

# **Discovering Factors of Emotional and Rational Buying Behavior**

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# **Discovering Factors of Emotional and Rational Buying Behavior**

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## **Abstract**

In highly competitive markets, businesses need to find ways to stand out and enhance their brand competitiveness. This study aims to explore the factors influencing consumers' purchase intentions and analyze the driving mechanisms behind them. We categorized buyers into two groups: rational and emotional buyers. Using variables such as advertisement, brand awareness, credibility, and promotion, this research seek to understand which factors can alter the purchase intentions of these two buyer groups in their decision-making processes. This study collected data from consumers through a questionnaire survey and statistical analysis, ultimately gathering 116 responses. Regression analysis and t-tests were then used to further analyze their purchase behavior. The results indicated that promotion, brand awareness, and credibility influence both emotional and rational buyers' purchase intentions. Advertisement, however, only affected rational buyers' purchase intentions and has no significant effect on emotional buyers. Based on the findings, this study suggested that companies should consider the needs of consumers with different lifestyles in their marketing strategies. For rational buyers, companies could emphasize product information transparency and long-term value, while for emotional buyers, they could enhance emotional connections and offer instant shopping incentives to improve sales performance.

**Keywords: Sales promotions, Purchase intention, Lifestyle, Rational, Emotional**

## 探究感性和理性購買行為的因素

### 摘要

在競爭激烈的市場中，企業需要想辦法脫穎而出，增強品牌競爭力。本研究旨在探討影響消費者購買意願的因素並分析背後的驅動機制。我們將買家分為兩類：理性買家和感性買家。本研究利用廣告、品牌知名度、可信度和促銷等變量，試圖了解哪些因素可以改變這兩個購買者群體在決策過程中的購買意圖。本研究透過問卷調查和統計分析的方式收集消費者數據，最終收集到 116 份回應。然後使用迴歸分析和 t 檢定進一步分析他們的購買行為。結果表明，促銷、品牌知名度和可信度同時影響買家的感性和理性購買意願。然而，廣告只影響理性購買者的購買意願，對感性購買者的影響並不顯著。根據調查結果，本研究建議企業在行銷策略中應考慮不同生活方式的消費者的需求。對於理性買家，企業可以強調產品資訊透明度和長期價值，而對於感性買家，可以增強情感聯繫，提供即時購物激勵，以提高銷售績效。

關鍵字：促銷、購買意願、生活型態、理性、感性

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# INTRODUCTION

## Background

In a highly competitive economic environment with increased consumer awareness and changing consumption patterns, businesses must understand consumer needs to enhance their competitiveness and market share. Factors influencing consumers' purchase intentions can be divided into two categories: marketing stimuli and individual consumer differences.

Marketing stimuli refer to the elements in the marketing mix, namely product, place, price, and promotion; individual consumer differences include perceived value, involvement, lifestyle, and purchase experience.<sup>1</sup> This study focuses on two groups of consumers: rational and emotional types.

Previous studies defined rational buyers as those who think and plan before purchasing products, aiming to achieve specific goals effectively. They usually have a thorough understanding of product features and personal views on various brands within the same category. Overall, their purchasing behavior is planned, and once they make a purchase decision, they are less likely to be influenced by others. Rational buyers generally have the following characteristics: (1) The product is useful in their overall life. (2) They buy products they like, find suitable, and that reflects their personality. (3) They emphasize convincing prices. (4) They take longer to consider products or brands before purchasing.

Emotional buyers are defined as those who attach particular importance to the symbolic meaning of products, have strong imagination and associative abilities, and are more easily influenced by emotions and promotional appeals in their purchasing decisions. They tend to decide whether to buy based on whether the product quality meets their emotional needs. Overall, their purchasing behavior is usually driven by emotional motivation, and they pay

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<sup>1</sup> Fan Wang et al., "Linear scaling time-dependent density-functional tight-binding method for absorption spectra of large systems," *Physical Review B* 76, no. 4 (07/24/ 2007), <https://doi.org/10.1103/PhysRevB.76.045114>, <https://link.aps.org/doi/10.1103/PhysRevB.76.045114>.

special attention to the symbolic meaning and personal emotional value of products they consider buying. Advertisement, promotions, and sales personnel's words significantly influence them. Emotional consumers generally have the following characteristics: (1) Personal emotions govern purchasing behavior and often lack a clear goal. (2) They have a rich imagination and associative abilities, with large emotional fluctuations during consumption.

Given the differences between the two types of buyers, this study will explore which factors in the purchasing decision process can influence their purchase intentions, serving as a comprehensive case study. The aim of this research is to compare these two consumer groups, examine the differences between them, and propose marketing strategies suited to each group.

### **Motivation**

Today's market is highly competitive, and understanding consumer behavior has become the key for companies to improve their competitive advantages and gain greater market share.

With the rapid changes in consumer awareness and diversified consumption patterns, companies must deeply explore the causes and subsequent decision-making processes that drive consumer purchasing behavior. The motivation of this study is to understand the two main consumer types - rational buyers and emotional buyers, and explore how individual differences and marketing stimuli affect purchase intentions.

By studying these two different consumer groups, we have the opportunity to identify key behavioral factors that influence purchase decisions and provide companies with more effective marketing strategies tailored to different consumer groups.

Rational buyers are usually cautious, goal-oriented and brand-conscious. Their decisions are influenced by product availability, brand attributes and price. In contrast, emotional

buyers are easily driven by the symbolic meaning of the product and make impulsive purchases driven by emotions, brand appeals and promotional methods. These two consumer types represent the dynamic spectrum of purchasing behavior and provide suggestions for differentiation of marketing strategies.

Through an exploration of these contrasting consumer groups—rational and emotional—this study aims to bridge the gap between marketing strategies and consumer psychology. By deeply understanding the nuances of rational and emotional consumers, we hope to propose specific strategies that align with their unique motivations, ultimately helping businesses build stronger customer relationships, foster customer loyalty, and drive sustainable growth in an ever-evolving market.

### **Research Purpose**

The main objective of this study is to explore the factors that influence consumers' purchase intentions and the strategies and elements that companies should focus on to enhance customer purchase intentions in the market. The study focused on two different consumer groups: rational and emotional types. Using quantitative methods, we delved into these two groups' perspectives on advertisement, promotion, brand awareness, and credibility. The findings of this study can provide all businesses and vendors in the market with insights to adjust their sales strategies based on the situation. Through the most effective marketing approaches, it is possible to increase the purchase intentions of both existing and potential customers.

### **Research Questions**

Q1: What factors influence the purchase intention of emotional buyers?

Q2: What factors influence the purchase intention of rational buyers?

## **Contribution**

This study provided an important contribution to the field of consumer behavior research through an in-depth analysis of rational and emotional consumers' purchasing intentions. By focusing on these two consumer types, this study revealed how different consumer groups respond to marketing stimuli—such as product attributes, pricing strategies, promotions, and brand positioning—and further influence purchasing decisions based on unique personal characteristics.

The contribution of this study is to differentiate and propose marketing strategies suitable for each consumer type. For rational buyers, whose decisions are goal-oriented and planned, the study suggests that companies should emphasize product functionality, transparent pricing and brand consistency. For emotional buyers who are driven by symbolic meaning and emotional appeal, this study emphasizes the creation of fascinating brand stories, the use of perceptual promotion techniques, and the highlighting of the emotional value of products to achieve sales targets.

Additionally, this study fills a critical gap in the field by combining quantitative data and theoretical insights to explore how consumer psychology intersects with marketing practices. The research covers advertising effectiveness, brand credibility and factors that engage consumers in the purchasing process, providing companies with specific marketing recommendations.

