

接近或遠離參考產品?以產品熟悉度與產品 知識為干擾變數

Approach the Reference Product or Against It? The Moderating Roles of Product familiarity and Product Knowledge

企業管理學報

第 95 期(101 年 12 月)

頁 1-37

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摘要

本研究探討消費者對產品的知覺，在不同的產品熟悉度與產品知識下，會引導至同化或對比的效果。本研究採取產品熟悉度(新穎 vs. 熟悉)、產品知識(新手 vs. 專家)及脈絡的價(正面 vs. 負面)作為干擾變數；透過實驗，本研究發現產品熟悉度與產品知識為重要的干擾變數；此外，本研究採用不同的回應尺度，不同的回應尺度將引導消費者著重在於產品相似之處或不相似之處。本研究的研究不同於先前的研究：在過去的研究中指出，高度熟悉的產品較不會受到脈絡的影響，將引導至無效果，而本研究發現當高度熟悉度的產品將引導消費者至對比的效果。當消費者面對新穎的產品時，不論消費者的知識高低，皆較容易受到脈絡的影響，而引導至同化的效果；此外，本研究也發現，專家在資訊處理的過程中較為仔細，因此，若我們引導專家注意在不相似之處，專家會仔細尋找不相似之處，較容易引導至強烈對比的效果。

關鍵字：同化/對比、產品熟悉度、產品知識、回應尺度、脈絡的價

ABSTRACT

In this research, we examine how perceptions of products are influenced by the presence of product familiarity and product knowledge. We adopted product familiarity(novel vs. familiar product), product knowledge(novice vs. expert) and context valence(positive vs. negative valence prime) as moderating variables. We found that product familiarity and product knowledge are important moderators. In addition, we employed different response-scales, it could lead consumer to focus on similarities or dissimilarities. The results are different from previous research: the previous research illustrated that a null effect occurs for the familiar product, but we found that a contrast effect occurs for the familiar product. When the product is novel for consumers, an assimilation effect occurs for it irrespective of high or low level of product knowledge. Furthermore, experts process information in detail and focus on dissimilarities, thus, it easily lead to an intense contrast effect.

Keywords: Assimilation/Contrast, Product familiarity, Product knowledge, Response-scale, Context valence