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附錄 A 研究問卷

親愛的女士、先生您好：

這是一份學術問卷，主要目的在於瞭解您對於廣告代言人及商品認知風險，所傳遞的訊息，是否會造成您認知失調，或促使您資訊的搜尋等。本研究採匿名方式，不必填寫您的住址及姓名，問卷所有資料僅供研究期刊撰寫之用，對外絕對保密，您可放心填答。您的寶貴意見將有助於本研究產生學術研究上的貢獻，感謝您的合作！

敬祝 身體健康 萬事如意

中國文化大學國際企業管理研究所

指導教授 謝安田 博士

博士生 陳姿蓉 敬上

第一部份 基本資料

一、性別：男 女

二、婚姻狀況：未婚 已婚，育有_____位小孩 其他

三、年齡：20歲以下 21—30歲 31—40歲 41—50歲 51歲以上

四、教育程度：高中(含)以下 大專院校 研究所以上

第二部份 廣告代言人的資訊可信度

※請您於看過廣告傳單後，針對該廣告給您的想法，圈選最適合的數字
(非常不同意為1；非常同意為

5)

1. 這位廣告代言人具有吸引力	1	2	3	4	5
2. 這位廣告代言人很別緻	1	2	3	4	5
3. 這位廣告代言人很漂亮(英俊)	1	2	3	4	5
4. 這位廣告代言人很雅緻講究	1	2	3	4	5
5. 這位廣告代言人很性感	1	2	3	4	5
6. 這位廣告代言人具有可靠性	1	2	3	4	5
7. 這位廣告代言人看起來很誠實	1	2	3	4	5
8. 這位廣告代言人看起來可信賴	1	2	3	4	5
9. 這位廣告代言人看起來很真誠	1	2	3	4	5
10. 這位廣告代言人值得信任	1	2	3	4	5
11. 這位廣告代言人對具有一定的專業性	1	2	3	4	5

12. 這位廣告代言人具有一定程度的相關經歷	1	2	3	4	5
13. 這位廣告代言人具有豐富的知識	1	2	3	4	5
14. 這位廣告代言人具有資格代言	1	2	3	4	5
15. 這位廣告代言人具有專門技能	1	2	3	4	5

第三部份 商品的涉入程度

※請您於看過廣告傳單後，針對該廣告給您的想法，圈選最適合的數字
(非常不同意為1; 非常同意為

5)

1. 我有興趣了解此商品的製造訊息	1	2	3	4	5
2. 我有興趣研讀有關此商品的相關報導	1	2	3	4	5
3. 我會比較此商品的不同品牌的特質	1	2	3	4	5
4. 我認為不同品牌的此款商品有很大的差異	1	2	3	4	5
5. 我對此商品的牌名有自我的偏好	1	2	3	4	5

第四部份 商品的認知風險

※請您於看過廣告傳單後，針對該廣告給您的想法，圈選最適合的數字
(非常不同意為1; 非常同意為

5)

1. 你認為買此商品是浪費金錢	1	2	3	4	5
2. 你認為花錢買此商品不是聰明的	1	2	3	4	5
3. 你是商品品質的挑剔者	1	2	3	4	5
4. 你擔心購買此商品無法維持你一貫的品質要求	1	2	3	4	5
5. 你擔心購買此商品的製造商，無法維持你的要求	1	2	3	4	5
6. 你認為此商品不會一直給你好的感覺	1	2	3	4	5
7. 購買此商品，會使你覺得不舒服	1	2	3	4	5
8. 購買此商品，會使你覺得不快樂或沮喪	1	2	3	4	5
9. 此商品不適合你自己	1	2	3	4	5
10. 你會猶豫是否要購買此商品	1	2	3	4	5
11. 你會擔心此商品不夠安全，可能傷害你或家人	1	2	3	4	5
12. 你會擔心此商品會危害你的健康	1	2	3	4	5
13. 你認為此商品會造成一些身體的傷害	1	2	3	4	5
14. 你考量此商品對你或你家人會造成危險	1	2	3	4	5

15. 若你購買此商品，擔心家人或朋友對你的評價會下降	1	2	3	4	5
16. 若你購買此商品，擔心別人對你會有負面評價	1	2	3	4	5
17. 若你購買此商品，會影響他人對你原先的看法	1	2	3	4	5
18. 若你購買此商品，會使他人瞧不起你	1	2	3	4	5

