

廣告模特兒吸引力與消費者風險認知關係之研究

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摘要

本研究問題是探討消費者對廣告模特兒吸引力、自我監控程度與風險認知之關係，在廣告模特兒吸引力上又分為國內模特兒與國外模特兒探討是否具顯著關係。雖然廣告模特兒與消費者心態至今受到許多研究的探討，了解消費者風險認知的前因更是重要的。於是，本研究主要以廣告模特兒吸引力、自我監控程度和性別探討消費者風險認知高低。本研究主要以台灣地區消費者為研究對象，共回收319份有效問卷，並以多元²歸分析檢定假說。主要研究結果發現：(1)廣告模特兒與風險認知有呈現顯著影響；(2)廣告模特兒吸引力與自我監控呈現顯著影響；(3)自我監控與風險認知呈顯著影響。最後，本研究亦提出研究意涵和未來研究發展。

關鍵詞：廣告模特兒吸引力；自我監控；風險認知

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