Ultimately, the findings can serve as strategic guidance for companies to design targeted, data-based marketing campaigns to promote customer loyalty, solidify brand relationships, and expand market share in a highly competitive market.

Through an in-depth understanding of rational and emotional buyer behavior, this research helps companies develop more effective and precise marketing strategies, which not

only provides value for practical applications, but also contributes to the field of consumer psychology research.

### **Limits**

We distribute the questionnaire online so that age imbalance could be a potential limiting factor. If participants from specific age groups are over- or underrepresented in the study, this will result in sample bias. This may result in underrepresenting the population as a whole, making it difficult to generalize the results to the entire group. For example, if there are more university student participants than elderly participants, the analysis of age-related issues may not fully capture the perspectives and experiences of older individuals.

### **Delimits**

To address the issue of age imbalance, we promote our questionnaire on as many websites and in as many daily activities as possible. This can increase the diversity of participants and the representativeness of our sample. If we anticipate that certain age groups may have fewer respondents, we will use stratified sampling to ensure that there are enough participants from each age group.

## LITERATURE REVIEW

### Emotional

Emotional is one of the primary sources of human motivation, significantly influencing memory and cognitive processes.<sup>2</sup> Westbrook defined emotion as “an individual’s evaluation of a specific stimulus in terms of its meaning, cause, consequences, and personal impact.”<sup>3</sup> Various factors can evoke different emotions. In American marketing, there is a famous saying: "People buy on emotion and justify on logic," emphasizing that emotion is the key to successful marketing. Previous research on emotion largely focused on subjects' responses to advertisements, store layout and its effects on consumer emotions and behavior and the role of emotions in consumer satisfaction.<sup>4</sup> Studies on consumer satisfaction indicate that stronger positive emotions correlate with higher satisfaction, while stronger negative emotions lead to lower satisfaction.

### Rational

Rational is typically defined as a quality characterized by logic, reasonableness, and consistency in thought and behavior, implying decision-making or belief formation based on reason and evidence rather than relying on emotions, biases, or irrational thinking.<sup>5</sup> Broome suggests that the term "rationality" usually describes a property that can be found not only in people but also in beliefs, actions, dialogues, and other entities. Rational motivation arises when consumers make choices based on objective standards such as size, weight, and

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<sup>2</sup> Julius Kuhl, "Motivation and information processing: A new look at decision making, dynamic change, and action control," in *Handbook of motivation and cognition: Foundations of social behavior*. (New York, NY, US: Guilford Press, 1986).

<sup>3</sup> Robert A. Westbrook, "Product/Consumption-Based Affective Responses and Postpurchase Processes," *Journal of Marketing Research* 24, no. 3 (1987), <https://doi.org/10.2307/3151636>, <http://www.jstor.org/stable/3151636>.

<sup>4</sup> Mano and Oliver, "Assessing the dimensionality and structure of the consumption experience: Evaluation, feeling, and satisfaction."

<sup>5</sup> A. Zolochovsky et al., "Rapoport-Samoilenko test for cathode carbon materials: I. Experimental results and constitutive modelling," *Carbon* 41, no. 3 (2003/01/01/ 2003), [https://doi.org/https://doi.org/10.1016/S0008-6223\(02\)00346-9](https://doi.org/https://doi.org/10.1016/S0008-6223(02)00346-9), <https://www.sciencedirect.com/science/article/pii/S0008622302003469>.

price.<sup>6</sup>The criteria for assessing rational purchasing motivation include price, quality, service, and location.

### **Purchase Intention**

Tsai Jin-Fa, Chang Wen-Chuan, and Liao Min-Hsiu defined purchase intention as the probability, possibility, and willingness of a customer to purchase a certain product. Kotler believed that when making a purchase, consumers consider the timing, location, and payment method to meet their own needs.<sup>7</sup> They evaluated product purchase options and form preferences among their choices, leading to purchase intention based on their preferences. Zeithaml proposed a method for measuring purchase intention using perceived value.<sup>8</sup> Variables such as potential purchase, desire to purchase, and consideration of purchase are measured using a Likert scale to determine the level of purchase intention. In previous research, many scholars have confirmed that different promotional methods influence consumers' purchase intentions and perceived value.<sup>9</sup>

### **Sales Promotions**

Promotion is an essential marketing strategy for every business, and promotional activities can be carried out in various ways, such as discounts, buy-one-get-one-free,

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<sup>6</sup> Alet Erasmus, Elizabeth Boshoff, and G. G. Rousseau, "Consumer decision-making models within the discipline of consumer science: A critical approach," *Journal of Family Ecology and Consumer Sciences / Tydskrif vir Gesinsekologie en Verbruikerswetenskappe* 29 (03/15 2010), <https://doi.org/10.4314/jfec.v29i1.52799>.

<sup>7</sup> Ravi Achrol and Philip Kotler, "Marketing in Network Economy," *Journal of Marketing* 63 (01/01 1999), <https://doi.org/10.2307/1252108>.

<sup>8</sup> Valarie A. Zeithaml, "Consumer Perceptions of Price, Quality, and Value: A Means-End Model and Synthesis of Evidence," *Journal of Marketing* 52, no. 3 (1988), <https://doi.org/10.2307/1251446>, <http://www.jstor.org/stable/1251446>.

<sup>9</sup> Zeithaml, "Consumer Perceptions of Price, Quality, and Value: A Means-End Model and Synthesis of Evidence."

sweepstakes, etc. These methods can help companies attract new customers, increase sales, promote product sales, and enhance brand awareness.<sup>10</sup>

However, there are many different definitions of promotional activities. Table 1 below presents various scholars' definitions of promotion based on different criteria from the literature.

**Table 1: Sales Promotions**

Scholar	Definition
American Marketing Association	A kind of marketing activity that is different from personal selling, advertising and public reporting, and helps to stimulate consumer purchases and improve the efficiency of intermediaries, such as product displays, product displays and exhibitions, product demonstrations and other irregular and non-routine promotions Activity.
Engel & Blackwell	Promotion is a set of rewarding marketing activities that engage in stimulating activities for consumers or distribution channel members, and often rely on financial rewards to motivate target groups.
McCarthy and Perreault	Promotional activities are different from advertising, announcements, reports and personal selling. This activity can stimulate interest, trial or purchase by the end customer or other members of the channel.
Marion	Promotion is a tool that enhances, supports and makes the other components of the promotional mix effective, stimulating salespeople and dealers to promote and encourage consumers to purchase. It is often a short-term direct inducement aimed at stimulating interest, trial or purchase.
Warren	Promotion is a marketing activity that increases sales in the short term by increasing product value and stimulating consumer purchases.
Kitchen	Use short-term incentives to encourage consumers to purchase products or services.
Shimp	The manufacturer uses incentives to induce wholesalers, retailers and consumers to purchase products, and encourages wholesalers and retailers to actively promote products. In other words, promotion is a reward that provides additional product benefits to consumers and temporarily changes consumers' original perceptions of product price and value. Promotion refers to all marketing activities that attempt to stimulate prompt purchasing behavior or immediate sales of a product.
Kotler	It includes a variety of inducement tools, most of which are short-term in nature. The main purpose is to stimulate target customers or dealers to generate an immediate and enthusiastic purchase response to a specific product or service.

Source: Huang Jia Wei (2004)

<sup>10</sup> 黃家蔚, "促銷方式, 產品涉入程度與促銷情境對消費者品牌評價與購買意願之影響" (2004).



Based on the definitions proposed by the aforementioned scholars, several key points can be summarized<sup>11</sup> :

1. Promotional activities are mostly short-term events.
2. The purpose of promotional activities is to stimulate consumers to make a purchase.

