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Attitude Toward the Ad: Its Influence in a Social Marketing Context

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Abstract

The testing of the MacKenzie, Lutz, and Belch models (1986) of the relationships among A_{ad} , brand cognitions ($COG_{b\ or\ t}$), attitudes ($AFF_{b\ or\ t}$), and intentions ($INT_{b\ or\ t}$) was extended to the nontraditional context of social advertising compared to consumer goods advertising and for low compared to highly involving topics (or products). The results indicate that A_{ad} not only has a direct influence on $AFF_{b\ or\ t}$, but also had an indirect influence via $COG_{b\ or\ t}$ within both a social context and a consumer goods context, either for low or highly involving topics or products. The impact of $AFF_{b\ or\ t}$ on AFF_{ad} is not significant in any of the 4 conditions. Implications for social marketing are given.

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