得「Samsung」這個品牌如何，請依據您的同意程度勾選適當的選項。</p>					
<p>1. 看完這部廣告之後，我認為「Samsung」的口碑是正面的。</p>	<input type="checkbox"/>				
<p>2. 看完這部廣告之後，我會想要分享「Samsung」的產品給他人。</p>	<input type="checkbox"/>				
<p>3. 看完這部廣告之後，我願意推薦親朋好友購買「Samsung」的產品。</p>	<input type="checkbox"/>				
<p>4. 看完這部廣告之後，我曾經聽過他人與我推薦「Samsung」的產品。</p>	<input type="checkbox"/>				
<p>五、當您看完以上廣告，您覺得「Samsung」這個品牌如何，請依據您的同意程度勾選適當的選項。</p>					
<p>1. 看完這部廣告之後，購買「Samsung」是我的第一選擇。</p>	<input type="checkbox"/>				
<p>2. 看完這部廣告之後，我認為我是「Samsung」的忠實消費者。</p>	<input type="checkbox"/>				

3. 看完這部廣告之後，我固定購買「Samsung」的商品。	<input type="checkbox"/>				
4. 看完這部廣告之後，下次購買產品時，仍舊選擇「Samsung」。	<input type="checkbox"/>				

基本資料、

1. 請問您的性別是？

男生 女生

2. 請問您的年齡是？

19 歲 (含) 以下 20 歲 ~ 24 歲 25 歲 ~ 29 歲 30 歲
~ 34 歲 35 歲 ~ 39 歲 40 (含) 以上

3. 請問您的教育程度是？

高中 / 職 (含) 以下 大專院校 研究所 (含) 以上

4. 請問您的職業是？

農業 工業 商業 服務業 醫療業 科技業
 金融業 軍公教 學生 待業中 其他

5. 請問您每月可支配所得是多少？

低於 10,000 元 10,001 元~25,000 元 25,001 元~40,000
元 40,001 元~55,000 元 55,001 元~70,000 元 70,001
元~85,000 元 85,001 元 (含) 以上

本問卷到此結束，非常感謝您的填寫！

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