

行政院國家科學委員會專題研究計畫 成果報告

在不同廣告訴求型態下消費者整合倫理決策模式對廣告效果的影響 研究成果報告(精簡版)

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行政院國家科學委員會補助專題研究計畫 ☒ 成果報告
☐ 期中進度報告

在不同廣告訴求型態下消費者整合倫理決策模式對廣告效果的影響
The Influence of Customer' s Ethical Decision Making Model on
Advertisement Effects in Different Advertisements Appeals

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中 華 民 國 98 年 8 月 1 日

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摘要

伴隨著全球化的競爭趨勢及傳播資訊科技的快速發展，行銷傳播方式日趨多元化，企業幾乎無所不用其極運用各種類型的廣告訴求方式以博得消費的注意與刺激購買慾望，在激烈的商業競爭中政府行銷傳播法令的不足與管理失靈下，不實與引人錯誤的廣告模式與危害消費者權益的廣告行為所衍生之廣告倫理爭議問題已司空見慣。因此，本研究參考Ohanian（1990）與Kamins（1990）提出之廣告代言人可信度來源；及簡化Reidenbach and Robin（1988）所提出之多元倫理量表（Multidimensional Ethics Scale, MES）做為衡量廣告倫理決策之「個人因素」構面與Jones（1991）提出影響倫理決策之新關鍵性因素「道德強度」做為兩大倫理決策構面；廣告效果部分參考MacKenzie et al.（1986）所提出之情感轉移說與獨立影響說，整合形成本研究探討瘦身產品消費者廣告倫理決策模式對代言人訴求廣告效果影響之研究架構。本研究結果為廣告代言人之可靠度僅對廣告態度具有顯著影響；代言人之吸引力對廣告記憶、廣告態度與品牌態度均具有正向顯著影響；代言人之適配性對廣告記憶與廣告態度均具有顯著影響；廣告記憶、廣告態度與品牌態度對購買意願具有顯著影響，惟廣告態度對購買意願呈負向顯著影響；消費者倫理決策之道德強度對購買意願有正向顯著影響。

關鍵字：廣告倫理、倫理決策模式、代言人（推薦式）訴求、廣告訴求

Keywords: advertising ethics, ethical decision making model, spokesperson (endorsers) appeals

The Influence of Customer's Ethical Decision Making Model on Advertisement Effects in Different Advertisements Appeals

Abstract

With the tendency of global competition and the fast development of information technology, the mode of marketing advertisement has gradually diversified; therefore, the business companies apply distinct advertising modes to attract consumer's attention in order to encourage their shopping desires. Under the keen competition, because of the insufficient regulation related to marketing media and the failures of management, the unreal and misunderstanding advertising modes, and the offenses against consumer's rights are pervasive which have caused advertising ethical issues. Thus, upon the dimension of rational ethical decision, this study refers the reliability of advertising agents provided by Ohanian(1990) and Kamins (1990), and simplifies "Multidimensional Ethics Scale" (MES) to evaluate the personal dimension of the advertising ethical decision making Model, and the factor of moral intensity offered by Jones (1991). Upon the dimension of advertising effect, the study refers the concepts of emotional transition and individual affects provided by MacKenzie et al.(1986). These two dimensions are integrated as research framework to explore consumer's advertising ethical decision model using the products of body lift, which influences the advertising effects of spokesman's appeal.

As the research results show, the reliability of advertising spokesman significantly influences advertising attitudes. Further, the attraction of spokesman positively and significantly affects advertising memory, advertising attitude and brand attitude. Thirdly, the suitability of spokesman significantly affects advertising memory and advertising attitude. Fourthly, the advertising memory, advertising attitude and brand attitude influence consumer's shopping intention. Fifthly, advertising attitude negatively and significantly affects consumer's shopping desires. Finally, the moral intensity of consumer's ethic decision positively and significantly influence their shopping desires.

Keywords: advertising ethics, ethical decision making model, spokesman appeals

1. 緒論

伴隨著全球化的競爭趨勢及傳播資訊科技的快速發展，行銷傳播方式日趨多元化，企業幾乎無所不用其極運用各種類型的廣告訴求方式以博得消費的注意與刺激購買慾望，在激烈的商業競爭中政府行銷傳播法令的不足與管理失靈下，不實與引人錯誤的廣告模式與危害消費者權益的廣告行為所衍生之廣告倫理爭議問題已司空見慣，且逐漸受到消費者的重視。根據行政院公平交易委員會(2007)發佈之「違反公平法案件統計-違反不公平競爭行為」報告指出，自1992年至2007年11月底（包括仿冒他人商品或服務表徵行為、虛偽不實或引人錯誤廣告行為、損害他人營業信譽行為、欺罔或顯失公平行為等）的案件統計至今共有2,138件之多，其中虛偽不實或引人錯誤廣告行為有1,188件，佔總案件數的55.57%，比例超過總案件數的一半以上（如表1所示）。另外，就以行政院衛生署網站(2006)公布2006年5-10月違規電視廣告監測結果發現，不法廣告共查獲171件（食品廣告123件、屬性不明者18件、化妝品11件、一般商品8件、中藥7件）。其中電視違規廣告以節目性廣告佔83%，每5件電視節目性廣告產品，就有1件涉誇大不實，最常見違規內容則是宣稱美容、減肥瘦身和性功能，佔違規電視廣告四成以上。以上所指出的案例僅以電視廣告尚未包含法令很難稽核與監測的不實或不倫理行為的網際網路廣告與廣播電台，或處於創意與誇大不實認知難辨模糊地帶的廣告，故前述的案例數量通常只是冰山之一角。

表 1 處分案件家數統計—按違反公平交易法行為別分類

不公平競爭行為	仿冒他人商品或服務表徵行為 (第 20 條)	虛偽不實或引人錯誤廣告行為 (第 21 條)	損害他人營業信譽行為 (第 22 條)	欺罔或顯失公平行為 (第 24 條)	總計
1992	1	43	0	1	45
1993	0	55	0	13	68
1994	0	82	3	55	140
1995	3	93	1	40	137
1996	1	110	1	60	172
1997	2	109	3	74	188
1998	7	101	1	85	194
1999	0	71	1	60	132
2000	5	79	1	87	172
2001	5	51	0	102	158
2002	1	60	0	85	146
2003	2	46	0	88	136
2004	2	48	1	32	83
2005	2	62	0	26	90
2006	0	95	2	47	144
2007	1	88	0	50	139
2008	1	93	0	28	122
2009(1-8)	0	76	3	17	96
總計	33	1362	17	950	2362

資料來源：本研究整理自行政院公平交易委員會(2009)

有鑒於此，本研究又根據邱莉玲(2000)的研究指出台灣 1 年電視廣告平均超過 2000 支，廣告花費更達 500 億元，約占全台廣告總量的 31%。根據美國 Shimp 的 4 大分類標準，台灣的產品導向式廣告比重雖然是最高，但有下滑的趨勢，反觀排名第 2 的人物導向式廣告則有上升的走勢，尤其是名人代言的廣告很多。以 1999 年為例，產品導向式的廣告佔有 48%，其次是人物導向 27%、故事導向 14%、技巧導向 10% 等。再就各個產品品類和廣告表現交叉分析會發現，美容塑身產品及藥品類使用人物導向的比例是最高(邱莉玲，2000)。許多廣告發現其字句語意有過度誇大成效之嫌，且內容亦可能誇大不實，故不實之廣告誤導消費者，且對名人代言之商品產生錯誤期待，足以損害排斥其他商品的事件與議題引起廣大的輿論及探討。故激發本研究將針對消費者整合廣告倫理決策模式對代言人（或稱推薦式）訴求廣告型態之廣告效果影響進行探討。本研究目的在探討消費者在廣告倫理認知下，對於瘦身產品廣告代言人所代言之廣告效果影響為何，並以修改自 Reidenbach and Robin（1988,1990）所提出之多元倫理量表（Multidimensional Ethics Scale, MES）作為衡量消費者之廣告倫理認知之構面，並試圖瞭解主

要影響消費者之廣告倫理因素為何，以提供日後對於廣告倫理之相關研究之參考。研究目的包含下列幾點：

1. 探討瘦身產品廣告代言人之可信度來源對廣告效果之影響。
2. 探討消費者在廣告倫理干擾下，對於瘦身產品廣告代言人之可信度來源對廣告效果影響。
3. 探討使用代言人之瘦身產品廣告中的廣告訊息，所產生之廣告效果對瘦身產品女性消費者購買意願之影響。

2. 第二章 文獻探討

2.1 廣告代言人定義及理論

企業為提高商品或服務之銷售量與知名度，聘請知名公眾人物、專業人士或以消費者經驗分享之方式為其商品或服務代言，此代言方式有推薦及背書的效果，進而購買該產品。根據 McCracken (1989) 在研究中所提出廣告代言人之定義：廣告代言人利用本身知名度，表現出消費者對商品之使用利益，並透過廣告活動方式呈現。消費者在處理廣告上得來的訊息時，會用對該廣告代言人的形象，來決定對該產品的形象，這種代言人形象之轉移，便是廣告主器重廣告代言人的原因，此過程為意義移動及代言過程，如圖 1。

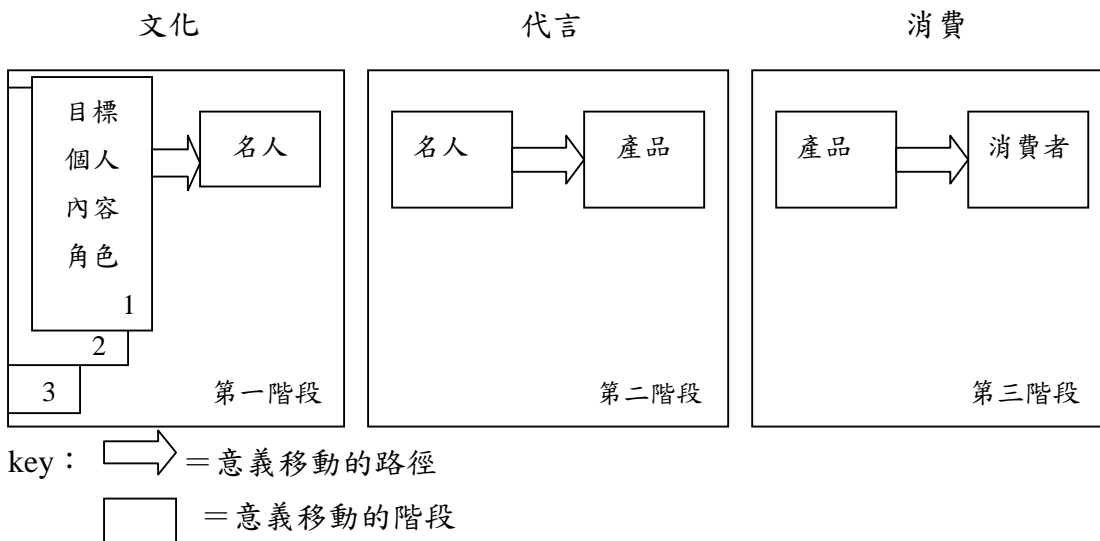


圖 1 意義移動及代言過程

資料來源：McCracken (1989)

