

Antecedents and Impact of the Perceived Value of an Ad on Consumers' Perceptions and Behavior: A Cross-Cultural Study

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Abstract

Assessing what consumers value in an ad is essential for developing effective strategies across cultures. This study applies the advertising value model to analyze consumer perceptions in Portugal and Belarus. Findings indicate perceived informativeness, credibility, favorable predisposition towards advertising (FPTA) as positive antecedents of the perceived value of an ad (PVA), which has a positive influence on brand image, that in turn enhances word of mouth (WOM). Results show that the model allows the evaluation of general perceptions about advertising in diverse mediums and cultures and introduces the new antecedent FPTA. Theoretical and managerial implications are provided.

Subject Areas: *Advertising; Branding; Consumer Behavior*