

The Effect of Message Framing of Other Distribution Channels on Purchase Intention in TV Home Shopping: Focused on the Moderating Effect of Product Type (Luxury vs. General)

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Abstract

This study investigates the influence of message framing of other distribution channels on product attitudes and purchase intentions for TV home shopping products. The research explores the mediating effects of perceived quality, perceived price, and persuasion knowledge in relation to message framing and product attitudes. Additionally, it examines the moderating effects of product type (luxury vs. general products). Finally, the study empirically analyzes the effect of product attitudes on purchase intentions. A survey was conducted with 359 participants, including residents and university (graduate) students from Daegu and Gyeongbuk, and the data were analyzed using ANOVA and regression analysis with SPSS 21.0. The results indicate that, firstly, the message framing of other distribution channels for TV home shopping products affects purchase intentions. Particularly, message framing related to premium department stores has a greater effect on perceived quality, perceived price, and persuasion knowledge than regular department stores. Secondly, perceived quality, perceived price, and persuasion knowledge related to message framing of other distribution channels for TV home shopping products positively influence product attitudes. Thirdly, product attitudes toward TV home shopping products positively affect purchase intentions. Fourthly, only the moderating effect of product type (luxury vs. general) on the effect of message framing on perceived quality was found to be significant for shoe products. These findings suggest that TV home shopping companies need to actively use message framing of other distribution channels as a marketing strategy to enhance product attitudes. However, future studies should expand the scope beyond TV home shopping channels to include various distribution channels.

Keywords: *Message Framing, Other Distribution Channel, TV Home Shopping, Product Attitude, Purchase Intention, Luxury Products.*

Introduction

Since the onset of the COVID-19 pandemic in 2020, the TV home shopping industry has experienced significant changes and growth. Due to restrictions on outdoor activities and social distancing measures during the pandemic, consumers increasingly turned to online and TV home shopping platforms instead of offline purchases. Sales of health-related products, such as masks, hand sanitizers, and immunity-boosting supplements, surged significantly, along with a rise in demand for home appliances, furniture, home training equipment, groceries, and ready-to-eat meals as people spent more time at home. TV Home shopping companies achieved sales growth by focusing on showcasing these products through TV and online channels. Despite applying various strategies and focusing on aggressive product advertising to capture consumer interest, companies are still searching for the most effective methods. To overcome these challenges, companies need to attract consumer interest by presenting key information effectively. Among many approaches, the most efficient is tailoring the message delivery method based on consumers' purchasing situations and personal characteristics (Shin et al., 2014). One such method that can influence consumers' purchase intentions is advertising message framing. Advertising message framing involves delivering both positive and negative messages through advertisements, which can influence consumer decision-making. Negative messages can be framed as loss messages, while positive messages can be framed as gain messages (Feng Yu, 2016).

TV Home shopping advertisements often highlight department stores to promote their products. While TV home shopping traditionally focuses on price competitiveness, this can sometimes lead to lower perceived quality of TV home shopping products due to consumers' associations with price and quality. In response, TV home shopping companies have recently adjusted their strategies, moving from

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predominantly promoting small and medium-sized enterprise (SME) products and general (non-luxury) items to incorporating luxury brands and referencing reputable other distribution channels to change consumers' perceptions of low quality. For example, they use phrases like "exclusive sales through our TV home shopping channel" or "selling the same products as department stores."



Fig 1. TV Home Shopping Advertisemen

Therefore, this study aims to investigate the effect of mentioning high-profile department stores (premium department stores vs. general department stores) when selling products through TV home shopping. Specifically, it examines how referencing these stores influences perceived quality, perceived price, and persuasion knowledge. The key research objectives are as follows

This study aims to examine how message framing of other distribution channels for TV home shopping products affects perceived quality and perceived price, as well as its effect on persuasion knowledge.

This study aims to investigate how perceived quality, perceived price, and persuasion knowledge, influenced by the message framing of other distribution channels for TV home shopping products, affect product attitude.

