

廣告「色」計：廣告中產品色彩多樣性訴求之效果及產品類型的干擾

Color Tricks in Advertising: The Effects of Color-Diversity Appeal of Products in Ads and the Moderating Role of Product Types

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摘要

近年來，許多知名品牌皆出現針對同款產品推出多種色款的行為，產品色彩多樣性逐漸成為市場趨勢，但在廣告中有時僅呈現單一色款產品，有時則一次呈現所有色款的產品。色彩是廣告的關鍵執行元素，但相關研究卻十分欠缺，本研究以廣告中產品色彩多樣性訴求為主軸，探討其對消費者情緒、廣告效果之影響，並結合 FCB 模型，檢測產品類型的干擾效果。兩個實驗結果發現：廣告中的產品色彩多樣性訴求會提升消費者的情緒愉悅和喚起，進而產生較佳的廣告效果，且當產品為感性 (vs.理性)思考型、高 (vs.低)涉入產品時，會強化色彩多樣性訴求對情緒和廣告效果之影響。本文對色彩心理學以及情緒作用機制具理論貢獻，並提供不同類型產品運用色彩多樣性訴求之實務建議。

關鍵字：色彩多樣性、情緒、廣告效果、色彩心理學、FCB 模型

ABSTRACT

Many companies have produced different-color versions of the same product, thereby pursuing the color diversity of the products. However, in their ads, they might choose to present either just one of the colors or a wider range of colors in which the advertised products are available. Color is one of the important executive elements in advertising. Compared to other advertising elements, studies on color are scarce. This research aims to explore the effect of color-diversity appeal of advertised products on consumers' emotion, ad attitude, product attitude, and purchase intention. Considering that color-diversity appeal effects might vary for different product types, this study also builds on the Foote, Cone, and Belding (FCB) model and examines how consumer involvement in, and thinking style (rational/emotional) about products moderate the color-diversity effect. With two experiments, this study demonstrates the favorable effect of color-diversity appeal of advertised products on consumers' pleasure emotion, arousal emotion, ad attitude, product attitude, and purchase intention. The positive impact of color-diversity appeal on consumers' emotions and advertising effects is more pronounced for emotional (vs. rational) products and for high-involvement (vs. low-involvement) products. The findings make theoretical contributions to color psychology and the functional mechanism of emotions, as well as provide practical suggestion on the use of color-diversity appeals for different types of products.

Keywords: Color diversity, Emotion, Advertising effects, Color psychology, FCB model