

品牌評價對代言人可信度與購買意願關係之干擾效應-以華人地區消費者為例

巫建輝、陳木榮

E-mail: 9510815@mail.dyu.edu.tw

摘要

探討代言人可信度對消費者購買意願的影響是行銷文獻的重要主題，過去研究支持代言人可信度對購買意願具有正向影響關係。品牌評價屬於消費者透過以往品牌消費經驗或口耳相傳後長期建立的主觀印象，在企業主運用代言人替產品代言時，品牌評價在代言人可信度與購買意願間是否存在干擾效應，為研究的一個缺口。本研究以NOKIA 品牌手機及一般消費者為研究對象，結果支持代言人可信度對購買意願呈正向影響關係，且品牌評價對購買意願亦為正向影響關係，惟對購買意願影響幅度低於代言人可信度；又發現品牌評價在代言人可信度與購買意願間存在干擾效應，亦即企業主選擇的較低可信度的代言人，但透過品牌在消費者心中長期建立的高評價，仍能提高購買意願。

關鍵詞：品牌評價，代言人可信度，購買意願，干擾效應

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