國立臺灣大學管理學院商學研究所

碩士論文

Graduate Institute of Business Administration

College of Management

National Taiwan University

Master Thesis

代言產品品類相關性與知覺產品知識需求對消費者產品態

度之影響—以部落格文章為例

The Effects of Product Category Relatedness of Endorsement

and Perceived Needs of Product Knowledge on Consumers'

Product Attitude of User-Generated Content in Blog Context

賴湘如

Hsiang-Ju Lai

指導教授：簡怡雯 博士

Advisor: Yi-Wen Chien, Ph.D.

中華民國 108 年 5 月

May, 2019

國立臺灣大學碩士學位論文
口試委員會審定書

代言產品品類相關性與知覺產品知識需求對消費者產品態

度之影響—以部落格文章為例

The Effects of Product Category Relatedness of Endorsement

and Perceived Needs of Product Knowledge on Consumers'

Product Attitude of User-Generated Content in Blog Context

　　本論文係賴湘如君（R06741047）在國立臺灣大學商學研
究所完成之碩士學位論文，於民國 108 年 05 月 28 日承下列
考試委員審查通過及口試及格，特此證明

指導教授：

口試委員：

（簽名）

系主任、所長　　　　　　　　　　　（簽名）

i

誌謝

　　由衷地感謝我的指導教授簡怡雯老師，帶領我進入消費者心理領域。在理論與架構學習階段，用最生動且有效的方式指導、教學，非常有趣、快樂又充實；在發想題目與延伸階段，正向鼓勵我的想法，讓我能充滿能量與信心地去嘗試我的構思，並不吝指點迷津，讓我能夠走在正確的研究道路上；在實驗分析階段，放手讓我嘗試各種分析方法與軟體，耐心地聆聽我資料分析的結果，更肯定我的分析技能以及討論分析結果，讓我的思考能力有向上提升的機會。謝謝老師這一年來用心及專業的指導，能夠成為簡老師的指導學生，是我修了八輩子的福氣，真的非常幸運！

　　感謝我的研究夥伴盈如、子蓁及昊立，雖然我們進行不同的研究主題，但是在論文的撰寫過程中，總是給予我需要的協助和鼓勵。特別感謝昊立在問卷設計及分析上，與我頻繁的討論，給我許多重要的建議，以及盈如與子蓁，總是在我思考邏輯卡關時，給予我上無私的幫助，很感謝你們一路上的陪伴和支持，we made it！

　　最後，無限的感謝我的家人，總是支持著我的每一個決定，使我能夠無後顧之憂地追尋我的夢想，也容忍我的任性，考研究所、出國交換等等。最後，感謝在商研所的兩年間，所有給予我支持的好友及師長，使我在研究所階段，過得非常充實愉快。

中文摘要

　　本篇研究主要探討消費者在閱讀網路部落格文章時，部落格主（產品代言人）過去代言的產品品類相關性與代言產品的知覺專業知識需求對文中產品態度、作者可信度以及文章可信度的影響。實驗中，操弄產品品類相關性與調節變數產品知覺專業知識需求在高與低兩個水準，並將受試者隨機分配至此四種不同的狀況，閱讀完實驗人員設計的部落格文章後，衡量其產品態度、作者可信度與文章可信度。本研究結果顯示，受試者都在高涉入的狀態下，1) 作者過去業配過的產品品類相關性完全影響產品態度，當相關性低時，消費者對產品的態度會往負向修正而顯著低於相關性高時的狀況；2) 產品品類相關性對產品態度的影響是透過作者可信度與文章可性度所中介。此外本研究尚有關於代言產品的知覺專業知識需求的額外中介效果發現：當產品知覺專業知識需求高時，消費者會知覺到此篇部落格文章為業配文（廣告）的程度則越高，致使代言此產品的部落客與此篇部落格文章的可信度都較產品知覺專業知識需求低的狀況時來的低，然而，產品品類相關性並無上述的中介效果。藉由本研究的發現，在業配文行銷操作上，代言人過去代言的產品品類相關性高，產品態度會較佳，對於代言人與文章的可信度也會較好，尤其在產品知覺專業知識需求高時更是如此。

關鍵字：部落格文章、產品品類相關性、產品知覺專業知識需求、產品態度、文章可信度、作者可信度

Abstract

The present research mainly discussed the effects of product categories relatedness of endorsement and perceived needs of knowledge of a product endorsed on consumers' product attitude, source credibility, and article credibility under a user-generated content in a blog context. The result indicated that 1) product categories relatedness of endorsement completely affected product attitude. When there was unrelated endorsement, consumers' product attitude would be negatively corrected, and therefore, significantly lower than related endorsement. 2) The influence of relatedness of endorsement on product attitude was mediated by source credibility and article credibility. Additionally, when a product is perceived high needs of knowledge to endorse, the blogs post such product would be taken as more like an advertisement or a sponsored content, and as a result, the credibility of the blogger and the content were be discounted.

Content

List of Figure

List of Table

Chapter 1   Introduction

People have been exposed to advertisements of different forms every day. Aside from the traditional way of marketing such as television ads, radio ads and advertising boards on the street, here emerge plenty advertisement formats on today's social media, including internet banner ads, display advertisement, user-generated contents and so on. Among these new multiple formats of promotion, user-generated content is inundating social media and has become a crucial source of product information for consumers (Elwalda, Lu, and Ali 2016) Furthermore, the transparency of social internet paves the way of user-generated content become a trusted form of brand communication. (Chari et al. 2016)

The purpose of this study is to identify the factors which will influence consumers' judgment on either the product endorsed or the blog as well as the blogger under a user-generated content in online blog context. In past studies, we can observe a lot of comparisons between single product endorsement (i.e. one and exclusive) and multiple product endorsement (i.e. more than one). However, it is actually seldom to see single product endorsement in today's marketing event. Thus, this research turn to focus on how our proposed factors influence consumers' perception under multiple product endorsement. That will be more suitable in nowadays' marketing environment.

1

Two factors are proposed: product category relatedness and perceived needs of knowledge of a product. Additionally, we define related endorsement as endorser who endorse highly related product categories and define unrelated endorsement as endorser who endorse highly unrelated product categories. As for perceived needs of knowledge of a product, it was defined as the product knowledge which consumers perceived an endorser should equip when s/he endorses the certain product. Furthermore, we predicted that related endorsement would have more favorable attitude compared with unrelated endorsement. However, perceived needs of knowledge would moderate this effect. That is, the product attitude would be more negative in perceived high than low needs of knowledge under unrelated endorsement condition.
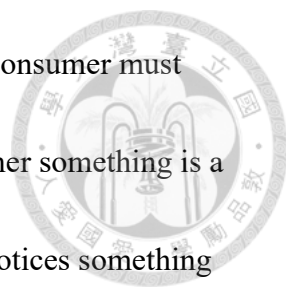
Chapter 2 Literature Review

2.1 Persuasion Knowledge Model

The Persuasion Knowledge Model postulates that consumers develop knowledge

about persuasion and use this knowledge to "cope" with persuasion episodes.

(Friestad and Wright 1994) Based on this model, a target's (people for whom a

persuasion attempt is intended) coping behavior is shaped and determined by the

interaction of three knowledge structures: 1) persuasion knowledge, 2) agent

knowledge, which infer what a target thinks of the intention, traits and persuasion

tactics (e.g., deception, expertise, reason and flattery; Rule, Bisanz, and Kohn 1985)

of the persuasion agent (who designs and constructs a persuasion attempts), and 3)

topic knowledge, which infer what a target thinks of the topic of the messages that the

agent wants to convey. The knowledge may come from resources such as people's

memories about the feature of the messages, (Friestad and Thorson 1993; Schmidt and

Sherman 1984) and also the anticipation formed by his or her knowledge toward a

persuasion attempt (Goodstein 1993). As a result, the foundation knowledge of

persuasion coping behavior is quite subjective since a target's beliefs about the agent

and persuasion attempt may be either correct or inaccurate.

As people have accumulated experiences of learning, hearing, or inferring about

persuasion episodes, those experiences form persuasion knowledge, which will

<div align="center">3</div>

function like schema and prompt people to respond accordingly. A consumer must

draw upon his or her persuasion knowledge in order to decide whether something is a

persuasion attempt (Friestad and Wright 1994). When a consumer notices something

in his/her environment, s/he needs to compare it to knowledge stored in memory to

determine whether someone is trying to exert influence. Therefore, one of the

fundamental uses of persuasion knowledge is to make inferences of motive (Campbell

and Kirmani 2000). Consumers will sometimes infer whether there is a persuasion

motive behind an action and consider whether this action is legitimated or not. Under

certain conditions, a consumer will try to infer finer level motives. (e.g., is the

salesperson addressing that the jacket is suitable for every figures because s/he really

thinks it is a truth of the jacket or because s/he wants me to buy this more expensive

jacket?) (Kirmani and Campbell 2009)

2.2   Flexible Correction Model

For correction effect, there are many related researches in the past including

Set/Reset Model (Martin 1986) and Inclusion/Exclusion Model (Schwarz and Bless

1992). Additionally, these theories asserted that an action of correction would happen

under high cognitive effort. Besides, they assumed that there was an assimilation as

default and after correction, target judgments would less like the context than in no

4

correction settings. (i.e., contrast effect)

Unlike these past studies mentioned above, Wegener and Petty (1995) issued the

Flexible Correction Model which toppled the assumptions of the Set/Reset (Martin

1986) and Inclusion/Exclusion Model (Schwarz and Bless 1992). They found that

either contrast or assimilation effect may occur no matter how much cognitive

resources are consumed or whether it is the default outcome or the corrected outcome.

To put another way, the same context is believed to have different biasing effects

(assimilation or contrast) and can lead to different outcomes (assimilation or contrast).

People correct the bias according to their naïve theories of the impacts of

potentially biasing factors on the judgments of the targets (Wegener and Petty 1997).

Most importantly, there are two conditions for the Flexible Correction Model: (1)

People have motivations, which comes from perceptions that their judgments of the

targets are influenced by biasing factors, and abilities to identify those biasing factors

in the judgment process. (2) People have motivations and abilities to make corrections

for such biasing factors.

2.3   Multiple Product Endorsement

2.3.1   Attribution Theory

Attribution theory is "a theory about how people make causal explanations,

about how they answer questions beginning with "why" ". (Kelley 1973, 107)

Additionally, there are three criteria of a person's certain response to particular

stimulus which is considered to be valid – distinctiveness, consensus, and consistency.

When there is low in distinctiveness or consensus, we tend to make an internal

attribution.

In the case of endorsement, multiple product endorsements constitute

nondistinctive actions because the endorsements generalize across products with the

endorser constant. Accordingly, these nondistinctive actions result in an inference (i.e.

internal attribution) that the nature of the spokesperson (e.g. traits such as greediness

or money grubber) was the only reason for the endorsement. In this respect, multiple

endorsement influence such manifestations of affect as credibility and likability.

(Weiner 1985) On the contrary, single product endorsements constitute distinctive

actions since the spokesperson endorsed just one brand or single product category and

no other products, which somehow result in a more positive perception. Attribution

Theory suggests that trait inference may result in consumers' evaluating single

endorsers more favorably than multiple product endorsers. (Tripp, Jensen, and

Carlson 1994)

6

2.3.2 Multiple Product Endorsement on Attitude Change

Plenty of past researches have used attribution theory (Kelley 1973) to suggest that multiple product endorsements facilitate differences in consumers' perceptions and effectiveness of the endorser. For example, Mowen and Brown (1981) manipulated knowledge of the number of products endorsed by a celebrity via an instruction paragraph which simply showed that the endorser was single (pen only) or multiple product endorsement. The dependent measurements included impression of the product (attitude and purchase intention) and attitude toward ad and endorser. The results revealed that the product and ad were perceived more negatively as well as the purchase intention when subjects were told multiple products were endorser by the same celebrity. In this research, this outcome was explained with the effects of distinctiveness information, as derived by attribution theory, which in low distinctiveness condition (multiple product endorsement) resulted in diminution of an endorser's effectiveness. (Mowen and Brown 1981) Using print ads exposed to subjects, Tripp et al. (1994) investigated not only the effect of number of different products endorsed by a celebrity but also the source credibility and likability of the celebrity. The findings showed that when the number of product endorsed by a celebrity increased, the perception of ad evaluation of consumer would decreased, as well as the credibility and likability of endorser.

7

Rice, Kelting, and Lutz (2012) conducted a study investigating the effects of source congruence on brand attitudes in two situations: multiple brand endorsements by one celebrity and multiple celebrity endorsers of one brand. Interestingly, strong source congruence overrode the negative effect of multiple endorsement in high involvement conditions. (Rice et al. 2012)

In conclusion, past studies had revealed that multiple product endorsement leads to eroding consumers' perceptions of endorsers' credibility, as well as ad and brand/product evaluations. (Mowen, Brown, and Schulman 1979; Mowen and Brown 1981; Tripp et al. 1994) Also, multiple endorsement effect will be moderated by source congruency. (Rice et al. 2012) However, all these researches established in a context of print ads. In our study, we extends the literature by focusing more on the user-generated content on blog.

2.3.3   Source Effect

In the consumer psychology literature, many researchers had involved in studying source effect. Such source characteristics specifically the source attractiveness, likability, expertise and trustworthiness of the endorser had been confirmed having positively effect on consumer attitude toward advertising and product independently. (Kahle and Homer 1985; Ohanian 1990; Petty, Cacioppo, and

8

Schumann 1983; Tripp et al. 1994)
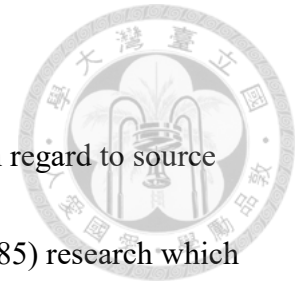
Match-up or congruency between a product and an endorser in regard to source

characteristics was also studied actively. In Kahle and Homer's (1985) research which

duplicated the disposable razor study of Petty et al. (1983), they focused on the

congruency between the disposable razor and the spokesman in regard to

attractiveness and likability, which was in different involvement conditions

respectively. The result showed that "on the crucial attitude dependent variable, only

attractiveness difference attains significant". (p. 959) In other words, an advertising

will be well-match if the feature of the endorser is congruent with the product. (Kahle

and Homer 1985) This finding emphasized again the Match-up Hypothesis and Social

Adaptation Theory (Kahle and Timmer 1983). A supportive study of Kamins (1990)

also indicated that for an attractiveness-related product, using a physically attractive

celebrity would significantly enhance the measure of spokesperson credibility and

attitude toward an ad, relative to use an unattractive endorser. Alternatively, for an

unattractiveness-related product, using whatever kind of spokesperson would observe

an insignificant difference in product and ad-based attitude and the perception of the

spokesperson. (Kamins 1990)

Still, many studies investigated not only on attractiveness but also other aspect of

source congruency. Kamins and Gupta (1994) studied different type of spokesmen

9

(i.e. celebrity versus noncelebrity) with different product types (i.e. personal computer versus running shoes) whether match or mismatch to their image or not. The outcome showed that increased congruence for the spokesman / product combination resulted in the perception of higher believability and attractiveness of the spokesman and more favorable product attitude. (Kamis and Gupta 1994) Expertise is also an effective match-up dimension. (Till and Busler 2000) In the study two of Till and Busler (2000), they examined the role of expertise in enhancing the perceived fit between product and endorser, and accordingly, the finding resulted in a higher product attitude when the athlete endorser endorsed an energy bar.
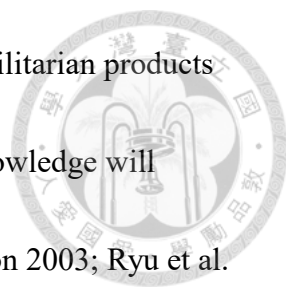
According to ELM (Petty and Cacioppo 1986), people with high involvement are tended to scrutinize all the message in a persuasive content, and importantly, form an attitude by using "relevant" arguments. In fact, source congruency (i.e. relevance) is seen as a persuasive argument in high involvement. (Kahle and Homer 1985; Rice et al. 1994; Petty and Cacioppo 1984) Thus, in present study, owing to amply the effect of source congruence, we manipulated all the conditions in the situation of high involvement. Additionally, in our study, source congruence was be contributed as "a perceived fit" between the blogger and the product endorsed in a blog context. And we defined "the perceived fit" (i.e. congruence) to be a high relatedness between the product categories which a blogger used to endorse and the product posted in the

10

certain blog which a reader is reading. For those bloggers who used to endorse related

product tend to be treated as experts in that product category. Therefore, the role of

expertise would enhance the credibility perceived by a reader which should be an

important factor to explain the relationship between "the perceived fit" (i.e.

congruence or relatedness) and product attitude.
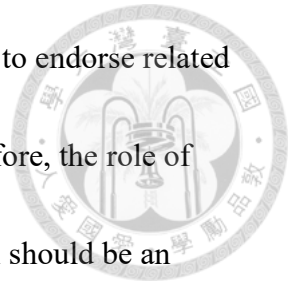
2.4   The Role of Product Type

Marketing researchers have recognized the differential effects of product types

on consumer behavior and developed various ways of classifying products. (Ryu,

Park, and Ferick 2006) Product, traditionally, can be divided into two different

categories based on the level of consumer's involvement. (Brucks 1985; Holbrook

and Hirschman 1982; Mittal 1989; Park and Moon 2003; Vanghn 1980; Zaichkowsky

1987) Function or performance is emphasized by utilitarian product, on the other

hand, feeling or affection is emphasized by hedonic product. Also, Zaichkowsky

(1987) indicated that there are cognitive and affective dimensions in involvement.

