

Family firms? identity communication and consumers? product involvement impact on consumer response

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The purpose of this study is to determine whether the image transfer theory and the elaboration likelihood model can provide a theoretical framework capable of assessing the influence of consumers? product involvement and family firms? identity communication through websites on consumer responses. This research conducted an experiment using an eye-tracking technique measuring attention to family and nonfamily corporate websites. The procedure involved 120 participants. Consistent with the image transfer theory, family firms? identity through websites positively impacts attitude toward the website and intention to buy. Additionally, the attitude toward the website affects the relationship between family firms? identity through websites and the intention to buy. In line with the elaboration likelihood model, consumers? product involvement negatively impacts the relationship between family firms? identity through websites and intention to buy.