第一階段，名人由假設的角色中提供有效的意義，每個角色都會使這些名人接觸到不同的目標、人物及內容，這些目標、人物、內容將會付諸於名人身上，造成名人本身的移轉意義；第二階段，在名人代言時會把自己的意義帶進廣告，並移轉到所代言的產品上；第三階段，名人會將給予產品的意義轉移至消費者，然而消費者取得名人轉移到產品上的意義，是整個過程中最複雜且難以達成的階段 (McCracken, 1989)。

許多學者在研究中指出，由於名人能進入繁雜的廣告中，吸引消費者注意，產生高回憶率，建立不同的產品印象，並且產生銷售和利潤，故名人代言已經證明是一個有價值的策略 (Gabor, Jeannye, & Wiener, 1987; Kaikati 1987; Agrawal & Kamakura, 1995; Mathur, Mathur, & Rangan, 1997; Erdogan, 1999)。

許多廣告主利用代言人可信度說服消費者去購買公司所廣告的產品，或藉由代言廣告增加消費者對產品的態度，引導消費者對產品產生正面的認識 (Ohanian, 1990)。根據 Ohanian (1990、1991) 在研究中經由信度及效度之分析後，認為廣告代言人的可信度來源可用三個構面區分，即可靠度、專業性及吸引力，並將其定義如下。

- 一、可靠性 (trustworthiness)，係指消費者認為廣告代言人具備誠實、正直等特性的程度。事實上，不管訊息來源是否具有專業性，高可靠性的溝通者往往具有說服效果。
- 二、專業性 (expertise)，係指廣告代言人具有論證產品之專業知識的程度，且代言人是否具備了與品牌屬性之相關專業能力，可提升代言品牌之說服力來源。
- 三、吸引力 (attractiveness)，係指消費者認為廣告代言人對產品或服務具有吸引力，可以吸引消費者的注意力。肢體和容貌的吸引力是初期判斷一個人的重要暗示，有吸引力的溝通者 (communicator) 易使收訊者對其所推薦介紹的產品產生正面的印象。

Ohanian (1991) 進一步指出吸引力、可靠性、專業性對於購買意願皆有影響 (廖森貴、鄧筱羚, 2003; Chanthika, 2003; Shane, 2005; 蔣昆霖、李城忠, 2006)。

根據 Kamins (1990) 所提出適配性假說 (match-up hypothesis): 「當代言人與產品之間存有合適性時 (fit)，代言效果較佳」，而且許多學者在研究中指出，代言人的特質與產品相互配合是決定廣告溝通效果的重要因素 (Friedman & Friedman, 1979; Freiden, 1984; Solomon, Ashmore & Longo, 1992; Lynch & Schuler, 1994; Kamins & Gupta, 1994; Miciak & Shankin, 1994; Sengupta, Goodstein & Boninger, 1997; Kalra & Goodstein, 1998; Till & Busler, 1998; 王懷明及馬謀超, 2004; Brian, Sarah & Randi, 2006)。因此本研究將代言人之人格特質與產品適合度稱為「適配性」。

根據 Brian et al. (2006) 在研究中指出，一個代言人和產品類型之間的適合對可信度和消費者正面的態度是重要的，因此本研究將適配性加入廣告代言人可信度構面中進行探討。經由前述學者所提出之廣告代言人相關研究彙整後，本研究歸納出五項廣告代言人來源可信度構面：可靠性、專業性、吸引力及適配性，做為本研究探討廣告代言人之主要構面。

2.2 廣告效果定義及相關理論

從廣告效果類別來看，廣告效果主要可分為廣告的傳播效果 (communication effect)、銷售效果 (sales effect) 及社會大眾接收後的社會效果 (social effect)，如圖2所示 (蕭湘文, 2005)。傳播效果係指廣告訊息帶給目標消費者任何可能改變或加強消費者對產品在態度、認知、情感及行為上的正面性反應或心理效果；銷售效果係指產品實際的銷售情況，受到行銷組合中4P (product、price、place、promotion) 影響，每個環節都會影響整體的效果；廣告帶給企業某些經濟利益的同時，也會帶給消費者、社會與文化方面上的影響，這些影響可能會直接擊到廣告是否能持續刊播的效應，也可能引發某些閱聽眾在價值觀認知上的失調或身心傷害與視覺上的不舒服感。

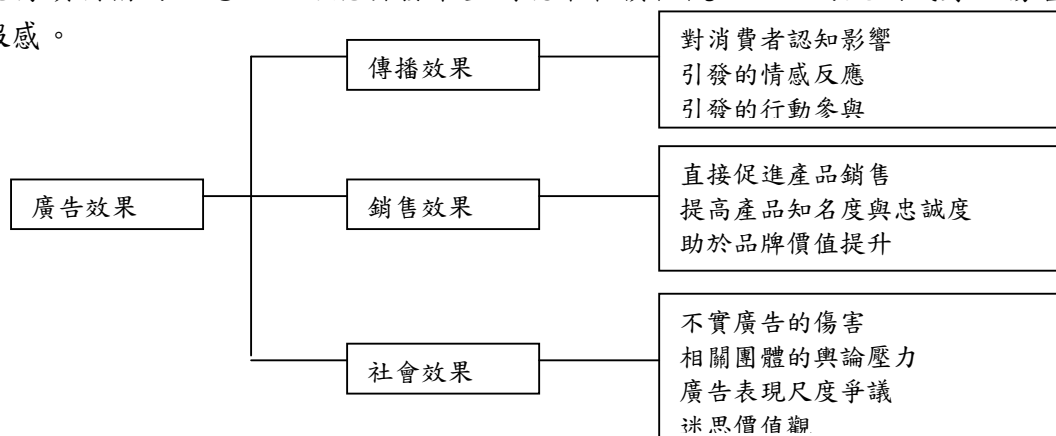


圖2 廣告效果類別

資料來源：蕭湘文 (2005)

Mackenzie, Lutz and Belch (1986) 提出四種品牌與廣告間的態度中介模式假說，其目的在探討消費者對廣告認知、品牌認知、廣告態度、品牌態度、購買傾向之間的交互關係。廣告態度是衡量訊息接受者在觀看過廣告後，對於整體廣告的意見。品牌態度是衡量訊息接受者對產

品品牌的看法，亦即以一種持續性喜歡或不喜歡的態度，針對產品品牌去回應廣告刺激的行為傾向（Lutz, MacKenzie & Belch, 1983）。購買傾向是衡量訊息接受者，評估未來會不會購買產品的可能性，且購買傾向與廣告態度及品牌態度有著正相關關係（Lutz et al., 1983）。

MacKenzie et al.（1986）以 Ryan and Bonfield（1975）在研究中延伸 Fishbein 模式所發展出廣告認知與廣告態度($C_{ad} \rightarrow A_{ad}$)、品牌認知與品牌態度($C_b \rightarrow A_b$)、品牌態度與購買意願($A_b \rightarrow I$)之間的連結關係為基礎，提出四項假說說明廣告態度如何影響消費者的品牌態度，及與廣告認知、品牌認知、購買意願各變數間之關係：

（一）情感轉移說（affect transfer hypothesis, ATH）

此模式認為廣告態度可以在不影響品牌認知情形下而直接影響品牌態度，即廣告主透過良好的廣告設計，可增加觀看者對廣告的喜愛程度並轉移情感至對品牌的喜愛，進而提昇購買意願。該假說中廣告態度與品牌態度($A_{ad} \rightarrow A_b$)之間，廣告態度對品牌態度是單向因果關係，廣告態度對於品牌態度的因果關係，模式中的中央路徑，象徵品牌認知對於品牌態度的因果關係，如圖3。

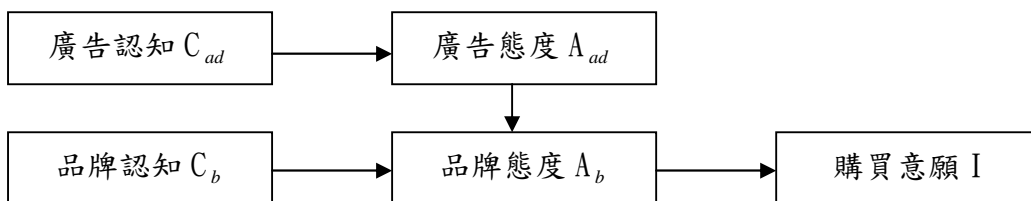


圖3 ATH假說

資料來源：MacKenzie et al.（1986）

（二）雙重中介說（dual mediation hypothesis, DMH）

雙重中介說認為廣告態度除了直接影響品牌態度外，亦可透過影響品牌認知來改變品牌態度。廣告態度與品牌認知($A_{ad} \rightarrow C_b$)之間的關係代表一個廣告效果的概念，即指廣告態度扮演說服的角色，將影響消費者的品牌認知，間接影響其品牌態度。假如消費者愈喜歡廣告，對廣告訊息的接受程度亦會隨之增加，可藉由品牌認知來增加對品牌喜愛的態度，如圖4所示。

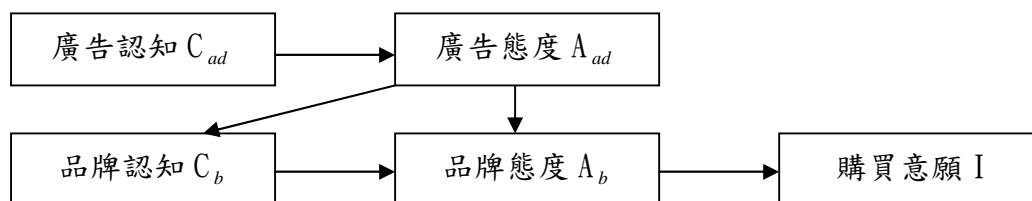


圖4 DMH假說

資料來源：MacKenzie et al.（1986）

（三）相互中介說（reciprocal mediation hypothesis, RMH）

此假說是以Heider (1958)提出之平衡理論 (Balance Theory)為基礎，認為消費者對於廣告的態度與品牌的態度是相互影響的關係，而廣告態度與品牌態度之間因果關係之強弱應視消費者或情境而定。當消費者剛接觸新產品時，廠商會藉由提高消費者對於廣告的喜愛程度來誘使消費者對其品牌之喜愛，故廣告態度對品牌態度的影響路徑較為強烈。該假說之影響結果應視消費者者對品牌熟悉與否、先前產品評價之優劣而定。如圖5所示。

