

摘要

本研究以金城武代言長榮航空為例，探討代言人可信度、品牌信任、適配度與購買意願之關係，並瞭解消費者的品牌信任與代言人和代言品牌之間的適配度對代言人可信度和購買意願之間的關係是否具有干擾效果。

採用便利抽樣法進行問卷調查，以網路及紙本問卷兩者並行，研究對象為知道或認識金城武及長榮航空的消費者，發放地點包含新加坡樟宜國際機場、臺灣桃園國際機場與臺北松山機場。

本研究採用 SPSS 20 及 AMOS 20 統計軟體做為資料分析工具，並利用結構方程模式進行假設驗證，研究結果發現：(1)代言人可信度會顯著且正向影響購買意願；(2)品牌信任並不會顯著干擾代言人可信度和購買意願之間的關係；(3)代言人和代言品牌之間的適配度會顯著干擾代言人可信度和購買意願之間的關係。

關鍵字：代言人可信度、品牌信任、適配度、購買意願

Abstract

The purpose of this research is to investigate the relationship among endorser credibility, brand trust, fit, and purchase intention, taking Jin Cheng Wu/Takeshi Kaneshiro as the endorser of EVA AIR and to investigate whether consumers' brand trust and fit between endorser and endorsed brand have a moderating effect towards the relationship between endorser credibility and purchase intention.

We adopt convenience sampling and use paper and online questionnaires to collect our data. The subjects of research are the consumers' who know Jin Cheng Wu/Takeshi Kaneshiro and EVA AIR. The places where we collect questionnaires include Singapore Changi International Airport, Taiwan Taoyuan International Airport and Taipei Songshan Airport.

SPSS 20 and AMOS 20 statistical software are used to analyze collected data for this research and use Structural Equation Modeling to test hypotheses. The results are found that (1) Endorser credibility has a significant positive influence on purchase intention; (2) Brand trust does not moderate the relationship between endorser credibility and purchase intention; (3) Fit between endorser and endorsed brand moderates the relationship between endorser credibility and purchase intention.

Keywords: Endorser credibility, Brand trust, Fit, Purchase intention