

探討角色認同、角色移情與消費者對產品置入廣告態度及購買意願之關係-以美國電影「玩命手機」為例

許碧純、陳木榮

E-mail: 9510764@mail.dyu.edu.tw

摘要

中文摘要 近來年，行銷手法不再只是透過一般傳統的廣告，取而代之的則是一種讓產品出現於消費者日常生活中所看的電視節目或電影中的新型態的行銷方式，此種廣告方式稱之為「產品置入」。當廠商透過將產品置入於電影、電視節目、電腦遊戲等不同形式的媒體內容情節中，以結合生活情境的置入方式，來增加消費者對置入產品的移情作用及情感認同，藉以影響消費者的態度及購買意願。因此，本研究欲探討消費者對電影中的「角色認同」或「角色移情」是否會正面影響購買意願，且再加以探討「產品置入廣告態度」對「角色認同」及「角色移情」和「購買意願」之間的中介效果。本研究的研究方法以被角色所使用的產品置入為主，且選擇與角色高度相關的情節置入的電影「玩命手機」為例。研究對象為大學生，樣本為大葉大學共464位大學生，於觀賞完整部電影後，隨即填寫問卷。研究結果發現：(1)消費者對電影中的角色認同對購買意願是呈正相關的。(2)消費者對電影中的角色移情對購買意願是呈正相關的。(3)產品置入廣告態度對角色認同與購買意願具有部份中介效果。(4)產品置入廣告態度對角色移情與購買意願具有部份中介效果。

關鍵詞：產品置入；購買意願；角色認同；角色移情

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