

中文摘要

隨著網誌成爲網路世界的新寵兒，一種新型態的廣告「代言人網誌日記形式廣告」也應運而生。本研究以「代言人類型」與「置入方式」兩變項對此新類型的廣告之溝通效果三面向「回憶效果」、「品牌態度」與「購買意願」做初步的探討，並設計了三種不同的代言人類型與兩種置入方式共六種實驗廣告，於網路上徵求受測者並進行問卷之收集。

本研究結果發現如下：在「回憶效果」與「購買意願」兩應變項上，「不同類型代言人」與「不同型式置入」均會對其產生顯著影響，而在「品牌態度」應變項上，僅「不同類型代言人」對其產生顯著影響。同時，在此三面向之溝通效果上，均呈現出「一般消費者代言人」效果最佳、「名人代言人」效果最差的情形；在「回憶效果」與「購買意願」上，則均呈現出「文章中置入」形式效果優於「文章外置入」形式的情形。「代言人類型」與「置入方式」間的交互作用在此三面向之溝通效果上均未達顯著性。

關鍵字：網誌、部落格、日記、推薦式廣告、產品置入、廣告溝通效果

Abstract

“Blog diaries written by product endorsers” is a new form of advertising promotion as blog becomes more popular in Internet world than ever. “Endorsers types” and “product placement types” are the two independent variables in the study to investigate the three aspects of advertising communication effects—“recall effects”, “brand attitude”, and “purchase intention.”— which are the dependent variables in the study. The formal experimental commercials are six different kinds in total based on three endorser types and two product placement types and posted in Internet for questionnaires collecting.

The results are both the different endorser types and the different product placement types have significant influences on “recall effects” and “purchase intention” aspects, but only different endorser types caused significant influences on “brand attitude” aspect. The typical consumer endorser is most effective type in all of three kinds and the celebrity endorser is the worst one on every advertising communication effect aspects. “The inside placement” has the better effect than “the outside placement” on “recall effects” and “purchase intention” aspects .The interact between “the endorsers types ”and “product placement types” are not significant in the three aspects of advertising communication effects.

Keywords : blog 、diary 、endorsement 、product placement 、advertising communication effect