These distinctions have investigated to lead to different psychological processes when

consumers evaluate a product. For instance, taking the type of product knowledge into

consideration, Park and Moon (2003) asserted that different product types needed to

provide different product knowledge to audiences in order to make involvement and

11

product knowledge improved altogether. To be more specific, the utilitarian products

are tended to be more cognitively processed, and thus, objective knowledge will

improve consumers' perception toward the products. (Park and Moon 2003; Ryu et al.

2006) To the contrary, hedonic goods are tended to be relate to consumers' subjective

knowledge. (Park and Moon 2003) Additionally, in Ryu et al. (2006) study, product

type (i.e. utilitarian product or hedonic product) moderated the relationship between

product COO and endorser's ethnicity (i.e. mismatch or match) on consumers'

responses of product attitude.

In terms of other dimensions which categorize products, the level of the

perceived technology-oriented or the perceived needs of knowledge of a product are

also recognized to have a different effect on consumer psychology. In Biswas, Biswas,

and Das (2006) research, high technology-oriented product has much more perceived

risk when the endorser is a celebrity than an expert. However, more interestingly, the

endorser-product congruency would neutralize for perceived risks under high-

technology oriented condition. (Biswas et al. study 3 2006)

Indeed, there are plenty of papers revealed that different product categories had

distinctive effects on consumer behavior in the past. (Biswas et al 2006; Holbrook and

Moore 1981; Holbrook and Hirschman 1982; Park and Moon 2003; Ryu et al. 2006)

Thus, product type is determined to be an important factor in studying psychological

process, and specifically, the present research will discuss more on the different

perceived needs of knowledge of a product.

2.5   User-Generated Content

The information which is generated and shared by consumers on the social media

is called "User-Generated Content". (Mir and Rehman 2013) Nowadays, the

transparency of social internet paves the way of user-generated content become a

trusted form of brand communication. (Chari et al. 2016) There are plenty of

researches had involved in studying different dimension of user-generated content

which affect consumer behavior, such as content sponsorship and source of user-

generated content, (Kim and Lee 2017) product type, tie strength of the relationship

between consumer and endorser, and endorser expertise, (Chang, Chen, and Tan 2012)

difference between different social Web channel, (Smith, Fischer, and Youngjian

2012) different brand topics (Liu, Burns, and Hou 2017) and also the disclosure

timing of sponsorship content. (Boerman, Reijmersdal, and Neijens 2014)

In Kim and Lee (2017) study, they tested the effects of source of user-generated

content (i.e. close friend versus celebrity) and content sponsorship (i.e. organic or

sponsored) on brand attitude, intention of complying with the recommendation, and

two different kinds of attributions (information-sharing and monetary-gain) under

13

utilitarian product condition. The result showed that the brand-related user-generated

content posted by a close friend and organic content would have a more positive

brand attitude, more information-sharing attribution, and less monetary-gain

attribution (compared with celebrity). (Kim and Lee 2017)

As for Chang et al. (2012) research, they extended to observe another variables −

the expertise of endorser and product type (hedonic versus utilitarian). The finding

provided the insight that for hedonic products, strong tie endorsers (i.e. friends) were

more effective in influencing purchase intention, compared with weak tie endorsers,

regardless of the expertise of endorsers; for utilitarian products, high expertise

endorsers were more effective than low expertise endorsers, regardless of the tie

strength. (Chang et al. 2012) In comparison, the outcome of Kim and Lee (2017) and

Chang et al. (2012) researches, we consider that the relationship between consumers

and endorsers which is strong tie or not will somehow influence the perception of

consumers of the brand or product. However, this effect may interact with the product

type endorsed, which emphasize the importance of the influence of product type.

In other aspects of user-generated content papers, Smith et al. (2012) discovered

that how different social media sites (YouTube, Facebook, and Twitter) foster user-

generated content with different characteristics. Additionally, Liu et al. (2017) applied

big data to figure out a framework that automatically derived latent brand topics and

14

classifies brand sentiments (on Twitter). Interestingly, the brand topics which

consumers were interested in were various in different industries. Also, the impact of

user-generated content had been studied on the music industry. (Dhar and Chang

2009)

According to the researches discussed above, we can clearly understand the

importance of user-generated content is growing in the field of consumer psychology.

Overall, user-generated content exhibits a stronger impact on consumer attitude,

purchase behavior, and interest. Although many factors of user-generated content have

been studied in the past, (source of user-generated content, product type, endorser

expertise, etc.) they did not focus on the situation of blog (e.g. Pixnet). Moreover, the

effect of multiple product endorsement is seldom took into consideration. Therefore,

in the present research, we are eager to investigate multiple product endorsement

effect on blog and extend to observe the relatedness of product categories endorsed by

endorsers and the perceived needs of product knowledge.

Chapter 3　Hypothesis and Research Framework
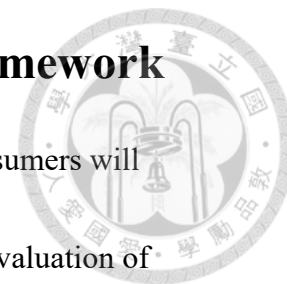
According to current researches of multiple endorsement, consumers will negatively correct their perception of source credibility as well as evaluation of brand/product when they perceived a multiple product endorsement. However, if we consider the source congruency between endorser and the product endorsed in multiple product endorsement, it will offset the original negative correction under multiple product endorsement when highly congruent, specifically under high involvement. Unlike various overt marketing such as banner ads which we can easily recognize and judge the salient celebrity or famous spokesperson in the ads, in such a covert marketing like blog or user-generated content, we may tend to search other subtle cues to make and form a correct judgment of the content and the product mentioned in it because we do not know much about that typical consumer. One of the cues is the products of a blogger used to endorse. If an author tends to endorse products which are highly related with each other (we define it as near category of product and related endorsement in the current research), s/he will be constituted having legitimacy to endorse the certain kind of products (i.e. congruent). Obviously, it is instinctive to think that an endorser who just endorses single category of product may be treated as an expert in that certain field and then improve the image of the product endorsed. In contrast, a blogger who used to endorse various products which

16

across distinct categories (unrelated endorsement) will be illegible. (i.e. incongruent) Due to this persuasion knowledge, people may form a naïve theory to make correction when they perceive multiple categories of products endorsed by a single endorser in a blog or user-generated content, according to FCM. (Wegener and Petty 1995)

In Biswas et al. (2006) study, it is clearly that under high technology-oriented product condition, it would be perceived more risks when the endorser was a celebrity than is an expert. Besides, the low technology-oriented product does not have significant difference between an expert and a celebrity. This result can be concluded that source incongruence will be enhanced under high technology-oriented product condition. We proposed that somehow people perceive the product of high technology-oriented will needs someone who has such expertise to endorse it. Therefore, we generalized the factor of product type to be the perceived needs of knowledge to endorse of a product. Additionally, a result showed in Van Noort, Kerkhof, and Fennis (2008) study that consumer tended to have an unfavorable attitude when they perceived a higher risk. As a result, we suggested that a higher consumers' perceived risks will affect the process of forming a product attitude to be more negative and according to ELM (Petty and Cacioppo 1986), source congruency (i.e. relevance) effect may be scrutinized and perceived in high involvement.

Based on the inference mentioned above, it leads to the first hypothesis:

17

H1:   Under multiple product endorsement situation of blog, the product attitude

will be more favorable when the blogger used to endorse related than

unrelated categories of product; however, perceived needs of knowledge of a

product will moderate this effect. That is, if perceived needs of knowledge of

a product is high, the negative effect of unrelated endorsement will be

enhanced and lead to a significantly unfavorable attitude than when

perceived needs of knowledge of a product is low.
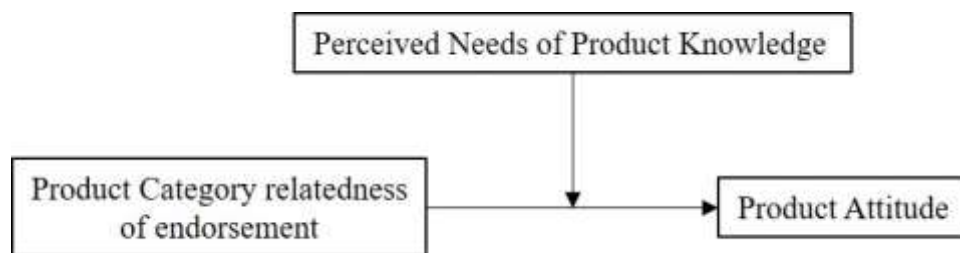
Figure 3-1. *Moderator Effect Structure (H1)*
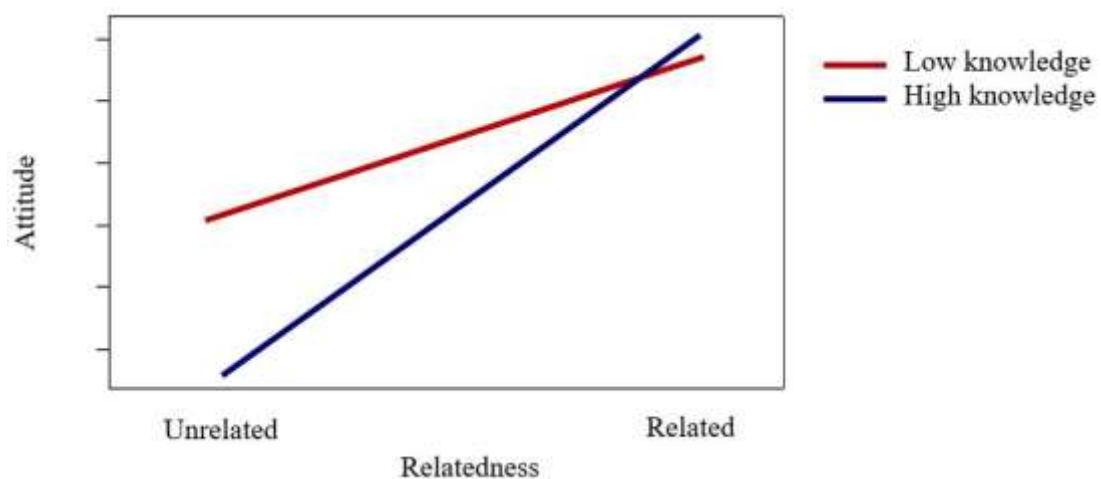
Figure 3-2. *Expected Outcome*

Tripp et al. (1994) had indicated that multiple endorsement would diminish the

source credibility. Source credibility comprise trustworthiness and expertise

18

(Hovland, Janis, and Kelley 1953). Nevertheless, in the study 2 of Tripp et al. (1994), they found that the attribution process of resulting in a diminution of an endorser's effectiveness under multiple endorsement was mostly attributed by trustworthiness of an endorser and the expertise and likeability seemed to be indirectly and unknowingly tied to the number of products endorsed. Based on this result, we additionally proposed that expertise would mediate multiple endorsement and attitude because the persuasion knowledge of consumers mentioned above. Therefore, people will tend to see a blogger as trustworthy and professional if s/he just endorsed related categories of product and then lead to a more favorable product attitude.

Besides, past researches (Mowen and Brown 1981; Tripp et al. 1994) had proved that multiple product endorsement would also erode consumers' perception of ads. Similarly, the user-generated content written by the blogger who endorsed multiply and unrelatedly will be treated as less credible and then resulting in less favorable product attitude as well.

These propositions lead to the second and third hypotheses:

H2:   Related endorsement will result in a higher source credibility (i.e. blog author's credibility) than unrelated endorsement, and furthermore, lead to a higher product attitudes. As a result, source credibility, both of trustworthiness and expertise, will mediate the moderated relationship

19

between relatedness of endorsement, perceived needs of product knowledge

and product attitude.

H3:   Related endorsement will result in a higher article credibility (i.e. the blog

credibility) than unrelated endorsement, and furthermore, lead to a higher

product attitude. As a result, article credibility will mediate the moderated

relationship between relatedness of endorsement, perceived needs of product

knowledge and product attitude.
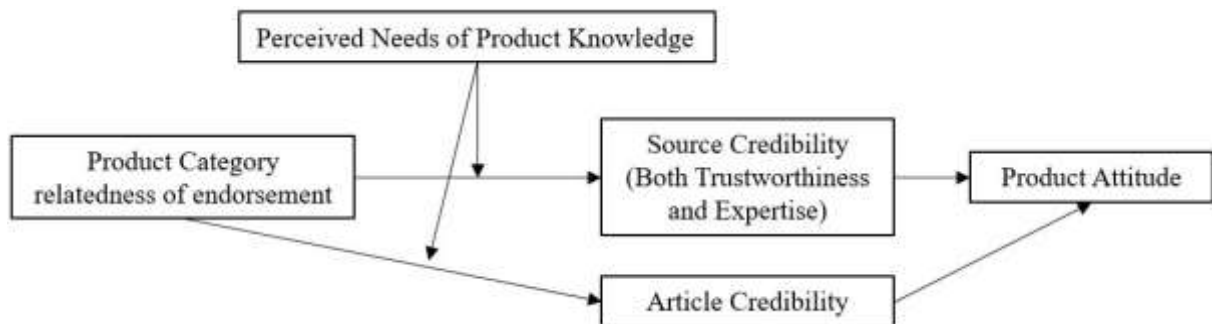
Figure 3-3. *Research Structure*

Chapter 4　Method

4.1　Pretest

The three main purposes of the pretest are to find out 1) how many product

categories endorsed may be seen as really multiple, 2) what kind of product category

is perceived as high or low needs of knowledge, and 3) what categories are perceived

to be highly related or unrelated. We conducting two different questionnaire in total.

