When the Match Fails: How Consumer Age Groups Shape Responses to Senior Model–Product Incongruence

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ABSTRACT

This study investigates the effects of senior model–product congruence and consumer age (young vs. senior) on brand attitude, word-of-mouth intention, and purchase intention. Results show that consumer age significantly moderates advertising responses: senior consumers respond more positively to the incongruence condition than to the congruence condition, whereas young consumers show no significant differences across conditions. Further analysis reveals that perceived quality significantly predicts purchase intention and mediates the relationship between model–product congruence and behavioral intentions. These findings highlight the moderating role of consumer age and the importance of perceived quality in advertising effectiveness. The study suggests that for senior targets, counter-stereotypical representations can enhance persuasive power by elevating the perceived functional value of the product.

Keywords: *Senior Model, Model–Product Congruence, Perceived Quality, Brand Attitude, Word-of-Mouth Intention, Purchase Intention, Consumer Age*