

# Research of Advertising Model Attraction and Consumer Risk Cognition Relations

李宜倩、蘇奉信

E-mail: 9708431@mail.dyu.edu.tw

## ABSTRACT

This study empirically examines the relationships that Consumer ' advertising model attraction, self-monitoring degree and Risk cognition. Divides into the domestic model in the advertising model attraction with the overseas model discussion whether has reveals the relations. Although the advertising model and the consumer point of view until now receive many research the discussions, understood the consumer risk cognition the reason is important. Thereupon, this research mainly by the advertising model attraction, the self- monitoring degree and the sex discusses the consumer risk cognition height. This research mainly take Taiwan area consumer as research object, altogether recycles 319 effectively to ask the volume, and also with multiple regression analysis examination hypothesis. The main findings discovered :(1)The advertising model and the risk cognition have presents reveals the influence. (2) The advertising model attraction presents with the self- monitoring reveals the influence (3) The self- monitoring and the risk cognition assume reveals the influence. Finally, the managerial implications of the findings are discussed and recommendations for future research are provided.

Keywords : advertising model attraction ; self-monitoring ; risk cognition

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