First questionnaire is to test the first and second purposes, and second questionnaire is

to test the third purpose.

First of all, participants were asked to imagine s/he were browsing a user-

generated blog and responded the number of product categories endorsed by the

blogger would make them feel it is multiple (range from one to above eight).

Additionally, participants were required to rate whether the perceived needs of

knowledge of a certain product category is high or low on a 7-point scale. (1 =

extremely low perceived needs of knowledge, 7 = extremely high perceived needs of

knowledge) We calculated the accumulative possibility of responses of the number of

product categories endorsed may be multiple of the 67 participants. The result showed

that the accumulative possibility is 90% until the number of product categories equal

to five. In addition, they reported that computer product ($M = 6.31$, $SD = 0.87$; $t(66) =$

21.67; $p < 0.05$) has high perceived needs of knowledge and clothing ($M = 3.46$, $SD =$

21

1.39; $t(66)$; $p < 0.05$) has low perceived needs of knowledge. Therefore, in the main study, the number of categories of a blogger used to endorse would be manipulated to be five and computer product (clothing) will represent the perceived high (low) needs of expertise condition.

Secondly, another group of participants were told to rate whether the relatedness between categories is near or far on a 7-point scale. (1 = extremely unrelated, 7 = extremely related) A group of 34 participants indicated that clothing is related to bag, shoes, cosmetic, care, and hair product ($M = 6.03$, $SD = 1.09$; $t(33) = 10.89$; $p < 0.05$) and is unrelated to photography, care, game console, electronic motorcycle, and shoes product ($M = 2.82$, $SD = 1.49$; $t(33) = -4.61$; $p < 0.05$). As for computer product, the 34 participants unveiled that mouse, Bluetooth speaker, cellphone and tablet, earphone, and appliances product ($M = 6.00$, $SD = 1.09$; $t(33) = 12.23$; $p < 0.05$) are related to and photography, cosmetic, music instrument, shoes, and healthcare product ($M = 2.32$, $SD = 1.22$; $t(33) = -7.99$; $p < 0.05$) are unrelated to computer product. As a result, we use these four product categories bundling to manipulate the related and unrelated endorsement condition.

4.2   Main Study

4.2.1   Subjects and Design

150 subjects (mean age = 21.67; male = 33.65%, female = 66.44%) were recruited via Internet and conducted the experiment and survey in our laboratory. They are virtually undergraduate and graduate program of Nation Taiwan University and National ChenChi University. The incentive for per subject is NT$100 and they will have a chance to participate in a lucky draw of NT$500 voucher (drawing three winners). They were randomly assigned to a 2 (related endorsement versus unrelated endorsement) x 2 (high perceived needs of knowledge versus low perceived needs of knowledge) between-subject design. Each condition virtually has equal size. In addition, all of the four conditions were set under high involvement.

4.2.2   Procedure

The introduction of the experiment and the online questionnaire were put on the screen of computer before the subjects got in our laboratory. Once the subjects were settled down, we started to give them a briefing of this experiment, and after the briefing, they could begin doing the online survey.

In the very first part of the online questionnaire, subjects read a short message which inform them that they were the representative sample of our experiment and

23

their every responses would be taken into consideration seriously. Next on, they

viewed another passage about a buying decision scenario depending on different

target products (personal laptop or baseball jacket). These two text were in order to

manipulate the subjects' motivation and then made them in high involvement.

Secondly, the subjects browsed a blog writing about the target product. Besides,

we not only used a message to indicate whether the blogger was related or unrelated

endorsement (Mowen and Brown 1981) but also put the pictures and article titles of

the products which were the blogger used to endorse on the margin of blog. (Rice et

al. 2012; Tripp et al. 1994). After reading the blog, the subjects would fill out a series

of survey including product attitude, article credibility, author credibility,

manipulation, and demography. After debriefing, the subjects were thanked, paid, and

dismissed.

4.2.3 Measures

Independent Variables.

Perceived Needs of Product Knowledge. Based on the result of pretest (computer

product is perceived high needs of knowledge and clothing is perceived low needs of

knowledge), we chose personal laptop and baseball jacket (both are unfamiliar

brands) which stand for high and low perceived needs of knowledge condition

respectively for the target products. The reason is that these two kinds of products are commonly shared by online bloggers and are more familiar to university students. The two blogs of two products were controlled in same passages and number of pictures. More importantly, because of high involvement, we deliberately designed the arguments in the two blogs ambiguously to prevent a too positive product attitude which makes independent variables ineffective.

Product Category Relatedness of Endorsement.   Related and unrelated endorsement were manipulated by not only using a passage which described the product categories endorsed by the blogger but also displaying the pictures of the products endorsed and the article titles written by the blogger on the margin. We also controlled the number of the article written for each product category to be in the same across conditions.

Under both unrelated and related endorsement condition, subjects would see instructions describing the product categories which the blogger, PJ, used to endorse. In perceived high needs of knowledge condition, PJ was depicted having endorsed for the computer (the target product), mouse, Bluetooth speaker, cellphone and tablet, earphone, and appliances product as related endorsement, and as for unrelated endorsement, PJ had endorsed for the computer (the target product), cosmetic, photography, music instrument, shoes, and healthcare product. Additionally, in

25

perceived low needs of knowledge condition, PJ was described had endorsed for the

clothing (the target product), bag, shoes, cosmetic, care, and hair product as related

endorsement and the clothing (the target product), photography, care, game console,

electronic motorcycle, and shoes product as unrelated endorsement respectively.

Dependent Variables.

Product Attitude.　After finishing reading the blog, subjects were required to

evaluate the target product (i.e. personal laptop or baseball jacket) on five 7-point

semantic differential scales: negative/positive, poor quality/high quality, dislike/like,

unattractive/attractive, and bad/good.

Source Credibility.　Source credibility was referred and measured by source-

credibility scale (Ohanian 1990). For trustworthiness, we measured it by three 7-point

scales: untrustworthy/trustworthy, dishonest/honest, and insincere/sincere. As for

expertise, it was rated by two 7-point scales: inexpert/expert and

inexperienced/experienced.

Article Credibility.　Article credibility was referred and measured by ad credibility

scale (Beltramini 1988). We used seven 7-point scales: unbelievable/believable,

unconvincing/convincing, untrustworthy/trustworthy, unauthentic/authentic,

26

unquestionable/questionable, and unreasonable/reasonable to collectively evaluate

article credibility.

Manipulation Checks. We have to check three manipulation in total (involvement,

perceived needs of knowledge, and relatedness of endorsement). For involvement

check, the subjects were asked to indicate their own involvement levels by being in

the representative sample and the buying decision scenario on three 7-point scales:

irrelevant/relevant, deconcentrated/concentrated, and unimportant/important.

Additionally, the subjects also had to do self-report how serious they were when

reading the blog, and this self-report was measured by three 7-point scales:

deconcentrated/concentrated, uninvolved/involved, and careless/careful. For

perceived needs of knowledge check, the subjects had to report the target product

under their assigned condition was perceived high (low) needs of knowledge on one

7-point scale: low/high. As for relatedness of endorsement check, subjects had to

answer the blogger was related or unrelated endorsement on one 7-point scale: highly

unrelated/ highly related.

Persuasion Knowledge. The major purpose of persuasion knowledge measurement is

figuring out the naïve perspective of the subjects on online user-generated content.

There were three questions in total: 1) to ask whether the subjects thought that the target blog was totally advertisement (i.e. sponsored content) or not, 2) to ask whether the subjects considered that all online contents were totally advertisement (i.e. sponsored content) or not, and 3) to ask whether the subjects had a viewpoint that all sponsored contents were not trustworthy. Additionally, these three questions was asked on three 7-point scales with the endpoints of extremely disagreeable/ extremely agreeable.
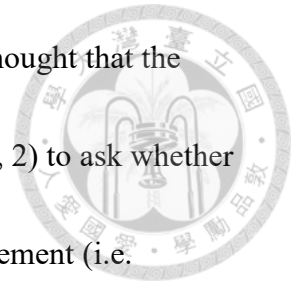
Chapter 5 Results

5.1 Reliability

There were five questions collectively measuring product attitude and

Cronbach's alpha was 0.91. The three items of author trustworthiness, two items of

expertise, and overall source credibility had Cronbach's alpha of 0.88, 0.76, and 0.83

respectively. Cronbach's alpha of the seven items of article credibility was 0.93 and of

involvement measurement was 0.81. A more detail information of our questionnaire

design was provided in table 5-1.

Table 5-1. *Reliability Report of Dependent Variables*

Variable	Wording	Scale	Cronbach's alpha
Product Attitude	請問您對於(Target products)的觀感為何？	非常負面(1) 非常正面(7)	0.91
	請問您認為(Target products)的品質為何？	非常差(1) 非常好(7)	
	請問您對於(Target products)的喜好程度為何？	非常不喜歡(1) 非常喜歡(7)	
	請問您認為(Target products)吸引您的程度為何？	非常不吸引人(1) 非常吸引人(7)	
	請問您對(Target products)的整體評價為何？	非常不好(1) 非常好(7)	

Article Credibility	請問您覺得(Target products)此篇部落格文章的可信程度為何？	非常不可信(1) 非常可信(7)	0.93	
	請問您覺得(Target products)此篇部落格文章多有說服力？	非常沒有說服力(1) 非常有說服力(7)		
	請問您覺得(Target products)此篇部落格文章值得信賴的程度為何？	非常不值得信賴(1) 非常值得信賴(7)		
	請問您覺得(Target products)此篇部落格文章的真誠度為何？	非常不真誠(1) 非常真誠(7)		
	請問您覺得(Target products)此篇部落格文章的真實程度為何？	非常不真實(1) 非常真實(7)		
	請問您覺得(Target products)此篇部落格文章令人懷疑的程度為何？	非常不令人懷疑(1) 非常令人懷疑(7)		
	請問您覺得(Target products)此篇部落格文章的文字敘述合理程度為何？	非常不合理(1) 非常合理(7)		
Source Credibility (Trustworthiness)	請問您覺得寫(Target products)此篇部落格文章的作者 PJ 是「可信的」的程度為何？	非常不可信(1) 非常可信(7)	0.88	0.83

30

	請問您覺得寫(Target products)此篇部落格文章的作者 PJ 是「誠實的」的程度為何？	非常不誠實的(1) 非常誠實的(7)	
	請問您覺得寫(Target products)此篇部落格文章的作者 PJ 是「真誠的」的程度為何？	非常不真誠(1) 非常真誠(7)	
Source Credibility (Expertise)	請問您覺得寫(Target products)此篇部落格文章的作者 PJ 是「有專業知識的」的程度為何？	非常沒有專業知識(1) 非常有專業知識(7)	0.76
	請問您覺得寫(Target products)此篇部落格文章的作者 PJ 是「有經驗的」的程度為何？	非常沒有經驗(1) 非常有經驗(7)	
Manipulation Check (Involvement)	請問您在閱讀(Target products)部落格文章時的專心程度為何？	非常不專心(1) 非常專心(7)	0.81
	請問您在閱讀(Target products)部落格文章時的投入程度為何？	非常不投入(1) 非常投入(7)	
	請問您在閱讀(Target products)部落格文章時的仔細程度為何？	非常不仔細(1) 非常仔細(7)	

31

	請問您對於自己是本實驗「少數樣本」的看法為何？	與我非常不相關(1) 與我非常相關(7)	
	請問「少數樣本」這一件事，對您在閱讀部落格文章的專心程度影響為何？	使我更不專心(1) 使我更專心(7)	
	請問「少數樣本」這一件事，對您在填答問卷時的專心程度影響為何？	使我更不專心(1) 使我更專心(7)	
	請問您對於「幫自己買衣服/電腦的決策」的看法為何？	與我非常不相關(1) 與我非常相關(7)	
	請問「幫自己買衣服/電腦的決策」對您來說重要嗎？	非常不重要(1) 非常重要(7)	
Manipulation Check (Relatedness and Knowledge of Product)	您認為寫(Target products)的部落格文章要可信，對於產品要有很高的專業知識程度嗎？	需要專業知識程度低(1) 需要專業知識程度高(7)	─
	請問您覺得此篇部落格文章與作者之前所寫過之文章，產品品類相關程度為何？	非常不相關(1) 非常相關(7)	─
Persuasion Knowledge	「(Target products)的開箱文是廣告」這句話您認同的程度有多高？	非常不認同(1) 非常認同(7)	─

32

	「網路部落格文章就是業配文」這句話您認同的程度有多高？	非常不認同(1) 非常認同(7)	—
	「業配文都不可信」這句話您認同的程度有多高？	非常不認同(1) 非常認同(7)	—

5.2 Manipulation Checks

A 2 X 2 ANOVA analysis indicated a main effect of relatedness of endorsement on relatedness check. ($F(1, 144) = 108.65$, $p < 0.05$) It was successfully manipulated that the subject who was assigned to the related endorsement condition perceived the product categories endorsed by the blogger more related ($M_{related} = 5.04$, $SD = 1.51$) than the subject who was assigned to the unrelated endorsement condition ($M_{unrelated} = 2.58$, $SD = 1.37$). Still, a t-test showed that the means of related ($t(73) = 5.92$, $p < 0.05$) and unrelated ($t(73) = -8.88$, $p < 0.05$) endorsements had both a significant difference from the midpoint 4.

Additionally, for perceived needs of knowledge check, a significant main effect of perceived needs of knowledge on high/low needs of knowledge check. ($F(1, 144) = 28.57$, $p < 0.05$) Therefore, subjects who read the blog of personal laptop as the target product was successfully manipulated to be in a perceived more high needs of

33

knowledge condition (M_{high} = 5.14, SD = 1.75) than subjects who read the baseball

jacket blog (M_{low} = 3.65, SD = 1.64). However, only the mean of high needs of

knowledge ($t(72)$ = 5.55, $p < 0.05$) but not low needs of knowledge ($t(72)$ = -1.83, p =

0.07 (*NS*)) is significantly different from the midpoint 4.

Finally, for involvement check, a 2 X 2 ANOVA showed that no significant main

or interaction effects on involvement measurement. That is, involvement in different

conditions had no significant difference. Besides, a t-test revealed that the mean of

involvement measurement was significantly different from the midpoint 4, which

means that high involvement situation was successfully manipulated. (M = 5.62, SD =

0.81; $t(147)$ = 24.45, $p < 0.05$)

5.3   Product Attitude

It was hypothesized that the product attitude will be more favorable when the

blogger used to endorse related than unrelated categories of product, and besides,

perceived needs of knowledge of a product will moderate this effect; that is when

perceived needs of knowledge of a product is high, the negative effect of unrelated

endorsement will be amplified and lead to a significantly more unfavorable attitude

than perceived low needs of knowledge of a product. An ANOVA (see table 5-2 and

figure 5-4) indicated a significant main effect only for the relatedness of endorsement

34

($F(1, 144) = 5.74$, $p < 0.05$). The product attitude was higher under related ($M_{related} =$ 5.29, $SD = 0.74$) than unrelated ($M_{unrelated} = 4.98$, $SD = 0.82$) endorsement. The perceived needs of knowledge showed no differences whether in related or unrelated endorsement condition. Since no other main or interaction effects were found, hypothesis 1 was only partly confirmed.

