

<b>題目</b>	誇大廣告對消費者產品評價影響之研究
<b>作者</b>	廖本哲（中原大學企業管理學系助理教授（通訊作者）） 陳映筑（我們好好(股)公司產品開發人員） 顧志遠（中原大學企業管理學系教授）
<b>摘要</b>	<p>科技的進步帶動多媒體蓬勃發展，廣告的呈現方式變得越來越多元化。為了使消費者留下深刻的印象，部份廣告主會使用誇大的廣告呈現方式，甚至讓誇大的議題引發討論。本研究探討誇大廣告對消費者產品評價之影響，並將媒體、廣告呈現方式、產品類型及產品知識納入研究變數，分析誇大廣告的效果。</p> <p>研究結果發現，當廣告來自專業雜誌時，誇大的廣告呈現方式將獲得較高的產品評價；而當廣告來自流行雜誌時，消費者對該產品的評價並無明顯差異。進一步將消費者產品知識納入分析，發現當誇大廣告出現在專業雜誌時，產品知識程度較高的消費者認為廣告是提供該產品新資訊，而給予較高的產品評價，但當誇大廣告出現在流行雜誌時，消費者認為廣告可能是要說服其購買該產品，而給予較低的產品評價。整體而言，誇大的廣告呈現方式能獲得較高的產品評價，且刊登於專業雜誌將產生加乘效果，但該產品的描述仍須有所依據，而非一味地使用誇大來吸引消費者，才能使消費者信服並給予產品較高評價。</p>
<b>關鍵字</b>	誇大廣告；產品知識；產品評價
<b>Title</b>	The Effects of Puffery in Advertisements
<b>Author(s)</b>	Pen-Che Liao, Ying-Zhu Chen, Yuh-Yuan Guh
<b>Abstract</b>	<p>The presentation of advertisements becomes more variety as the technology has progressed rapidly. Some firms use puffery to make customer impressive and even more discussion about the topic. We have conducted the experiment to discuss about the influences of pufferies on consumers' product evaluation, including variables such as: media, advertisement context, product category and consumers' knowledge.</p> <p>The results reveal that advertising pufferies posted in professional magazines obtain higher product evaluation from consumers than the ones presented in popular magazines. Moreover, knowledgeable consumers consider gave higher product evaluation for pufferies because they considered that advertisements in professional magazines, even presented with exaggerations, are intended to provide new information about the product. Nevertheless, pufferies in popular magazines were perceived as advertisements that merely urge consumers to purchase therefore, receive lower produce evaluation.</p>
<b>Key Words</b>	Puffery Advertisements; Consumer Knowledge; Product Evaluation