

「誤導式廣告」與「品牌」對消費者理解之影響

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摘 要

本論文研製之誤導式廣告，在現今可說是層出不窮。所謂的誤導式廣告（misleading advertisement），除了不實廣告外，更包含了「廣告表面上無明顯錯誤，但隱含有可能會誤導觀眾的資訊」的廣告類型。此種廣告類型由於無明顯錯誤，因此法規尚未能有效管制，消費者更可能會因此而受到傷害。

本研究依照學者 David M. Gardner 對誤導式廣告的分類，將研究重心放在含有 claim-fact、claim-belief 誤導方式的廣告上，同時進行觀眾如何理解知名品牌與新品牌的誤導式廣告的研究。研究進行以以下四點為基礎：1.此類型廣告是否真會造成消費者誤解、2.同品牌之下，呈現不同強度 claim-fact 及 claim-belief 誤導方式的兩廣告會如何影響受試者理解資訊、3.知名品牌與新品牌在相同廣告上，如何影響受試者如何理解廣告資訊、及 4.受試者是否相信其所理解到的廣告資訊。本研究選擇大多數人都會使用的電信服務，設計含有 claim-fact、claim-belief 誤導方式的「電信 3G 費率優惠促銷」廣告讓受試者觀看後，填寫問卷來收集資料進行研究分析。

研究結果顯示現今的確常有此種電信服務的誤導式廣告，使得本研究設計之廣告具有很高的真實性，研究結果相當具有實用價值。不論新品牌或知名品牌，此種廣告的確會造成高度的誤解。不過 claim-fact、claim-belief 呈現方式強度較小的廣告，受試者可理解到較多的正確資訊。而誤導式廣告的負面效果對知名品牌較有影響。在知名品牌裡被誤導的受試者對於所理解到的資訊會較為相信（無論對錯）。加上在知名品牌裡廣告可正面促進購買決策的決定，因此知名品牌若使用誤導式廣告最可能使消費者產生實際購買行為，而消費者期待越高傷害越大，消費者若發現廣告宣稱與實際情況不符，就會造成不滿意及傷害了消費者的權利，也會對品牌形象造成加倍的傷害。

關鍵字：誤導式廣告、廣告品牌、廣告相信程度

The effect of the “misleading advertisement” and “brand” on consumers’ comprehension

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ABSTRACT

False advertisement shows obvious faults on surface. Actually, false advertisement is included in the “misleading advertisement” category. Today, there is a new type misleading advertisement that doesn’t have obvious faults on its’ surface but it contains some implication that may lead consumers’ wrong comprehension. My research focused on this kind of misleading advertisement.

According to David M. Gardner’s classification of misleading advertisement, my research designed four experiment groups to test how consumers’ comprehension will be affected by this kind of misleading advertisements and brands. Group 1 contains two advertisements of well-known brand. One has higher complexity level of claim-fact discrepancy and claim-belief interaction, and the other has lower complexity level. Group 2 are all the same as group 1 except the two advertisements belong to a new brand. Group 3 contains two advertisements that have the same higher complexity level of claim-fact discrepancy and claim-belief interaction but different in brand. Group 4 contains two advertisements that have the same lower complexity level of claim-fact discrepancy and claim-belief interaction but different in brand. I compare consumers’ reaction of two different advertisements in every group. Besides that, I although want to know whether consumers believe information which they get from misleading advertisement.

The results shows the nearly 90% consumers are mislead by those misleading advertisements of the research. The lower complexity level of claim-fact and claim-belief in advertisement, consumers can get more correct information. Misleading advertisement has negative effect on well-known brand. Consumers tend to believe information which they comprehend from advertisement of well-known brand, even though this information may be wrong. That will really hurt consumers’ right and business’ goodwill.

Key words: misleading advertisement, brand, Advertising Believability