Theoretical Background

Distribution Channel Message Framing of Products and Perceived Quality

According to Cue Utilization Theory, products consist of intrinsic cues—qualities inherent to the product that consumers can use as proxies for quality (such as taste, performance)—and extrinsic cues—external elements that are not directly related to the product's attributes (such as price, brand, distribution channels) (Olson, 1972; Zeithaml, 1988). Olson (1976) argued that intrinsic cues have a greater effect on consumer product evaluation than extrinsic cues. Studies emphasizing the importance of extrinsic cues have sometimes overlooked significant intrinsic cues, and even studies that consider both often emphasize the importance of intrinsic cues (Wheatley & Chiu, 1981). Consumers tend to use extrinsic cues when intrinsic ones are lacking or difficult to interpret. In the context of TV home shopping, where consumers cannot directly experience products, they rely more on extrinsic cues such as the message framing of distribution channels. When hearing that a product is sold through a high-end distribution channel, consumers tend to perceive the product's quality as high-end.

The Elaboration Likelihood Model (ELM) describes a dual-process model of persuasion, suggesting that consumers process information through two routes, leading to attitude formation (Petty & Cacioppo, 1986; Chun & Lee, 2022). These routes are categorized into a "central route" and a "peripheral route," and the way consumers process persuasive messages through either route influences their behavior. When the elaboration process is high (high involvement), consumers process information through the central route, focusing on central cues (e.g., quality, price). When the elaboration process is low (low involvement), consumers are more likely to process information through the peripheral route, focusing on peripheral cues (e.g., distribution channels) (Sussman & Siegal, 2003). Consequently, when a premium distribution channel

(an extrinsic or peripheral cue) is suggested, consumers perceive higher quality. Based on this understanding, Hypothesis 1 is formulated:

H1. There will be a difference in perceived quality depending on the message framing of other distribution channels for TV home shopping products.

Distribution Channel Message Framing of Products and Perceived Price

The concept of stereotypes originated from the psychological concept first introduced by Walter Lippmann in his 1922 book *Public Opinion*. Stereotypes are fixed impressions formed through social categorization, such as gender, race, age, or occupation, which are resistant to change. In consumer contexts, product names, packaging, quality, price, brand, and origin serve as stereotypes used for product evaluation (Kim & Ok, 2020). Consumers tend to perceive TV home shopping products as cheaper compared to offline distribution channels, even when the same products are available at lower prices through TV home shopping. As a result, consumers form perceptions of the price levels of TV home shopping products relative to products sold through offline channels. For example, products sold through premium distribution channels are perceived to have lower prices when presented through TV home shopping. Based on this, Hypothesis 2 is formulated:

H2. There will be a difference in perceived price depending on the message framing of other distribution channels for home shopping products.

Distribution Channel Message Framing of Products and Persuasion Knowledge

Cognitive Dissonance Theory explains how tension or cognitive inconsistency is resolved following a decision, such as a purchase decision. It suggests that cognitive discord can regulate behavior (Kantola, Syme, and Campbell, 1984). Cognitive dissonance acts as a motivational mechanism to alleviate negative feelings (Elliot & Devine, 1994; Festinger, 1957). Typically, it is reduced by removing or reducing the importance of conflicting cognitive elements or by adding consistent cognitive elements. People tend to think of department stores as channels for selling high-end products at high prices, while they view TV home shopping as a channel for selling general products at affordable prices. When TV home shopping advertisements mention "selling the same products as department stores (high-end distribution channels)," it may cause cognitive dissonance among consumers, leading them to question, "Do department stores and TV home shopping really sell the same products?" or "If they do, are they truly identical?" This skepticism may activate persuasion knowledge due to cognitive dissonance. Based on this, Hypothesis 3 is formulated:

H3. There will be a difference in persuasion knowledge depending on the message framing of other distribution channels for TV home shopping products.