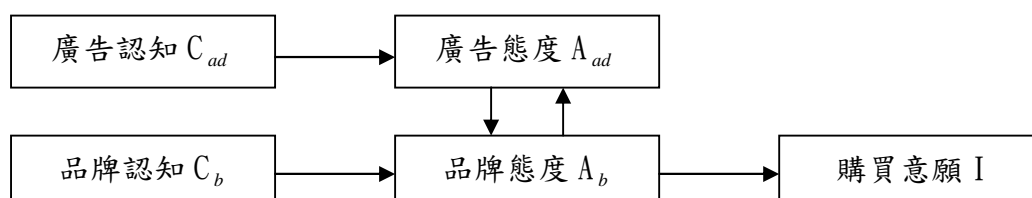


圖5 RMH假說

資料來源：MacKenzie et al. (1986)

(四) 獨立影響說 (independent influences hypothesis, ITH)

廣告態度與品牌態度之間無存在任何因果關係，廣告態度與品牌態度將各自影響購買意願，如圖6所示。

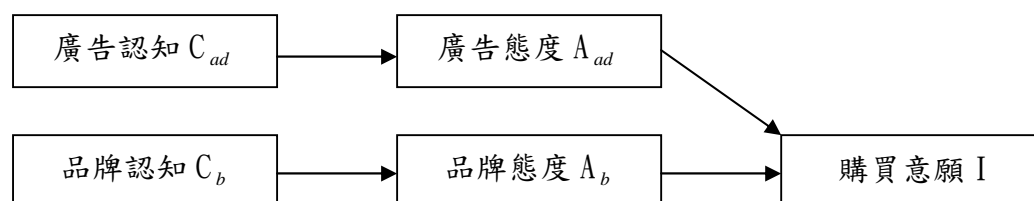


圖6 ITH假說

資料來源：MacKenzie et al. (1986)

MacKenzie et al. (1986) 研究結果發現，雙重中介說相較其他三種假說的解釋能力來的高，故廣告態度除了將直接對品牌態度造成影響外，亦將影響品牌認知，從而間接對品牌態度造成影響。

根據Bruner and Kumar (2000) 指出，綜觀學者對於廣告效果之研究，溝通效果的衡量多以消費者的「廣告記憶」、「廣告態度」、「品牌態度」為最常見。銷售效果的衡量則是以衡量消費者的「購買意願」為最常見。本研究也將前述眾多學者對廣告效果研究加以彙整，發現四項主要衡量指標為廣告記憶 (Friedman & Friedman, 1979; Stewart & Furse, 1986; 陳志劍, 1994; Tsai et al., 2007)、廣告態度 (Friedman & Friedman, 1979; Arkin & Bloed, 1983; Freiden, 1984; Walker et al., 1992; Stafford et al., 2002; Kavadas, 2003)、品牌態度 (Atkin & Bloed, 1983; Freiden, 1984; 陳志劍, 1994; 童曉君, 1999; Kavadas, 2003; Tsai et al., 2007) 及購買意願 (Walker et al., 1992; Stafford et al., 2002; ko, 2002; Tsai et al., 2007) 等構面，故本研究將此四項衡量指標做為研究中探討廣告效果之架構。本研究以MacKenzie et al. (1986) 所提出之情感轉移說與獨立影響說，作為本研究探討廣告效果之概念模型。

2.3 廣告倫理定義及相關理論

根據Geoffrey (1971) 提出四個廣告倫理原則：善行、不傷害、不欺騙及不歧視。現在，有許多學者將「不倫理廣告」定義為「對社會有潛在有害效應的廣告」 (Susan, 1999)。然而，廣告提供給消費者選擇消費品的訊息，如果這個信息不是真實性的或者誤導了消費者，廣告就失去了它基本的功能。廣告主與廣告公司應該可能知道這樣的廣告會對他們的品牌產生負面影響。本研究將有關廣告倫理之定義及範疇彙整如表2所示。

表 2 廣告倫理之定義及範疇彙整表

作者	年代	廣告倫理之定義及議題
Geoffrey	1971	明確的將廣告倫理定義為：在使用廣告媒介上不能出現損害、詐欺、歧視他人等行為。
Shimp	1993	對於涉及廣告倫理議題的種類有詐欺廣告、潛意識廣告、人為操控廣告、帶有成見的廣告、恐怖訴求廣告、性訴求廣告與使人誤解的廣告等。
Zinkhan	1994	針對廣告倫理提出 7 個重要的議題：1. 欺騙廣告；2. 兒童廣告；3. 菸草廣告；4. 酒精飲料廣告；5. 政治廣告；6. 種族歧視廣告；7. 性訴求廣告 (Hyman et al., 1994)。
李孟麗、徐村和	1999	認為主要因廣告而引起的道德爭論議題有：對小孩及少數族裔的廣告、廣告爭論性產品（如：菸、酒）、使用誇大言詞廣告及煽動性內容（如：性暗示）。
Susan Tai	1999	對於不倫理廣告的定義為：只要對社會有潛在危害影響的廣告皆稱為不倫理廣告。
榮泰生	2000	認為與廣告倫理有關的中心議題是：主張 (advocacy)、正確性 (accuracy) 及貪得無厭 (acquisitiveness)。
Wells et al.	2003	廣告倫理爭議的中心議題：自吹自擂、正確性以及貪得無厭。廣告涉及的六大倫理議題有：吹噓、品味、刻板印象、兒童廣告、爭議性產品以及潛意識廣告。
邱志仁	2006	認為廣告倫理是：無論在使用何種傳播媒體進行廣告宣傳時，必須以不危害消費者權益為首要考量，並以當時社會普遍能接受的價值觀準則、及行政院公平交易委員會（2005）之公平交易法第二十一條（虛偽不實或引人錯誤之表示或表徵），來做為廣告推行的參考依據。

資料來源：本研究整理

整理上述廣告倫理定義後，本研究將廣告倫理定義為「企業或廣告主使用傳播媒體進行廣告宣傳時，必須避免對社會產生直接或潛在的負面影響，及不危害消費者權益，並且須符合道德規範」。

在廣告中有倫理議題的廣告被分為以下幾類：欺騙的廣告、操縱的廣告、潛意識的廣告、帶有成見、恐懼及性訴求廣告、引人錯誤的廣告 (Shimp, 1993)。Wells et al. (2003) 指出，廣告倫理爭議的中心議題為自吹自擂、正確性以及貪得無厭，且提出廣告涉及的六大倫理議題有：吹噓、品味、刻板印象、兒童廣告、爭議性產品以及潛意識廣告。而Shaver (2003) 有關廣告倫理議題分析及探討的文章，這些廣告倫理文章的研究焦點致力在專業服務、電視廣告、菸草廣告及政治廣告等。

本研究整理出對於廣告倫理之重要相關理論模型，包括Susan (1999) 使用性訴求廣告對於廣告態度、品牌態度及購買意圖影響之模型、邱志仁 (2006) 廣告倫理決策行為意向模式、最後以Reidenbach and Robin (1988) 多元倫理量表 (multidimensional ethics scale, MES) 作為本研究廣告倫理之參考依據。

三、Susan (1999) 使用性訴求廣告對於廣告態度、品牌態度及購買意圖影響之模型

Susan (1999) 在探討中國消費者之倫理判斷對性訴求廣告研究中，以 Reidenbach and Robin (1988) 多元倫理量表做為研究中廣告倫理題目之依據，能明確的反應出消費者的廣告態度、品牌態度及購買意願。根據說服力理論的中央和週邊路徑，品牌態度的形成是經由中央路徑對於品牌的信息論點的考慮，而週邊路徑的一些使用因素是形成品牌態度的原因。性訴求的廣告強調視覺印象，週邊路徑在消費者的作用上是提升消費者的印象，而性訴求的廣告通常只有一

點點或沒有言語信息，因此消費者也不需要中央過程，因此品牌態度只有少許的影響（如圖 7 所示）。

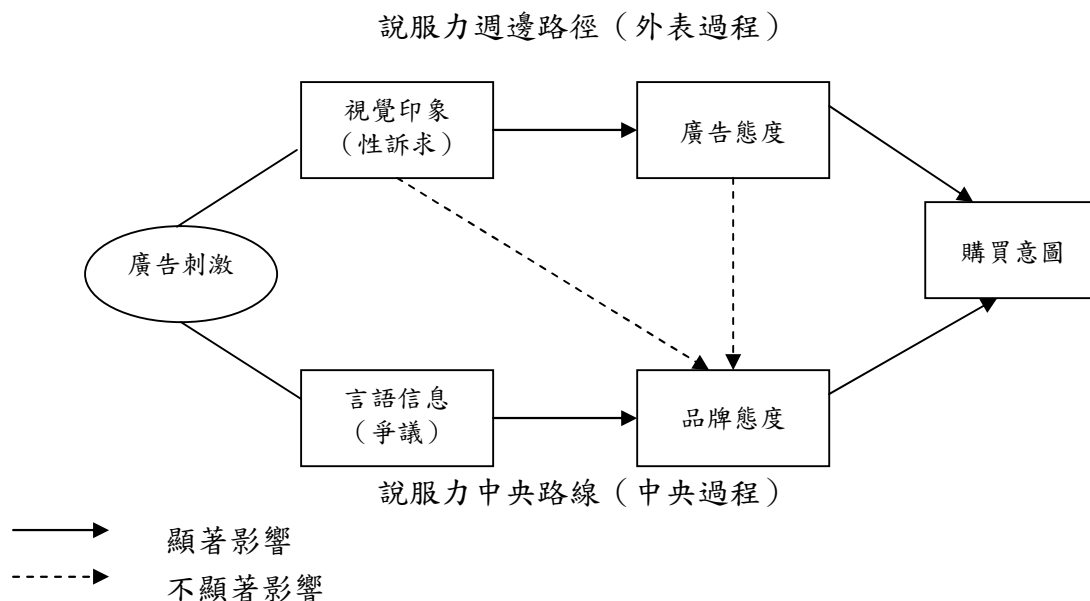


圖 7 使用性訴求廣告對於廣告態度、品牌態度和購買意圖影響

資料來源：Susan（1999）

研究結果發現強烈的性訴求廣告對中國的消費者而言比起溫和的性訴求廣告較不利於接受在廣告態度及購買意願，但是對於品牌態度並無太大影響。

四、邱志仁（2006）廣告倫理決策行為意向模式

邱志仁（2006）「廣告倫理決策行為意向模式」（如圖 8 所示）指出，影響其個人倫理決策過程（倫理知覺、倫理判斷與倫理行為意向）之因素可概略分為個人因素（倫理哲學及價值觀）、組織因素（倫理規範、倫理氣候）及 Jones（1991）提出影響個人倫理決策之新關鍵性因素「道德強度」三大項。

