

資訊性訴求與轉形性訴求的說服效果：調節焦點的角色

The Role of Regulatory Focus in Persuasion of Informational Appeal and Transformational Appeal

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摘要

不同廣告訴求方式的相對效果因產品類型、消費者特質與情境因素而異。本研究根據調節焦點理論將消費者特質與情境因素區分為促進焦點和預防焦點，分別就產品與服務檢視資訊性訴求與轉形性訴求的說服效果。調節焦點可為個人特質變數，稱為慢性的調節焦點；調節焦點亦可由為情境暫時誘發，稱為暫時的調節焦點。本研究透過二個實驗，分別以慢性的調節焦點和暫時的調節焦點來驗證假說。二個實驗的結果均支持假說，即調節焦點會影響訊息的說服效果，當訊息訴求與調節焦點配適時，該訊息訴求有較佳的說服效果。具體而言，對於促進焦點的閱聽者或在促進焦點的情境下，轉形性訴求有較佳的說服效果；而對於預防焦點的閱聽者或在預防焦點的情境下，資訊性訴求有較佳的說服效果。而且上述訊息訴求與調節焦點配適所產生之說服效果是由訊息可得性與訊息診斷性所中介。

關鍵字：資訊性訴求、轉形性訴求、促進焦點、預防焦點、說服效果

ABSTRACT

The relative effectiveness of various ad appeals depends on product category, consumer characteristics and situational factors. Building on regulatory focus theory, the authors divided consumers and situation into promotion-focused orientation and prevention-focused orientation to investigate the persuasion of informational appeals and transformational appeals for goods and service respectively. Regulatory focus can be a dispositional variable. It is a chronic regulatory focus. While regulatory focus can also be primed by some situation. It is a momentary regulatory focus. We consider dispositional and momentary aspects of regulatory focus in two experiments respectively to validate the hypotheses. The results of two experiments show that advertising persuasion of different message appeals depends on regulatory focus. The compatibility between message appeals and regulatory focus will enhance the persuasion of the message. Specifically, among promotion-focused consumers or under promotion-focused situation, transformational appeal is more persuasive (vs. informational appeal). However, among prevention-focused consumers or under prevention-focused situation, informational appeal is more persuasive (vs. transformational appeal). The enhanced persuasion is mediated by message accessibility and diagnosticity.

Keywords: Informational appeal, Transformational appeal, Promotion focus, Prevention focus, Persuasion