### **Lifestyle**

The concept of lifestyle and its relationship with marketing was introduced by William Lazer. He defined lifestyle as a systematic concept. It refers to the integrated expression of a way of living and represents the evolution of patterns that are shaped by the dynamic development of society."<sup>12</sup>

A person's lifestyle encompasses their behaviors, habits, attitudes, interests, and values. Such lifestyles vary based on cultural background, personal experiences, socio-economic status, and individual preferences. For example, a "rational consumption" type of person may prioritize budgeting, gathering information, and valuing practicality, while a "trend-seeking" type of person may prioritize current trends and fashion, be influenced by social media, and focus on cultural trends.

### **Brand Awareness**

De Chernatony and McDonald suggested that brand awareness was related to the importance of a brand, making it easier for consumers to recognize brands within specific product categories.<sup>13</sup> Armstrong and Kotler believed that consumers can identify the manufacturer and seller of a product through the brand, and that brand awareness can be built

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<sup>11</sup> 黃家蔚, "促銷方式, 產品涉入程度與促銷情境對消費者品牌評價與購買意願之影響."

<sup>12</sup> William Lazer, "What Models in Marketing?," *Journal of Marketing* 27, no. 2 (1963/04/01 1963), <https://doi.org/10.1177/002224296302700215>, <https://doi.org/10.1177/002224296302700215>.

<sup>13</sup> Malcolm HB McDonald, Leslie De Chernatony, and Fiona Harris, "Corporate marketing and service brands-Moving beyond the fast-moving consumer goods model," *European journal of marketing* 35, no. 3/4 (2001).

through advertising, word of mouth, and product experience.<sup>14</sup> Keller defined brand awareness as the extent to which consumers can recall or recognize a brand, meaning whether consumers know the brand. He also pointed out that brand awareness consists of brand recall and brand recognition. Brand awareness is a marketing concept that enables marketers to quantify consumers' knowledge and awareness of the brand's existence, essentially measuring the proportion of consumers familiar with the brand.<sup>15</sup> According to Keller, brand awareness plays a crucial role when consumers make purchasing decisions, mainly due to the following reasons: (1) When consumers think of a product category, they tend to recall products with high brand awareness. (2) Brand awareness influences the consumer's brand choice, as consumers often purchase familiar and well-known brands within their consideration set. (3) Brand awareness affects the consumer's decision-making process through the strength and components of brand associations within the brand image.<sup>16</sup>

In summary, based on scholars' definitions and views on brand awareness, consumers' impressions of a brand may stem from its level of awareness. Brand awareness is the primary factor that comes to mind when consumers recall a brand, representing the strength of recognition and recall. Brand awareness has a significant impact on consumers' purchase intentions, reflecting the brand's standing in consumers' minds. This awareness positions the brand as a priority in consumers' purchase decisions, making it a prerequisite for consumer decision-making.

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<sup>14</sup> G. Armstrong and P. Kotler, *Marketing: An Introduction* (Prentice Hall, 2000). <https://books.google.com.tw/books?id=XPoJAQAAMAAJ>.

<sup>15</sup> K.L. Keller, *Strategic Brand Management: Building, Measuring, and Managing Brand Equity* (Pearson/Prentice Hall, 2008). <https://books.google.com.tw/books?id=32FyPwAACAAJ>.

<sup>16</sup> Kevin Lane Keller, "Conceptualizing, Measuring, and Managing Customer-Based Brand Equity," *Journal of Marketing* 57, no. 1 (1993), <https://doi.org/10.2307/1252054>, <http://www.jstor.org/stable/1252054>.

## Credibility

Credibility refers to the quality of being trustworthy, reliable and persuasive. It measures the degree to which a source or entity is perceived as authentic, professional, and reliable in the eyes of its audience. Credibility is critical in building trust and is influenced by factors such as expertise, honesty, consistency and authority.

Credibility is an important asset because reliable sources of information attract people's attention and improve their memory of the advertisement.<sup>17</sup> In marketing and consumer behavior, credibility is often associated with a brand or company's trustworthiness, reflected in authenticity in its messaging, products and customer service. Brands or products with a high degree of credibility often build stronger customer relationships, increase customer loyalty, and have a greater impact on consumer purchasing decisions.

## Advertisement

Krech et al. defined attitude as an individual's evaluation of, emotional response to, or tendency to approve or disapprove of a particular object or concept.<sup>18</sup> Gardner, Mitchell, and Russo suggested that advertising attitude refers to an individual's response to an advertisement after receiving its message, whereas advertising attitude reflects the degree of positive or negative response to the advertisement.<sup>19</sup> Advertising attitude describes the emotional shift in consumers after receiving the ad message. It refers to the stimulation that affects consumers' thoughts and emotions after viewing an advertisement. When businesses plan advertisements, they should consider what kind of advertising attitude they aim to elicit in consumers. The exposure to advertisements impacts consumers, as their behavioral

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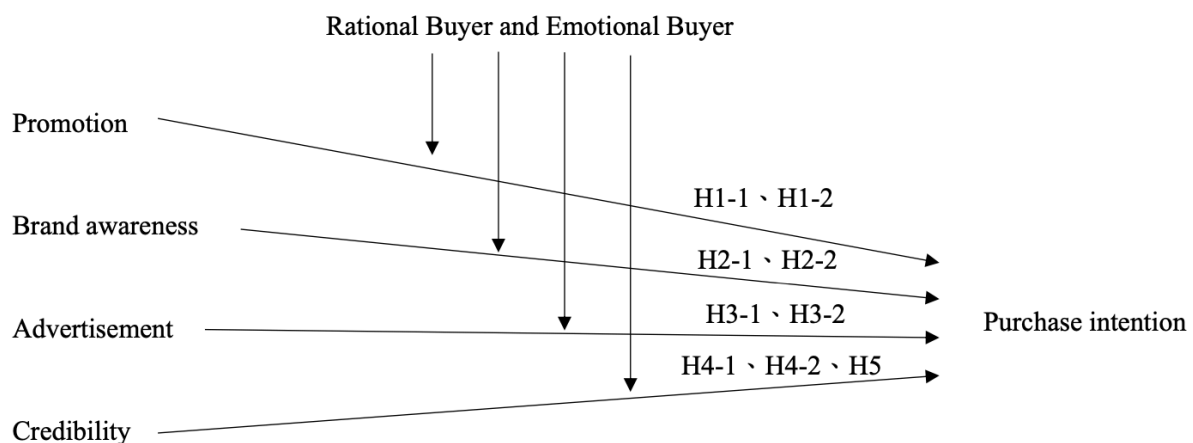
<sup>17</sup> Brian Sternthal, Lynn W. Phillips, and Ruby Dholakia, "The persuasive effect of source credibility: A situational analysis," *Public Opinion Quarterly* 42, no. 3 (1978), <https://doi.org/10.1086/268454>.

<sup>18</sup> David Krech, Richard S. Crutchfield, and Egerton L. Ballachey, *Individual in society: A textbook of social psychology*, Individual in society: A textbook of social psychology., (New York, NY, US: McGraw-Hill, 1962).

