

MEDIA INVOLVEMENT AND CONSUMER ATTITUDE FORMATION TOWARDS DIGITAL ADVERTISING

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Abstract

Using a modified Elaboration Likelihood Model, product involvement, media involvement and their interaction are hypothesized to effect attitudes toward digital advertising (i.e., banner ads). Specifically, media involvement is predicted to directly affect attitudes toward banner ads as well as moderate the effect of product involvement on attitude towards the banner ad. Product involvement, in turn, will have a direct effect on attitudes toward banner ads and intent to purchase.