

عنوان مقاله:

Determining the effect of print advertising credibility on brand attitude through the dimensions of advertising attitude with the effect of consumer mental simulation moderator

محل انتشار:

کنفرانس بین المللی مطالعات بین رشته ای در مدیریت و مهندسی (سال: 1399)

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نویسندگان:

Parisa Amini - Student of Management, Marketing major, Islamic Azad University, Isfahan Branch (Khorasgan), Isfahan, Iran

Reza Ebrahimzadehdastjerdi - Assistant Professor of Management, Islamic Azad University, Isfahan Branch (Khorasgan), Isfahan, Iran

خلاصه مقاله:

The purpose of this study was to determine the effect of print advertising credibility on brand attitude through the dimensions of advertising attitude with the moderating effect of consumer mental simulation. The statistical population of this study was the collection of humanities students of the University of Isfahan in 2018, the number of which is 423 students was collected. To collect the data required in this study, the standard questionnaires of Reimer Advertising Validity (1978) with Cronbach's alpha 0.791, the standard questionnaire of attitudes to advertising Jenzs and Bliss Meeker (2005) with Cronbach's alpha 0.704, 0.70, respectively. 0.70, standard questionnaire of attitude towards Teen Raw, Weaver and Larissi (1994) with Cronbach's alpha of 0.946 and standard questionnaire of mental simulation of Scalass (2004) with Cronbach's alpha of 0.706 were used. In order to evaluate the content validity of the questionnaires, they were approved by experts in the field of advertising, brand and consumer behavior before implementation and the content validity was confirmed. The face validity of the questionnaires was also confirmed by a number of members of the statistical community. The data collected in this study were analyzed using descriptive statistics (frequency, percentage and bar graph) and inferential statistics (structural equation modeling) and the results showed that mental simulation has a moderating effect on the emotional dimension. Attitude was to advertising. Keywords: mental simulation, brand attitude, advertising

کلمات کلیدی:

mental simulation, brand attitude, advertising credibility, advertising awareness

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