

獨特思維廣告對創新與創新採用型態之影響分析

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摘要

獨特思維是一個對廣告有影響的思維(Coulter and Punj, 2007)。而Venkatraman(1991)提出，真正的創新消費者擁有驅使人購買新產品的潛在個人特質，且可以分為認知與感官兩群。因此，本研究透過這三位學者所提出之論點作為主軸，探討獨特思維對於創新消費者之影響。本研究將受測者分為實驗組與對照組，運用K-means分群法將創新消費者分成兩群，並透過其他相關檢定進行分析。最後本研究發現，1.在創新消費者中，不全然可以分為感性與理性，並分析出低情感與高情感兩群。2.在實驗組中，發現正面與反面思維在高涉入方面獲得顯著支持，代表著在新產品開發時與學者的理論相契合；在獨特思維方面，只有低涉入與理論相契合，如同推敲可能性理論，在低涉入中易受其他無關思維影響，相對於高涉入，無關思維完全無法發揮作用。3.在對照組與實驗組裡，對於品牌偏好獨特思維全力支持，而且是負顯著，代表不管情感高低、有無高低涉入、有無提供充分資訊，越多無關只會干擾消費者決策，讓消費者越不能集中心思。

關鍵詞：獨特思維;認知取向創新消費者;感官取向創新消費者

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