

International Conference on Asia Pacific Business Innovation and
Technology Management

The Effect of Advertisement Frequency on the Advertisement Attitude-The controlled Effects of Brand Image and Spokesperson's Credibility

Chu, Chih-Chung^{a*}, Chris Chang^a, Lee, Wei-Chun, Lin^a, Yau-Nang^b

^aNo.300, Sec.1, Wanshou Rd., Guishan Shiang, Taoyuan County 33306, Taiwan (R.O.C.)

^bNo.510, Zhongzheng Rd, Xinzhuang Dist, New Taipei City 24205, Taiwan (R.O.C.)

Abstract

Advertising has been playing a critical channel of communication between enterprises and consumers. To reinforce consumers' impressions of advertising, enterprises, based on their brand image, strive for the right spokesperson for their products or service. However, in addition to brand image and spokespersons, advertising frequency that can impress general populace is also a factor to affect the consumers' attitude to the advertisement. This paper discusses not only the effect of brand image and spokesperson's credibility but also the effect of advertising frequency on consumers' attitude. This study was conducted by the experimental design. The study sample comprised 457 college students. Analysed by ANCOVA, the results showed that the brand image and the spokesperson's credibility both had a significantly positive influence on consumers' attitude to advertising. Moreover, advertising frequency was significantly influential, too. Theoretical and practical implications of this study were stated for future study.

© 2012 Published by Elsevier Ltd. Selection and/or peer-review under responsibility of the Asia Pacific Business Innovation and Technology Management Society (APBITM) Open access under [CC BY-NC-ND license](https://creativecommons.org/licenses/by-nc-nd/4.0/).

Keywords: brand image, spokesperson's credibility, advertising frequency.

1. Introduction

Advertising has been playing a critical channel of communication between enterprises and consumers. It gives a product or service existence and makes it known to its intended market. It helps to grasp consumers' attention and raise their awareness in a few seconds. Advertising is influential and has its value. In today's tough, competitive world, the effect of advertising on consumers' decision making is even increasingly important. Therefore, enterprises strive to increase advertising

a* Corresponding author. Tel.:886+02-82093211#6501; fax:886 +02-82093211#6510.
E-mail address: chuchihchung@gmail.com

effectiveness. Brand image and the right spokesperson for their products or service become crucial to achieve the goals of advertising.

Good brand image makes consumers believe the quality of the products, assist consumers to make a choice in numerous brands, and achieve the sense of comfort when purchasing. The previous study indicates that good brand image can add the value to the effect of the advertisement, which means the better brand image, the higher perceived quality and overall evaluation consumers have on products [1]. As a result, positive brand image can really increase the effect of the advertisement. Apart from brand image, the spokesman's image will be transmitted to the products through the advertisement too, especially when the image of the products does not have clear target customers. The advertiser can mold the image of the products with the spokespersons [2]. Usually appealing advertising spokespersons often more produce consumers the cognition of dependability [3]. Consequently, when enterprises choose their suitable spokespersons, they definitely take the image of the spokespersons into account. After all, the image of the advertising spokespersons will directly influence consumers' impressions of the brand and then the overall images of enterprises.

The influence of advertising lies in good brand image of enterprises and a suitable spokesperson; it also consists in advertising frequency. According to Hawkins and Hochm [4], consumers' awareness of the product or service and their attitude to it vary with the intensity of advertising frequency and so do consumers' faith of brand image and their purchase decision-making. The reason is simple. It is repetitive advertising that reinforces the audience's impression of the product or service. However, it is also possible that consumers would be tired of repetitive advertising and leads to a bad result. Therefore, we, on the one hand, attempt to probe into the effect of brand image and advertising spokesperson on consumers' attitude; on the other hand, we hope to examine the impact of advertising frequency.