Perceived Quality and Product Attitude

Attitude is defined as a learned tendency to respond positively or negatively to a specific object, representing an overall evaluation based on beliefs or opinions about that object (Fishbein & Ajzen, 1975; Park, 2020). Perceived quality positively influences product attitudes and brand attitudes (Aaker, 1991; Sun & Kim, 2020). Positive attitudes toward a product are directly linked to behavior and influence product evaluation (Park & Yoon, 2015). Based on this, Hypothesis 4 is formulated:

H4. Perceived quality related to the message framing of other distribution channels for TV home shopping products will have a positive (+) effect on product attitudes.

Perceived Price and Product Attitude

Perceived price can be defined as the extent to which consumers recognize the monetary cost when purchasing a product or service, influencing product choice and overall purchase intentions. Even at the same price level, it can be perceived differently by various consumers, affecting their buying behavior (Park,

2016). For example, phrases like "Buy this for just 000 per day" can lead consumers to perceive a lower price, encouraging positive purchase behavior. Furthermore, studies have shown that the lower the price and the greater the discount, the higher the consumer satisfaction (Park et al., 2008). Based on this, Hypothesis 5 is formulated:

H5. The lower the perceived price related to the message framing of other distribution channels for TV home shopping products, the more positive the effect on product attitudes.

Persuasion Knowledge and Product Attitude

Studies on persuasive messages have traditionally focused on the effectiveness of persuasion in changing attitudes and behaviors. However, recipients do not always form attitudes according to the intent of the message or the persuasion target (Park & Lee, 2009). Research in product advertising indicates that lower levels of persuasion knowledge are associated with higher levels of advertising attitudes, brand attitudes, and purchase intentions (Seo & Yoon, 2010). Conversely, higher levels of persuasion knowledge negatively affect product attitudes and purchase intentions (Kim & Park, 2008). Based on this, Hypothesis 6 is formulated:

H6. Higher levels of persuasion knowledge related to the message framing of other distribution channels for TV home shopping products will negatively affect product attitudes.

Moderating Effect of Product Type (Luxury vs. General Products)

While product types can be categorized from various perspectives, this study focuses on the distinction between luxury and general products. Luxury products are defined as items that symbolize consumer purchasing power through high price, superior quality, and prestigious brand names (Lee et al., 2003). Rather than referring to specific brands, luxury products are those that offer consumers prestige and identity through purchase and usage (Choi, 2001). General products, on the other hand, are non-luxury items that provide good value for money. Generally, premium department stores are expected to focus more on luxury products than general department stores, while general department stores are presumed to have a higher proportion of general products compared to premium department stores. Therefore, it is hypothesized that consumers perceive higher quality, persuasion knowledge, and price levels for luxury products when associated with premium department store message framing. Based on this, Hypotheses 7, 8, and 9 are formulated:

H7. The effect of message framing of other distribution channels on perceived quality will be moderated by product type.

H8. The effect of message framing of other distribution channels on perceived price will be moderated by product type.

H9. The effect of message framing of other distribution channels on persuasion knowledge will be moderated by product type.

Product Attitude and Purchase Intention

Product attitude refers to an individual's subjective evaluation of using a product and, along with purchase intentions, is considered to influence subsequent purchase decisions (Suh et al., 2012). Product attitudes have been shown to positively influence purchase intentions, with similar results reported in other studies (Choi et al., 2012). Based on this, Hypothesis 10 is formulated:

H10. Product attitudes toward TV home shopping products will have a positive (+) effect on purchase intentions.

Research Methodology

Research Model

Based on the academic foundations and hypotheses, the research model is established as shown in Fig. 2. The model investigates the following: First, it examines whether there are differences in perceived quality, perceived price, and persuasion knowledge according to the message framing of other distribution channels (department store, premium department store, general department store) for TV home shopping products. Second, it examines the **effect** of perceived quality, perceived price, and persuasion knowledge on product attitudes. Third, it looks into the effect of product attitudes on purchase intentions. Fourth, it tests how product type (luxury vs. general products) moderates the relationship between message framing of other distribution channels and perceived quality, perceived price, and persuasion knowledge.