Table 5-2. *ANOVA Table of Relatedness X Knowledge on Product Attitude*

	Df	Mean Square	F value	P-value
Relatedness	1	3.57	5.74	0.02*
Knowledge	1	0.01	0.01	0.93
Relatedness * Knowledge	1	0.02	0.03	0.87
Residuals	144	0.62		

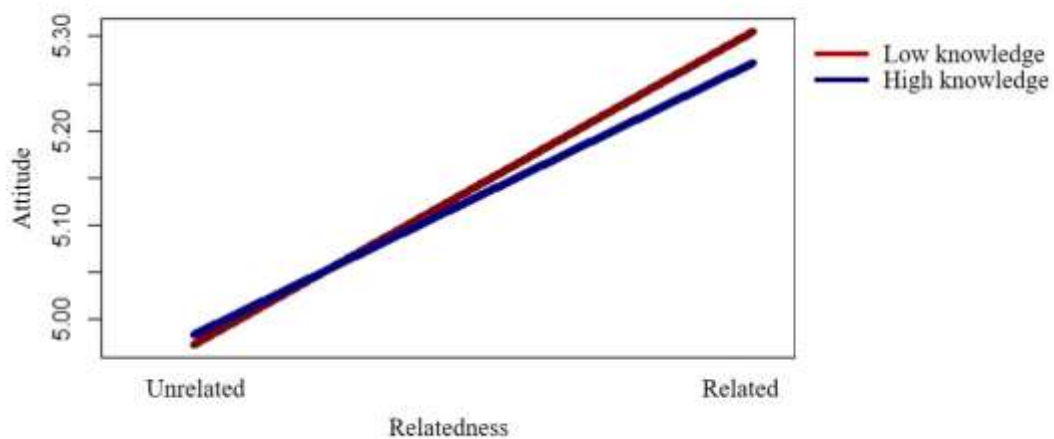*Note: ***p < 0.001; **p < 0.01; *p < 0.05*

Figure 5-4. *Interaction Plot of Relatedness and Knowledge on Product Attitude*

35

5.4 Source Credibility

Based on the result of H1, since the moderation effect was not confirmed, the mediated moderation of perceived needs of knowledge did not exist as well. However, we still wanted to see whether perceived needs of knowledge would affect source credibility. A 2 X 2 ANOVA (see table 5-3 and figure 5-5) revealed that the relatedness of endorsement had main effects on author credibility. ($M_{unrelated}$ = 3.91, SD = 1.02; $M_{related}$ = 4.82, SD = 0.92; $F(1, 144)$ = 35.70, $p < 0.05$) Additionally, there was also a main effect of perceived needs of knowledge. (M_{high} = 4.07, SD = 1.11; M_{low} = 4.65, SD = 0.96; $F(1, 144)$ = 13.29, $p < 0.05$) However, the credibility is significantly different between perceived needs of knowledge under unrelated endorsement (M_{high} = 3.53, SD = 0.95; M_{low} = 4.28, SD = 0.96; $F(1, 144)$ = 12.00, $p < 0.05$) but not under related endorsement (M_{high} = 4.63, SD = 0.98; M_{low} = 5.00, SD = 0.83; $F(1, 144)$ = 3.25, $p = 0.07$ (*NS*)). In order to see the effect of the components of source credibility (source credibility comprise expertise and trustworthiness) to figure out this outcome, we conducted two ANOVA analyses for author expertise and trustworthiness respectively.

For the aspect of expertise, the result showed that there were significant main effects of relatedness of endorsement ($M_{unrelated}$ = 3.53, SD = 1.33; $M_{related}$ = 5.01, SD = 1.06; $F(1, 144)$ = 3.91, $p = 0.05$) and perceived needs of knowledge (M_{high} = 4.07,

$SD = 1.52$; $M_{low} = 4.46$, $SD = 1.28$; $F(1, 144) = 56.92$, $p < 0.05$) and interaction effect

($F(1, 144) = 3.78$, $p = 0.05$) within the 2 X 2 ANOVA (see table 5-4 and figure 5-6).

When it was under unrelated endorsement condition, author's expertise was rated

lower in perceived high needs of knowledge than in perceived low needs of

knowledge. ($M_{high} = 3.16$, $SD = 1.26$; $M_{low} = 3.91$, $SD = 1.32$; $F(1, 144) = 7.30$, $p <$

0.05) In comparison, author's expertise was no difference in whether perceived high

or low needs of knowledge under related endorsement condition. ($M_{high} = 5.01$, $SD =$

1.16; $M_{low} = 5.00$, $SD = 0.98$; $F(1, 144) = 0.01$, $p = 0.93$ (NS)) For trustworthiness, the

ANOVA analysis (see table 5-5 and figure 5-7) indicated that both relatedness of

endorsement ($M_{unrelated} = 4.15$, $SD = 1.13$; $M_{related} = 4.70$, $SD = 1.09$; $F(1, 144) = 9.79$,

$p < 0.05$) and perceived needs of knowledge ($M_{high} = 4.07$, $SD = 1.09$, $M_{low} = 4.77$, SD

$= 1.08$; $F(1, 144) = 15.62$, $p < 0.05$) had main effect. No interaction effect was found.

Clearly, under related endorsement, an increased author's expertise in the high

perceived needs of knowledge condition made a no significant difference of source

credibility in perceived high needs of knowledge condition.

37

Table 5-3. *ANOVA Table of Relatedness X Knowledge on Source Credibility*

	Df	Mean Square	F value	P-value
Relatedness	1	31.06	35.70	0.00***
Knowledge	1	11.56	13.29	0.00***
Relatedness * Knowledge	1	1.37	1.57	0.21
Residuals	144	0.87		

*Note: ***p < 0.001; **p < 0.01; *p < 0.05*
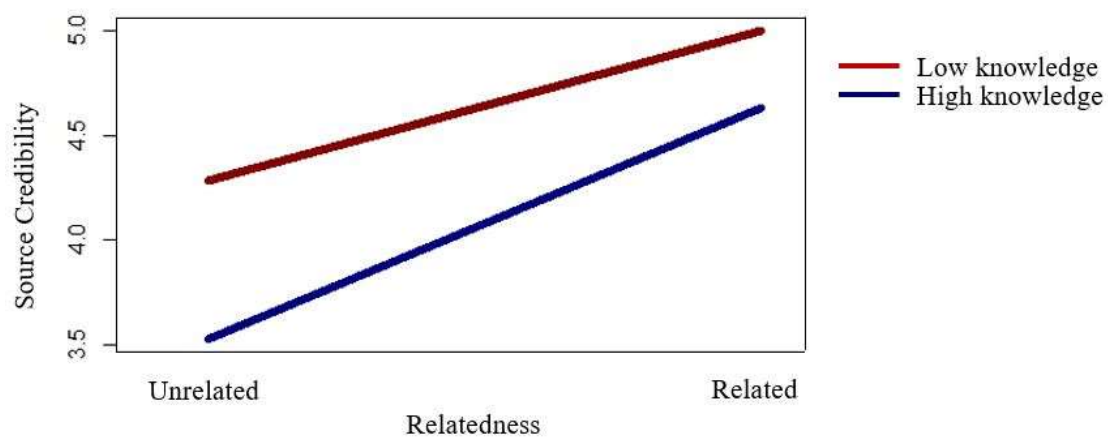
Figure 5-5. *Interaction Plot of Relatedness and Knowledge on Source Credibility*

Table 5-4. *ANOVA Table of Relatedness X Knowledge on Expertise*

	Df	Mean Square	F value	P-value
Relatedness	1	5.47	3.91	0.05*
Knowledge	1	79.73	59.92	0.00***
Relatedness * Knowledge	1	5.30	3.78	0.05*
Residuals	144	1.40		

*Note: ***p < 0.001; **p < 0.01; *p < 0.05*
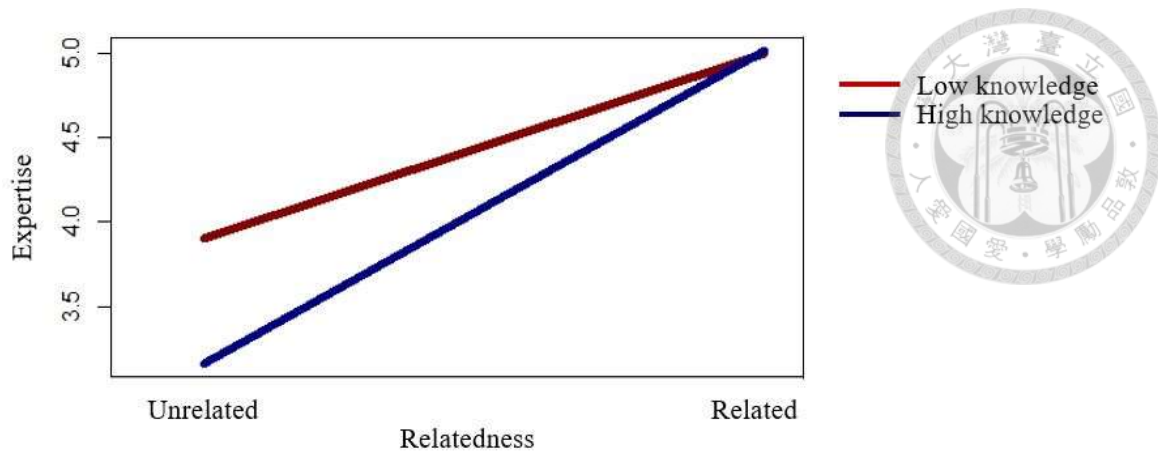
Figure 5-6. *Interaction Plot of Relatedness and Knowledge on Expertise*

Table 5-5. *ANOVA Table of Relatedness X Knowledge on Trustworthiness*

	Df	Mean Square	F value	P-value
Relatedness	1	10.99	9.78	0.00**
Knowledge	1	17.54	15.62	0.00***
Relatedness * Knowledge	1	0.17	0.15	0.70
Residuals	144	1.12		

*Note: ***p < 0.001; **p < 0.01; *p < 0.05*
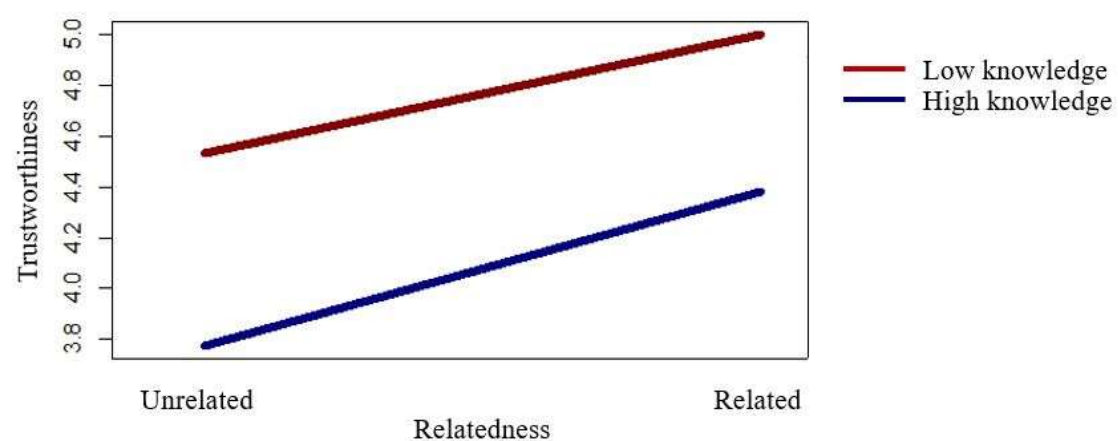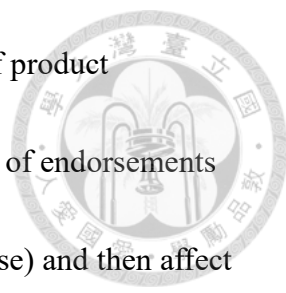
Figure 5-7. *Interaction Plot of Relatedness and Knowledge on Trustworthiness*

Although the mediated moderation effect of perceived needs of product knowledge did not exist, we also proposed that different relatedness of endorsements would influence source credibility (both trustworthiness and expertise) and then affect product attitude. We followed the regression method (Baron and Kenny, 1986) to test the mediation effect of source credibility. The result (see table 5-6, 5-7, and 5-8) provided the evidence that the relationship between relatedness of endorsement and product attitude was completely mediated by source credibility. Also, a Sobel Test indicated that the indirect effect significantly existed. ($Z = 4.09$, $p < 0.05$) Additionally, expertise (see table 5-6, 5-9, and 5-10) and trustworthiness (see table 5-6, 5-11, and 5-12) of blogger also completely mediated the relationship between relatedness of endorsement and product attitude. Two Sobel Test revealed that the indirect effects of expertise ($Z = 3.47$, $p < 0.05$) and trustworthiness ($Z = 2.63$, $p < 0.05$) significantly existed

Therefore, a mediation effect of source credibility was verified. Based on all the results mentioned above, hypothesis 2 was partly supported.

40

Table 5-6. *Regression of Relatedness → Attitude*

	Coefficient	Standard Error	T value	P-value
Intercept	4.98	0.09	54.63	0.00***
Relatedness	0.31	0.13	2.41	0.02*

*Note: ***p < 0.001; **p < 0.01; *p < 0.05*

Table 5-7. *Regression of Relatedness → Source Credibility*

	Coefficient	Standard Error	T value	P-value
Intercept	3.91	0.11	34.53	0.00***
Relatedness	0.92	0.16	5.73	0.00***

*Note: ***p < 0.001; **p < 0.01; *p < 0.05*

Table 5-8. *Regression of Relatedness + Source Credibility → Attitude*

	Coefficient	Standard Error	T value	P-value
Intercept	3.91	0.11	34.53	0.00***
Relatedness	-0.01	0.13	-0.09	0.93
Source Credibility	0.35	0.06	5.85	0.00***

*Note: ***p < 0.001; **p < 0.01; *p < 0.05*
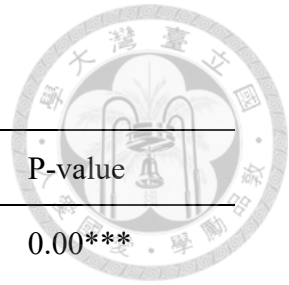
Table 5-9. *Regression of Relatedness → Expertise*

	Coefficient	Standard Error	T value	P-value
Intercept	3.53	0.14	25.23	0.00***
Relatedness	1.47	0.20	7.44	0.00***

*Note: ***p < 0.001; **p < 0.01; *p < 0.05*

Table 5-10. *Regression of Relatedness + Expertise → Attitude*

	Coefficient	Standard Error	T value	P-value
Intercept	4.27	0.20	21.19	0.00***
Relatedness	0.01	0.14	0.10	0.92
Expertise	0.20	0.05	3.92	0.00***

*Note: ***p < 0.001; **p < 0.01; *p < 0.05*

Table 5-11. *Regression of Relatedness → Trustworthiness*

	Coefficient	Standard Error	T value	P-value
Intercept	4.15	0.13	32.23	0.00***
Relatedness	0.55	0.18	2.99	0.00**

*Note: ***p < 0.001; **p < 0.01; *p < 0.05*

Table 5-12. *Regression of Relatedness + Trustworthiness → Attitude*

	Coefficient	Standard Error	T value	P-value
Intercept	3.76	0.24	15.86	0.00***
Relatedness	0.15	0.12	1.25	0.22
Trustworthiness	0.29	0.05	5.49	0.00***

*Note: ***p < 0.001; **p < 0.01; *p < 0.05*

5.5   Article Credibility

The average of article credibility was submitted to a 2 X 2 ANOVA and the result (see table 5-13 and figure 5-8) showed that there was a main effect of relatedness of endorsement. ($M_{unrelated}$ = 4.24, SD = 0.80; $M_{related}$ = 4.67, SD = 0.78; $F(1, 144)$ = 11.65, $p < 0.05$) It supported that there was a higher article credibility under related endorsement than unrelated endorsement. Additionally, a main effect of perceived needs of knowledge was also found. (M_{high} = 4.25, SD = 0.75; M_{low} = 4.65, SD = 0.83; $F(1, 144)$ = 9.53, $p < 0.05$) In other words, the article credibility was always higher under low perceived needs of knowledge than under high perceived needs of knowledge.