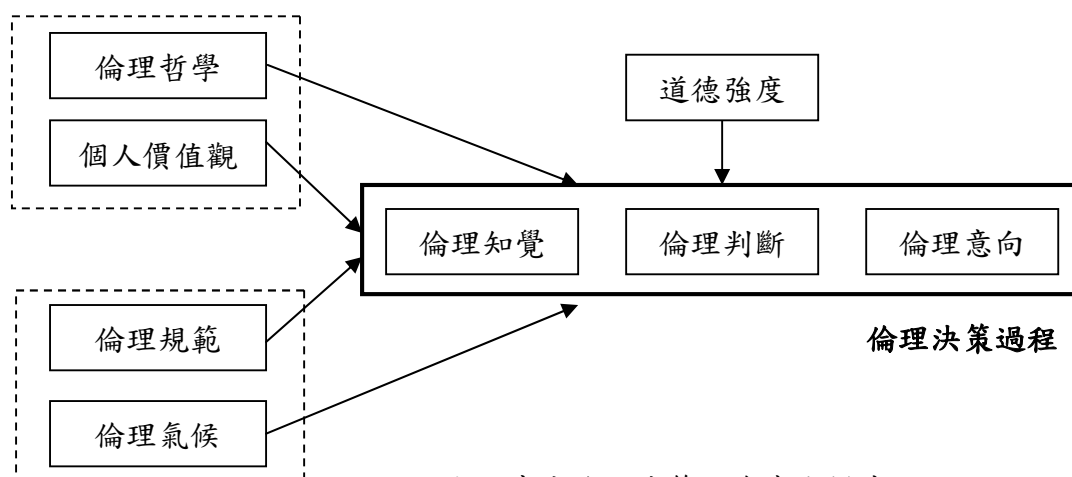


圖 8 廣告倫理決策行為意向模式

資料來源：邱志仁（2006）

邱志仁針（2006）在廣告主在廣告倫理決策行為意向模式之研究結果中得知，道德強度、倫理哲學、個人價值觀、倫理規範、倫理氣候與倫理決策過程彼此間具有顯著正相關；個人因素與道德強度對倫理決策過程具有顯著影響；組織因素與道德強度對倫理決策過程具有顯著影響；個人因素、組織因素與道德強度對倫理決策過程具有顯著影響。因本研究之標的為瘦身產品屬個人用品較未受組織因素影響，故僅選取「個人因素」與「道德強度」最為個人倫理決策影響之兩大構面指標。

五、Reidenbach and Robin (1988) 多元倫理量表 (Multidimensional Ethics Scale, MES)

多元倫理量表 (MES) 是 Reidenbach and Robin (1988) 經由道德哲學文獻整理後所提出 29 個衡量項目，並提出 5 個倫理構面包含正義論、相對主義、利己論、效益論及義務論，發展出用來衡量個人倫理判斷的測量工具，此測量工具考慮不同道德哲學對於道德判斷之影響。1. 正義論：認為倫理決策方法是強調公平的分配與程序的概念，其道德判斷標準著重於行動之合理合法；2. 相對主義：是指沒有普遍之倫理規範，是完全適合每一個人信念。相反的，倫理規範與具體的文化有關，而且會因文化的不同而改變；3. 利己論：強調能增加個人益利的行動模式，是一個基於行動之效果的理論，其道德判斷標準係以自我為中心；4. 效益論：強調有效率的行動，且應該對全體產生好的結果，並以行為所產生的整體後果來決定其道德正當性，其道德判斷標準社會福利為主；5. 義務論：倫理行為是基於責任的概念。個人有義務為滿足其他人要求的倫理規範，其行動產生是基於為義務而盡義務，為尊重法律而遵守法律。如表 3 所示。

表 3 Reidenbach 與 Robin (1988) 多元倫理量表 (MES) 衡量項目

構面	衡量項目
正義 (Justice)	合法／不合法 具正當性／不具正當性 道德上是對的／在道德上是不對的
相對主義 (Relativism)	文化上被接受的／文化上不被接受的 個人能接受／個人不能接受 我所尊敬的人能接受／我所尊敬的人不能接受 傳統上被接受的／傳統上不被接受的 我的家人能接受／我的家人不能接受
利己 (Egoism)	對自己是有利的／對自己不是有利的 自私／不自私 自我的犧牲／並非自我犧牲 明智的／不明智的 沒有道義責任／道德責任上不能這麼做 就個人而言滿意／就個人而言不滿意 符合公司最佳利益／不符合公司最佳利益
效益 (Utilitarianism)	效率的／無效率 同意，如果行動後可證明他們的結果是正確的／不同意 危及／不危及我重要的生活原則 總體而言傾向於好的／壞的 能夠產生最大的效用／產生最小的效用 產生最大的傷害／產生最小的傷害 可使利益最大化／會使利益最小化 正的／負的成本收益率 最大化／使快樂減到最小
義務 (Deontology)	違反非書面契約／不違反非書面契約 違反／不違反我公正的想法 符合道德良知／不符合道德良知 違反默許意思表示／不違反默許意思表示 此行動是一種義務／此行動不是一種義務

資料來源：Reidenbach and Robin (1988)

多元倫理量表 (MES) 可直接測試受測者的道德目標是依據何種倫理結構 (例如正義、相對、利己、效益及義務)，亦可得知受測者之道德判斷及其倫理行為意圖為何 (Cohen, Pant & Sharp, 2001)。LaTour and Henthorne (1994) 及 Susan (1999) 曾在研究中以多元倫理量表做為廣告倫理構面之參考依據，且根據 Susan (1999) 在探討中國性訴求廣告之廣告倫理的研究中，參考 MES 作為道德判斷及廣告倫理之題項，且由研究結果發現利用性訴求與誇大的廣告最能吸引消

費者。

由上述廣告倫理相關文獻發現，消費者的倫理決策將會影響其購買行為。然而，企業或廣告主為獲得較大利益，製作廣告之手法往往會產生倫理爭議之議題，因此消費者在觀看廣告時，便會觀察或判斷廣告中是否有違反道德之行為，進而決定是否購買。因此，本研究將探討消費者對於廣告中如有產生廣告倫理問題時，對廣告效果之影響為何。本研究使用Reidenbach and Robin (1988) 所提出之多元倫理量表 (MES) 為基礎，檢視近幾年學者的運用，由MES之29個題項中整理簡化出最常被使用的8項為檢測廣告倫理決策之個人因素之題項，成為本研究之倫理決策之「個人因素」量表，另外，採用Jones (1991) 提出影響個人倫理決策之新關鍵性因素「道德強度」量表之6各題項，做為另一個檢測構面。

第三章 研究方法

由前述文獻探討中，彙整學者所提出之相關研究，形成本研究之研究概念與架構，並由研究假設中探討研究架構之各變項的關聯性。

3.1 研究架構

本研究研究架構以廣告代言人可信度來源、廣告倫理、廣告效果等三大構面所組成之概念模型。廣告代言人可信度來源方面，是根據 Ohanian (1990) 所提出三個可信度來源因素，包含可靠性、專業性、吸引力及適配性等四大構面；以廣告倫理作為干擾變數，並以 Reidenbach and Robin (1988) 所提出多元倫理量表 (MES) 作為探討之題項；廣告效果之構面包含廣告記憶、廣告態度、品牌態度及購買意願等構面，推導出本研究之研究架構。

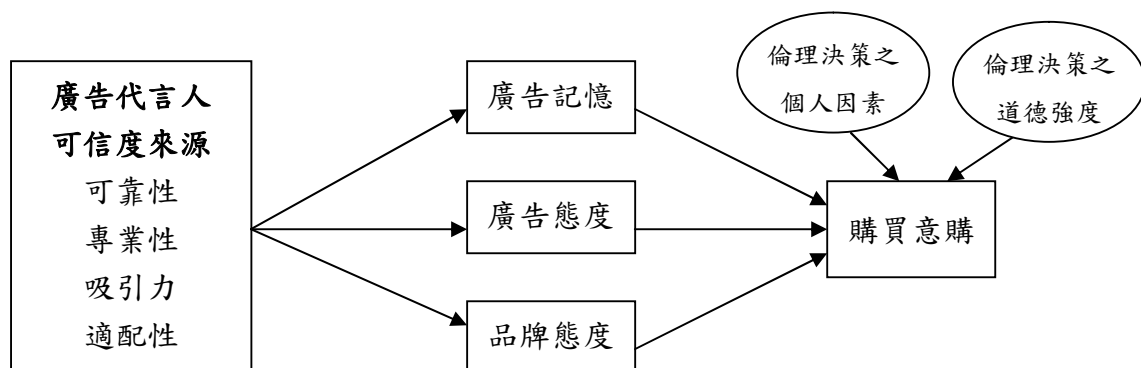


圖 9 「以廣告倫理為干擾變項探討瘦身產品廣告代言人對廣告效果影響之研究」之研究架構

3.2 研究假設

H1.廣告代言人之可信度(可靠性、專業性、吸引力與適配性)對廣告記憶、廣告態度與品牌態度具有顯著影響

H1.1 廣告代言人之可靠性對廣告記憶、廣告態度與品牌態度具有顯著影響

H1.2 廣告代言人之專業性對廣告記憶、廣告態度與品牌態度具有顯著影響

H1.3 廣告代言人之吸引力對廣告記憶、廣告態度與品牌態度具有顯著影響

H1.4 廣告代言人之人格特質對廣告記憶、廣告態度與品牌態度具有顯著影響

H2.廣告記憶、廣告態度與品牌態度對購買意願具有顯著影響

H2.1 廣告記憶對購買意願具有顯著影響

H2.2 廣告態度對購買意願具有顯著影響

H2.3 品牌態度對購買意願具有顯著影響

H3.消費者倫理決策(道德強度、個人因素)對購買意願具有顯著影響

H3.1 消費者倫理決策之道德強度對購買意願具有顯著影響

H3.2 消費者倫理決策之個人因素對購買意願具有顯著影響

H3.3 消費者倫理決策之組織因素對購買意願具有顯著影響

4. 研究結果

4.1 問卷回收與樣本特徵

本研究問卷對象為購買過瘦身產品之消費者，因此發放過程先詢問「在一個月內發是否有購買瘦身產品」，如果「有」才進行問卷填寫，總共發放350份問卷，回收346份問卷，經由回收樣本篩選過濾出無效問卷46份，有效問卷為300份，有效回收率86.7%。