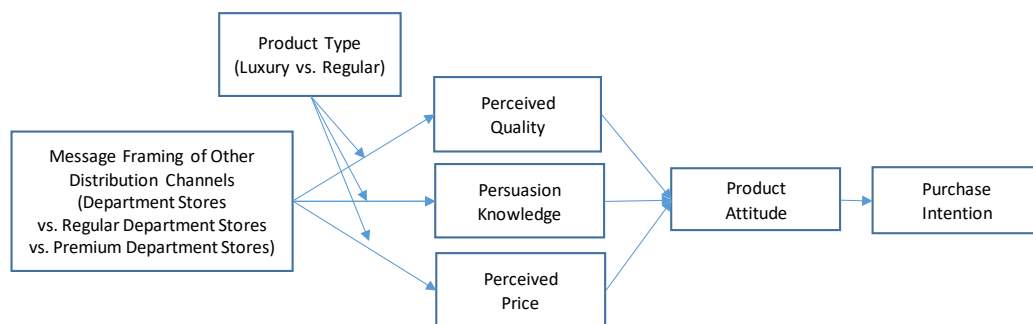


Fig 2. Research Model

Empirical Analysis

Experimental Design and Survey Participants

This study empirically tests whether the message framing of other distribution channels (department store vs. premium department store vs. general department store) affects perceived quality, perceived price, persuasion knowledge, product attitudes, and purchase intentions for TV home shopping products. Additionally, it examines how product types (luxury vs. general products) moderate the relationship between message framing and perceived quality, perceived price, and persuasion knowledge. The analysis uses ANOVA and regression analysis provided by SPSS 21.0 for the survey statistics. A total of 12 different survey types were prepared according to the combinations of message framing (3: department store vs. premium department store vs. general department store) * product type (2: luxury vs. general) * product category (2: shoes vs. clothing). Each survey respondent answered only one of the 12 surveys, selected randomly, to minimize the influence of individual characteristics. The survey measured variables such as perceived quality, perceived price, persuasion knowledge, product attitudes, purchase intentions, and demographic characteristics. The demographic characteristics of the respondents are shown in Table 1 below.

Table 1. Demographic Characteristics

Division		N	%
Gender	Male	194	54.0%
	Female	165	46.0%
	Total	359	100.0%
Age	Under the 20 years	12	3.3%

	21~30 years old	216	60.2%
	31~40 years old	41	11.4%
	41~50 years old	46	12.8%
	Overs the 50s	44	12.3%
	Total	359	100.0%
Job	Student	185	51.5%
	Office worker	97	27.0%
	Self-employed	35	9.7%
	Housewife	21	5.8%
	Public servant	4	1.1%
	Other	17	4.7%
	Total	359	100.0%
Education	high school diploma or below	24	6.7%
	Currently attending university	183	51.0%
	Bachelor's degree	76	21.2%
	Master's degree	65	18.1%
	PhD	11	3.1%
	Total	359	100.0%

Development of Stimuli

For this study, 12 different types of survey stimuli were created. Each respondent was randomly assigned one type of the 12 surveys, and they were instructed to respond to only one survey to minimize the influence of individual biases. The survey focused on measuring potential effects related to message framing for alternative distribution channels. Each of the 12 survey types covered perceived quality, perceived price, persuasion knowledge, product attitudes, and purchase intentions regarding TV home shopping products. The survey included items such as department store reputation, product brand, perceived quality, perceived price, persuasion knowledge, product attitudes, purchase intentions, and demographic information. Below are the figures (Fig 3, Fig 4, Fig 5, Fig 6) used as stimuli in the survey.



