

Publication

Ads suit up! Effects of website and advertiser credibility on consumer responses to banners ads

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Effective communication on the internet is becoming increasingly difficult for advertisers, as they have to compete with many others for user attention. We examine the role of source credibility (specifically website and advertiser credibility) as a means to increase advertising effectiveness. Our results showed that website credibility affects ad credibility, whereas advertiser credibility also enhances attitude toward the brand, and users' purchase intention. Based on these findings, we discuss implications and opportunities for future research on online advertising.

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