<sup>19</sup> Meryl P. Gardner, Andrew A. Mitchell, and J. Edward Russo, "Low involvement strategies for processing advertisements," *Journal of Advertising* 14, no. 2 (1985), <https://doi.org/10.1080/00913367.1985.10672941>.

attitudes are a response to the advertisement's message; conversely, attitude can create purchase intent, and advertising attitude directly influences brand choice and purchase intent.<sup>20</sup> General advertising attitudes significantly influence specific advertising attitudes, which in turn affect brand attitudes. Mackenzie and Lutz categorized advertising attitudes into three types: (1) General Advertising Attitude: an individual's overall response to the advertisement, (2) Specific Advertising Attitude: an individual's response to specific advertising messages received at a certain time, and (3) Media Advertising Attitude: an individual's response to ads on a specific medium.<sup>21</sup> Additionally, Mackenzie, Lutz, and Belch proposed that advertising attitude should be measured along two dimensions: (1) Affective dimension, indicating the degree of liking for the advertisement, and (2) Cognitive dimension, indicating overall understanding and evaluation of the advertisement.<sup>22</sup>

### Research Framework



This research framework can identify the factors that influence the purchase intention of rational buyers and emotional buyers.

<sup>20</sup> Gabriel J. Bichal, Debra Lynn Stephens, and Eleonora Curio, "Attitude toward the Ad and Brand Choice," *Journal of Advertising* 21 (1992).

<sup>21</sup> Scott B. MacKenzie and Richard J. Lutz, "An empirical examination of the structural antecedents of attitude toward the ad in an advertising pretesting context," *Journal of Marketing* 53, no. 2 (1989), <https://doi.org/10.2307/1251413>.

<sup>22</sup> Scott B. MacKenzie, Richard J. Lutz, and George E. Belch, "The role of attitude toward the ad as a mediator of advertising effectiveness: A test of competing explanations," *Journal of Marketing Research* 23, no. 2 (1986), <https://doi.org/10.2307/3151660>.

## Hypotheses

We chose promotion, credibility, advertisement, and brand awareness as independent variables and investigate the causal relationships between independent variables and consumer purchase intention.

Attitude refers to a learned, consistent tendency to respond to a specific object, such as a brand, representing an individual's standards of good and bad, right and wrong. Spears and Singh pointed out in their study that brand attitude is an important construct widely used by advertising scholars and industry professionals. Brand attitude is a relatively enduring, one-dimensional general evaluation of a brand that can predict behavior.<sup>23</sup> Similarly, conceptually, we can say that a promotional scheme represents a consumer's personal, enduring preference toward that promotion, whether positive or negative. Simply, attitude toward a promotional scheme directly affects consumers' purchase intentions. Brands need to understand the attitudes of their target customers and design appropriate promotional strategies to attract consumers and enhance brand loyalty.<sup>24</sup>

Additionally, consumers often have different responses about promotion. For example, consumers may use the discount level provided by coupons to assess the product's value<sup>25</sup> and may also evaluate the economic benefits from direct price reduction information provided by companies. Moreover, they conduct an overall assessment of their purchase

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<sup>23</sup> Nancy Spears and Surendra Singh, "Measuring Attitude Toward the Brand and Purchase Intentions," *Journal of Current Issues and Research in Advertising* 26 (09/01 2004), <https://doi.org/10.1080/10641734.2004.10505164>.

<sup>24</sup> 王又鵬, 黃俊英, and 洪順慶, "價格促銷策略對消費者再購行為影響之研究," [The Study of the Impact of Price Promotion Strategy on Consumer Repeat Purchase Behavior.] *管理評論* 13, no. 2 (1994), <https://doi.org/10.6656/mr.1994.13.2.Chi.49>.

<sup>25</sup> Priya Raghubir, "Coupons in context: Discounting prices or decreasing profits?," *Journal of Retailing* 80, no. 1 (2004), <https://doi.org/10.1016/j.jretai.2004.01.001>.

decisions based on the current promotion activities of the retailer.<sup>26</sup> This overall assessment can further influence their satisfaction and loyalty responses.<sup>27</sup> Therefore, consumers tend to exhibit various reactions when faced with both price and non-price promotions.

## **H1. Promotion positively affect purchase intention of rational buyers.**

### **H1-1. Promotion positively affect purchase intention of emotional buyers.**

In promotion activities, rational buyers tend to prefer price discounts, such as "threshold discounts" or "limited-time discounts," as this help them achieve better value for money. Clear and straightforward discount pricing can increase the purchase intention of rational buyers. Membership rewards programs, free gifts, and after-sales services also make rational buyers feel that buying the product is a wise decision and that they will continue to receive value, thus increasing the likelihood of purchase.

For emotional buyers, "flash sales" are more likely to trigger impulse buying behavior. Flash sales emphasize messages like "countdown to purchase" and "limited quantities," creating a sense of urgency and excitement that enhances their purchase intent. If the promotion activity can resonate with emotional buyers, for example, by designing special discounts for occasions like Valentine's Day or Father's Day, they are more likely to make a purchase due to the emotional connection with the event.

### **H2-1. Brand awareness positively affect purchase intention of emotional buyers.**

### **H2-2. Brand awareness positively affect purchase intention of rational buyers.**

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<sup>26</sup> Tridib Mazumdar, S.P. Raj, and Indrajit Sinha, "Reference Price Research: Review and Propositions," *Journal of Marketing* 69, no. 4 (2005), <https://doi.org/10.1509/jmkg.2005.69.4.84>, <https://journals.sagepub.com/doi/abs/10.1509/jmkg.2005.69.4.84>.

<sup>27</sup> Martina G. Gallarza and Irene Gil Saura, "Value dimensions, perceived value, satisfaction and loyalty: an investigation of university students' travel behaviour," *Tourism Management* 27, no. 3 (2006/06/01/ 2006), <https://doi.org/https://doi.org/10.1016/j.tourman.2004.12.002>, <https://www.sciencedirect.com/science/article/pii/S0261517705000099>.

Brand awareness is an important factor determining whether consumers will first think of the brands they are familiar with or have encountered before among many options. It can also be described as the ability of consumers to recognize and distinguish a brand in different contexts. Brand awareness represents the brand's standing in the minds of consumers, and it serves as the foundation for their purchasing decisions. Therefore, products with lower brand awareness may be less likely to be considered during the purchasing process.

Aaker suggested that brand awareness is a primary factor in consumers' product evaluations.<sup>28</sup> Research by Hoyer and Brown indicated that brand awareness is a top priority for consumers when assessing and choosing products within a product category.<sup>29</sup> Keller pointed out that brand awareness has a strong connection with the brand in consumers' memory, reflecting their ability to recognize brand differentiation—meaning that brands with stronger associations or impressions in consumers' memory are more prominent. Furthermore, Kamins and Marks also believed that consumers have a higher purchase intention for more familiar brands, while those with lower brand familiarity tend to have lower purchase intentions.<sup>30</sup>

Rational buyers are more attracted to brands with high familiarity. When a brand's visibility increases, it represents stability and reliability in the market, making rational buyers perceive the purchase as low-risk and the product quality as more assured. Additionally, higher brand awareness often brings more reviews and customer feedback, allowing rational buyers to evaluate and plan before making a purchase decision.

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<sup>28</sup> David A. Aaker, "MEASURING BRAND EQUITY ACROSS PRODUCTS AND MARKETS," *California Management Review* 38 (1996).

<sup>29</sup> Wayne D. Hoyer and Steven P. Brown, "Effects of brand awareness on choice for a common, repeat-purchase product," *Journal of Consumer Research* 17, no. 2 (1990), <https://doi.org/10.1086/208544>.

<sup>30</sup> Michael Kamins and Lawrence Marks, "The Perception of Kosher as a Third Party Certification Claim in Advertising for Familiar or Unfamiliar Brands," *Journal of The Academy of Marketing Science - J ACAD MARK SCI* 19 (06/01 1991), <https://doi.org/10.1177/009207039101900303>.