Fig 3. Stimuli (Message Framing of TV Home Shopping Products in Alternative Distribution Channels, Luxury Shoes)



Fig 4. Stimuli (Message Framing of TV Home Shopping Products in Alternative Distribution Channels, Regular Shoes)



Fig 5. Stimuli (Message Framing of TV Home Shopping Products in Alternative Distribution Channels, Luxury Clothing)



Fig 6. Stimuli (Message Framing of TV Home Shopping Products in Alternative Distribution Channels, Regular clothing)

Variable Measurement

The reputation of department stores (premium, general) was measured using three items adapted from Martenson(2007) and Lee(2012), focusing on descriptors like "luxurious," "used by high-class individuals," and "prestigious," adjusted to a 7-point Likert scale (1 = Not at all, 7 = Very much) (Cronbach's alpha = .939). Product types were measured using three items adapted from B. Dubois et al. (2001), including descriptors like "stands out," "very expensive," "superior quality," adjusted for this study to a 7-point scale (Cronbach's alpha = .857). Perceived quality was measured using three items from W.B. Dodds et al. (1991), adjusted for this study, including "considered excellent," "reliable," "high quality level," using a 7-point scale (Cronbach's alpha = .954). Perceived price was measured with four items adapted from C.F. Chiang and S.S. Jang (2007), such as "the price seems low," "reasonable," "appropriate," "worth buying," using a 7-point scale (Cronbach's alpha = .913). Persuasion knowledge was measured with three items adapted from Joo & Baek (2020), including "the intention seems suspicious," "the intention does not seem genuine," "not trustworthy," adjusted to a 7-point scale (Cronbach's alpha = .904). Product attitudes were measured using three items from R. Batra et al. (2014), including "home shopping is a good shopping platform," "I have a positive view of home shopping," "I am fond of home shopping," using a 7-point scale (Cronbach's alpha = .928). Purchase intention was measured with three items from M.J. Baker and G.A. Churchill Jr. (1977) and G. Das et al. (2020), including "I am inclined to purchase the advertised product," "I am likely to buy

the advertised product," "I intend to buy the advertised product," using a 7-point scale (Cronbach's alpha = .967).

Research Results

Tests of Hypotheses 1, 2, 3

Hypotheses 1, 2, and 3 examine whether the message framing of other distribution channels for TV home shopping products affects perceived quality, perceived price, and persuasion knowledge. For this purpose, a one-way ANOVA was conducted with message framing (department store vs. premium department store vs. general department store) as the independent variable and perceived quality, perceived price, and persuasion knowledge as dependent variables. The results are shown in Table 2.

Table 2. Perceived Quality, Perceived Price, and Persuasion Knowledge According to Message Framing in Other Distribution Channels (One-Way ANOVA)

H	Y	distribution channel framing (X)	N	M	S.D.	F	p	Scheffe test
H1.	Perceived Quality	department (a)	142	3.948	1.48	5.776	0.003	c>a,b
		Regular department (b)	116	3.908	1.624			
		Premium department (c)	101	4.508	1.174			
H2.	Perceived Price	department (a)	142	2.816	1.350	13.931	0	c>a,b
		Regular department (b)	116	2.623	1.282			
		Premium department (c)	101	3.504	1.188			
H3.	Persuasion Knowledge	department (a)	142	3.443	1.08	10.832	0	c>a,b
		Regular department (b)	116	3.195	1.154			
		Premium department (c)	101	3.851	0.827			

Differences in perceived quality based on message framing of other distribution channels for TV home shopping products were statistically significant at $p < .05$. According to the Scheffe post hoc analysis, the mean difference between the premium department store group and the department store group was 0.5598 ($p = 0.013$), and between the premium department store group and the general department store group was 0.6002 ($p = 0.011$), showing significant differences, thus supporting Hypothesis 1. Similarly, differences in perceived price were statistically significant at $p < .05$, and the Scheffe analysis indicated a significant mean difference between the premium department store group and the department store group (0.6880, $p = 0.000$), as well as between the premium department store group and the general department store group (0.8813, $p = 0.000$), supporting Hypothesis 2. Differences in persuasion knowledge were also significant at $p < .05$, with a Scheffe analysis showing a mean difference between the premium department store group and the department store group (0.4078, $p = 0.012$) and between the premium department store group and the general department store group (0.6560, $p = 0.000$), thus supporting Hypothesis 3.