Table 5-13. *ANOVA Table of Relatedness X Knowledge on Article Credibility*

	Df	Mean Square	F value	P-value
Relatedness	1	6.86	11.65	0.00**
Knowledge	1	5.61	9.53	0.00**
Relatedness * Knowledge	1	0.29	0.49	0.49
Residuals	144	0.59		

*Note: ***p < 0.001; **p < 0.01; *p < 0.05*
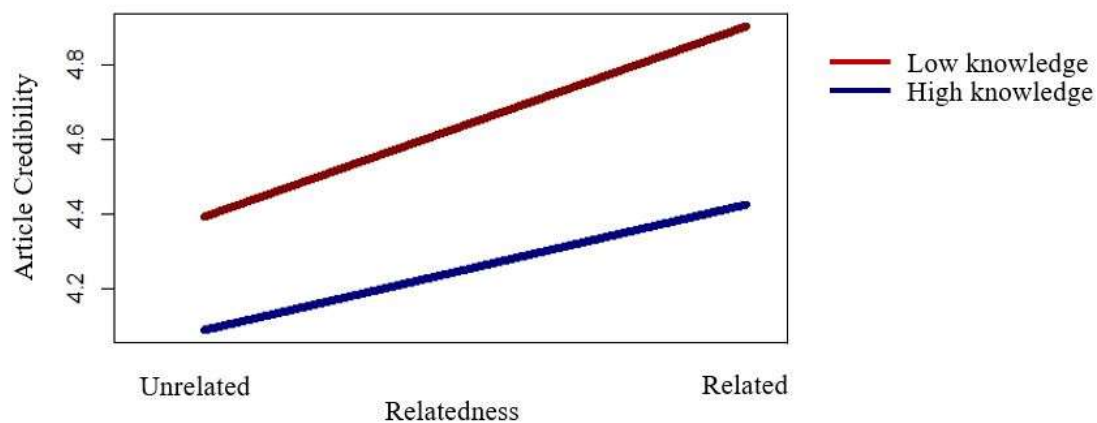
Figure 5-8. *Interaction Plot of Relatedness and Knowledge on Article Credibility*

Still, although the mediated moderation hypothesis did not exist, we also proposed that article credibility would mediate the relationship between relatedness of endorsement and product attitude. In order to check the mediation effect of article credibility, we conducted the mediation analysis using regression method (Baron and Kenny, 1986). The outcome indicated that article credibility completely mediated the relationship between endorsement and product attitude (see table 5-6, 5-14, and 5-15). A Sobel Test also told that it significantly existed an indirect effect. ($Z = 3.04$, $p <$

44

0.05) Therefore, a mediation effect of article credibility was confirmed. Based on the

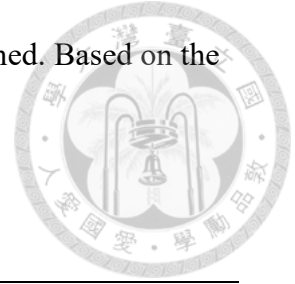results mentioned above, hypothesis 3 was partly supported.

Table 5-14. *Regression of Relatedness* → *Article Credibility*

	Coefficient	Standard Error	T value	P-value
Intercept	4.24	0.09	46.28	0.00***
Relatedness	0.43	0.13	3.32	0.00**

Note: ***p < 0.001; **p < 0.01; *p < 0.05

Table 5-15. *Regression of Relatedness + Article Credibility* → *Product Attitude*

	Coefficient	Standard Error	T value	P-value
Intercept	2.75	0.31	8.95	0.00***
Relatedness	0.08	0.11	0.74	0.46
Article Credibility	0.53	0.07	7.50	0.00***

Note: ***p < 0.001; **p < 0.01; *p < 0.05

5.6 Discussion

For hypothesis 1 which was the hypothesis that we were eager to figure out was

not supported. This result told us that the relatedness of the product category endorsed

by a blogger would be the strong and important factor which affects product attitude

in an online blog content, regardless of the perceived needs of knowledge of an endorsed product.

Based on the analyses of hypothesis 2 and 3, they showed that both source credibility and article credibility were lower under high than low perceived needs of knowledge, which confused us. Therefore, supplemental analyses were conducted. We used one of the persuasion knowledge measurement (i.e. the degree of a subject perceived that the target blog was an advertisement) as a dependent variable and submitted to a 2 (relatedness of endorsement) X 2 (perceived needs of knowledge) ANOVA (see table 5-16 and figure 5-9). Accordingly, there was a main effect of perceived needs of knowledge (M_{high} = 5.94, SD = 1.01; M_{low} = 5.12, SD = 1.19; $F(1, 144) = 20.74$, $p < 0.05$), and that is, perceived high needs of knowledge of an endorsed product was seen as more likely to be advertisement than perceived low needs of knowledge was.

Table 5-16. *ANOVA Table of Relatedness X Knowledge on the Extent to which the Target Blog is Perceived to be More Like an Advertisement*

	Df	Mean Square	F value	P-value
Relatedness	1	0.68	0.56	0.46
Knowledge	1	25.08	20.74	0.00***
Relatedness * Knowledge	1	2.96	2.45	0.12
Residuals	144	1.21		

*Note: ***p < 0.001; **p < 0.01; *p < 0.05*
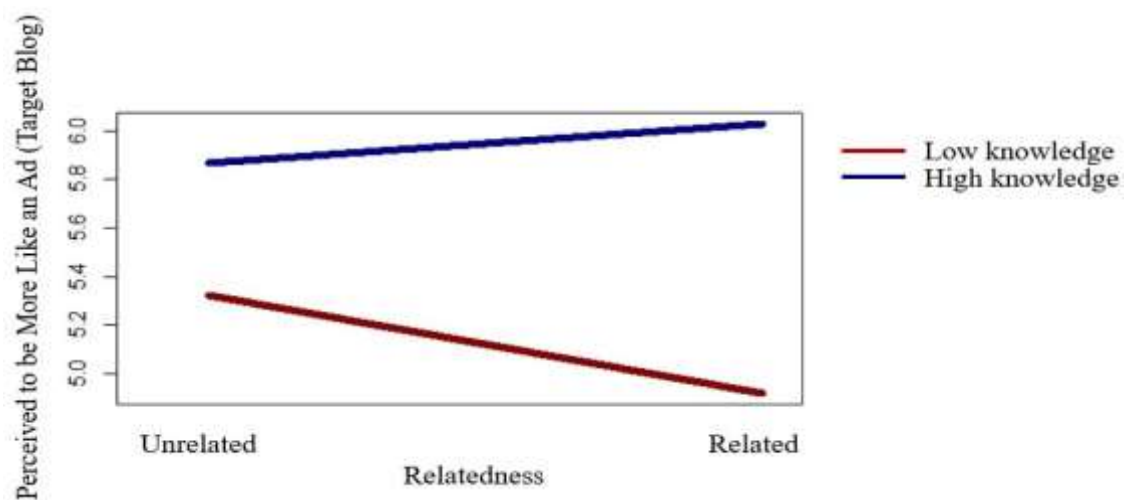
Figure 5-9. *Interaction Plot of Relatedness and Knowledge on the Extent to which the Target Blog is Perceived to be More Like an Advertisement*

We gave this phenomena an explanation: if a product is perceived high needs of knowledge to endorse, it somehow implies that this kind of products such as computer, laptop, electronic devices, and etc. are not frequently demanded in the consumers' daily lives. Besides, the endorsers who have such product expertise would be the minority in the world so that the company who want to promote their products

would possibly think of them at the first moment. Therefore, when consumers see an online blog which is talking about the product that is perceived high needs of knowledge to endorse, they would probably think that the company of the product wants to persuade them to buy it and then generate a persuasion knowledge that this online blog is more likely to be an advertisement (a sponsored content). Furthermore, this kind of perception would lead to lower credibility of the endorser and article.

Our explanation was tested by some additional analyses. We ran a mediation analysis to test how perceived needs of knowledge affect the article credibility. The result indicated that the extent to which the subjects perceived the target blog was more likely to be an advertisement completely mediated the relationship between perceived needs of knowledge and article credibility (see table 5-17, 5-18, and 5-19). A Sobel Test showed that indirect effect significantly existed. ($Z = -3.42$, $p < 0.05$) In other words, people would see the online content written about a product which was perceived high needs of knowledge to endorse as more likely to be an advertisement (a sponsored content) and then discount the credibility of it. We also found out that the extent to which the subjects perceived the target blog was more likely to be an advertisement partially mediated perceived needs of knowledge and author's credibility (see table 5-18, 5-20, and 5-21). A Sobel Test was significant, too. ($Z = -2.66$, $p < 0.05$) In comparison, the relatedness between the products categories

endorsed did not have the mediation effect mentioned above. That is, relatedness of endorsement directly affected credibility and then influenced product attitude. On the other hand, a perceived higher needs of knowledge of a product, though, would not have effect on product attitude, it could affect credibility of the blog as well as the blogger and was mediated by the persuasion knowledge that the blog is more likely to be an advertisement (a sponsored content).

Table 5-17. *Regression of Knowledge → Article Credibility*

	Coefficient	Standard Error	T value	P-value
Intercept	4.65	0.09	50.80	0.00***
Knowledge	-0.40	0.13	-3.03	0.00**

*Note: ***p < 0.001; **p < 0.01; *p < 0.05*

Table 5-18. *Regression of Knowledge → Perceived to be More Like an Ad*

	Coefficient	Standard Error	T value	P-value
Intercept	5.12	0.13	40.19	0.00***
Knowledge	0.83	0.18	4.55	0.00***

*Note: ***p < 0.001; **p < 0.01; *p < 0.05*

Table 5-19. *Regression of Knowledge + Perceived to be More Like an Ad → Article Credibility*

	Coefficient	Standard Error	T value	P-value
Intercept	6.10	0.29	20.82	0.00***
Knowledge	-0.16	0.13	-1.26	0.21
Perceived to be More Like an Ad	-0.28	0.05	-5.17	0.00***

*Note: ***p < 0.001; **p < 0.01; *p < 0.05*

Table 5-20. *Regression of Knowledge → Source Credibility*

	Coefficient	Standard Error	T value	P-value
Intercept	4.65	0.12	38.77	0.00***
Knowledge	-0.57	0.17	-3.35	0.00**

*Note: ***p < 0.001; **p < 0.01; *p < 0.05*

Table 5-21. *Regression of Knowledge + Perceived to be More Like an Ad → Source Credibility*

	Coefficient	Standard Error	T value	P-value
Intercept	5.91	0.40	14.67	0.00***
Knowledge	-0.37	0.18	-2.08	0.04*
Perceived to be More Like an Ad	-0.25	0.08	-3.28	0.00**

*Note: ***p < 0.001; **p < 0.01; *p < 0.05*

Another supplemental analysis was conducted because we considered that source

credibility would affect article credibility and then result in favorable or unfavorable

50

product attitude, which was not like what we proposed in the beginning. (i.e. source credibility and article credibility influenced product attitude independently.) Therefore, a new multi-mediation effect structure was provided in figure 5-10.

We used R programming and submitted the variables to the Structure Equation Model (SEM) to test which paths (i.e. path a, b, c, or d; see figure 5-10) significantly explained the relationship between relatedness of endorsement and product attitude. The result showed that only the path d was significant (see table 5-22 and figure 5-11). In other words, when the blogger used to endorse the products which was highly related (i.e. high relatedness of endorsement), it would result in high source credibility. Thus, high source credibility would make reader regard the content to be more credible, and then lead to a more favorable product attitude.
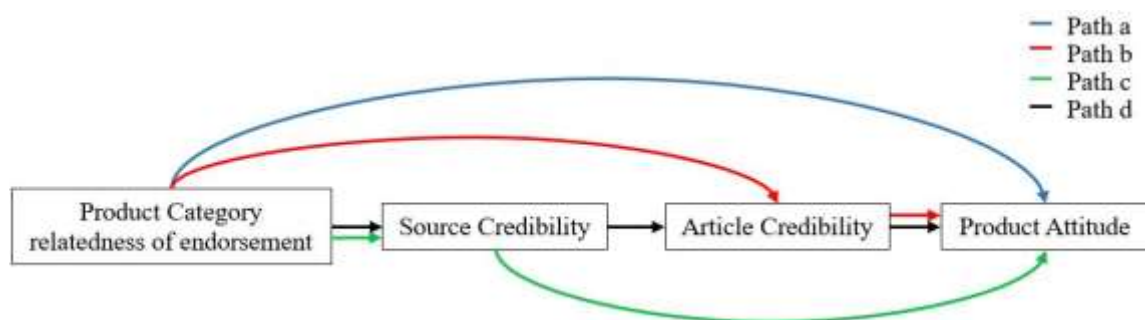

Figure 5-10. *Path Structure*

Table 5-22. *Result of Path Analysis by SEM*

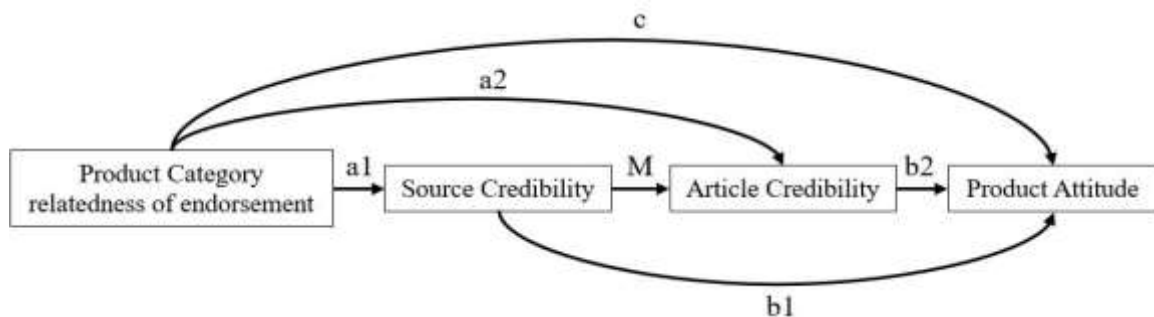|		Estimate	Standard Error	Z-value	P-value
Attitude~					
	Source credibility (b1)	0.07	0.09	0.83	0.41
	Article credibility (b2)	0.46	0.11	4.35	0.00***
	Relatedness (c)	0.05	0.12	0.40	0.69
Source credibility~					
	Relatedness (a1)	0.92	0.16	5.77	0.00***
Article credibility~					
	Relatedness (a2)	-0.13	0.09	-1.39	0.16
	Source credibility (M)	0.61	0.04	14.02	0.00***

*Note: ***p < 0.001; **p < 0.01; *p < 0.05*

Figure 5-11. *Coefficients between each variable*

Chapter 6   General Discussion

Table 6-1. *Hypothesis Confirmations*

	Hypothesis	Confirmed or not
H1	Under multiple product endorsement situation of blog, the product attitude will be more favorable when the blogger used to endorse single and related than multiple and unrelated categories of product; however, perceived needs of knowledge of a product will moderate this effect. That is, if perceived needs of knowledge of a product is high, the negative effect of multiple endorsement will be enhanced and lead to a significantly more unfavorable attitude than perceived needs of knowledge of a product is low.	Partly Confirmed
H2	Related endorsement will result in a higher source credibility (i.e. blog author's credibility) than unrelated endorsement, and furthermore, lead to a higher product attitudes. As a result, source credibility, both of trustworthiness and expertise, will mediate the moderated relationship between relatedness of endorsement, perceived needs of product knowledge and product attitude.	Partly Confirmed
H3	Related endorsement will result in a higher article credibility (i.e. the blog credibility) than unrelated endorsement, and furthermore, lead to a higher product attitude. As a result, article credibility will mediate the	Partly Confirmed

53

moderated relationship between relatedness of endorsement, perceived needs of product knowledge and product attitude.	

