

## MASTER'S THESIS

### Effects of product involvement and endorser type: computer print ads in Hong Kong

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Effects of Product Involvement and Endorser Type: Computer Print Ads in  
Hong Kong

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## Abstract

This study uses the ELM (Elaboration Likelihood Model) as the theoretical framework to examine the effects of product involvement and ad endorser type. These effects included behavioral intentions, ad credibility, endorser credibility, perceived positive product attributes, cognitive responses and ad recall. Two distinct routes of the ELM: central and peripheral were used to explain the information processing likelihood to ad persuasion. A 2 (involvement: high or low) x 4 (types of endorser: celebrity, expert, office lady or no endorser) between-subject factorial designed was used. Two vignettes were created to represent the high and the low involvement conditions in eight experimental conditions. 160 subjects were recruited for the experiment in late May of 1999 at the Hong Kong Baptist University. Partial Correlation was tested for consumer product-related background and behavioral intentions. Gender was controlled for in each condition. No interaction effects for involvement and endorser type were shown. Main effects for involvement on behavioral intentions, ad and endorser credibility, and also perceived positive product attributes were found. Generally speaking, there were no main effects for endorser type except on peripheral cognitive responses and peripheral ad recall. Three implications were drawn here. First, involvement is significant as a factor in affecting behavioral intentions, ad credibility, endorser credibility and perceived positive product attributes as applied in the ELM. Second, ELM might not function when there is a lack of sufficient external stimulus in an experiment. Third, central and peripheral routes of elaboration might not be absolutely exclusive. A combination of central and peripheral processes might operate simultaneously to ad persuasion.

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