Emotional buyers, on the other hand, are drawn to the mission, image, and personality conveyed by a brand. These elements can create an emotional connection with consumers. For example, if a brand's story or values align with a consumer's inner needs, it can make them more inclined to purchase. Additionally, emotional buyers are influenced by a brand's trendiness. When a brand's advertisements frequently appear on television, social media, or are endorsed by celebrities, it gives consumers a sense that purchasing from this brand allows them to be part of social trends or fit in with their peer group, thus encouraging them to buy.

**H3-1. Advertisement positively affect purchase intention of rational buyers.**

**H3-2. Advertisement positively affect purchase intention of emotional buyers.**

Lutz defined advertising attitude as the tendency to like or dislike a particular advertisement stimulus when exposed to specific information. Mitchell and Olson proposed that consumers' advertising attitude is an important variable before advertising effectiveness occurs, as their attitude toward the advertisement influences their thoughts about the ad itself, which in turn affects their brand attitude and purchase intention.<sup>31</sup> Mehta suggested that consumers' attitudes toward advertising impact the effectiveness of the advertisement, and the more positive the attitude, the higher the intention to accept the ad, making it more likely for the consumer to be persuaded by it.<sup>32</sup>

Rational buyers place greater importance on the authenticity and completeness of information in advertisements. If ads clearly present product details like price and specifications, allowing consumers to quickly understand the product's value, they will perceive the advertiser as professional, strengthening their trust in the product. When actual

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<sup>31</sup> Andrew A. Mitchell and Jerry C. Olson, "Are Product Attribute Beliefs the Only Mediator of Advertising Effects on Brand Attitude?," *Journal of Marketing Research* 18, no. 3 (1981), <https://doi.org/10.2307/3150973>, <http://www.jstor.org/stable/3150973>.

<sup>32</sup> Abhilasha Mehta, "Advertising Attitudes and Advertising Effectiveness," *Journal of Advertising Research* 40, no. 3 (2000), <https://doi.org/10.2501/jar-40-3-67-72>, <https://www.journalofadvertisingresearch.com/content/jadvertres/40/3/67.full.pdf>.



case studies or customer feedback are included to illustrate the product's value and long-term benefits, consumers are more likely to feel that purchasing the product is a wise choice, thus attracting more buyers.

Emotional buyers are more easily influenced by the mood or storytelling in advertisements. If an ad resonates with them through storytelling or emotional content, they will feel a stronger affinity for the product, increasing their willingness to purchase. Creative ad designs and styles can also foster a sense of preference or attachment to the brand, making them more inclined to choose that brand.

Shimp categorized the measurement of advertising attitude into two types of responses: (1) Cognitive response: This refers to the perception that processes elements of the advertisement. For example, consumers may enjoy an advertisement because it uses humor or may dislike it if they find it too flashy. (2) Emotional response: This is the emotional effect of the advertisement, such as feelings of joy or sadness, without involving any processing of specific ad elements.<sup>33</sup>

**H4-1. Credibility positively affect purchase intention of rational buyers.**

**H4-2. Credibility positively affect purchase intention of emotional buyers.**

**H5. The impact of "credibility" differs significantly between rational & emotional.**

Reliability refers to the confidence and level of acceptance that message recipients have toward both the messenger and the conveyed content.<sup>34</sup> Ohanian suggested that reliability was a crucial component of source credibility, providing strong persuasive power that can

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<sup>33</sup> Terence A. Shimp, "Attitude toward the AD as a Mediator of Consumer Brand Choice," *Journal of Advertising* 10, no. 2 (1981/06/01 1981), <https://doi.org/10.1080/00913367.1981.10672756>, <https://doi.org/10.1080/00913367.1981.10672756>.

<sup>34</sup> Charles S. Giffin, "Anesthesia in Cosmetic Surgery: My Choice," *The American Journal of Cosmetic Surgery* 7, no. 3 (1990), <https://doi.org/10.1177/074880689000700307>, <https://journals.sagepub.com/doi/abs/10.1177/074880689000700307>.

change the attitudes of message recipients.<sup>35</sup> Previous research showed that for rational buyers, price is a core factor in their decision-making process. When advertisements provide clear, transparent, and credible pricing information, it has a strongly positive effect on their willingness to buy. Including real-life examples in ads can enhance trust, and if an advertisement is perceived as credible, rational buyers are more likely to believe in the “high value for money” promise, thus increasing their purchase intention. For emotional buyers, credibility has a smaller impact on purchase intention, but if an ad successfully communicates the product's superior quality, creates an emotional connection, and is seen as credible, it can enhance their willingness to purchase. Since they are less sensitive to price, they may still consider purchasing even if the price is higher, as long as the advertisement is credible and the product's value is fully demonstrated.

Past research has categorized credibility into four outcomes: (1) Advertising credibility is viewed as a complex psychological cognitive structure that instills a sense of trust in consumers. (2) It is seen as a positive subjective judgment and evaluation, where consumers still believe that advertisements will communicate messages with long-term benefits, despite the potential for discrepancies between advertising claims and facts. (3) The concept of advertising trust should encompass both the direct transmission of product information and the indirect transmission of product messages. (4) In psychology, both rational and emotional factors can lead to trust, with an interactive influence between the two. Psychology distinguished trust into two categories: cognitive trust and emotional trust. The former results from rational analysis, interpretation, and decision-making, while the latter arises from specific emotional preferences and strong emotional connections. At the same time, cognitive trust serves as the foundation for emotional trust, and the two are positively correlated in an

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<sup>35</sup> Roobina Ohanian, "The Impact of Celebrity Spokespersons' Perceived Image on Consumers' Intention to Purchase," *Journal of advertising research* 31, no. 1 (1991).

interactive manner. Advertising credibility affects consumers by utilizing both emotional appeals and rational appeals to increase the sense of trust.

## **METHODOLOGY**

### **Research Design**

This study adopts a quantitative approach to explore the factors influencing consumers' purchase intentions and uses statistical analysis to answer the research questions. The research design includes distributing questionnaires to collect data on basic personal information and factors affecting consumers' purchase intentions. We chose a quantitative research method because it allows the use of statistical analysis techniques, such as T-tests, to identify relationships between variables. This helps us determine which factors significantly impact consumers' purchase intentions and the extent of their influence.

### **Data Collection**

We used a quantitative approach and collected questionnaires through Google Forms to allow more participants to fill them out. First, we shared the link with friends and family and then posted it on social media platforms such as Threads and Instagram. In the end, we collected 116 valid questionnaires.

Initially, this study is based on promotional methods and other factors influencing consumer purchasing intentions. The literature sources include Google Scholar, journal articles, papers, and other materials from libraries and online databases. This study focuses on Taiwanese individuals as the research population.

In addition, the data for this study was collected through an online questionnaire administered via Google Forms. The reason for choosing Google Forms is its convenience and accessibility from any device with an internet connection, without the need to purchase or install special software. This study explores the relationships among various factors that influence consumer purchasing intentions. The primary target population for this study includes consumers who have previously purchased promotional products, including

university students, colleagues, friends, and relatives, as well as respondents referred by colleagues, friends, and relatives.

For the purposes of this study and to address the research questions, we referred to questionnaires used in other studies on consumer purchase intentions. We selected a questionnaire that fits this study and modified some descriptions to design a survey aimed at exploring how different factors influence the purchase intentions of consumers with varying lifestyles. The questionnaire used a closed-ended question design to ensure clear scope, ease of response, and facilitate statistical analysis.