The present research aimed to study the factors influencing consumers' judgment on the product endorsed in a user-generated online blog. Although our concerned factors, relatedness of endorsement (related or unrelated endorsement) and perceived needs of knowledge of a product (perceived high or low needs of knowledge to endorse), did not significantly interact with each other to affect product attitude, we still found out that related endorsement would be better than unrelated endorsement in the aspects of product attitude, source credibility, and article credibility. Besides, relatedness of endorsement and product type would interact to affect the expertise of a blogger. In other words, unrelated endorsement would have a negative effect on author expertise, and especially, this negative effect would be amplified under perceived high needs of knowledge condition.

It is worth noting that in terms of the online blogger, not only trustworthiness but expertise would mediate the relationship between endorsement and product attitude. In addition, as for the online article, the article credibility also had the mediation effect on relatedness of endorsement and attitude. That is, a related endorsement

54

blogger as well as his/her content would be seen as more trustworthy and professional and then make the persuasion more effective.

As far as the supplemental analyses are concerned, if a product which is perceived high needs of knowledge to endorse, a blog posts for such product would be treated more like a sponsored content or advertisement, and consequently, discounting the author as well as article credibility . Thus, in general, the credibility under high perceived needs of knowledge condition was unfavorable, which was compared to low perceived needs of knowledge condition.

6.1   Managerial Implications

For marketers who aim to leverage user-generated sponsored content to attain marketing goals, they must be aware of the negative effect of unrelated endorsement which will happen without disclosure. Although the factor of a product which is perceived high expertise to endorse or not, in the present research, does not significantly affect product attitude, it will literally influence the source credibility. To be more specific, when a product is perceived high expertise to endorse, finding an endorser who used to endorse unrelatedly will raise consumers' suspicion noticeably
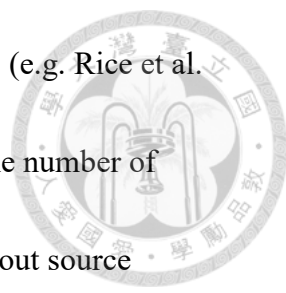
on source expertise as well as source credibility, which make the persuasion

ineffective.

Based on our observation, there are more and more companies like to utilize

online opinion leader such as internet celebrity, famous blogger as well as YouTuber

to promote their products. However, due to our research result, when the product

promoted is perceived high needs of knowledge, the persuasion content (e.g. online

blogs, user-generated content) will be treated more like an advertisement and then

arouse consumers' suspicion, which is unwilling to happen for a marketer. Facing this

situation, in order to reducing consumers' doubt as more as possible, marketers should

follow strictly finding a blogger or an endorser who used to endorse in similar or close

product category that matches your promoted products.

## 6.2   Limitation and Future Research

There are three main limitations in the present research. First, we focused most

on the external factors such as different kinds of endorsers and products but lack of

consideration on the effect of internal factors of consumers such as involvement or

familiarity of brand when judging an online blog. Therefore, we suggest that in future

studies, researchers can delve into different involvement levels to see whether our

research result will change or not. For instance, in some past studies (e.g. Rice et al. 2011), it indicated that people under low involvement would treat the number of products endorsed as a totally peripheral cue and did not concern about source congruence. In Rice et al. (2011) paper, it is so-called a "frequency knowledge cue" under low involvement. That is, one and exclusive product endorsement would always be better than multiple product endorsement in low involvement despite of source congruency. However, nowadays, single product endorsement is rarely seen in the marketing environment (e.g. online user-generated contents or blogs) and we propose that consumer in low involvement will not always have unfavorable attitude toward multiple product endorsement. To be more specific, there must be a factor that can moderate and enhance low involvement people's attitude under multiple product endorsement in today's situation, especially, an online blog context. We suggest that perhaps the relatedness between the products endorsed by a single endorse can be multiple roles under different involvements.
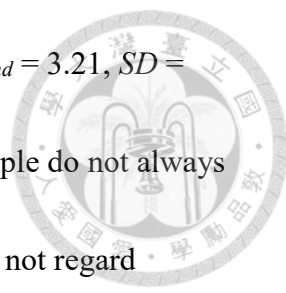
Besides, although the target product of clothing category had a significantly low perceived needs of knowledge in the pretest, it was not seen as low as the pretest in the main study. Therefore, we considered that the perceived low needs of knowledge condition was not manipulated under a very low level (the mean did not significantly different from 4, the midpoint of scale), which would be one of the reasons that our

57

first hypothesis (i.e. moderation effect of perceived needs of product knowledge) is

not confirmed.
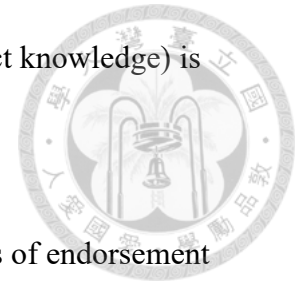
Third, in the present research, the product category relatedness of endorsement

represented two concepts: 1) the relatedness between the products which a blogger

used to endorse; 2) the relatedness between the products which a blogger used to

endorse and the product post in the blog a subject was reading. We did not separate

these two different concepts apart. However, we wondered that if a blogger used to

endorse in the same product category but start to endorse a totally different category

when a consumer saw a certain blog, would the consumer regard this blogger as a

credible source due to the high relatedness between the products that the blogger used

to endorse and then still generated a good product attitude toward the product s/he

saw in that certain blog or would s/he changed his or her mental processes and turned

out to ruin the product attitude? Therefore, we suggested future researchers would

separate these two different concepts to see whether there would come out different

results.

We also analyzed two questions of persuasion knowledge: 1) whether the

subjects considered that all online contents were totally advertisement (i.e. sponsored

content) or not and 2) whether the subjects had a viewpoint that all sponsored contents

were not trustworthy. Both of the average ratings were significantly less than the

midpoint 4. (M_{first} = 3.38, SD = 1.46; $t(147)$ = -5.18, $p < 0.05$; M_{second} = 3.21, SD = 1.43; $t(147)$ = -6.70, $p < 0.05$) The result indicated that actually, people do not always consider online blogs as sponsored content or ads, and plus, they do not regard sponsored content as less credibility. However, due to the supplemental finding of our research, when a blog copy writes for such product which is perceived high needs of knowledge would be deemed as more like a sponsored content or advertisement, and then engender consumers' suspicion. To sum up, consumers do not take online contents as advertisement and do not reckon sponsored contents as less credibility. Nevertheless, as long as consumers perceived a blog as more like a sponsored advertisement, the credibility of the content as well as the author will be eroded. Though we had found a factor which will evoke consumes' suspicion, the perceived needs of knowledge of a product endorsed, there must be some factors else. Therefore, we suggest future researchers can delve into figuring out the factors which will arouse the doubt of consumers about an online blog.

Reference

Baron, Reuben M. and David A. Kenny (1986), "The Moderator–Mediator Variable

   Distinction in Social Psychological Research: Conceptual, Strategic, and

   Statistical Considerations," *Journal of Personality and Social Psychology*, 51

   (December), 1173-82.

Beltramini, Richard F. (1988), "Perceived Believability of Warning Label Information

   Presented in Cigarette Advertising," *Journal of Advertising*, 17 (2), 26-32.

Biswas, Dipayan, Abhijit Biswas, and Neel Das (2006), "The Differential Effects of

   Celebrity and Expert Endorsements on Consumer Risk Perceptions. The Role of

   Consumer Knowledge, Perceived Congruency, and Product Technology

   Orientation," *Journal of Advertising*, 35 (2), 17-31.

Boerman, Sophie C., Eva A.van Reijmersdal, and Peter C. Neijens (2014), "Effects of

   Sponsorship Disclosure Timing on the Processing of Sponsored Content: A Study

   on the Effectiveness of European Disclosure Regulations," *Psychology and

   Marketing*, 31 (March), 214-24.

Brucks, Merrie (1985), "The Effects of Product Class Knowledge on Information

   Search Behavior," *Journal of Consumer Research*, 12 (June), 1-16.

Campbell, Margaret C., and Amna Kirmani (2000), "Consumers' Use of Persuasion

   Knowledge: The Effects of Accessibility and Cognitive Capacity on Perceptions

60

of an Influence Agent," *Journal of Consumer Research*, 27 (June), 69-83.

Chang, Klarissa T., Wen Chen, and Bernard C.Y. Tan (2012), "Advertising

Effectiveness in Social Networking Sites: Social Ties, Expertise, and Product

Type," *IEEE Transactions on engineering management*, 59 (November), 634-43.

Chari, Simos, George Christodoulides, Caterina Presi, Jil Wenhold, and John P.

Casaletto (2016), "Consumer Trust in User-Generated Brand Recommendations

on Facebook," *Psychology and Marketing*, 33 (December), 1071-81.

Dhar, Vasant and Elaine A. Chang (2009), "Does Chatter Matter? The Impact of User-

Generated Content on Music Sales," *Journal of Interactive Marketing*, 23

(November), 300-07.

Elwalda, Abdulaziz, Kevin Lu, and Maged Ali (2016), "Perceived Derived Attributes

of Online Customer Reviews," *Computer in Human Behavior*, 56 (March), 306-

19

Friestad, Marian and Esther Thorson (1993), "Remembering Ads: The Effects of

Encoding Strategies, Retrieval Cues, and Emotional Response," *Journal of

Consumer Psychology*, 2 (1), 1-23.

Friestad, Marian and Peter Wright (1994), "The Persuasion Knowledge Model: How

People Cope with Persuasion Attempts," *Journal of Consumer Research*, 21

(June), 1-31.

Goodstein, Ronald C. (1993), "Category-Based Applications and Extensions in Advertising: Motivating More Extensive Ad Processing," *Journal of Consumer Research*, 20 (June), 87-99.

Holbrook, Morris B. and Elizabeth C. Hirschman (1982), "The Experiential Aspects of Consumption: Consumer Fantasies, Feelings, and Fun," *Journal of Consumer Research*, 9 (September), 132−40.

Holbrook, Morris B. and William L. Moore (1981), "Feature Interactions in Consumer Judgments of Verbal versus Pictorial Presentations," *Journal of Consumer Research*, 8 (June), 103-113.

Hovland, Carl I., Irving L. Janis, and Harold H. Kelley (1953), *Communication and persuasion: Psychological Studies of Opinion Change*. New Haven, CT: Yale University Press.

Kahle, Lynn R. and Pamela M. Homer (1985), "Physical Attractiveness of the Celebrity Endorser: A Social Adaptation Perspective," *Journal of Consumer Research*, 11 (March), 954-61.

Kahle, Lynn R. and Susan G. Timmer (1983), "A Theory and a Method for Studying Values," in *Social values and social change: Adaptation to life in America*, ed. Lynn R. Kahle, New York: Praeger, 43-69.

Kamins, Michael A. (1990), "An Investigation into the "Match-up" Hypothesis in

Celebrity Advertising: When Beauty May be only Skin Deep," *Journal of advertising*, 19 (1), 4-13.

Kamins, Michael A. and Kamal Gupta (1994), "Congruence between Spokesperson and Product Type: A Matchup Hypothesis Perspective," *Psychology and Marketing*, 11 (November/December), 569-86.

Kelley, Harold H. (1973), "The processes of causal attribution," *American psychologist*, 28 (February), 107-28.

Kim, Mikyoung and Mira Lee (2017), "Brand-Related User-Generated Content on Social Media: The Roles of Source and Sponsorship," *Internet Research*, 27 (5), 1085-103.

Kirmani, Amna and Michael C. Campbell (2009), "Taking the Target's Perspective: The Persuasion Knowledge Model," in *Social Psychology of Consumer Behavior*, Vol. 1, ed. Michaela Wänke, New Yok: Psychology Press, 297-316.

Liu, Xia, Alvin C. Burns, and Yingjian Hou (2017), "An Investigation of Brand-Related User-Generated Content on Twitter," *Journal of Advertising*, 46 (2), 236-47.

Martin, Leonard L. (1986), "Set/reset: Use and Disuse of Concepts in Impression Formation," *Journal of Personality and Social Psychology*, 51 (September), 493-504.

Mir, Imran A. and Kashif Ur. Rehman (2013), "Factors Affecting Consumer Attitudes

and Intentions Toward User-Generated Product Content on

YouTube," *Management and Marketing*, 8 (4). 637-54

Mittal, Banwari (1989), "Must Consumer Involvement Always Imply More

Information Search?," in *NA - ACR North American Advances*, Vol. 16, ed.

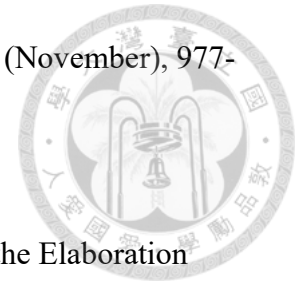Thomas K. Srull, Provo, UT: Association for Consumer Research, 167-72

Mowen, John C. and Stephen W. Brown (1981), "On Explaining and Predicting the

Effectiveness of Celebrity Endorsers," in *NA - ACR North American Advances*,

Vol. 8, ed. Kent B. Monroe, Ann Abor, MI: Association for Consumer Research,

437-41.

Mowen, John C., Stephen W. Brown, and Meg Schulman (1979), "Theoretical and

Empirical Extensions of Endorser Effectiveness," in *American Marketing

Association Conference Proceedings*, ed. Neil Beckwith et al., Chicago, IL:

American Marketing Association, 258-62

Ohanian, Roobina (1990), "Construction and Validation of a Scale to Measure

Celebrity Endorsers' Perceived Expertise, Trustworthiness, and

Attractiveness," *Journal of Advertising*, 19 (3), 39-52.

Park, Chan-Wook and Byeong-Joon Moon (2003), "The Relationship between

Product Involvement and Product Knowledge: Moderating Roles of Product Type

and Product Knowledge Type," *Psychology and Marketing*, 20 (November), 977-

97.

Petty, Richard E. and John J. Cacioppo (1984), "Source Factors of the Elaboration

Likelihood Model of Persuasion," in *Advanced in Consumer Research*, Vol. 11,

ed. Thomas K. Srull, Provo, UT: Association for Consumer Research, 668-72.

____(1986), "The Elaboration Likelihood Model of Persuasion," In *Communication*

and persuasion, ed. Richard Petty, John Cacioppo, NY: Springer, 1-24

Petty, Richard E., John Cacioppo, and David Schumann (1983), "Central and

Peripheral Routes to Advertising Effectiveness: The Moderating Role of

Involvement," *Journal of Consumer Research*, 10 (September), 135-46.

