

產品涉入程度對廣告代言人可信度與消費者購買意願間關係之干擾效應-以華人地區房屋與洗髮精市場為例

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摘要

在企業國際化發展的趨勢下，廣告是全球化行銷策略的重要工具，名人代言廣告更是常用的廣告型態，廣告代言人的可信度會影響到消費者購買意願，同時，不同的產品涉入程度，消費者會有不同的資訊搜尋行為與決策過程，在低涉入時，訊息處理方式是漫不經心去接受廣告訊息，且仔細的評估廣告的可信度。本研究以房屋與洗髮精分別代表高涉入產品與低涉入產品，主要探討消費者在不同產品涉入程度，會對於廣告代言人可信度與購買意願間之間的關係，造成的干擾效應。本研究以職業軍人和軍中聘僱人員為研究對象，同時採用Zaichkowsky (1994) PII 量表和Kapferer and Laurent (1993) CIP量表，作為衡量產品涉入程度的工具，並藉由階層迴歸分析探討產品涉入程度的干擾效應，研究結果如下：(一)低產品涉入對代言人可信度與消費者購買意願間關係具有干擾效應。(二)CIP量表所衡量的產品涉入程度所造成的干擾效應較顯著。

關鍵詞：廣告代言人可信度，產品涉入程度，購買意願

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