

# Research on the Kinmen Liquor Co. ' s Advertizing for Its Products to Enter Chinese Mainland Market from the ...

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## ABSTRACT

The main porpuse of the study is to discuss the relationship among advertising appeals, product involvement level and advertising effects, and moderate effects of product involvement level. Costomers who has experience of purchasing Kinmen Kaoliang Liquor are viewed as research object. The results show: (1)Advertising rationalized appeal has significant influence on advertising attitude, product attitude and purchase intention of advertising effects. (2)Advertising emotional appeal has significant influence on advertising attitude, product attitude and purchase intention of advertising effects. (3)Low product involvement level has significant moderating effects between the relationship of advertising appeal on advertising effects. (4)High product involvement level has no significant moderating effects between the relationship of advertising appeal on advertising effects.

Keywords : advertising appeal ; product involvement level ; advertising effect ; kinmen kaoliang liquor

## Table of Contents

內容目錄	中文摘要	iii	英文摘要	iii
	iv 誌謝辭		v 內容目錄	
	vi 表目錄		viii 圖目錄	
x 第一章	緒論	1	第一節	研究背景與動機
1	第二節	研究目的	2	第三節
3	第二章	文獻探討	5	第一節
5	第一節	廣告訴求	5	第二節
8	第三節	廣告效果	8	第四節
11	第三章	研究方法	11	第一節
14	第二節	研究推論與假設	12	第三節
22	第四節	研究設計	18	第五節
23	第四章	資料分析與結果	23	第一節
29	第二節	樣本結構分析	24	第三節
36	第四節	集群分析	36	第四節
40	第五節	高、低產品涉入程度之干擾效果	36	第六節
44	第五章	結論與建議	44	第一節
47	第二節	研究建議	45	參考文獻
59	附錄A	正式問卷	52	附錄B
				金門酒廠實業股份有限公司簡介

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