Rice, Dan H., Katie Kelting, and Richard J. Lutz (2012), "Multiple Endorsers and

Multiple Endorsements: The Influence of Message Repetition, Source

Congruence and Involvement on Brand Attitudes," *Journal of Consumer*

Psychology, 22 (April), 249-59.

Rule, Brendan G., Gisanz L. Bisanz, and Melinda Kohn (1985), "Anatomy of a

Persuasion Schema: Targets, Goals, and Strategies," *Journal of Personality and*

Social Psychology, 48 (May), 1127-40.

Ryu, Gangseog, Jongchul Park, and Lawrence Feick (2006), "The Role of Product

Type and Country-of-Origin in Decisions about Choice of Endorser Ethnicity in

Advertising," *Psychology and Marketing*, 23 (June), 487-513.

Schmidt, Daniel F. and Richard C. Sherman (1984), "Memory for Persuasive

Messages: A Test of a Schema-Copy-Plus-Tag Model," *Journal of Personality*

and Social Psychology, 47 (July), 17.

Schwarz, N., and Bless, H. (1992), "Constructing Reality and Its Alternatives: An

Inclusion/Exclusion Model of Assimilation and Contrast Effects in Social

Judgment," in *The construction of social judgments*, ed. Leonard L. Martin,

Abraham Tesser, NJ: Erlbaum, 217-45.

Smith, Andrew N., Eileen Fischer, and Yongjian Chen (2012), "How Does Brand-

Related User-Generated Content Differ across YouTube, Facebook, and

Twitter?," *Journal of Interactive Marketing*, 26 (May), 102-13.

Till, Brain. D. and Michael Busler (2000), "The Match-up Hypothesis: Physical

Attractiveness, Expertise, and the Role of Fit on Brand Attitude, Purchase Intent

and Brand Beliefs," *Journal of Advertising*, 29 (3), 1-13.

Tripp, Carolyn, Thomas D. Jensen, and Les Carlson (1994), "The Effects of Multiple

Product Endorsements by Celebrities on Consumers' Attitudes and

Intentions," *Journal of Consumer Research*, 20 (March), 535-47.

Van Noort, Guda, Peter Kerkhof, and Bob M. Fennis (2008), "The Persuasiveness of

Online Safety Cues: The Impact of Prevention Focus Compatibility of Web

Content on Consumers' Risk Perceptions, Attitudes, and Intentions," *Journal of Interactive Marketing*, 22 (4), 58-72.

Vaughn, Richard (1980), "How Advertising Works: A Planning Model," *Journal of Advertising Research*, 20 (5), 27-33

Wegener, Duane T. and Richard E. Petty (1995), "Flexible Correction Processes in Social Judgment: The Role of Naive Theories in Corrections for Perceived Bias," *Journal of Personality and Social Psychology*, 68 (January), 36-51.

____(1997), "The Flexible Correction Model: The Role of Naive Theories of Bias in Bias Correction," in *Advances in experimental social psychology*, Vol. 29, ed. Mark P. Zanna, San Diego: Academic Press, 141-208.

Weiner, Bernard (1985), "An Attributional Theory of Achievement Motivation and Emotion," *Psychological Review*, 92 (4), 548-73.

Zaichkowsky, J. L. (1987), "The Emotional Affect of Product Involvement, in *America Consumer Research*, Vol. 14, ed. Melanie Wallendorf, Paul Anderson, Provo, UT: Association for Consumer Research, 32-35.

Appendix A

Pretest Questionnaire 1

您好

我們正在調查在學生對產品種類的看法，此份問卷為匿名且僅供台灣大學商學研究所學術研究之資料分析使用，絕不外流，請放心作答！謝謝您的合作！

填答問卷時間大約 5~10 分鐘，為求研究精準度，請您耐心填答！

敬祝　身體健康、萬事如意

國立臺灣大學商學研究所

研究生：賴湘如　敬上

試想您在觀看業配文的情況下，得知業配主業配多少類產品時，您會覺得他業配的產品種類很多元？

□一類 □兩類 □三類 □四類 □五類 □六類 □七類 □八類以上(含)

試想您在觀看業配文的情況下，某類產品的業配主有高度產品相關專業知識，此篇業配文才比較可信，則稱此類產品需要專業知識程度高；若某類產品的業配主即使沒有產品相關專業知識也能業配，則稱此類產品需要專業知識程度低，您認為以下各類產品具有上述哪類特質？

1. 彩妝類產品

	1	2	3	4	5	6	7	
需要專業知識程度低	□	□	□	□	□	□	□	需要專業知識程度高

2. 服飾類產品

	1	2	3	4	5	6	7	
需要專業知識程度低□	□	□	□	□	□	□	需要專業知識程度高

3. 藍芽喇叭類產品

	1	2	3	4	5	6	7	
需要專業知識程度低□	□	□	□	□	□	□	需要專業知識程度高

4. 保養類產品（如：美白、抗皺、淡斑、防曬等）

	1	2	3	4	5	6	7	
需要專業知識程度低□	□	□	□	□	□	□	需要專業知識程度高

5. 鞋類產品

	1	2	3	4	5	6	7	
需要專業知識程度低□	□	□	□	□	□	□	需要專業知識程度高

6. 電腦類產品

	1	2	3	4	5	6	7	
需要專業知識程度低□	□	□	□	□	□	□	需要專業知識程度高

7. 包包類產品

	1	2	3	4	5	6	7	
需要專業知識程度低□	□	□	□	□	□	□	需要專業知識程度高

8. 手機平板類產品

	1	2	3	4	5	6	7	
需要專業知識程度低□	□	□	□	□	□	□	需要專業知識程度高

9. 攝影類產品

	1	2	3	4	5	6	7	
需要專業知識程度低□	□	□	□	□	□	□	需要專業知識程度高

10. 音樂器材類產品

	1	2	3	4	5	6	7	
需要專業知識程度低□	□	□	□	□	□	□	需要專業知識程度高

Appendix B

Pretest Questionnaire 2

您好

我們正在調查在學生對產品種類的看法，此份問卷為匿名且僅供臺灣大學商學研究所學術研究之資料分析使用，絕不外流，請放心作答！謝謝您的合作！我們將從有效樣本中抽出一位 100 元 7-11 商品卡得主！

填答問卷時間大約 5~10 分鐘，為求研究精準度，請您耐心填答！

敬祝　　身體健康、萬事如意

國立臺灣大學商學研究所

研究生：賴湘如

試想你在觀看業配文的情況下，您認為業配者業配以下的產品種類組合，彼此之間的相關性為何？

1. 服飾類、包包類、鞋類、彩妝類、保養類、美髮類

	1	2	3	4	5	6	7	
關聯性很低□	□	□	□	□	□	□	關聯性很高

2. 電腦類、滑鼠類、藍芽喇叭類、手機平板類、耳機類、家電類

	1	2	3	4	5	6	7	
關聯性很低□	□	□	□	□	□	□	關聯性很高

3. 服飾類、鞋類、包包類、耳機類、手機平板類、滑鼠類

	1	2	3	4	5	6	7	
關聯性很低□	□	□	□	□	□	□	關聯性很高

4.　電腦類、滑鼠類、藍芽喇叭類、服飾類、保養類、彩妝類

　　　　　　　1　　　2　　　3　　　4　　　5　　　6　　　7

關聯性很低☐　　☐　　☐　　☐　　☐　　☐　　☐關聯性很高

5.　服飾類、攝影類、保養類、遊戲機類、電動車類、鞋類

　　　　　　　1　　　2　　　3　　　4　　　5　　　6　　　7

關聯性很低☐　　☐　　☐　　☐　　☐　　☐　　☐關聯性很高

6.　電腦類、彩妝類、攝影類、音樂器材類、鞋類、醫療保健品類

　　　　　　　1　　　2　　　3　　　4　　　5　　　6　　　7

關聯性很低☐　　☐　　☐　　☐　　☐　　☐　　☐關聯性很高

Appendix C

Main Study Questionnaire

您好！

非常感謝您抽空參與本實驗，台大商研所消費者行為研究團隊將奉上百分之百誠摯的謝意！

本調查沒有對錯，也沒有時間限制，請依照您最舒服最直覺的方式作答即可！

本次實驗一共分成三個部分：

第一部分產品研究，依照指示進行，當第一部份問卷填答完成，請舉手告知，我們將進行第二部分

第二部分必須完成一個任務，請認真享受 4 分鐘的遊戲，結束後舉手告知，進行第三部分

第三部分完成產品研究 2，依照指示進行，當所有部分都完成後，即可離席，領取報酬。

*參與此實驗者皆有機會再參與抽獎，屆時會以信郵通知，請近期留意信箱，並到指定地點簽收！

每頁回答完後，請按下一頁繼續，並請不要按返回，按返回者將失去抽獎資格，請留意自身權益！

本調查之所有資料皆為匿名的，結果也僅供台大商研所消費者行為研究團隊抽獎與分析之用途，沒有外流疑慮，請安心填答！

再次由衷感謝您的撥冗與用心參與！

台灣大學商學研究所　消費者行為研究團隊　敬上

The buy decision manipulation of perceived low needs of knowledge condition:

「最近好流行拼貼棒球外套，真想買一件…」你心裡這麼想的同時，打開衣櫃發現，前陣子才回收了好多舊外套，裡面剩不到 2 件外套，一件薄的襯衫，一件長版風衣

「嗯！該買一件外套了呢！」你這樣告訴自己

開始入冬了，也想找一件保暖又時尚的棒球外套

不過因為你很怕買到雷貨，而且對衣服要求算高，寧願買好但貴一點，也不願貪小便宜

正猶豫著要選擇哪家的外套，四處搜尋相關資訊的你，剛好查到這篇部落格文章…

The buy decision manipulation of perceived high needs of knowledge condition:

> 「最近電腦的效率真的是 100 分，越跑越慢不打緊，還一直當機，開個
>
> word 都要跑 5 分鐘，網頁也 loading 很慢...」你正在客廳跟爸爸抱怨著。
>
> 「給你錢買台新的吧！這台也用很久了！你的使用用途也越來越多元啦！自
>
> 己判斷要買哪一台再來跟我請款！」爸爸跟你這麼說。
>
> 目前你這台電腦已經使用了 6 年了，正在學習程式語言的你，對電腦的要求
>
> 也越來越高
>
> 原本的電腦只有被淘汰的命運 (sad...
>
> 不過因為功課上的需要，隨便買一台吃虧的可是成績啊！
>
> 而且爸爸出錢，是要好好研究研究，不要讓爸爸花冤枉錢，自己也用的不開
>
> 心才是！
>
> 因此你格外看重這次買電腦的決定！
>
> 正四處搜尋資料，剛好查到這篇部落格文章...

The instruction of related endorsement condition:

(Perceived low needs of knowledge)

> PJ 是一名網路部落客，其代言過的產品品類之間相關性都蠻高的，種類頗為
>
> 單一。他代言過：服飾類、包包類、鞋類、彩妝類、保養類、美髮類等產品

(Perceived high needs of knowledge)

> PJ 是一名網路部落客，其代言過的產品品類之間相關性都蠻高的，種類頗為
>
> 單一。他代言過：電腦類、滑鼠類、藍芽喇叭類、手機平板類、耳機類、家
>
> 電類等產品

The instruction of unrelated endorsement condition:

(Perceived low needs of knowledge)

PJ 是一名網路部落客，其代言過的產品品類之間相關性都蠻低的，種類頗為
多元。他代言過：服飾類、攝影類、保養類、遊戲機類、電動車類、鞋類等

(Perceived high needs of knowledge)

PJ 是一名網路部落客，其代言過的產品品類之間相關性都蠻低的，種類頗為
多元。他代言過：電腦類、彩妝類、攝影類、音樂器材類、鞋類、醫療保健
品類等產品

Target blog content:

(Related endorsement x perceived low needs of knowledge)

背並按色似乎屬限量款，不過基本的全黑色與黑白灰拼色則是長年款

» Black（全黑色）｜» Light Grey Multi（黑白灰混色）｜» Camel（駝色）

這一件vanity Jacket 我看了好久

遲遲沒有入手是因為

一來是果價比較高，二來是網路上也比較少心得文可以參考尺寸

直到OC參加了ShoppeesVIP的折扣活動

才以8折價入手這件心目中最完美的棒球外套！

本來是想入手Light Grey Multi 這個顏色

但我覺得在淺怕領子穿個幾年就泛黃時尚舊之感

所以後來還是選擇比較保守的全黑色

▲OC Varsity Jacket 的尺寸是unisex款（中性款），男女都可以穿

所以滿多人拿來當情侶外套的（我也是！）

我本來其實心裡準備好這件就買XS到165cm穿起來應該還是oversize

遲想說如果太大我就直接給老爛哥穿（172cm），但XS我沒有棒球外套該有的寬大份量感

這種外套就是要穿得oversize 起才蘇氣呀！

而老爛哥這一試穿也淪陷了，每次看到穿都稱讚帥：我立刻幫他訂了件3號寄回來

果然還個size穿起來非常完美！

我165cm55kg穿XS號／他172cm65kg穿8號

給大家參考

然而這件外套是有點重量的

我想是因為抽子裏成付質關係，加上30%的扎實羊毛含量

使你有保暖，但我也好點件，行她要想享受這種重量感的，披在身上就全不用擔心我這

最後再提一件oc varsity Jacket 是我自當款很時美搭配的穿搭

棒球外套的品牌元素當然就是這滿滿的刺繡圖案
CC我是可以駕馭恰到好處！帥氣又不孩子氣！
而且這件外套很好聚XD
除了左右兩側口袋很深很好塞外
外套內裡還有一個可以放得下iPhone Plus大小的深拉鍊口袋
有時候穿著它，真的會懶得帶大包包出門
是件大大滿有的單品！

▼ 最後采整理近期的穿搭照片給大家參考~~

78

PJ 這名左 希登样

PJ 的上一篇文章與下一篇文章

#鞋 // 個性情侶的旅程//Couple
Style超軟底 // JC Barney馬丁靴開箱

#保養 // 多愛自己一點//抗敏聖品。
換季必備//Daphie全效舒緩精華液開箱

▲頂

(Unrelated endorsement x perceived low needs of knowledge)

有些特色似乎是限量款，不過基本的全黑色與黑白灰特色既是年款

* Black（全黑色）｜* Light Grey Multi（黑白灰混色）｜* Camel（駝色）

這一件 varsity jacket 我看了好久多

還是沒有入手是因為

一來是單價比較貴，二來是網路上也比較少心得文可以參考尺寸

直到OC參加了Shopgawn VIP的折扣活動

才以折價入手這件心目中最完美的棒球外套！

本來是想入手Light Grey Multi 這個顏色

但我習在怕帽子穿藍染年就覺得好泛黃之嫌

所以後來還是選擇比較保守的全黑色

▲OC Vanity Jacket 的尺寸是unisex款（中性款），男女都可以穿

所以滿多人本來當情侶外套的（我也是！）

我本來就心想準備好這件我置質OS 我165cm穿起來應該通是oversize

理想裡如果太大我就直接給哥哥穿（172cm），但OS就是有棒球外套就有的寬大的份量感

這種外套就是要穿出oversize 感才有范呀！

可能哥哥這一結穿也深合了，每次看我穿都很羨慕！我立刻幫他訂了件oversize

果然就超級size穿起來非常完美！

我165cm 53kg 穿OS號／他172cm 63kg 穿S號

給大家參考

然而這件外套是有點重的！

我想是因為袖子真皮材質關係，加上30%的孔富羊毛含量

但非常保暖，這秋冬好評件，日我見並享受這個重量感的，就在身上完全不用擔心凱風

長輩再接一件oc varsity jacket 是起進縷狀多很常搭配的穿搭

攝影類（10）
服飾類（15）
電動車類（9）
保養類（11）
遊戲機類（8）
鞋類（12）

⭐ PJ的熱門文章

🔹 #遊戲 // 高能者必備 // SWITCHER // Switch遊戲機開箱

🔹 #保養 // 多愛自己一點 // 抗敏聖品、換季必備 // Daphie全效舒緩精華 // 開箱

⭐ PJ的最新文章

🔹 #電動車 // 結果我愛你 // The Green World // Gogoro電動車開箱

🔹 #攝影 // 寫下我的故事 // Photo Journey // Nachica單眼相機開箱

🔹 #鞋 // 個性情侶的旅程 // Couple Style超帥氣 // JC Barney馬丁靴開箱

⭐ QR Code

80

棒球外套的必備元素當然就是這高高的捧球雜章
OC我是可以挑得拾到好處！帥氣又不孩子氣！
而且這件外套還好穿XD
除了左右兩個口袋很深很好塞外
外套內側還有一個可以放得下iPhone Plus大小的深拉鍊口袋
有時候穿著它，真的會懶得帶大包包出門
是件大大滿意的單品！