The questionnaire was divided into three parts. The first part focused on the respondents' thoughts and purchase intentions after viewing an advertisement that presents the promotional method as an absolute amount. The second part seek to understand the respondents' lifestyles, aiming to gain insights into their consumer mindset. We used a "Likert scale" with options such as "Strongly Agree," "Agree," "Somewhat Agree," "Neutral," "Disagree," "Somewhat Disagree," and "Strongly Disagree." When analyzed in SPSS, the scores were 7,6,5,4,3,2,1. The third part addressed demographic variables, primarily collecting background information about the respondents, such as gender, age, occupation, average monthly income, and residential area.

## **Measures**

### **Dependent Variables**

Purchase intention refers to a customer's planned or anticipated willingness to buy a specific product or service. It reflects a consumer's mental decision-making process, driven by their desire or preference for a product, and serves as an indicator of potential purchasing behavior.

The dependent variable in this study is consumer purchase intention. Through a review of the literature and an analysis of promotional strategies, the authors identify that various types of advertising and promotional activities can, to varying degrees, stimulate consumers' desire to purchase, thereby influencing their buying behavior. Therefore, the authors aim to explore which forms of advertisements and promotions are most likely to drive consumer preferences and purchase intentions, providing store owners with actionable insights to optimize their business strategies.

Respondents answer the following questions asked by Huang Jia Wei. Scored on a seven-point Likert scale.

**Table 2: Consumer Purchase Intention**

<b>Consumer Purchase Intention</b>
1. After watching the advertisement, I am willing to buy this product.
2. At this price, I will consider buying this product.
3. The likelihood of me purchasing this product is very high.
4. At this price, I will buy this product.

### **Independent Variables**

H1-1 & 1-2: Promotion

H2-1 & 2-2: Brand Awareness

H3-1 & 3-2: Advertisement

H4-1 & 4-2: Credibility

H5: The impact of different groups on “Credibility”

Promotion is a marketing activity or strategy designed to increase awareness, interest, or demand for a product, service, or brand. Including strategies to attract customers, encourage purchases, and differentiate products or services in a competitive market.

A measurement of the questions asked by Yi-Ju Huang. Respondents answer the following questions. Scored on a seven-point Likert scale.

**Table 3: Promotion**

<b>Promotion</b>
1. This promotion labeling method is good.
2. I like this promotion labeling method.
3. I think the promotion labeling method is positive.
4. I am very familiar with this type of promotion.
5. Buying this bundle seems like a good idea.

Credibility is the quality of being trusted, believable, and reliable. In communication, marketing, or relationships, credibility signifies that a source, person, or brand is perceived as honest and capable of delivering accurate or dependable information. It's a critical factor in influencing others' attitudes, behaviors, and decisions.

A measurement of the questions asked by Yi-Ju Huang. Respondents answer the following questions. Scored on a seven-point Likert scale.

**Table 4: Credibility**

<b>Credibility</b>
1. This promotion plan is accurate.
2. This promotion plan is clear.
3. This promotion plan is understandable.

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4. This promotion plan is reliable.

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5. This promotion plan is beneficial.

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An advertisement is a paid form of communication intended to inform, persuade, or remind a target audience about a product, service, or brand. Advertisements are crafted to capture attention, create interest, and drive desired actions, such as making a purchase, signing up for a service, or fostering brand loyalty. They can appear in various media, including television, radio, print publications, online platforms, and social media, and may take multiple formats, such as video, audio, images, or text.

A measurement of the questions asked by Yi-Ju Huang. Respondents answer the following questions. Scored on a seven-point Likert scale.

**Table 5: Advertisement**

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<b>Advertisement</b>
1. I am interested in this promotion.
2. This promotion is appealing to me.
3. I am willing to learn more about the product's related information.

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Brand awareness is the extent to which consumers are familiar with and can recognize a brand and its products or services. It reflects how well a brand is embedded in the minds of its target audience and is an essential part of building customer loyalty and trust. High brand awareness means consumers can readily identify a brand's name, logo, slogan, or other brand attributes, even without seeing the full product.

Respondents answer the following questions asked by Huang Jia Wei. Scored on a seven-point Likert scale.



**Table 6: Brand Awareness**

<b>Brand awareness</b>
1. I like this brand.
2. I think its brand image is prestigious.
3. This product attracts me.
4. This brand has a good reputation in the market.

Lifestyle refers to the way an individual or group lives, encompassing a range of behaviors, habits, and values that shape their daily activities, interests, and social interactions. It reflects choices in areas like work, hobbies, social activities, diet, fashion, entertainment, and overall values, and is often influenced by cultural, economic, and personal factors.

Respondents answer the following questions asked by Huang Jia Wei. Scored on a seven-point Likert scale.

**Table 7: Lifestyle: Information-Seeking Type**

<b>Measurement Dimension of Lifestyle: (1) Information-Seeking Type</b>
1. I enjoy purchasing newly launched products.
2. I like to follow trendy fashions.
3. Between fashion and practicality, I tend to prioritize fashion.
4. I often pay attention to topics related to trendy shopping.
5. I actively seek out new information brought by mass media.

**Table 8: Lifestyle: Rational-Seeking Type**

<b>Measurement Dimension of Lifestyle: (2) Rational-Seeking Type</b>
1. I exercise restraint when choosing products.

- 
2. Before making a purchase, I carefully consider whether I need it or which brand to choose.
- 
3. Having a budget and plan is part of my shopping habit.
- 
4. I usually gather information before purchasing a product.
- 
5. When selecting products, practicality is my top priority.
- 

**Table 9: Lifestyle: Price-Conscious Type**

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**Measurement Dimension of Lifestyle: (3) Price-Conscious Type**

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1. I make full use of store discount coupons.
- 
2. I pay attention to advertisements for promotional activities.
- 
3. I often take advantage of promotional periods to buy products.
- 
4. When shopping, I always compare prices at three different places to ensure I get the best deal.
- 

**Table 10: Lifestyle: Quality-Seeking Type**

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**Measurement Dimension of Lifestyle: (4) Quality-Seeking Type**

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1. I like to buy products that have unique features.
- 
2. I am willing to purchase products of good quality, even if they are a bit more expensive.
-

## DATA ANALYSIS

### Reliability Analysis

Reliability analysis was conducted to examine the stability and reliability of the questionnaire. According to the scholar DeVellis and Lee Joseph Cronbach, Cronbach's alpha is also known as alpha reliability and the acceptable number of reliabilities should obtain 0.7 or above. In this paper, Cronbach' Alpha is 0.906, which is higher than 0.7, which means the questionnaire is credible.

**Table 11: The Reliability Test**

<b>Test variables</b>	<b>Cronbach's <math>\alpha</math></b>	<b>Result</b>
<b>Promotion</b>	0.841>0.7	High Reliability
<b>Credibility</b>	0.840>0.7	High Reliability
<b>Advertisement</b>	0.874>0.7	High Reliability
<b>Purchase Intention</b>	0.906>0.7	High Reliability
<b>Brand Awareness</b>	0.764>0.7	High Reliability
<b>Lifestyle</b>	0.868>0.7	High Reliability

Source: the author sorted

## Statistical Results

**Table 12: Regression - The Impact of Promotion on Purchase Intention of Rational Buyers**

Standardized Regression Coefficients from Analyses Predicting Rational Buyer's Purchase Intention (N=53)	
Independent variable	Model
Promotion	0.297*
Model F	4.932*
R <sup>2</sup>	0.088
Adjusted R <sup>2</sup>	0.070

Source: the author sorted

Note: \*\*\* for  $p \leq 0.001$ , \*\* for  $0.001 < p \leq 0.01$ , \* for  $0.01 < p \leq 0.05$

**H1-1: Promotion positively affect the purchase intention of rational buyers.**

As shown in Table 12, promotion positively affect purchase intentions of rational buyers ( $\beta=0.297$ ,  $p<0.05$ ). When a promotion activity provides detailed product information and clear price discounts, it can increase the purchase intention of rational buyers. Therefore, Hypothesis 1-1 is supported.

