摘要

近年來，網路平台迅速的蓬勃發展，隨著流量的點擊，創造了驚人的收益。前些年廣告業主喜歡以該廣告內容相關的專業人士來作為代言人，和一般代言人不一樣，當中專業型代言人具備了該領域的知識、經驗和正面形象，想藉以吸引消費者購買。

本研究採用便利抽樣法進行問卷調查，以發放網路問卷，研究對象為知道或認識范瑋琪及 GENQUO的消費者，若不知道則不給予填寫，問卷蒐集完成後，使用統計分析軟體 SPSS 22.0 與 AMOS 22.0 軟體來分析與驗證研究架構中各個變項之間的相互關係，主要使用項目分析、信度分析、敘述性統計、驗證性因素分析以及結構方程模式。

研究結果顯示：代言人可信度對品牌認同、品牌形象對品牌認同、品牌認同對購買意願皆具有顯著正向的影響，且品牌認同會部分中介品牌形象與購買意願間的關係，但知覺風險之干擾關係在此研究中並無獲得支持。

在人口統計變數對構面的顯著分析中，性別僅對知覺風險有顯著性，其中男性顯著性大於女性。在年齡方面，31-40 歲的消費者會受到代言人可信度、品牌形象和購買意願的影響最大。在職業方面，有工作者在挑選商品時會注重品牌形象進而影響購買意願，比學生和無工作者的比例還高。在月收入方面，購買 GENQUO 商品的年收入以新臺幣$700,000 元-899,999元最高，次者為新臺幣$500,000 元-699,999 元。在購買次數方面，以購買6 次(含)以上的消費者較注重於代言人可信度、品牌形象、品牌認同與購買意願，故需要提升各方面以保持消費者的購買意願。

關鍵字:代言人可信度、品牌形象、品牌認同、購買意願、知覺風險

ABSTRACT

In recent years, Internet platforms have developed rapidly, and with the clicks of traffic, they have created amazing revenues. In the past few years, advertising owners like to use professionals related to the advertising content as spokespersons, which is different from general spokespersons. Among them, professional spokespersons have knowledge, experience and positive image in the field, and want to attract consumers to buy.

This study uses the convenience survey method to conduct questionnaire surveys, and distributes online questionnaires to the objects. The research is for consumers who know or know Christine Fan and GENQUO. If they don't know, they don't fill in. After the survey is completed, use the analysis and statistics software SPSS 22.0 and AMOS Software is used to analyze the interrelationships between various variables in the research, mainly using project analysis, reliability analysis, narrative confirmatory analysis, and structural mode.

The research results show that the credibility of the spokesperson has a significant positive impact on brand identity, brand image on brand identity, and brand identity on purchase intention, and brand identity will partially mediate the relationship between brand image and purchase intention, but the perceived risk The interference relationship was not supported in this study. In the significant analysis of the dimensions of demographic variables, gender is only significant for perceived risk, and males are more significant than females. In terms of age, consumers aged 31-40 will be most affected by the credibility of the spokesperson, brand image and purchase intention. In terms of occupation, some workers will pay attention to the brand image when choosing products,

which will affect their willingness to buy, which is higher than the proportion of students and unemployed. In terms of monthly income, the annual income of purchasing GENQUO products is the highest in NT$700,000-899,999, and the second is NT$500,000-699,999. In terms of the number of purchases, consumers who have purchased more than 6 times (including) pay more attention to the credibility of the spokesperson, brand image, brand recognition and purchase intention, so it is necessary to improve all aspects to maintain consumers' purchase intention.

Key words: Spokesperson credibility, Brand image, Brand identity, Purchase intention, Perceived risk