2. Review of the Literature

2.1 Brand image

Brand image is the soul of the product or service. It is usually transmitted to consumers, makes them believe in the products in a certain level, and further helps them to make a purchase decision. Kotler in fact regards brand image as the combination of a noun, name, design, and symbol. Its purpose is used for consumers to distinguish the product and service from other competitive ones [5]. Brand image is usually regarded as the basis of how consumers assess the quality of the product or service, that is, the external clue of the products. Thus, consumers will utilize brand image to infer their awareness of the product or service or maintain their quality consciousness to the product or service. Moreover, brand image can represent all information of the whole product and service as well [6]. Meanwhile and Farquhar [7] states that brand image can have the additional value beyond the function of the product and service in addition to discerning. Brand image can be viewed as a set of relative localization, identical quality guaranteeing, and the function attribute of the product and service which make consumers reflect their self-image and which help make purchase decisions. Relevant research points out that the products with stronger brand image can really reduce consumers' cognitive risk and increase consumers to appraise to the target product or service [8]. Among the researchers, Dodds, Monroe and Grewal once claims that brand image can represent all information of the whole product; the higher brand image, the higher the overall appraisal and consciousness of quality consumers have [9]. Consumers often make use of the sense of brand image to infer the quality of the product or service and decide their behavior [10]. So the quality of the brand image indirectly cause consumers' cognition of the product or service quality [11]. This is why enterprises work hard on it and maintain their brand image.

In the basis of different consumers' interests and requirements, certain types of brand concept-image (BCM) have been developed. Firstly, functionality—the inherent advantage of the brand reflects the relevant attribute of the product or service. Such a product or service is emphasized by its functions, the ones that can solve consumers' nature demand of consumption and help them solve or avoid the problem they encounter. Secondly, symbolism—the external advantages of the product or service consumption produce the relevant attribute that can satisfy or meet consumers' inner need, such as consumers' pursuit of self-esteem and social identity. Finally, experience—once consumers use the product or service, they would have a feeling of satisfaction in their senses (i.e. see, taste, hear, smell and touch); the consciousness of fun drives consumers to pursue the product or service eagerly. Consumers' experience of using the product or service brings happiness and pleasure that make them want to purchase it again.

2.2 Consumers' Attitude toward Advertising

Advertising is the combination of ideas via mass media; it transmits all of the information about goods to millions of consumers, in order to carry on the persuading communicating [12]. Advertising, in the name of advertisers, via mass media with fees, can pass to consumers the information of existence, characteristics, interests, trader or labor service, and the like. Once consumers receive the message and comprehend it, they will have purchase intention and behavior; again, once the purchase behavior satisfies consumers, they will cultivate a particular idea, credit of the product or service and do shopping.

In addition to providing the information of the target product or service, the advertisement also impels consumers to produce partiality for attitude and emotion of the product or service. The influence that the advertisement can change consumers' attitude plays an extremely important role. Thus, consumers' attitude toward the advertisement means that consumers, exposed to a particular piece of information, show their constant positive or negative inclination to the advertisement [13], and it will determine whether consumers' attitude to watching the advertisement and favoring it [14]. According to Baker and Churchill [15], consumers' attitude toward the advertisement can be divided into three parts: cognition, emotion and conation. First of all, the cognitive factor (cognitive component) refers to a person's knowledge and faith to the attitude subject matter; secondly, the emotion factor (affective component) is a person's feeling to the attitude subject matter; and finally, the conation factor (conative component) suggests a person's action or action inclination to the attitude.

Elaboration Likelihood Model (ELM) developed by Petty and Cacioppo [16] proves that a piece of persuasive information can change consumers' attitude toward the information and reach the effect of persuasion. This model points out the formation of the consumers' attitude or transition is based on the reality whether the information can persuade consumers, whether it can explain, and whether the recipient can think, analyze and assess it thoroughly during the process of the persuasive information. On the contrary, if the persuasive information cannot be comprehended or analyzed, for sure, the recipient automatically judges the information by some simple positive or negative implication. In a word, the effect of advertising lies in whether it can bring consumers' attention and whether it produces their sympathetic response. How to persuade consumers and make them have positive attitude towards the advertisement is a great test for those who engage in it at present.