**Table 13: Regression - The Impact of Promotion on Purchase Intention of Emotional Buyers**

Standardized Regression Coefficients from Analyses Predicting Emotional Buyer's Purchase Intention (N=63)	
Independent variable	Model
Promotion	0.327**
Model F	7.287**
R <sup>2</sup>	0.107
Adjusted R <sup>2</sup>	0.092

Source: the author sorted

Note: \*\*\* for  $p \leq 0.001$ , \*\* for  $0.001 < p \leq 0.01$ , \* for  $0.01 < p \leq 0.05$

**H1-2: Promotion positively affect the purchase intention of emotional buyers.**

As shown in Table 13, promotion positively affect purchase intentions of emotional buyers ( $\beta=0.327$ ,  $p<0.01$ ). When promotional campaigns, materials, or packaging designs resonate with emotional buyers, it can increase their purchase intention. Therefore, Hypothesis 1-2 is supported.

**Table 14: Regression - The Impact of Brand Awareness on Purchase Intention of Rational Buyers**

Standardized Regression Coefficients from Analyses Predicting Rational Buyer's Purchase Intention (N=53)	
Independent variable	Model
	1
Brand Awareness	0.365**
Model F	7.840**
R <sup>2</sup>	0.133
Adjusted R <sup>2</sup>	0.116

Source: the author sorted

Note: \*\*\* for  $p \leq 0.001$ , \*\* for  $0.001 < p \leq 0.01$ , \* for  $0.01 < p \leq 0.05$

**H2-1: Brand Awareness positively affect the purchase intention of rational buyers.**

As shown in Table 14, brand awareness positively affect rational buyers ( $\beta=0.365$ ,  $p<0.01$ ). Brands with higher recognition in the market are seen as more reliable and stable, which makes rational buyers perceive a lower risk and more likely to make a purchase decision. Therefore, Hypothesis 2-1 is supported.

**Table 15: Regression - The Impact of Brand Awareness on the Purchase Intention of Emotional Buyers**

Standardized Regression Coefficients from Analyses Predicting Emotional Buyer's Purchase Intention (N=63)	
Independent variable	Model
	2
Brand Awareness	0.395***
Model F	11.293***
R <sup>2</sup>	0.156
Adjusted R <sup>2</sup>	0.142

Source: the author sorted

Note: \*\*\* for  $p \leq 0.001$ , \*\* for  $0.001 < p \leq 0.01$ , \* for  $0.01 < p \leq 0.05$

**H2-2: Brand Awareness positively affect the purchase intention of emotional buyers.**

As shown in Table 15, brand awareness positively affect emotional buyers ( $\beta=0.395$ ,  $p<0.001$ ). When a brand's story and style create an emotional connection with consumers, and when purchasing a trendy brand brings a sense of satisfaction, it can increase their purchase intention. Therefore, Hypothesis 2-2 is supported.

**Table 16: Regression - The Impact of Advertisement on Purchase Intention of Rational Buyers**

Standardized Regression Coefficients from Analyses Predicting Rational Buyer's Purchase Intention (N=53)	
Independent variable	Model
Advertisement	0.393*
Model F	21.233***
R <sup>2</sup>	0.459
Adjusted R <sup>2</sup>	0.438

Source: the author sorted

Note: \*\*\* for  $p \leq 0.001$ , \*\* for  $0.001 < p \leq 0.01$ , \* for  $0.01 < p \leq 0.05$

**H3-1: Advertisement positively affect the purchase intention of rational buyers.**

As shown in Table 16, advertisement positively affect rational buyers ( $\beta=0.393$ ,  $p<0.05$ ). If an advertisement can clearly present product details such as price and specifications, allowing consumers to quickly understand its value, they will perceive the advertiser as professional, further solidifying their trust in the product. Therefore, Hypothesis 3-1 is supported.

**Table 17: Regression - The Impact of Advertisement on Purchase Intention of Emotional Buyers**

Standardized Regression Coefficients from Analyses Predicting Emotional Buyer's Purchase Intention (N=63)	
Independent variable	Model
Advertisement	0.469
Model F	9.463***
R <sup>2</sup>	0.240
Adjusted R <sup>2</sup>	0.214

Source: the author sorted

Note: \*\*\* for  $p \leq 0.001$ , \*\* for  $0.001 < p \leq 0.01$ , \* for  $0.01 < p \leq 0.05$

**H3-2: Advertisement positively affect the purchase intention of emotional buyers.**

As shown in Table 17, advertisement won't positively affect emotional buyers ( $\beta=0.469$ ,  $p>0.05$ ). Creative advertisement designs and emotionally-driven content won't increase consumers' purchase intention. Therefore, Hypothesis 3-2 is not supported.

**Table 18: Regression - The Impact of Credibility on Purchase Intention of Rational Buyers**

Standardized Regression Coefficients from Analyses Predicting Rational Buyer's Purchase Intention (N=53)	
Independent variable	Model
Credibility	0.334*
Model F	21.233***
R <sup>2</sup>	0.459
Adjusted R <sup>2</sup>	0.438

Source: the author sorted

Note: \*\*\* for  $p \leq 0.001$ , \*\* for  $0.001 < p \leq 0.01$ , \* for  $0.01 < p \leq 0.05$

**H4-1: Credibility positively affect the purchase intention of rational buyers.**

As shown in Table 18, credibility positively affect rational buyers ( $\beta=0.334$ ,  $p<0.05$ ). If the advertisement provides clear, transparent, and credible pricing information, it will have a

strong positive impact on the purchase intentions of rational buyers. Therefore, Hypothesis 4-1 is supported.

**Table 19: Regression - The Impact of Credibility on the Purchase Intention of Emotional Buyers**

Standardized Regression Coefficients from Analyses Predicting Emotional Buyer's Purchase Intention (N=63)	
Independent variable	Model
Credibility	0.053***
Model F	9.463***
R <sup>2</sup>	0.240
Adjusted R <sup>2</sup>	0.214

Source: the author sorted

Note: \*\*\* for  $p \leq 0.001$ , \*\* for  $0.001 < p \leq 0.01$ , \* for  $0.01 < p \leq 0.05$

**H4-2: Credibility positively affect the purchase intention of emotional buyers.**

As shown in Table 19, credibility positively affect emotional buyers ( $\beta=0.053$ ,  $p<0.001$ ). Since emotional buyers are less sensitive to price, if the advertisement successfully conveys the product's superior quality and is perceived as credible, it can still increase their purchase intentions. Therefore, Hypothesis 4-2 is supported.

**Table 20: Differences in Factors Influencing Consumer Purchase Intentions Between Different Groups.**

Test variable	Type name	Number	Average value	Standard deviation	t-value
<b>Promotion</b>	Rational Buyer	53	4.7623	1.02135	-1.008
	Emotional Buyer	63	4.9429	0.90762	
<b>Credibility</b>	Rational Buyer	53	4.4340	1.03681	-2.257*
	Emotional Buyer	63	4.8381	0.89143	
<b>Advertisement</b>	Rational Buyer	53	4.3270	1.07912	-1.803
	Emotional Buyer	63	4.6614	0.91873	
<b>Brand Awareness</b>	Rational Buyer	53	4.6179	0.91279	0.090
	Emotional Buyer	63	4.5992	1.30873	

Source: the author sorted



**H5: The impact of "credibility" differs significantly between groups.**

As shown in Table 20, among the four factors, only credibility shows a significant difference between rational and emotional buyers ( $p=0.028$ ,  $p<0.05$ ). For rational buyers, trust in advertising credibility results from rational analysis, thought, and decision-making, while for emotional buyers, it arises from emotional preferences and strong emotional connections. Therefore, Hypothesis 5 is supported.