▼ 最後來整理近期的穿搭照片給大家參考~~

(Related endorsement x perceived high needs of knowledge)

82

第一眼看到AMILO Pioneer 230就被其外形深深吸引——

是採用雙色航太等級鋁合金打造，並且在邊框以鑽切方式切出一條金色鑽邊處理

細路雖然是特別明顯，尤其是金屬髮絲紋質感真的是愛不釋手，真的是非常搶眼！

規格高階卻又如此輕薄，是因為採用新世代處理器與零組件的關係散熱方面調教得不錯

加上Pioneer 230採用液晶聚合物風扇葉片等散熱系統

透過完全隱藏的散熱配置將熱能從機身中帶出

所以運作時不僅聲音很小聲，穩定性也有一定的水準！

AMILO Pioneer 230 的螢幕達到 14.1吋 FHD 面板

表面抗磨耐刮比前代升級到康寧第五代大猩猩玻璃 (Corning Gorilla 5)

而因為邊框窄縮到 7.4mm超窄設計，打造出高達 84% 的螢幕佔比

所以在影像表現與觀看視覺感受方面都相當優異！

除了效能與外觀都很搶眼之外，Pioneer 230 同樣搭載AMILO 與 Harman Kardon 國際音力研發認證的Quad-Speaker喇叭

所以在這台輕薄筆電上的聲音表現可以說是也完全不馬虎

透過優異的音質調教之後，在透過內建高達四顆的外放喇叭將聲音釋出

所以這台筆電的聲音也會比一般機種更大聲！

否在電池續航方面，整個電池充到飽大概也只要一個半小時即可搞定

這樣的充電速度對於商用途來說算的是相當便利的選擇!

作據AMILO官方的數據，Pioneer 230充飽電之後，最高可以使用到 9 小時的續航呢

（當然．．．真實使用狀況會因為上網的頻率，連結周邊的訊號以及螢幕亮度差異而有所不同，我相信以日常上網與 OA 需求來說，要使用個 5~7 小時看來亦不困難!

▼其他的測試結果可參考以下網頁~~

AMILO Pioneer 230 效能測評

總而言之，通過PJ這篇文章的簡介，大家也許不要太小看小眾筆電喔!

他們往往有讓你意想不到的驚喜呢，就像這款AMILO Pioneer 230一樣，精明而強悍!

PJ 敬表於 部落格

PJ 的上一篇文章與下一篇文章

#平板 // 高效能工具 // Elite
Behaving // Amino平板開箱

#喇叭 // 藍牙喇叭動專題 // 黑音質，
魔挺高科技 // Dope Mic藍牙喇叭開箱

84

(Unrelated endorsement x perceived high needs of knowledge)

表面玻璃更比前代升級到康寧第五代大猩猩玻璃 (Corning Gorilla 5)

而因為邊框縮減到 7.46mm 超窄邊計，打造出高達 84% 的螢幕屏佔比

所以在影像表現與觀看視覺感受方面都相當優異！

除了效能與外觀都保證眼之外， Pioneer 230 同樣搭載AMILO 與 Harman Kardon 國際合力研發調諧的Quad-Speaker喇叭

所以在這台輕薄筆電上的聲音表現可以說是也完全不馬虎

透過優異的音質調教之後，在這邊內建高達四顆的外放喇叭將聲音釋出

所以這台筆電的聲音也會比一般機種更大聲！

而在電池續航方面，整個電池充到飽大概也只要一個半小時即可搞定

這樣的充電速度對於用筆用途來說真的是相當便利的選擇！

依據AMILO官方的數據， Pioneer 230充飽電之後，最高可以使用到 9 小時的續航啦

（當然...真實使用狀況會因為上網的頻率、連結周邊的狀態以及螢幕亮度差異而有所不同，我相信以日常上網與 OA 需求來說，要使用個 5-7 小時應該是不困難！

▼其他的測試結果可參考以下網頁──

AMILO Pioneer 230 效能測評

總而言之，這項PJ這篇文章的簡介，大家也許下要大小看小巧筆電喔！

我們往往有錢作意想不到的驚喜呢，就像這款AMILO Pioneer 230一樣，精挑而選擇！

86

Questionnaire:

第一部分

1. 請問您對於「OC Varity Jacket 棒球外套」/「AMILO Pioneer 230 筆記型電腦」的觀感為何？

<div align="center">

1 2 3 4 5 6 7

非常負面□ □ □ □ □ □ □非常正面

</div>

2. 請問您認為「OC Varsity Jacket 棒球外套」/「AMILO Pioneer 230 筆記型電腦」的品質為何？

<div align="center">

1 2 3 4 5 6 7

非常差□ □ □ □ □ □ □非常好

</div>

3. 請問您對於「OC Varsity Jacket 棒球外套」/「AMILO Pioneer 230 筆記型電腦」的喜好程度為何？

<div align="center">

1   2   3   4   5   6   7

非常不喜歡□   □   □   □   □   □   □非常喜歡

</div>

4. 請問您認為「OC Varsity Jacket 棒球外套」/「AMILO Pioneer 230 筆記型電腦」吸引您的程度為何？

<div align="center">

1   2   3   4   5   6   7

非常不吸引人□   □   □   □   □   □   □非常吸引人

</div>

5. 請問您對「OC Varsity Jacket 棒球外套」/「AMILO Pioneer 230 筆記型電腦」的整體評價為何？

<div align="center">

1   2   3   4   5   6   7

非常不好□   □   □   □   □   □   □非常好

</div>

6. 請問您對「OC Varsity Jacket 棒球外套」/「AMILO Pioneer 230 筆記型電腦」/「AMILO Pioneer 230 筆記型電腦」的購買意願為何？

<div align="center">

1   2   3   4   5   6   7

非常低□   □   □   □   □   □   □非常高

</div>

7. 請列出您記得的「OC Varsity Jacket 棒球外套」/「AMILO Pioneer 230 筆記型電腦」的特色

第二部分

8. 請問您覺得「OC Varsity Jacket 棒球外套」/「AMILO Pioneer 230 筆記型電腦」此篇部落格文章的可信程度為何？

<div align="center">

1   2   3   4   5   6   7

非常不可信□   □   □   □   □   □   □非常可信

</div>

9. 請問您覺得「OC Varsity Jacket 棒球外套」/「AMILO Pioneer 230 筆記型電腦」此篇部落格文章多有說服力？

　　　　　　1　　2　　3　　4　　5　　6　　7

非常沒有說服力□　□　□　□　□　□　□非常有說服力

10. 請問您覺得「OC Varsity Jacket 棒球外套」/「AMILO Pioneer 230 筆記型電腦」此篇部落格文章值得信賴的程度為何？

　　　　　　1　　2　　3　　4　　5　　6　　7

非常不值得信賴□　□　□　□　□　□　□非常值得信賴

11. 請問您覺得「OC Varsity Jacket 棒球外套」/「AMILO Pioneer 230 筆記型電腦」此篇部落格文章的真誠度為何？

　　　　　　1　　2　　3　　4　　5　　6　　7

非常不真誠□　□　□　□　□　□　□非常真誠

12. 請問您覺得「OC Varsity Jacket 棒球外套」/「AMILO Pioneer 230 筆記型電腦」此篇部落格文章的真實程度為何？

　　　　　　1　　2　　3　　4　　5　　6　　7

非常不真實□　□　□　□　□　□　□非常真實

13. 請問您覺得「OC Varsity Jacket 棒球外套」/「AMILO Pioneer 230 筆記型電腦」此篇部落格文章令人懷疑的程度為何？

　　　　　　1　　2　　3　　4　　5　　6　　7

非常不令人懷疑□　□　□　□　□　□　□非常令人懷疑

14. 請問您覺得「OC Varsity Jacket 棒球外套」/「AMILO Pioneer 230 筆記型電腦」此篇部落格文章的文字敘述合理程度為何？

　　　　　　1　　2　　3　　4　　5　　6　　7

非常不合理□　□　□　□　□　□　□非常合理

15. 請問您覺得寫「OC Varsity Jacket 棒球外套」/「AMILO Pioneer 230 筆記型電腦」此篇部落格文章的作者 PJ 是「可信的」的程度為何？

$$1 \quad 2 \quad 3 \quad 4 \quad 5 \quad 6 \quad 7$$

非常不可信□　□　□　□　□　□　□非常可信

16. 請問您覺得寫「OC Varsity Jacket 棒球外套」/「AMILO Pioneer 230 筆記型電腦」此篇部落格文章的作者 PJ 是「誠實的」的程度為何？

$$1 \quad 2 \quad 3 \quad 4 \quad 5 \quad 6 \quad 7$$

非常不誠實□　□　□　□　□　□　□非常誠實

17. 請問您覺得寫「OC Varsity Jacket 棒球外套」/「AMILO Pioneer 230 筆記型電腦」此篇部落格文章的作者 PJ 是「真誠的」的程度為何？

$$1 \quad 2 \quad 3 \quad 4 \quad 5 \quad 6 \quad 7$$

非常不真誠□　□　□　□　□　□　□非常真誠

18. 請問您覺得寫「OC Varsity Jacket 棒球外套」/「AMILO Pioneer 230 筆記型電腦」此篇部落格文章的作者 PJ 是「有專業知識的」的程度為何？

$$1 \quad 2 \quad 3 \quad 4 \quad 5 \quad 6 \quad 7$$

非常沒有專業知識□　□　□　□　□　□　□非常有專業知識

19. 請問您覺得寫「OC Varsity Jacket 棒球外套」/「AMILO Pioneer 230 筆記型電腦」此篇部落格文章的作者 PJ 是「有經驗的」的程度為何？

$$1 \quad 2 \quad 3 \quad 4 \quad 5 \quad 6 \quad 7$$

非常沒有經驗□　□　□　□　□　□　□非常有經驗

第三部分

20. 請問您在閱讀「OC Varsity Jacket 棒球外套」/「AMILO Pioneer 230 筆記型電腦」部落格文章時的專心程度為何？

$$1 \quad 2 \quad 3 \quad 4 \quad 5 \quad 6 \quad 7$$

非常不專心□　□　□　□　□　□　□非常專心

21. 請問您在閱讀「OC Varsity Jacket 棒球外套」/「AMILO Pioneer 230 筆記型電腦」部落格文章時的投入程度為何？

	1	2	3	4	5	6	7	
非常不投入 □	□	□	□	□	□	□	非常投入

22. 請問您在閱讀「OC Varsity Jacket 棒球外套」/「AMILO Pioneer 230 筆記型電腦」部落格文章時的仔細程度為何？

	1	2	3	4	5	6	7	
非常不仔細 □	□	□	□	□	□	□	非常仔細

23. 請問您對於自己是本實驗「少數樣本」的看法為何？

	1	2	3	4	5	6	7	
與我非常不相關 □	□	□	□	□	□	□	與我非常相關

24. 請問「少數樣本」這一件事，對您在閱讀部落格文章的專心程度影響為何？

	1	2	3	4	5	6	7	
使我更不專心 □	□	□	□	□	□	□	使我更專心

25. 請問「少數樣本」這一件事，對您在填答問卷時的專心程度影響為何？

	1	2	3	4	5	6	7	
使我更不專心 □	□	□	□	□	□	□	使我更專心

26. 請問您對於「幫自己買衣服/買電腦的決策」的看法為何？

	1	2	3	4	5	6	7	
與我非常不相關 □	□	□	□	□	□	□	與我非常相關

27. 請問「幫自己買衣服/買電腦 的決策」對您來說重要嗎？

	1	2	3	4	5	6	7	
非常不重要 □	□	□	□	□	□	□	非常重要

第四部分

28. 「OC Varsity Jacket 棒球外套 ∕ AMILO Pioneer 230 筆記型電腦的開箱文是廣告」這句話您認同的程度有多高？

　　　　　　　1　　　2　　　3　　　4　　　5　　　6　　　7

非常不認同□　　□　　□　　□　　□　　□　　□非常認同

29. 您認為寫「OC Varsity Jacket 棒球外套」∕「AMILO Pioneer 230 筆記型電腦」的部落格文章要可信，對於產品要有很高的專業知識程度嗎？

　　　　　　　1　　　2　　　3　　　4　　　5　　　6　　　7

需要專業知識程度低□　　□　　□　　□　　□　　□　　□需要專業知識程度高

30. 「網路部落格文章就是業配文」這句話您認同的程度有多高？

　　　　　　　1　　　2　　　3　　　4　　　5　　　6　　　7

非常不認同□　　□　　□　　□　　□　　□　　□非常認同

31. 「業配文都不可信」這句話您認同的程度有多高？

　　　　　　　1　　　2　　　3　　　4　　　5　　　6　　　7

非常不認同□　　□　　□　　□　　□　　□　　□非常認同

32. 您認為此篇部落格文章刻意說服您購買「OC Varsity Jacket 棒球外套」∕「AMILO Pioneer 230 筆記型電腦」的意圖有多高？

　　　　　　　1　　　2　　　3　　　4　　　5　　　6　　　7

意圖非常低□　　□　　□　　□　　□　　□　　□意圖非常高

33. 當您在看「OC Varsity Jacket 棒球外套」∕「AMILO Pioneer 230 筆記型電腦」部落格文章時，您對其所描述的產品特性感到懷疑的程度為何？

　　　　　　　1　　　2　　　3　　　4　　　5　　　6　　　7

非常不懷疑□　　□　　□　　□　　□　　□　　□非常懷疑

34. 當您在看「OC Varsity Jacket 棒球外套」∕「AMILO Pioneer 230 筆記型電腦」部落格文章時，您對其所描述的產品特性評價降低的程度為何？

92

```
                    1      2      3      4      5      6      7
完全沒有影響評價□    □     □     □     □     □    □很大幅度降低評價
```

35. 請問您覺得此篇部落格文章與作者之前所寫過之文章，產品品類相關程度為何？

```
                    1      2      3      4      5      6      7
非常不相關□    □     □     □     □     □    □非常相關
```

36. 請問您在看此部落格文章時，部落格主寫過的產品品類是單一還是多元的？

```
              1      2      3      4      5      6      7
非常單一□    □     □     □     □     □    □非常多元
```

37. 請問您知道此次實驗之目的嗎？於下方列下您的想法。

_____

基本資料

1. 請問您的年齡是？

2. 請問您的性別是？

3. 請問您的年級是？

4. 請填寫您的學校與系級