

examining the effect of endorser credibility on the ... - examining the effect of endorser credibility on the consumers' buying intentions: an empirical study in turkey ... the purpose of this study is to test whether the source credibility affects buying ... (i.e. attractiveness, trustworthiness and expertise) have on purchase intentions of 326 young consumers has been examined. the results showed ... **relationships among source credibility of electronic word ...** - source credibility of ewom and perceived risk research. practically, hoteliers can set their marketing strategies precisely aimed to consumers' needs and are able to build good ... knowing the critical factors that lead to consumers' final purchase . 5 decisions, the hotel managers can form precise marketing strategies aiming their ... **endorser credibility and its influence on the purchase ...** - credible endorser leads the consumers to have an online purchase intention. other than that, this study proved that attitudes ... mentioned source credibility model developed by [15] consists of expertise and trustworthiness as the characteristics of source, and attractiveness model ... **endorser credibility effects on yemeni males consumer ...** - key words: endorser credibility, attitude towards advertisement, purchase intention, consumers, yemen . proceedings of the fifth asia-pacific conference on global business, economics, finance ... support a main effect of source credibility such that a highly credible communication source **the impact of celebrity endorser type and source ...** - source credibility on the advertising attitudes and purchase intentions of indian rural consumers by sidharth muralidharan may 2012 india is among the fastest growing economies in the world and has the second largest population out of which 70% are considered rural. the rural consumer has **impact of brand credibility and consumer values on ...** - consumers in pakistan and explore how they affect brand credibility and consumer purchase intention relationship. literature review brand credibility brand credibility is originated from source credibility literature. according to ohanion (1990) source credibility is positive characteristics of a sender that influence receiver's message **endorser credibility effects on yemeni male consumer ...** - keywords: endorser credibility, attitude towards advertisement, attitude towards brand, purchase intention, consumers, yemen 1. introduction ... source credibility, which refers to a message ... **source credibility: a philosophical analysis** - association, consumers often prefer those brands owing to the conception that it helps in shaping that celebrity; helps in de- fining his/her style. however, source credibility in advertising is also influenced by source attractiveness. the more attractive a celebrity looks, the more likely consumers are to buy whatever he/she is selling. **chapter 3: credibility, trust and long-term relationships ...** - chapter 3: credibility, trust and long-term relationships 3.1 introduction this chapter reviews the concepts of credibility, trust and long-term relationships. ... credibility's influence on consumers' attitudes and purchase intentions had only been ... source credibility is also influenced by a perception of similarity as indicated by ... **the influence of online social ties on consumers' purchase ...** - through social ties between the source and the receiver when it comes to generating consumers' purchase intentions. the authors intend to contribute with an understanding of how different sociodemographic factors of homophily and source credibility can potentially have a direct or indirect influence on the persuasion process online. **impact of celebrity advertisement on customers' brand ...** - purchase intention quarat-ul-ain zafar scholar, faculty of management sciences, ... source credibility, congruence, customer purchase intention, customer attitude, i. introduction the modern world of marketing communication has become colorful and inundated with ... which tends to persuade a consumer to fix up his choice from a . **endorser credibility effects on algerian consumer's ...** - and purchase intention: the mediating role of attitude toward brand methaq ahmed sallam ... consumers who viewed a real advertisement. they rated the credibility of the endorser, attitude ... dimensions of source credibility on (aad),the effect of (aad) on (ab), the impact of (ab) on (pi) ... **the impact of social media influencers on purchase ...** - source credibility. mediating effects of consumer attitude are also determined. implications, limitations, and suggestion for recommended research are further discussed. keywords: influencer marketing, social media influencers, source credibility, source attractiveness, product match-up, meaning transfer, purchase **consumer-generated ads on youtube: impacts of source ...** - impacts of source credibility and need for cognition on attitudes, interactive behaviors, and ewom ... source credibility may be lessened when consumers cannot verify participants in online forums who pass along ewom [cheung, lee and rabjohn2008]. ... consumer-generated ads on youtube %

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