

## THE MODERATING EFFECTS OF AD MESSAGE INVOLVEMENT: A REASSESSMENT

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ABSTRACT: Recent conceptual and empirical work by MacKenzie and Lutz has provided an organizing framework for understanding the brand attitude formation process under varying involvement conditions. The present study extends this research effort by more closely examining the moderating effects of ad message involvement (AMI) in the context of the dual mode persuasion (DMP) and contextual evaluation transfer (CET) models. Utilizing a non-manipulated treatment of involvement and an alternative measure of brand perceptions, structural relationships among key constructs in both models were well-supported, even relationships hypothesized but not previously supported by MacKenzie and Lutz.

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