

# 電視購物廣告代言人特質對顧客情感及購買意圖之影響

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## 摘要

電視購物的相關研究一直是行銷的重要課題。關於消費者面臨電視購物的情感反應，卻常常被忽略。本研究主要探討電視購物如何透過廣告代言人誘發消費者情感，產生購買意圖。本研究並歸納出電視購物五類代言人具備的特質，包含代言人「外表吸引力」、「專業性」、「可靠性」、「社交親和力」及消費者對代言人「熟悉程度」。本研究將情感因素分成正面情感與負面情感兩個因素。藉由此五項特質，探討消費者兩類情感因素，影響消費者意圖。本研究使用問卷調查法，有效樣本436份，並以結構方程模式(SEM)分析。結果發現代言人特質多能成功引發消費者之正面情感；廣告代言人特質影響負面情感的程度，並不顯著，不獲得支持。廣告代言人特質會透過消費者情感對購買意圖產生影響，且正面情感對購買意圖有較高影響，負面影響不顯著。

關鍵詞：廣告代言人、情感、購買意圖、電視購物

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