有效樣本基本特徵與部落格使用者基本資料：受訪者的年齡層結構主要分佈在20歲以上至39歲間，有效樣本205人；在性別方面，以女性(215人)居多，男性則為85人；受訪者的婚姻狀況大多為單身(187人)；受訪者的職業別以服務業(105人)最多；受訪者的教育程度分析顯示高中職以下最多(108人)，其次為專科(93人)與大學(78人)；在薪資方面以20001~30000元最多(90人)；半年內消費瘦身產品的次數以1~3次(238人)最多；每月平均消費瘦身產品的金額以2000元以下(209人最多)；最常購買瘦身產品的地點主要是在開架式專櫃(79人)，其次為百貨公司專櫃受(43人)；購買瘦身產品最常使用的付費方式以現金付費最多(207人)。

4.2 研究變項之信度分析

在涉入各構面的信度 Cronbach α 檢驗上，除了廣告記憶為 0.744 外，其餘各構面皆在 0.8 以上，呈現高信度效果 (如表 4 所示)。

表 4. 各構面平均數與信度

變項/構面	構面平均數	信度 Cronbach α
可靠性	4.077	0.908
專業性	4.067	0.814
吸引力	3.716	0.855
人格特質	4.095	0.854
倫理決策之個人因素	4.198	0.827
倫理決策之道德強度	3.620	0.846
廣告記憶	3.73	0.744
廣告態度	3.887	0.878
品牌態度	3.526	0.939
購買意願	3.165	0.908

4.3 研究變項之相關分析

本研究將分別針對可靠性、專業性、吸引力、個人因素、道德強度、廣告記憶、廣告態度、品牌態度及購買意願，透過Pearson相關分析瞭解其變項間的相關程度。根據表5顯示，以本研究之研究假設中，代言人之「可靠性」與「廣告記憶」及「品牌態度」之間的相關係數呈現不顯著，代言人之「專業性」「廣告記憶」及「品牌態度」之間的相關係數呈現不顯著。而「品牌態度」與「購買意願」之間的關聯性最高為0.608，由此可發現消費者在購買瘦身產品時對產品之品牌態度對其購買意願有較高之關聯性。

表 5. 各變項之相關分析

	可靠性	專業性	吸引力	人格特質	道德強度	個人因素	廣告記憶	廣告態度	品牌態度
專業性	.418(**) 300								
吸引力	-.084 300	.089 300							
人格特質	.179(**) 300	.319(**) 300	.379(**) 300						
道德強度	.124(*) 300	.099 300	.060 300	.164(**) 300					
個人因素	.169(**) 300	.191(**) 300	.157(**) 300	.290(**) 300	.216(**) 300				
廣告記憶	.016 300	.074 300	.148(*) 300	.184(**) 300	.153(**) 300	.436(**) 300			
廣告態度	.183(**) 300	.213(**) 300	.310(**) 300	.356(**) 300	.142(*) 300	.421(**) 300	.295(**) 300		
品牌態度	.077 300	.113 300	.190(**) 300	.123(*) 300	.142(*) 300	.472(**) 300	.321(**) 300	.432(**) 300	
購買意願	.082 300	.081 300	.158(**) 300	.097 300	.164(**) 300	.582(**) 300	.478(**) 300	.358(**) 300	.608(**) 300

註：表中斜體字為統計所依據之人數其餘為相關係數；*代表 $p < 0.05$ 具相關顯著性；

**代表 $p < 0.01$ 具相關顯著性

4.4 驗證性因素分析

(一) 代言人可信度來源構面考驗

研究者透過最大概似估計法(Maximum Likelihood Estimation, ML)估計程序以單階驗證性因素分析代言人可信度來源的可靠性、專業性、吸引力及人格特質，並以個別問項的解釋能力(Squared Multiple Correlation, SMC)作為刪減觀察變項的指標，眾多學者均指出個別問項解釋能力最好高於 0.5 (Bagozzi & Yi, 1988; Fornell & Larcker, 1981; Hair, Anderson, Tatham & Black, 1998)，故本研究，為了得提高個別問項之解釋能力，因此刪除解釋能力低於 0.6 之問項，故刪除問項 8 (0.54)，如表 5。

(二) 倫理決策構面考驗

透過最大概似估計法以驗證性因素分析倫理決策之個人因素及道德強度，此構面刪減觀察變項的指標同代言人可信度來源構面考驗。因此刪除個人因素部份之問項 5 (0.47)、問項 6 (0.58)、問項 8 (0.60) 及道德強度部份之問項 1 (0.58)、問項 2 (0.56)，如表 3。

(三) 廣告效果構面考驗

研究者透過最大概似估計法(ML)估計程序以單階驗證性因素分析廣告效果構面的廣告記憶、廣告態度、品牌態度與購買意願等四個因素構面，此構面觀察變項的指標同代言人可信度來源構面考驗，廣告效果構面之個別問項解釋能力均高於 0.6，因此不均刪除，如表 6。

表 6 本研究衡量模式分析-刪除後

潛在變項	觀察變項	因素負荷量	t 值	測量誤差	SMC(R ²)	組成信度	萃取變異量
可靠性	問項 1	0.93	21.13***	0.13	0.87	0.908	0.797
	問項 2	0.94	21.51***	0.11	0.89		
	問項 3	0.89	19.38***	0.22	0.78		
	問項 4	0.81	16.79***	0.35	0.65		
專業性	問項 5	0.86	17.95***	0.25	0.75	0.819	0.626
	問項 6	0.99	21.99***	0.03	0.97		
	問項 7	0.67	12.86***	0.55	0.45		
吸引力	問項 9	0.78	15.48***	0.39	0.61	0.855	0.782
	問項 10	0.87	18.37***	0.24	0.76		
	問項 11	0.84	17.41***	0.29	0.71		
	問項 12	0.73	14.08***	0.47	0.53		
	問項 13	0.69	13.10***	0.52	0.48		
適配性	問項 14	0.74	14.50***	0.45	0.55	0.854	0.822
	問項 15	0.87	18.59***	0.24	0.76		
	問項 16	0.81	16.55***	0.34	0.66		
	問項 17	0.86	18.20***	0.26	0.74		
	問項 18	0.71	13.77***	0.49	0.51		
個人因素	問項 1	0.97	22.84***	0.05	0.95	0.772	0.715
	問項 2	0.96	22.43***	0.07	0.93		
	問項 3	0.68	13.29***	0.54	0.46		
	問項 4	0.62	11.77***	0.62	0.38		
	問項 7	0.68	13.29***	0.54	0.46		
道德強度	問項 3	0.67	12.54***	0.55	0.45	0.838	0.739
	問項 4	0.81	16.29***	0.34	0.66		
	問項 5	0.81	16.18***	0.34	0.66		
	問項 6	0.87	17.97***	0.24	0.76		
廣告記憶	問項 1	0.83	17.12***	0.32	0.68	0.744	0.740
	問項 2	0.94	21.04***	0.12	0.88		
	問項 3	0.79	16.02***	0.38	0.62		
	問項 4	0.80	16.49***	0.35	0.65		
廣告態度	問項 5	0.71	13.85***	0.49	0.51	0.878	0.804
	問項 6	0.74	14.57***	0.45	0.55		
	問項 7	0.90	19.67***	0.19	0.81		
	問項 8	0.86	18.21***	0.26	0.74		
	問項 9	0.84	17.44***	0.30	0.70		
品牌態度	問項 10	0.91	20.40***	0.17	0.83	0.939	0.837
	問項 11	0.93	21.35***	0.13	0.87		
	問項 12	0.95	22.24***	0.09	0.91		
	問項 13	0.92	20.73***	0.16	0.84		
購買意願	問項 14	0.87	18.67***	0.24	0.76	0.908	0.819
	問項 15	0.88	19.15***	0.22	0.78		
	問項 16	0.86	18.14***	0.27	0.73		
	問項 17	0.85	17.82***	0.29	0.71		

註：* $p < .05$. ** $p < .01$. *** $p < .001$

4.5 研究模式之結構模式

根據表7所顯示的 χ^2 檢定， $\chi^2 = 2738.13$ 達0.001顯著水準，表示研究模式與觀察資料之間未有良好的配適度，必須拒絕理論上共變矩陣與觀察資料矩陣相符的假設。Long(1983b)指出SEM中所使用的 χ^2 值與傳統上統計檢定所使用的 χ^2 值一樣，很容易受到樣本大小的影響，當樣本數增加時(一般來說，大於200以上)，卡方檢定的結果便很容易達到顯著並拒絕虛無假設，且實證上假設模式亦不可能完全符合實際資料。Bagozzi & Yi (1988)即建議須將樣本大小的問題加以考量，以 χ^2 值與其自由度比值來檢定模式配適度，其比值愈小愈好，較嚴謹的研究建議不超過3為標準

(Carmines & McIver,1981；Chin & Todd,1995；Hair, Anderson, Tatham & Black ,1998)。本研究之 χ^2 值與其自由度比值接近3(3.3)，顯示若考量樣本大小的影響，模式的適配度仍佳。

在其他適配度指標方面，絕對適配量測(Absolute Fit Measures)指標，GFI=0.70、AGFI=0.66，略小於理想門檻值，Baumgartner & Homburg (1996)研究1977-1994年間行銷與消費者領域以SEM進行分析的184篇文獻中，GFI及AGFI低於理想門檻值的文獻比率分別為24%、48%，故上述指標仍在可接受範圍內；RMSEA=0.088，雖未達理想門檻值，但數值介於0.08和0.10之間，即表示模式具有普通適配(Browne & Cudeck,1993；MacCallum, Browne & Sugawara,1996)。

在增值適配量測(Incremental Fit Measures)指標方面，NFI=0.88、NNFI=0.91、CFI=0.92，IFI=0.92，RFI=0.87，皆於0.9的理想門檻值；在簡效適配量測(Parsimonious Fit Measures)指標方面，PGFI=0.61、PNFI=0.81，亦皆大於0.5的理想門檻值，表示進行估計模式參數能獲得較高程度的適配，本研究已達到「模式的精簡程度」。

表7 結構模式配適指標

評估項目	理想的評估結果	本研究模式結果
卡方值 χ^2	愈小越好	2738.13(P=0.000)
卡方自由度比 χ^2/df	<3	3.3
非趨中參數 NCP	愈小越好	1910.13
漸進誤差均方根 RMSEA	<.05	0.088
適配度指標 GFI	>.9	0.70
調整後適配度指標 AGFI	>.9	0.66
正規化適配指標 NFI	>.9	0.88
非正規化適配指標 NNFI	>.9	0.91
比較適配指標 CFI	>.9	0.92
增值適配指標 IFI	>.9	0.92
相對非趨中性指標 RFI	>.9	0.87
精簡適配度指標 PGFI	>.5	0.61
精簡正規化適配指標 PNFI	>.5	0.81