Tests of Hypotheses 4, 5, and 6

Hypotheses 4, 5, and 6 investigate how perceived quality, perceived price, and persuasion knowledge affect product attitudes. For this, a multiple regression analysis was conducted, using perceived quality, perceived price, and persuasion knowledge as independent variables and product attitudes as the dependent variable. The results are shown in Table 3.

Table 3. Product Attitude Based on Perceived Quality, Perceived Price, and Persuasion Knowledge (Multiple Regression Analysis)

H	Y	X	B		β	t	p	Statistics
			B	S.D.	B			
		(Constant)	1.013	0.175		5.77	0	R ² =.398
H4.	Product Attitude	Perceived Quality	0.285	0.034	0.378	8.347	0	Adjusted R ² =.393
H5.		Perceived Price	0.136	0.038	0.163	3.537	0	F= 78.117
H6.		Persuasion Knowledge	0.283	0.049	0.273	5.718	0	

The analysis results show an R² of 0.398, indicating that the independent variables explain 39.8% of the variance in product attitudes. Perceived quality (B = 0.378, p < 0.05) has a statistically significant positive effect on product attitudes, with a t-value of 8.347 outside the ± 1.96 range. Therefore, Hypothesis 4 is supported. Perceived price (B = 0.163, p < 0.05) also has a positive and statistically significant effect, supporting Hypothesis 5. Persuasion knowledge (B = 0.273, p < 0.05) similarly has a positive effect, which is statistically significant, thus supporting Hypothesis 6.

Tests of Hypotheses 7, 8, and 9

Hypotheses 7, 8, and 9 examine the moderating effect of product type (luxury vs. general products) on the relationship between message framing of other distribution channels and perceived quality, perceived price, and persuasion knowledge for TV home shopping products. The analysis used two-way ANOVA, with message framing (department store vs. premium department store vs. general department store) as the independent variable, product type (luxury shoes vs. general shoes, luxury clothing vs. general clothing) as the moderator, and perceived quality, perceived price, and persuasion knowledge as dependent variables. The results are shown in Table 4.

Table 4. Interaction Effect of Message Framing in Other Distribution Channels and Clothing Product Types (Two-Way ANOVA)

H	X	Source	SS	df	MS	F	P
H7.	Perceived Quality	Framing (a)	11.029	2	5.515	3.123	0.046
		LS RS(b)	55.222	1	55.222	31.272	0
		(a) * (b)	23.983	2	11.991	6.791	0.001
		Error	330.222	187	1.766		
		Total	3478.333	193			
		Adjusted SS	414.287	192			
		Framing (a)	19.944	2	9.972	4.791	0.01
		LC RC(b)	1.229	1	1.229	0.59	0.443
		(a) * (b)	0.726	2	0.363	0.174	0.84
		Error	333.017	160	2.081		
		Total	3310.333	166			

		Adjusted SS	355.714	165			
H8.	Perceived Price	Framing (a)	31.085	2	15.542	10.529	0
		LS RS(b)	0.018	1	0.018	0.012	0.912
		(a) * (b)	2.158	2	1.079	0.731	0.483
		Error	276.033	187			
		Total	1802.222	193			
		Adjusted SS	309.937	192			
		Framing (a)	11.991	2	5.995	3.584	0.03
		LC RC(b)	25.168	1	25.168	15.045	0
		(a) * (b)	1.525	2	0.763	0.456	0.635
		Error	267.653	160			
		Total	1951.222	166			
		Adjusted SS	311.848	165			
		H9.	Persuasion Knowledge	Framing (a)	10.558	2	5.279
LS RS(b)	0.227			1	0.227	0.201	0.654
(a) * (b)	1.964			2	0.982	0.868	0.421
Error	211.503			187	1.131		
Total	2481.778			192			
Adjusted SS	224.783			192			
Framing (a)	11.394			2	5.697	5.431	0.005
LC RC(b)	2.251			1	2.251	2.146	0.145
(a) * (b)	0.582			2	0.291	0.277	0.758
Error	167.822			160			
Total	2271.333			166			
Adjusted SS	183.813			165			

