

THE PERCEIVED VALUE OF AN AD: ANTECEDENTS AND CONSEQUENCES ON CONSUMERS' BEHAVIOURAL RESPONSES

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ABSTRACT

Nowadays the topic of consumers' attitude towards advertising and their behavioural intentions has gained a lot of attention in the academic and managerial spheres. The present research investigates the antecedents of the perceived value of an ad, its influence on the brand image and on consumers' behavioural responses to advertising. Culture exerts a broad and deep impact on people's attitudes and behaviours. To examine this, the questionnaire was conducted among respondents in Belarus and Portugal. The statistical analysis of the survey data was performed with structural equations modelling. Results indicate that informativeness, favourable attitude to the ad and credibility are important determinants of the perceived value of an ad. Our findings provided evidence for the influence of the perceived value of an ad on the consumers' perceptions and their behavioural responses. Based on these results we propose further research directions in the area and present the implications for the managers.

Keywords: Perceived Value of an Ad, Purchase Intention, Brand image, Word-of-mouth, Brand equity.