REPEATED ADVERTISEMENT EFFECTS AND ANCHORING EFFECTS IN COMMUNICATION EFFECTIVENESS

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ABSTRACT

This hypothetical research integrated repeated advertisement effects, anchoring effects, and Planned Behavior theory in a new way of interpretation to highlight the moderate role of anchoring effects from a viewpoint of communication effectiveness. The empirical conclusions reveal that the anchor effect can strengthen the impact of repeated advertisement effects on individual’s final outcome and repeated message with anchor performs better than one without an anchor. Moreover, the research also further tested anchoring effect with average point. The results showed that when target audiences start to estimate unknown values at average points; then, if an average anchor point is exposed, they will believe it. Besides, they tend to adjust and propose final evaluations within an interval of average points.

Keywords: Advertisement; Anchoring; Communication; Marketing.
JEL classifications: M3, M1

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