第五部份 認知失調

※請您於看過廣告傳單後，針對該廣告給您的想法，圈選最適合的數字
(非常不同意為1; 非常同意為

5)

1. 您看了此廣告傳遞的訊息覺得很平靜	1	2	3	4	5
2. 您看了此廣告傳遞的訊息覺得很有安全感	1	2	3	4	5
3. 您看了此廣告傳遞的訊息覺得很神經緊繃	1	2	3	4	5
4. 您看了此廣告傳遞的訊息覺得很勉強	1	2	3	4	5
5. 您看了此廣告傳遞的訊息覺得很安心	1	2	3	4	5
6. 您看了此廣告傳遞的訊息覺得很不舒服	1	2	3	4	5
7. 您看了此廣告傳遞的訊息覺得可能會受騙(壞運氣)	1	2	3	4	5
8. 您看了此廣告傳遞的訊息覺得很確信	1	2	3	4	5
9. 您看了此廣告傳遞的訊息覺得嚇了一跳	1	2	3	4	5
10. 您看了此廣告傳遞的訊息感覺很舒服	1	2	3	4	5
11. 您看了此廣告傳遞的訊息覺得很有自信	1	2	3	4	5
12. 您看了此廣告傳遞的訊息覺得很緊張	1	2	3	4	5
13. 您看了此廣告傳遞的訊息有神經過敏的感覺	1	2	3	4	5
14. 您看了此廣告傳遞的訊息覺得失去判斷力	1	2	3	4	5
15. 您看了此廣告傳遞的訊息覺得很放鬆	1	2	3	4	5
16. 您看了此廣告傳遞的訊息覺得很滿意	1	2	3	4	5
17. 您看了此廣告傳遞的訊息覺得很擔心	1	2	3	4	5
18. 您看了此廣告傳遞的訊息覺得很困惑	1	2	3	4	5
19. 您看了此廣告傳遞的訊息覺得很可靠	1	2	3	4	5
20. 您看了此廣告傳遞的訊息覺得很愉悅	1	2	3	4	5

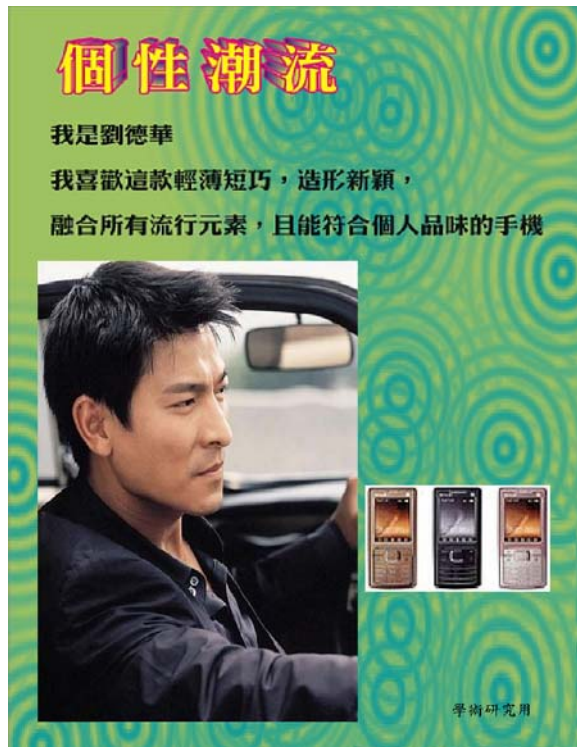
問卷到此結束，請檢查是否有遺漏之處，並且感謝您的幫忙

附錄 B 廣告代言人之廣告單

A：名人代言

個性潮流

我是劉德華
我喜歡這款輕薄短巧，造形新穎，
融合所有流行元素，且能符合個人品味的手機



學術研究用

B：專家代言

專業的推薦給懂專業的你



我是一位資深工程師

我喜歡這款超大面版，搭配雙網，
GPS、相機、mp4一應俱全，
是一款符合您功能的手機

學術研究用

C：消費者代言

送禮自用兩相宜



我是一位朝九晚五的上班族

我喜歡這種待機時間長，收訊無死角，
造形簡單，操作方便的手機

學術研究用