經由SEM估計各構面間的徑路關係，圖8中徑路值係採用標準化係數，驗證研究模式的假設中，共有10個假設達到顯著水準 $\alpha=0.01$ 。結構模式路徑分析係數如表5所示，可靠性與廣告記憶、廣告態度、品牌態度的標準化徑路係數 γ 分別為0.01、0.17、0.07，其中可靠性與廣告態度有顯著相關；專業性與廣告記憶、廣告態度、品牌態度的標準化徑路係數 γ 分別為0.08、0.04、0.07，可發現專業性與廣告記憶、廣告態度、品牌態度無顯著相關；吸引力與廣告記憶、廣告態度、品牌態度的標準化徑路係數 γ 分別為0.16、0.25、0.21，可發現吸引力與廣告記憶、廣告態度、品牌態度均有顯著相關；人格特質與廣告記憶、廣告態度、品牌態度的標準化徑路係數 γ 分別為0.23、0.33、0.05，可發現人格特質與廣告記憶、廣告態度有顯著相關。個人因素與購買意願標準化徑路係數 γ 為-0.02，並無顯著相關；道德強度與購買意願標準化徑路係數 γ 為0.30，呈顯著相關；廣告記憶與購買意願標準化徑路係數 γ 為0.41，呈顯著相關；廣告態度與購買意願標準化徑路係數 γ 為-0.11，呈顯著相關；品牌態度與購買意願標準化徑路係數 γ 為0.49，呈顯著相關。

表8 消費者在倫理認知下對代言人之廣告效果研究模式的徑路關係

潛在變項	潛在依變項	徑路關係	T 值
可靠性	廣告記憶	0.01	0.08
	廣告態度	0.17**	2.73
	品牌態度	0.07	0.976
專業性	廣告記憶	0.08	1.12
	廣告態度	0.04	0.56
	品牌態度	0.07	1.04
吸引力	廣告記憶	0.16**	2.14
	廣告態度	0.25**	3.63
	品牌態度	0.21**	2.83
人格特質	廣告記憶	0.23**	2.98
	廣告態度	0.33**	4.47
	品牌態度	0.05	0.61
個人因素	購買意願	-0.02	-0.39
道德強度	購買意願	0.30**	5.69
廣告記憶	購買意願	0.41**	7.56
廣告態度	購買意願	-0.11**	-2.09
品牌態度	購買意願	0.49**	9.60

*表 $p < 0.05$ ，**表 $p < 0.01$

進一步估算購買意願被代言人可信度來源（可靠性、專業性、吸引力及人格特質）與廣告記憶、廣告態度、品牌態度三個中介變項的解釋變異量，則可靠性透過「廣告記憶」、「廣告態度」、「廣告態度」的影響均不顯著，易言之，消費者對於代言人之可靠性，其購買意願不會受到「廣告記憶」、「廣告態度」、「廣告態度」的影響。專業性透過「廣告記憶」、「廣告態度」、「廣告態度」的影響均不顯著，易言之，消費者對於代言人之專業性，其購買意願不會受到「廣告記憶」、「廣告態度」、「廣告態度」的影響。吸引力透過「廣告記憶」的影響效果值為 $0.16 \times 0.41 = 0.0656$ ；透過「廣告態度」則影響不顯著；透過「品牌態度」的影響效果值為 $0.21 \times 0.49 = 0.103$ ，易言之，消費者對於代言人之吸引力，其購買意願不會受到「廣告態度」的影響；但最容易受到「品牌態度」的影響，「廣告記憶」次之。人格特質透過「廣告記憶」的影響效果值為 $0.23 \times 0.41 = 0.0943$ ；透過「廣告態度」則影響不顯著；透過「品牌態度」則影響不顯著，易言之，消費者對於代言人之吸引力，其購買意願不會受到「廣告態度」及「品牌態度」的影響；但最容易受到「品牌態度」的影響。

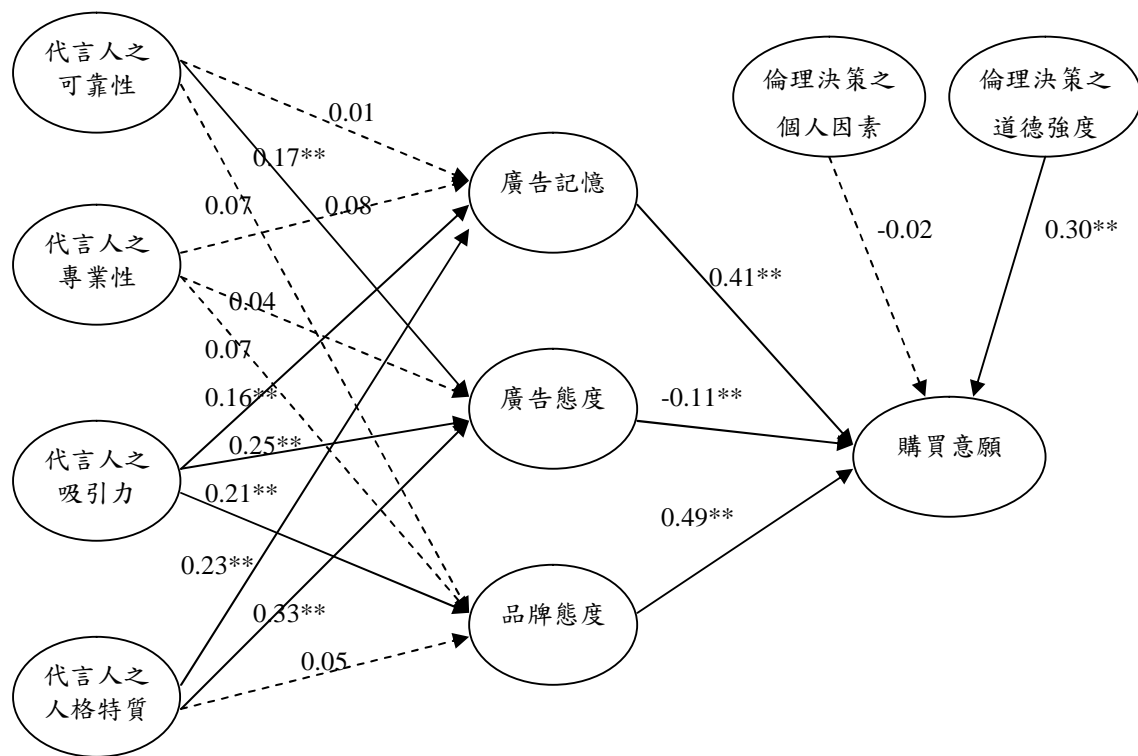


圖 10 消費者在倫理認知下對代言之廣告效果徑路關係

綜合上述實證分析結果後，由整體模型來看廣告代言人可信度來源、倫理決策及廣告效果之相關分析，並由本研究所提出之研究假設進行分析，分析結果如下：

a. 廣告代言人之可信度(可靠性、專業性、吸引力與人格特質)對廣告記憶、廣告態度與品牌態度是否具有顯著影響

代言之可靠性對廣告態度有正向顯著影響，H1.1b成立，且與練乃華（1990）、Lafferty & Goldsmith（1999）、stafford et al.（2002）之研究相互呼應，表示消費者對瘦身產品之廣告態度會受代言之可靠性之正向影響；代言之專業性對廣告記憶、廣告態度及品牌態度均無顯著影響，故H1.2不成立，因此消費者對於瘦身產品之廣告不會受到代言之專業性所影響；代言之吸引力對廣告記憶、廣告態度及品牌態度均有顯著影響，故H1.3成立，Kaikati（1987）、Ohanian（1990）Agrawal & Kamakura（1995）、Erdogan（1999）、Garretson & Niedrich（2004）相互呼應，表示消費者對瘦身產品之廣告記憶、廣告態度及品牌態度皆會受到代言之吸引力的影響；代言之人格特質對廣告記憶、廣告態度有顯著影響，故H1.4a、H1.4b成立，Agrawal & Kamakura（1995）、Erdogan（1999）、Stafford et al.（2002）相互呼應，因此表示消費者對瘦身產品之廣告記憶、廣告態度會受到代言之人格特質所影響。

b. 廣告記憶、廣告態度與品牌態度對購買意願是否具有顯著影響

廣告記憶對購買意願呈正向顯著影響，故H2.1成立，且與Braun（1997）之研究相呼應，表示消費者對於瘦身產品廣告之廣告記憶會影響對該產品之購買意願；廣告態度對購買意願負向顯著影響，故H2.2成立，但與Mitchell and Olsen（1981）、MacKenzie et al.（1986）之獨立影響說、Laczniak & Muehling（1993）有所出入，因此表示消費者對瘦身產品廣告之廣告態度會對該產品之購買意願呈負向影響；品牌態度對購買意願具有正向顯著影響，故H2.3成立，且與Mitchell and Olsen（1981）、Shimp（1981）、Petty, Cacioppo and Schumann（1983）、MacKenzie et al.（1986）、Ko, Cho and Roberts（2005）之研究相呼應，表示消費者對瘦身產品廣告之品牌態度會正向影響消費者對該產品之購買意願。

c. 消費者倫理決策(個人因素、道德強度)對購買意願是否具有顯著影響

消費者倫理決策之個人因素對購買意願無顯著影響，故H3.1不成立，表示消費者在接受瘦身廣告後的個人倫理決策因素，不會影響對該瘦身產品之購買意願；消費者倫理決策之道德強度對購買意願有正向顯著影響，故H3.2成立，且與Singhapakdi et al (1996)、Frey (2002)、Shane (2005)、Dwane (2005) 相互呼應，表示消費者在接受瘦身廣告後消費者的道德強度會響影對該產品之購買意願。

5. 結論與建議

本研究經由上述研究結果及實證分析，提出以下幾點管理意涵與實務上的建議：

一、消費者在接受瘦身產品廣告後，對於廣告代言人可信度來源與廣告效果之關係

消費者在接受瘦身產品廣告後，對於廣告中代言人可靠性對廣告態度有正向顯著影響，表示消費者若認為代言人之可靠性越高對於該廣告內容會有越高的評價與喜好；消費者在接受瘦身產品廣告後，對於廣告代言人吸引力對廣告記憶、廣告態度及品牌態度皆有正向顯著影響，表示消費者若覺得代言人的吸引力越高，會對該瘦身產品廣告訊息產生深刻的記憶，並且對於該廣告的評價與喜好越高，亦會提高對該產品品牌的偏好與態度；消費者在接受瘦身產品廣告後，對於廣告中代名人人格特質對廣告記憶、廣告態度有正向顯著影響，表示消費者若認為廣告中代名人人格特質越適合該瘦身產品，消費者會對該產品廣告之廣告產生深刻的印象，亦會對該廣告產生喜好及正面的評價。