As stated, brand image emphasizes that a brand should have its own distinction, and it should be meaningfully and conceptually linked to the advertisement. On the other hand, advertisers must use their advertisement to reinforce consumers' impression though consumers may have their own notions to the brand. By watching the advertisement, consumers can virtually form a deeper, positive feeling and then establish the position of the brand in their mind. Positive brand owns not only its popularity but also consumers' knowledge and approval of the brand. Therefore, a successful brand image can not merely improve the effect of advertising but also help enterprises to mold their good image virtually. So, a good brand image really facilitates and improves consumers' attitude toward the advertisement; it causes consumers' sympathetic responses as well. Because of these theories, we assume that when consumers have a certain degree of brand image about a product or service in mind, broadcasting of the advertisement can make consumers comprehend the information of the advertisement.

Hypothesis 1: Brand image positively influences the effect of advertising.

2.3 Credibility of the Spokesperson

US Federal Trade Commission (FTC) defines a spokesperson as anyone who imparts to the public the advertising message of a personal opinion, belief, finding, experience, etc. and it is believed by the public. The advertising spokesperson uses his or her own popularity, demonstrating consumers' interests of using the product or service, and the demonstration is carried out through the advertising activity [17].

Ohanian [18] indicates that credibility of three kinds of specialties. First, attractiveness—consumers consider the advertising spokesperson has external glamour and specialty that people like; making use of the attractiveness, the spokesperson can attract consumers and give a recommendation of the product or service. Second, trustworthiness—consumers believe that the advertising spokesperson has the characteristics of intensity and honesty, so he or she will contain a high sense of persuasion. Third, expertise—consumers believe that the spokesperson has professional knowledge, so when he or she recommends a product or service, it definitely has its value. Bower and Landreth [3] claims that the credibility of the spokesperson in the advertisement is decided by the interactive relation between the

spokesman and the product or service. The higher appeal the spokesperson is, higher trust consumers believe in the product or service the spokesperson recommend. Therefore, whether the spokesperson in the advertisement can effectively transmit the message to consumers and win their trust depends on the credibility of the spokesperson.

As we discussed, the advertising spokesperson has already become one of the important ways how enterprises promote their product or service. Enterprises attempt to raise their popularity of brand by choosing a right spokesperson as well as consumers' attitude to the advertisement. On the contrary, if consumers do not trust the spokesperson, they will not trust the advertising message even if it is reasonable and believable. In other words, a spokesperson with credibility is easy to be believed in and accepted by consumers, who will also easily believe the message of the advertisement the spokesperson speaks on behalf of.

Hypothesis 2: The spokesperson's credibility has a positive influence on consumers' attitude towards advertising.

2.4 Advertising Frequency

The purpose of advertising lies in telling consumers the information of the target product or service, and repeatedly broadcasting of advertising is for strengthening the audience to have an impression of the advertisement. The purpose of repeatedly broadcasting of advertising includes reminding the audience not to forget the previous information, strengthening the previous information, and breaking out the audience's resistance to the information in their heart. Advertisers hence use different tactics and routes to persuade consumers and go beyond the traditional channels to impart the information to consumers and make consumers have positive judgment to the information [5]. Consumers easily forget the advertisement when they do not watch or contact it; however, repeatedly broadcasting of advertising reinforces consumers' impression and makes them unforgettable about the advertisement. Hawkins and Hoch [4] and Nedungadi [19] claim that advertising frequency influences the audience's impression on the brand and makes them have purchase intention. Indeed, Kotler points out that the more advertising frequency, the better understanding the audience has [20].

However, consumers usually have different expectations of advertising, which makes the effect of advertising different, too. Hiebing and Cooper [21] shows that the effect of advertising contains six levels; the higher level, the higher frequency advertising needs to be broadcasted. For example, the first level is called "contact level." At this level, if the frequency is one to three, consumers can only remember the content of the product. The second level is the "popularity" level whose frequency is three to six. At this moment, when the audience is asked, he or she will identify the product. The third level, whose frequency is four to seven times, is a remembering level; this level suggests that the audience will go to understand the materials of relevant products at this moment. The fourth level is the attitude level whose frequency is six to ten. The audience at this moment will have partiality for the product or service and his or her attitude is positive. If advertising frequency is more than 10 times, it is the level of sale, which means there is possibility for the audience to purchase the product at this moment. However, Blair [22] studied more than 100 enterprises in 1987 and found that high frequency of advertising will bore the audience and less persuasion of advertising has a worse effect even though the frequency of broadcasting is increased. Although the increase of advertising frequency can improve consumers to know the product or service and help them remember it; however, too many times of broadcasting an advertisement make consumers tired of and even disgust the product. Therefore, enterprises need to be very careful about advertising frequency and make it most effective. [23]

Hypothesis 3: Different advertising frequency has different effects on consumers' attitude towards advertising.

