

逝世巨星依然閃耀：從時間與消費者群我 觀點初探已故名人代言效果

Deceased Superstars are Still Shining: Examining the Effects of Dead Celebrity Endorsement from the Perspectives of Time and the Relationship between Consumer Self and Communities

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摘要

隨著科技進步，將已故名人重現在觀眾面前的廣告作品越發興盛，然學界仍鮮少探討已故名人代言的廣告效果。本研究取徑懷舊行銷、訊息不一致理論，區隔廣告元素時間點，檢視在已故名人廣告中，名人懷舊類型、廣告背景年代的影響，並釐清消費者自我建構與歸屬需求的干擾。實驗結果發現：(1)使用活躍年代與消費者生存年代重疊的個人懷舊型名人，相較於不重疊的歷史懷舊型，會產生較佳的廣告效果，特別是對於獨立自我和歸屬需求較高的消費者；(2)使用現代背景相較於當代，可產生較佳的產品態度；(3)就已故名人類型和廣告背景年代之搭配，個人懷舊型名人搭配現代背景，相較於其他組合，廣告效果較佳。研究結果對於已故名人代言、懷舊領域具理論和實務貢獻。

關鍵字：已故名人、廣告效果、訊息不一致理論、自我建構、歸屬需求

ABSTRACT

The use of deceased celebrities' images in advertisements is thriving as modern technologies evolve. However, few previous studies have examined the advertising effects of dead celebrity endorsement. Based on nostalgia marketing and information incongruity theory, this study identifies the time implications of advertising elements. It examines the influence of dead-celebrity nostalgia types and the period chosen for the ad's background on the effects of dead celebrity endorsement advertising. Additionally, the moderation of consumers' self-construal and need to belong is explored. The experimental results showed that: (1) using personal-nostalgia dead celebrities (i.e., the celebrity's period of popularity overlaps with the consumer's lifetime), rather than historical-nostalgia dead celebrities (i.e., the period of popularity does not overlap with the consumer's lifetime) for endorsements resulted in better product attitudes and purchase intentions, especially for consumers with independent self-construal or a high need to belong; (2) placing the celebrity's picture in modern backgrounds rather than in backgrounds from the past generated more favorable product attitudes; and (3) regarding the interaction of dead celebrity types and ad background periods, pairing personal nostalgia dead celebrities with the modern background led to better advertising effects than did other combinations. The results contribute to the theories and practice of dead celebrity endorsement and nostalgia marketing.

Keywords: Dead celebrities, Advertising effects, Information incongruence theory, Self-construal, Need to belong