二、瘦身產品廣告中的廣告訊息所產生之廣告效果，對消費者購買意願之影響

本研究發現，消費者對於瘦身產品廣告的廣告效果中，廣告記憶及品牌態度對購買意願均正向顯著影響，且品牌態度對購買意願之影響最高，然而廣告態度對購買意願呈負向顯著影響，表示消費者在接觸瘦身產品廣告訊息後，消費者若對廣告訊息產生深刻印象，或者對品牌產生良好的態度與偏好傾向時，則對於瘦身產品的購買意願將會越高；但是消費者若對於瘦身產品的廣告評價越高時，反而對該產品之購買意願會越低，可能是因為瘦身產品會直接影響消費者身體，因此縱使消費者喜歡該瘦身產品廣告，卻不一定會購買該產品，反而造成消費者對於越喜歡的瘦身廣告，越不敢購買該產品，而且廣告態度於廣告效果中，對於購買意願之路徑係數最低，因此對消費者購買意願之影響不及品牌態度與廣告記憶。

三、消費者的倫理決策對於瘦身產品的廣告訊息與購買意願之關係

本研究發現，消費者在接觸瘦身產品廣告訊息後，其本身倫理決策的個人因素對瘦身產品之購買意願並無顯著影響，表示消費者在接受瘦身產品廣告後，個人的倫理決策因素不會影響該消費者購買瘦身產品的意願；消費者在接觸瘦身產品廣告訊息後，其本身倫理決策的道德強度對瘦身產品之購買意願有正向顯著影響，表示消費者接受瘦身產品廣告訊息後，若消費者的道德強度越強且認為該廣告是好的時，對於購買該產品的意願將會越高。

四、實務之建議

1.廣告代言人可信度來源對廣告效果之影響

綜合過去學者與本研究之實證分析結果顯示，企業主若以廣告代言人之廣告手法推薦瘦身產品廣告時，欲提升消費者對瘦身產品廣告之印象及記憶時，可找具有吸引力或是適合該產品之人格特質的代言人來代言該產品；如果企業主欲提升消費者對瘦身產品廣告之廣告整體評價及喜好時，可以找具備可靠性，或具有吸引力，或者適合該產品之人格特質的代言人來代言該產品；若企業主想使消費者對瘦身產品之品牌產生更高的喜好時，應該以具有吸引力的代言人來代言該產品。

2.瘦身產品消費者之廣告效果

在瘦身產品消費者的廣告效果中，消費者在接觸瘦身產品的廣告訊息後，若對該廣告訊息產生深刻印象時，則消費者對購買該瘦身產品的意願將會越高；若消費者對於廣告內容之評價越高時，則購買該瘦身產品意願將會越低；若消費者對該瘦身產品品牌產生偏好時，則購買化妝品意願將會越高。因此，企業及廣告主在製作瘦身產品廣告時，應該考慮如何能讓消費者對該廣告之訊息留下深刻之記憶、及對該廣告與品牌產生喜好，已提升消費者對該產品之購買意願。

3.消費者在決策倫理認知下，對購買意願之影響

目前廣告所產生的爭議越來越多，也使得消費者對廣告倫理認知日益提升，本研究藉由瘦身產品廣告來探討消費者在接受瘦身產品廣告時，消費者的決策倫理與其購買意願之關係，並且由實證分析結果發現，消費者在接受瘦身產品廣告訊息後，消費者決策倫理之個人因素不會對該瘦身產品的購買意願產生顯著的影響，亦即不論瘦身產品廣告是否違反倫理，消費者的個人倫理因素是不會影響消費者對該產品的購買意願；但是如果消費者在接受瘦身產品廣告訊息後，消費者決策倫理的道德強度會對該產品之購買意願產生顯著影響，亦即消費者的道德強度越強，且消費者認為該瘦身產品廣告內容是正面的沒有違反倫理時，消費者對於該瘦身產品的購買意願會越高。故企業主在製作瘦身產品廣告時，應該考慮消費者的道德強度及廣告內容是否有違反倫理，已提升消費者之購買意願。

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附件一出席國際學術會議心得報告及發表之論文各一份

行政院國家科學委員會補助國內專家學者出席國際學術會議報告

98 年 07 月 12 日

報告人姓名	黃慶源	服務機構 及職稱	行銷管理系
時間 會議 地點	自 2009 年 07 月 08 日至 2009 年 07 月 11 日 希臘雅典（國家／城市）	本會核定 補助文號	臺會綜二字第○九七○○三四六九二號 (97.06.24)
會議 名稱	(中文)2009 社會科學國際研討會 (英文) Forth International Conference on Interdisciplinary Social Sciences(簡稱 <i>Social Sciences Conference 2009</i>)		
發表 論文 題目	(中文)廣告主與廣告代理人廣告倫理決策模式之行為意向 (英文) Behavioral Intentions Between Advertiser and the Advertising Agencies: The Advertising Ethical Decision Making Model		

報告內容應包括下列各項：

一、 參加會議經過

Social Sciences Conference 2009 共有來自 31 個國家 299 篇論文發表，研討會在雅典大學開幕由美國 Common Ground 出版社之 Bill Cope 及終身學習秘書長之 Konstantinos Kouskoukis 主持開幕，Plenary Session 則分別由雅典大學 Alexandros-Andreas Kyrtis 與美國伊利諾大學 Mary Kalantzis 擔任 Plenary Speakers。該研討會 Parallel Sessions 移至 1st Unified Experimental Lyceum of Athens 舉行時間四天依不同領域分 11 個 sessions 舉行。本人發表之論文題目

「Behavioral Intentions Between Advertiser and the Advertising Agencies: The Advertising Ethical Decision Making Model」原先被安排於 7/10 16:25-16:55 Room11 發表開，因台灣無直航飛機因應轉機航程需求於研討會報到時臨時請求更改議程至 7/8 12:30-13:00 Room10 12:25-12:55 發表，發表時間 30 分鐘。

二、 與會心得

發表中有來自美國及馬來西亞等國來自不同學校的六位學者參與討論。參與討論的學者對倫理決策與道德規範的操作行定義提出不同的見解，提供給本人後續研究很好的建議。他們也都相當認同整個研究創意與學術價值。此次研討會提供給本人很好的學術國際交流經驗，對未來的學術研究發展亦有很好的注意與啟迪。增加本國及本校學術國際化之能見度

三、 考察參觀活動(無是項活動者省略)

本次行程並無參加考察參觀活動

四、 建議

參加此研討會活動本人發覺主辦單位 Interdisciplinary Social Sciences & University of Athens & University of Illinois at Urbana-Champaign 委託美國 Common Ground 出版社行政效率不彰，開幕式可能受限於事前規劃不當還是場地限制因素，報到會場混亂且多數學者都無法入場聆聽。研討會開會前二週所請求協助答應更改的場次都未能履行更改，信件一直轉來轉去，公告的各項訊息錯誤百出，會場更改及小組討論的場地都不盡完善。導致開幕當天報到人數大排長龍，要求調整場次的人也非常多，分組報告會場也沒有專屬工作人員協助，只提供單槍並未提供筆記型電腦，使得會場學者間的報告非常不順暢。所以從此研討會的行政管理已影響多數人對主辦單位以及主辦學校，甚至主辦國家皆留下不佳印象。這也給本校未來若要舉辦相關國際研討會必須特別注意。避免原先的一番好意要打學校形象及提升學術地位，卻反之傷害校譽與學術地位。另外，此次研討會雖以英文發表，但因希臘有屬自己的希臘語，多數工作同仁及參與的當地學生，主要語言仍以當地方言為主，確實多了一些隔閡比較無法達到充分溝通。

五、 攜回資料名稱及內容

研討會大會手冊及論文摘要

六、 其他

本次經費支出係由國科會專題計劃(NSC 97 - 2410 - H - 366 - 004 - SSS)出國經費補助 (臺會綜二字第○九七○○三四六九二號(97.06.24))。

Behavioral Intentions between Advertisers and the Advertising Agencies: The Advertising Ethical Decision-making Model

Ching-Yuan HUANG* Lichun CHIANG**

Abstract (ID I09P0237)

Recently the ethical issues regarding advertisement originated from unrealistic advertisements and the raise of the consumers' rights in advertisement businesses. In addition, decision makers in advertising are seemed as the key factor involved in unethical behaviors. Decision-makers and agents in advertising agencies are influenced by individual, situational factors, or business interests caused differently the behavioral models of advertising ethics, and the distinct presentation styles of advertisement. Therefore, this study aims to explore behavioral intentions of decision makers in advertising in terms of the Issue-Contingent Model provided by Jones (1991) as the research theory, and other ethical decision-making models done by Ferrell and Gresham (1985), Treviño (1986) and Ferrell, Gresham, Fraedirch (1989), such as a Contingency Model of ethical decision-making in a marketing organization, and the Situational-Individual Model. In understanding different viewpoints of ethical decision-making models, these models are established based on four factors originated from Rest's (1986) ethical decision-making model: ethical perceptions, ethical judgments, ethical intention and ethical behaviors. This research model applies Jones' (1991) ethical decision-making model associated with the mentioned models to construct the reliability and validity of the integrated model so-called as "the Behavioral Intention of Advertising Ethical Decision-Making", the model tries to explore the effects of the factors, including Moral Intensity, Individual Factors (i.e., Moral Philosophy, and Personal Value) and Organizational Factors (i.e., Ethical Code and Ethical Climates) on the advertising ethical decision makings of the advertisers. The results are expected to explain the relationships among the factors in decision making.

Keywords : Advertising Ethics, Ethical Decision-Making Model, Issue-Contingent Model, Advertiser.

Introduction

In globalization coming, the competition among businesses has been gradually keen. Businesses have to promote the sales program to attract the consumers at the pursuit of maximum benefits and creative famous trademarks. Upon the raise of consumer's consciousness, consumers have doubts regarding marketing activities realized by businesses, such as unreal advertisement, bribery, price collusion, cheating and hiding information in the sale process. These consumer's rights are scarified because of business benefits or goals (Chou, et. al., 2000).