The results of Hypothesis 7 show that the interaction effect of message framing of other distribution channels on perceived quality is significant for product type (luxury shoes vs. general shoes), with $F = 6.791$, $p < 0.05$. However, the interaction effect for clothing (luxury vs. general) is not significant, with $F = 0.174$, $p > 0.05$, thus rejecting the hypothesis for clothing. Hypothesis 8 results show no significant interaction effect on perceived price for shoes (luxury vs. general), with $F = 0.731$, $p > 0.05$, and similarly for clothing, with $F = 0.456$, $p > 0.05$. Therefore, Hypothesis 8 is rejected. Hypothesis 9 results show no significant interaction effect on persuasion knowledge for shoes, with $F = 0.868$, $p > 0.05$, and for clothing, with $F = 0.277$, $p > 0.05$, thus rejecting Hypothesis 9.

Test of Hypothesis 10

Hypothesis 10 investigates whether product attitudes toward TV home shopping products positively influence purchase intentions. For this, a regression analysis was conducted, using product attitudes as the independent variable and purchase intentions as the dependent variable. The results are presented in Table 5.

Table 5. Product Attitude Based on Perceived Quality, Perceived Price, and Persuasion Knowledge (regression analysis)

H	Y	X	B		β	t	p	Statistics
			B	S.D.	B			
H10.	Purchase Intention	(Constant)	0.344	0.217		1.584	0.114	R ² = .398
		Product Attitude	0.679	0.058	0.526	11.672	0	Adjusted R ² = .274 F= 78.117

The results show that $R^2 = 0.274$, indicating that the independent variable (product attitude) explains 27.4% of the variance in the dependent variable (purchase intention). As a result, product attitude is found to positively influence purchase intentions. Therefore, Hypothesis 10 is supported at $p < 0.05$.

Conclusion

This study explored the Effect of message framing of other distribution channels on perceived quality, perceived price, and persuasion knowledge for TV home shopping products. It empirically analyzed how perceived quality, perceived price, and persuasion knowledge influenced product attitudes based on different message framings. The study also examined the moderating effect of product type (luxury vs. general products), yielding the following conclusions:

Differences were found in perceived quality, perceived price, and persuasion knowledge according to the message framing of alternative distribution channels.

Lower perceived quality and perceived price, as well as higher persuasion knowledge, positively influenced product attitudes.

The moderating effect of product type (luxury vs. general) on perceived quality was significant for shoes but not for clothing.

Product attitudes positively influenced purchase intentions for TV home shopping products.

Implications

The theoretical implication of this study is that it provides empirical evidence on how message framing of distribution channels can influence consumers' attitudes towards products under conditions where there are pre-existing stereotype effects related to TV home shopping characteristics (e.g., affordability and quality). This study employed cue utilization theory, the elaboration likelihood model (ELM), and the effects of stereotypes to examine the relationships among the variables.

From a practical standpoint, the findings suggest that TV home shopping companies can use message framing of other distribution channels to enhance consumers' perceptions of product quality. Since perceived quality mediates the relationship between message framing and product attitudes, it is essential for TV home shopping companies to use strategic messaging to help consumers perceive higher product quality.

Additionally, while persuasion knowledge generally tends to reduce positive attitudes towards products, this study found that even when persuasion knowledge increased, product attitudes remained positive. This indicates that when message framing involving other distribution channels is present, the activation of persuasion knowledge does not significantly diminish its effect on product attitudes. Therefore, TV home shopping companies should actively utilize message framing to strengthen positive product attitudes.

Despite these insights, the study has some limitations. The scope of this research was limited to TV home shopping as a distribution channel, suggesting that future research should explore a broader range of distribution channels. Moreover, while the study focused on participants under 40 years of age, the main consumer groups for TV home shopping and luxury products tend to be those aged 40 and above. Thus, future studies should target these older age groups for a more accurate representation. Lastly, the study only examined shoes and clothing as product types. Expanding future research to include various other product categories would provide a more comprehensive understanding.

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