3. Methods

3.1 Participants

A total number of the participants were 457. They were the second and third year of the students who studied in the university of Science and Technology in Taipei.

3.2 Measurement scale of variables

There are three measurement scales. The scale of brand image was adopted from Park, Jaworski and MacLinnis, including 6 questions [11]; the scale of credibility of the spokesperson was adopted from Ohanian, containing 5 questions [18]; and the scale of the effect of advertising is from Bower and Landreth [3], including 8 questions. The questionnaire is 6-point Likert scale used to examine the participants how they feel and judge about the variables.

3.3 Procedure

In this study, we used a pre-experimental design to investigate college students’ responses to the variables required. We edited a 50-minute famous TV program, inserting six commercial slots inside. Although the target advertisement and interfering advertisement were randomly arranged in the commercial slots, the frequency of the target advertisement is 1, 2, 4 and 6. The participants were asked to fill out a questionnaire about brand image, credibility of the spokesperson before watching the program with the advertisements. Then, after watching it, they were asked to fill out the second questionnaire about their attitude to the target advertisement.

4. Results

4.1. Correlation Analysis

To understand the correlation between the variables, 457 copies of the questionnaires were calculated and analyzed to see the mean, standard deviation, coefficient correlation (Table 1). First of all, the mean of brand image was 3.83 and it implied that the participants knew the brand to some degree. The mean of creditability of the spokesperson was 4.54 and it indicated that participants trusted the spokesperson as well. As to consumers’ attitude toward the advertisement, the mean (3.94) revealed that when participants knew the brand and trusted the spokesperson, they would have a more impression of the advertisement and the effect of the advertisement was bigger as well.

As shown in Table 1, the coefficient correlation value was 0.46, which proved that the brand image and the effect of advertising had a significantly positive correlation and so did the relationship between creditability of the spokesperson and consumers’ attitude towards advertising because the coefficient correlation value was 0.46. In addition, Cronbach's α for the scales of brand image scale, spokesperson, and consumers’ attitude towards advertising was 0.88, 0.93 and 0.92 respectively, which represent consistency within this three scales.

Table 1 Regression Analyses

	M	S.D	Brand Image	Credibility of Spokesperson	Attitude to Advertising
Brand Image	3.83	0.89	(0.88)		
Credibility of Spokesperson	4.54	0.94	0.33***	(0.93)	
Attitude to Advertising	3.94	0.85	0.46***	0.46***	(0.92)

Note: *: $p < .05$, ***: $p < .001$, () means the value of Cronbach's α

4.2 Regression Analysis

In order to examine whether brand image and credibility of the spokesperson can predict consumers’ attitude towards advertising, the regression analyses was conducted.

Table 2 Regression Analysis: Brand image and Credibility of Spokesperson to Attitude to Advertising

	Attitude to Advertising
Predicting variables	
Brand image	0.34***
Credibility of Spokesperson	0.34***
R ²	0.31

F

207.36***

Note: *: $p < .05$, ***: $p < .001$

Table 2 shows that the result of the model was significant ($F = 207.36, p < .001$). Brand image ($\beta = 0.34, p < .001$) and credibility of the spokesperson ($\beta = 0.34, p < .001$) positively significantly influenced consumers' attitude towards advertising. In other words, the higher the brand image, the higher consumers' attitude towards advertising; likewise, the higher credibility of spokesperson, the higher consumers' attitude towards advertising. As a result, hypotheses 1 and 2 were supported.

4.3 Covariant Analysis

The Covariant Analysis was used to understand whether brand image, credibility of the spokesperson, and consumers' attitude towards advertising have the same the effect in different advertising frequency. The result shows that there were not significant (Table 3).