**Table 21: Hypothesis supports Table (N=116)**

Number	Hypotheses	Result
H1-1 、 H1-2	Promotion positively affect rational & emotional buyers.	Support
H2-1 、 H2-2	Brand awareness positively affect rational & emotional buyers.	Support
H3-1	Advertisement positively affect rational buyers.	Support
H3-2	Advertisement positively affect emotional buyers.	Not Support
H4-1 、 H4-2	Credibility positively affect rational & emotional buyers	Support
H5	The impact of "credibility" differs significantly between rational &emotional.	Support

Source: the author sorted

## CONCLUSION

This study provided important insights into how to tailor marketing strategies to the different behaviors and preferences of rational buyers and emotional buyers, thereby helping companies effectively increase the purchase intention of consumer groups. By analyzing the impact of factors such as brand awareness, credibility, promotion and advertisement, this study reveals the impact of these factors on both types of consumers, although there are significant differences in the extent and nature of the impact.

For the first research question: **What factors influence the purchase intention of emotional buyers?** Emotional buyers value the emotional connection with products and brands, making them more likely to make impulsive purchases than rational consumers. In promotion activities, if an event resonates with them—such as special discounts designed for occasions like "Mother's Day"—they are more likely to purchase because of the emotional link with the event. The stories, ideals, or brand image conveyed by well-known brands can also create an emotional connection with consumers, encouraging them to support the brand and increasing their willingness to buy. In advertisements, highlighting the product's superior quality or showcasing its value can build a sense of trust with consumers, which can further enhance their purchase intent. Advertisements disseminated by companies that enable rational buyers to understand the message and emphasize practical value and long-term benefits can also increase their purchasing behavior.

For the second research question: **What factors influence the purchase intention of rational buyers?** Rational buyers tend to plan ahead and think more carefully before making a purchase. They focus on the actual benefits they will receive, so they spend time finding the product that best suits them in terms of price, quality, and value for money. Price is very important to rational buyers, so promotion activities like tiered discounts or long-term member rewards can convey sustained value, prompting them to make a purchase. Well-

known brands with reliability and stability in the market also appeal to rational buyers, who are more likely to buy after researching brand reviews or others' experiences with the product. If advertisements provide clear and specific pricing and product information, consumers perceive them as more credible, which encourages purchasing behavior.

### **Managerial Implications**

For managers, this study highlights the importance of customization in marketing strategies. For rational consumers who value product functionality and consistency, companies should focus on transparent information, credible advertising, and price clarity. Emotional consumers respond more strongly to emotional and symbolic appeals, so companies can strengthen the shaping of brand stories and create resonant promotional narratives. Through the cognitive differentiation of consumer differences, managers can formulate more effective marketing activities, which not only increases sales, but also enhances customer loyalty.

### **Future Research Directions**

Future research should consider expanding the diversity of the sample to include different ages, cultures, and socioeconomic backgrounds to ensure the broad applicability of the findings. In addition, future research can explore how personalized marketing driven by artificial intelligence and emerging marketing channels, such as social media, e-commerce platforms, etc., have different impacts on rational consumers and emotional consumers, or further reveal how digitalization Development dynamics of consumer behavior in the environment.

## APPENDIX A

親愛的先生/小姐，您好：

這是一份關於研究促銷活動方案之學術問卷。您的協助對於學術及實務上將有重大貢獻，問題的答案本身並無對錯之分。本問卷採「不記名」方式作答，請安心作答。您的參與協助本研究的完成，再次向您致上最衷心的感謝之意。

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教授學生：宋毓芳、李昕芫、洪梓寧

請您回想剛剛看過的廣告，廣告中是以何種方式表達促銷的金額？

實際金額數目(\$)  百分比(售價的%)  以上皆非

手提包 原價\$30000  
24000

折扣6000元！



	非常不同意	不同意	有點不同意	普通	有點同意	同意	非常同意
此促銷標示方式是好的。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
我喜歡此促銷標示方式。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
我認為促銷標示方式是正面的。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
我十分熟悉這樣的促銷方式。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
購買這個組合似乎是個好主意。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	非常不同意	不同意	有點不同意	普通	有點同意	同意	非常同意
這個促銷方案是準確的。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
這個促銷方案是明確的。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
這個促銷方案是清楚的。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
這個促銷方案是可靠的。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
這個促銷方案是有益的。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	非常不同意	不同意	有點不同意	普通	有點同意	同意	非常同意
該促銷活動對我來說，是我所感興趣的。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
該促銷活動對我來說，是吸引人的。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
我願意進一步了解該產品的相關資訊。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	非常不同意	不同意	有點不同意	普通	有點同意	同意	非常同意
在此價格下購買此商品，我可以節省。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
此商品價格比我預期的低。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
我認為此商品是相當值得購買的。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	非常不同意	不同意	有點不同意	普通	有點同意	同意	非常同意
看完廣告後，我「願意」購買此商品。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
在此價格下我會「考慮」購買此商品。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
我購買此商品的可能性很高。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
此價格下我將會購買此商品。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	非常不同意	不同意	有點不同意	普通	有點同意	同意	非常同意

此品牌是令我喜愛的。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
我認為其品牌形象是尊貴的。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
此產品能夠吸引我。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
此品牌在該市場上有良好的聲譽。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	非常不同意	不同意	有點不同意	普通	有點同意	同意	非常同意
我喜歡購買新推出的商品。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
我喜歡追求流行的趨勢。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
流行與實用之間，我較追求流行。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
我常關心流行購物的話題。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
我會主動了解大眾傳播媒體所帶來的新資訊。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	非常不同意	不同意	有點不同意	普通	有點同意	同意	非常同意

我選購產品時會有所節制。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
買東西前我會充分考慮是否需要購買或何種品牌。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
先有預算與計畫，是我的購物習慣。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
我購買商品前通常會蒐集資訊參考。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
我選購產品時會以是否實用為最重要的考量。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	非常不同意	不同意	有點不同意	普通	有點同意	同意	非常同意
我會充份利用商店的折價券。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
我會注意商品促銷活動的廣告。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
我常會利用促銷期間購買商品。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
買東西時我一定貨比三家不吃虧。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	非常不同意	不同意	有點不同意	普通	有點同意	同意	非常同意



	我喜歡比較有特色的商品。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	我願意購買產品品質好，但價格貴一點也無所謂。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

### 個人資料

1. 您的年齡是？

- 18 歲(含)以下  19-23 歲  24-28 歲  29-33 歲  34-38 歲  
 39-43 歲  44-48 歲  49 歲(含)以上

2. 您的性別是？

- 男  女

3. 您的教育程度是？

- 國中(含)以下  高中(職)  專科  大學  研究所(含)以上

4. 您目前的職業是？

- 學生  軍公教  工商企業  服務業  金融業  自由業  
 家管  其他：\_\_\_\_\_

5. 您的個人月收入範圍是？

- 20,000 元以下  20,001-40,000 元  40,001-60,000 元  
 60,001-80,000 元  80,001-100,000 元  100,001 元以上

6. 您的居住地區是？

- 北部地區  中部地區  南部地區  東部地區  離島地區

7. 請問您有買過促銷商品？

- 有  無

問卷到此結束，謝謝您的填答。

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