

針對代言人的負面訊息廣告主的應對策略

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摘 要

過去有關名人負面訊息對代言產品影響的研究，大都在研究室人為操控環境下，以虛擬人物或虛構產品品牌測量所得出的結果。本研究以兩個名人負面訊息的真實案例，測量在真實的環境下，負面訊息對名人代言可信度及代言產品購買意願的影響。本研究兩個案例分別發出 200 份問卷，問卷有效回收份數分別為 143 及 147 份。實證結果顯示，名人的負面訊息並未影響受測者對該名人的可信度及代言產品的購買意願，受測者對名人的可信度與該名人代言產品的購買意願之間呈正向關係，研究結果提供廣告主在面對名人負面訊息時參考。

關鍵字：負面訊息、名人代言、可信度

Advertiser's strategy for celebrity's negative information

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Abstract

Past research on the effect of negative information to celebrity trustworthiness and he or her endorsed products mostly in laboratory, the outcome was under manipulated using virtual brands or fictional character. Using two real cases, the purpose of this study is to measure the effect of negative information to celebrity's trustworthiness and purchase intention of he or her endorsed products. Full data were obtained from 143 respondents from the case 1 and 147 from the case 2. The empirical results show that the celebrity's trustworthiness and purchase intention of the celebrity endorsed products weren't affected by his or her negative information. Between the celebrity's trustworthiness and purchase intention of the celebrity endorsed products were positive relationship. The findings provide to advertisers reference when facing the celebrity's negative information.

Keywords: negative information, celebrity endorsement , trustworthiness

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