Table 3 confirmed coefficient homogeneity, while Table 4 indicated the result of the covariant In Table 4, it was found that advertising frequency positively influenced consumers' attitude towards advertising ($F = 8.95, p < 0.05$). The effect of 6 times of advertising was better than that of 1, 2, and 4 times.

Table 3 The Result of Coefficient Homogeneity

Variables	SS	df	MS	F
Brand image * frequency	0.17	3	0.06	0.12 n.s.
Credibility of Spokesperson* frequency	2.65	3	0.88	1.83 n.s.
Error	435.47	902	0.48	

Note: n.s.: $p > .05$

Table 4 The Result of the Covariant Analysis

Variables	SS	Df	MS	F	Post-comparison
Brand image	69.35	1	69.35		
Credibility of Spokesperson	65.14	1	65.14		
Advertising frequency	12.97	3	4.21	8.95***	6 times > 1 time > 2 times > 4 times
Error	438.76	908	0.48		

註: *: $p < .05$, ***: $p < .001$

In order to really understand the influence of advertising frequency on consumers' attitude towards advertising, we adjusted the value of consumers' attitude towards advertising using the result of the regression model and compared the results in different times of advertising frequency. Table 5 showed that the participants had different attitudes towards different times of advertising frequency, namely 6 times > 1 time > 2 times > 4 times. Therefore, we concluded that when participants understood the brand of the product and trusted the spokesperson to some degree, the participants' attitude towards advertising frequency varied when they watched the advertisement different times.

Table 5 The Comparison among Different Times of Advertising Frequency

Adjusted mean	1 time	2 times	4 times	6 times
Average				
M	3.89	3.86	3.87	4.15
1 time	----	----	----	***
2 times	----	----	----	***
4 times	----	----	----	***
6 times	***	***	***	----

Note: ***: $p < .001$

5. Conclusions

This study has evidenced that good brand image and the spokesman are essential to add the value of advertising. Likewise, advertising frequency can reinforce the effect of the advertising. In other words, the combination of the three factors must make up an impressive advertisement. The relevant results of study are addressed below.

First of all, the result of study revealed brand image influences consumers' attitude towards advertising. A good brand can accumulate the image for enterprises; besides, it can push up sales and creates a kind of intangible assets. Since brand image becomes the source of an enterprise's competitive requirement, an enterprise needs to create a good brand image and transmit it to consumers' mind. Secondly, this study also found that credibility of the spokesperson influences consumers' attitude towards advertising. Therefore, enterprises need to choose a spokesperson with high credibility. After all, once consumers trust the spokesperson, they will also trust the information of the advertisement the spokesperson endorses. Finally, this study found that advertising frequency influences consumers' attitude towards advertising. In addition, this study also found that higher frequency has higher influence on consumers' attitude, which differs from the theory that higher frequency of advertising has less effect because it bores the audience.

Two practical implications are also suggested. First, a spokesperson, like a celebrity, could increase the popularity of the product or service in a very short time; however, it would cause damage to the enterprise once the spokesman has negative news. The reason is simple. The spokesperson' credibility is smashed and it will not be trusted by consumers so that consumers will not believe whatever the spokesperson says, needless to mention the advertisement he or she endorses. What's worse, it may even hurt the enterprise and its brand image. Second, this study found that 6 times of advertising frequency has the best effect compared with the times of 1, 2, 4, so the enterprise may consider the number within its budget.

The study also contains several limitations. To begin with, advertising inside a film is just one of the channels. Therefore, we suggest the further study can employ another channel to present advertising. In addition, because of the time restriction, the sample size is neither deep nor broad enough. Moreover, it is interesting to know whether it has the same effect if the spokesperson is not a celebrity or if the celebrity endorses different products or services. Finally, the further study can focus on the expensive product, not just a daily product used in this study.

