



# **CONTENT CLASS EFFECTS ON CONSUMER ONLINE INFORMATION PROCESSING: In Integrated Marketing Communication Context**

*Alex Wang*

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Consumers now are connected electronically with millions of people and companies around the globe. One important market trend of E-commerce is driving advertisers to use their marketing communication activities wisely. Do consumers process information differently when the information is presented in the content class of a third-party endorsement versus advertising? Is it a desirable strategy to have all content classes 'speak with one voice?' How do factors such as product involvement, subjective knowledge and objective knowledge interact with the message consistency and inconsistency conditions to influence how consumers process product information and make purchase decisions? Based on these questions, this book examines how consumers process product information by integrating and examining consistent and inconsistent product messages between an advertisement and a third-party endorsed article online under the influences of their levels of product involvement, subjective knowledge and objective knowledge. This book will answer the questions asked and provide practical implications for advertisers and directions of future research for academic researchers.

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