

The Classical Conditioning Effect of Animated Spokes-Characters

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Abstract : This paper adopted 2X2 factorial design. One factor was experimental versus control condition. The other factor was types of animated spokescharacter, and one of the two levels was expert type, and the other level is attractive type. In the study, we use control versus experimental conditioning and types of animated spokescharacter as independent variables, and brand attitude as dependent variable to examine the conditioning effect of types of animated spokescharacter on brand attitude. There are 123 subjects participating in the experiment. The results showed conditioning group presents that animated spokescharacter has significantly superior effect of product endorsement in contrast to non-conditioning one, while there is no significant impact of types of animated spokescharacter on brand attitude.

Keywords : classical conditioning, animated spokes-character, brand attitude, factorial design

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