References

- [1]Grewal, D., Krishnan, R., Baker, J. & Borin, N., The effects of store name, brand name and price discounts on consumers' evaluations and purchase Intentions, *Journal of Retailing*, 74, 331-352, 1998.
- [2]Walker, M., Langmeyer, L. & Langmeyer, D., Commentary: Celebrity endorsers - Do you get what you pay for? *The Journal of Product and Brand Management*, 1993; 2, 3, 36-43.
- [3]Bower, A. B. & Landreth, S., Is beauty best? Highs versus normally attractive models in advertising, *Journal of Advertising*, Spring, 2001; 1-12.
- [4]Hawkins, S. A. & Hoch, S. J., Low-Involvement Learning: Memory without Evaluation, *Journal of Consumer Research*, 1992; 19(2), 212-225.
- [5]Kotler, P., *Marketing Management: Analysis, Planning, Implementation, and Control*, 7th (Ed.), New Jersey: Prentice-Hall, 1991.
- [6]Richardson, P. S., Dick, A. S. & Jain, A. K., Extrinsic and Extrinsic Cue Effect on Perceptions of Store Brand Quality, *Journal of Marketing Research*, 1994; 58(4), 28-36.
- [7]Farquhar, P. H., Managing brand equity, *Marketing Research*, 1989; 1, 24-33.
- [8]Rao, A. R. & Monroe, K. B., The Moderating Effect of Prior Knowledge on Cue Utilization in Product Evaluations, *Journal of Consumer Research*, 1988; 15(2), 253-264.
- [9]Dodds, W. B., Monroe, K. B. & Grewal, D., Effects of Price, Brand, and Store Information on Buyers' Product Evaluations, *Journal of Marketing Research*, 1994; 28(3), 307-319.
- [10]Bhat, S. & Reddy, S., Symbolic and functional Positioning of brands, *Journal of Consumer Marketing*, 1998; 15(1), 32-44.
- [11]Park, C. W., Jaworski, B. J. & MacInnis, D. J., Strategic Brand Concept-Image Management, *Journal of Marketing*, 1986; 50(4), 135-145.
- [12]Engel, J. E., Blackwell R. D. & Miniard, P.W., *Consumer Behavior*, The Dryden Press: Chicago, 1990.
- [13]Lafferty, B. A. & Goldsmith, R. E., Corporate credibility's role in consumer's attitudes and purchase intentions when a high versus a low credibility endorser is used in the ad, *Journal of Business Research*, 1999; 44, 2, 109-116.
- [14]Lutz, J. R., Affective and cognitive antecedents of attitude toward the ad: A conceptual framework. In F. A. Linda and A. M. Andrew, *Psychological Processes and Advertising Effects*, 1985; 45-63.
- [15]Baker, M. J. & Churchill, A.G., The Impact of Physically Attractive Models on Advertising Evaluation, *Journal of Marketing Research*, 1977; 11(3), 538-555.
- [16]Petty, R. E. & Cacioppo, J. T., *Attitude and Persuasion: Classic and Contemporary Approaches*, Dubuque, Iowa: Wm. C. Brown Co, 1981.
- [17]McCracken, G., Who is the Celebrity Endorser? Cultural Foundation of the Endorsement Process, *Journal of Consumer Research*, 1989; 15(2), 310-321.
- [18]Ohanian, R., The Impact of Celebrity Spokespersons' Perceived Image on Consumers' Intention to Purchase, *Journal of Advertising Research*, 1991; 31(1), 46-54.
- [19]Nedungadi, P., Recall and Consumer Consideration Sets: Influencing Choice Without Altering Brand Evaluations, *Journal of Consumer Research*, 1990; 17(3), 263-276.
- [20]Kotler, P., *Marketing Management*. New Jersey: Prentice Hall, 2000.
- [21]Hiebing, R. G. & Cooper, S. W., *The Successful Marketing Plan: A Disciplined and Comprehensive Approach*, 1990; 323.
- [22]Blair, M. H., An Empirical Investigation of Advertising Wearin and Wearout, *Journal of Advertising Research*, 1987; 45-50.
- [23]Tseng, M.L. (2010). An assessment of cause and effect decision making model for firm environmental knowledge management capacities in uncertainty. *Environmental Monitoring and Assessment* 161, 549-564.