

The consumer attitude towards the third party organization (TPO) endorsement – an empirical investigation in the child products category

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## **Abstract**

Consumers are confronted in the market with different forms of recommendation of products and services. These forms start from the opinions of friends and family on the product, through the opinions of personally unknown users published on the Internet, to the recommendations of famous people - celebrities, opinion leaders and influencers, who have found themselves in the digital world very effectively. The available scientific literature indicates that the effectiveness of recommendations depends on a number of factors, such as the credibility (Hovland 1953; Dholakia, Strenthal 1977; Ohanian 1991) and attractiveness of the recommendation source (McGuire 1985), the product matching and source of recommendation (Forkan 1980; Kamins 1989,1990), the type of communication and the type of product and the level of consumer's involvement as the recipient of the message (Petty, Cacioppo 1980), the consumer's knowledge of the product. However, the question arises what factors will affect the consumer's attitude towards the third party organization (TPO) endorsement, in particular whether the opinion of scientific medical institutions in the category of children products is among these factors.

**Keywords:** *TPO endorsment; credibility; expertise*

**Track:** Consumer Behaviour