



56 | 6 | 0
Views | CrossRef citations | Altmetric

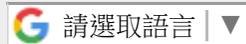
Original Articles

Does Consumers' Product-Related Involvement Matter When it Comes to Corporate Ads?

Sora Kim Ph.D., Eric Haley Ph.D. & Yoon-Joo Lee Ph.D.

Pages 37-48 | Published online: 07 May 2012

Download citation <https://doi.org/10.1080/10641734.2008.10505246>



Translator disclaimer

[References](#)

[Citations](#)

[Metrics](#)

[Reprints & Permissions](#)

[Get access](#)

Abstract

The study reported in this article examines the effects of three involvement types (technology, computer product category, and advertisement involvements) on attitude/behavioral intentions in two contexts: product and corporate ads. Specifically, the study explored these relationships using computer product ads and the ads of the company that produces the computer brand featured in the product ads. In the corporate ads, involvement levels in the technology and

computer product category did not reveal a significant influence, whereas all three involvement types (technology, computer product category, and advertisement involvement) had a significant influence on attitudes and behavioral intentions of viewers in the product ads. The results suggest that consumers' product related involvements might not have the same influences on the corporate ads as the product ads.