In the current time, the media reported consumer's rights damaged because of unreal advertisements. According to the laws and statistics of fair trade violation—violation of unjust competition behaviors reported by the Fair Trade Commission (FTC), Executive Yuan, Taiwan (2006), the total amount of Ad-cases regarding counterfeiting, the damage of business reputation, cheating and unreal advertisement and so on is 1870 cases from January, 1992 to February, 2006; especially, the total cases concerning unreal advertisement and misleading advertisement is 1016 (54%). Upon the violation of advertisement reported from the Department of Health in the Executive Yuan, Taiwan (2005), there were 344 cases of illegal advertisement in August and September, 2004, including 13 cases of Medicare, 109 cases of food advertisement, 122 cases of Chinese medicine, 32 cases of western medicine, 29 cases of cosmetics and 28 other cases. In these commercials, 73% of violated TV advertisements were broadcasted in TV programs. One of five TV programmed products was deceptive commercials, and the most popular violating commercials are cosmetics, body slimming and sexual function.

Why are unreal advertisements pervasive in mass media? The main reason is that the purpose of advertisements is usually applied to marketing publicity; in addition, advertisers (i.e. producers,

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importers and marketing ad-mangers) and ad-agencies (i.e. ad-programmers, ad-producers and advertising staffs) are influenced by individual and organizational factors or the consideration of business benefits, therefore, they show different advertising ethics in their decision-making behavioral models which may affect the presentation and effect of advertising styles. Upon the mentioned illustrations, the flooding of unreal advertisement, the maintenance of consumer's rights and security problems become essential issues in discussing advertising ethics. Furthermore, the main research motivation in this study is to explore the factors influencing the behavioral intention of advertisers and ad-agencies in the decision-making model. The research purposes in the study are to examine the influential factors when advertisers and ad-agencies make advertising ethics decisions, and to understand the relationships among these influential factors.

This research is a quantitative study. This study proceeds as follows: Section Two reviews the theoretical arguments and some existing findings related to advertising ethics, such as definitions and decision-making models. Section Three illustrates the research design, including research model and hypotheses, research methods (i.e. sampling and measurement). Section Four presents the data analyses and hypotheses testing results. Section Five discusses our research findings, and finally, Section Six draws conclusions and provides suggestions to strengthen advertiser's intention of advertising ethics.

Research Theoretical Background

Definition of Advertising Ethics

Marketing or advertising any product carries with them strong ethical responsibilities. Products like tobacco, alcohol, and firearms, have been identified as posing additional, special ethical challenges for marketers and advertisers or ad-agencies (Coyne & Traflet, 2008). The NYSE's (*New York Stock Exchange*) current guidelines concerning member firm marketing, embodied in the NYSE Constitution, are basically prohibitive in character, focusing on what constitutes unethical marketing. For instance, Rule 472, "Communications with the Public," states in part no member or member organization shall utilize any communication which contains (1) any untrue statement or omission of a material fact or is otherwise false or misleading; or (2) promises specific results, exaggerated or unwarranted claims; or (3) opinions for which there is no reasonable basis; or (4) projections or forecasts which are not clearly labeled as forecasts. (NYSE Constitution, Rule 472 (1) 2006)

What is "advertising ethics"? Beltramini (1999, 2003) pointed out that advertising ethics is a debatable and contradictory term, for example, public secret, beautiful as ugly and natural show. Geoffrey (1971) provided four principals of advertising ethics as beneficence, nonmaleficence (don't harm), nondeception and nondiscrimination. Susan Tai (1999) defined unethical advertising as those advertisements having potentially harmful effects for society. A variety of ethical criticisms in advertising can be divided into the following categories: deceptive advertising, manipulative advertising, subliminal advertising, stereotyping, fear appeal, sexual advertising and misleading advertising (Shimp, 1993).

Advertisers and advertising agencies should be aware that advertisements may lead to negative effects on their brands or products. Hyman, Tansey and Clark (1994) provided seven important issues related to advertising ethics such as deceptive advertising, children advertising, tobacco advertising, alcohol advertising, political advertising, racial discrimination advertising and sexual advertising. In addition to these seven issues, Lee and Shin (1999) offered children and minority advertising, exaggerated languages and sexual content inside advertisings. According to the mentioned illustrations, the definition of advertising ethics used in this study is that by using the certain media to advertise the product, the primary consideration of advertising should be not to damage consumer's rights with the value judgment pervasively accepted by the society and the 21st article of the law of fair trade (misleading and unreal advertisings) provided by FTC as advertising criteria.

At the past time, literature related to advertising ethics has focused on induced ad, professional services ad, political issues ad, debated products ad (i.e. cigarette and alcohol drinking), ad for children, purposed ad (i.e for aged people) and fear appeals ad and sexual appeal ad (Zinkhan, 1994; Hyman et al., 1994; Nebenzahl & Jaffe, 1998; Shaver, 2003). In fact, ethics, law and market responses should be considered into different advertising contents (Hyman, 1990; Pierce, Gilpin, Burns, Whalen, Rosbrook, Shopland, & Johnson, 1990; LaTour & Hawthorne, 1994). Different types of advertising may have distinct ethical debates, therefore, ad-agents' ad-decisions making is very important. But, it

is obvious that the researches are less focused on the empirical analysis related to advertisers and ad-agents ethical decision-making. Moreover, this study aims to apply ethical decision-making model to explore the influential factors in affecting advertisers and ad-agents ad-decisions.

Ethical decision-making model

Unethical behaviors occur possibly because of individual behaviors influenced by personal factors, such as individual value-judgment and morality, social environment or organizational climate which influence individual code of conducts. Ferrell and Gresham (1985) provided ‘a contingency model of ethical decision making in a marketing organization’ concerning social, cultural, individual and occupational factors; Treviño (1986) used ‘the situational-individual model’ focusing on ethical dilemma confronted by decision makers; Hunt and Vitell (1986) offered a ‘general theory of marketing ethics’ regarding advertisers’ moral judgments; Bommer, Gravander and Tuttle (1987) used the behavioral model of ethical/unethical decision making to categorize unethical behaviors such as social environment), legal/governmental environment, personal environment, professional environment, work environment and individual attributes; Ferrell, et al. (1989) provided a synthesis of ethical decision models for marketing; Ethical Decision Making in Marketing is provided by Dubinsky and Loken (1989).

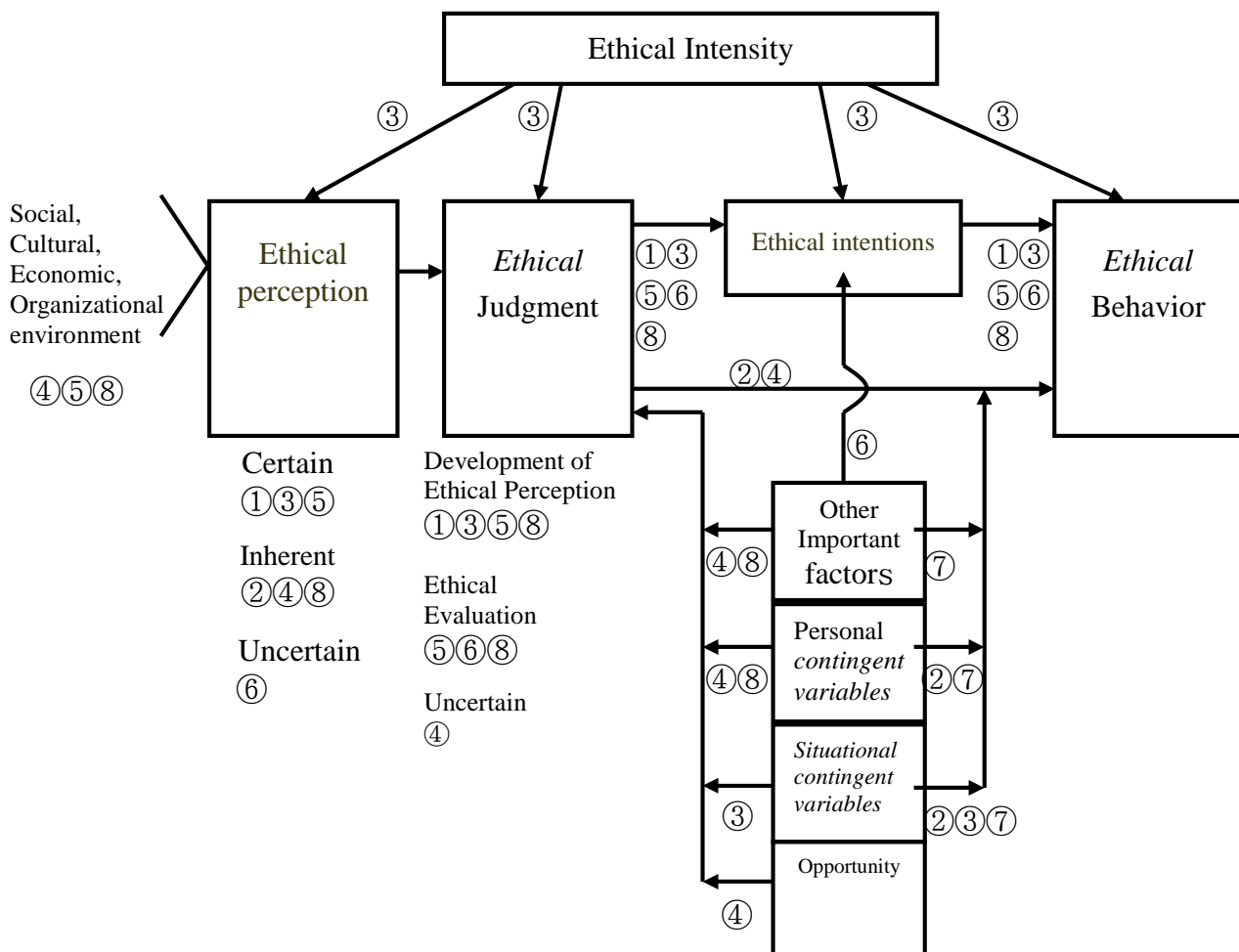


Figure 1 The Integrated Model of Behavioral Intentions of Ethical Decision-Making
Resource: Research Structure done by authors based on the eight mentioned researchers (See Notes).

In sum, the above mentioned models are based on Rest’s (1986) ethical decision model including moral (ethical) perception, moral (ethical) judgment, moral (ethical) intention and moral (ethical) behaviors. This study uses Jones (1991) ethical decision model as research foundation associated with Ferrell and Gresham, 1985; Hunt and Vitell, 1986; Rest, 1986; Treviño, 1986; Bommer, et al., 1987; Dubinsky and Loke, 1989; Ferrell, et al., 1989 to develop the integrated research model as Fig. 1.

Research Method

Research Variables and Research Structure

According to literature review and Jones (1991) providing influential factors, the research variables are divided into three categories such as individual factors, organizational factors and moral

intensity, and refers O’Fallon and Butterfield’s (2005) meta-analysis selected 174 journals from 1996 to 2003. The research structure is designed as Fig. 2 according the above mentioned variables.

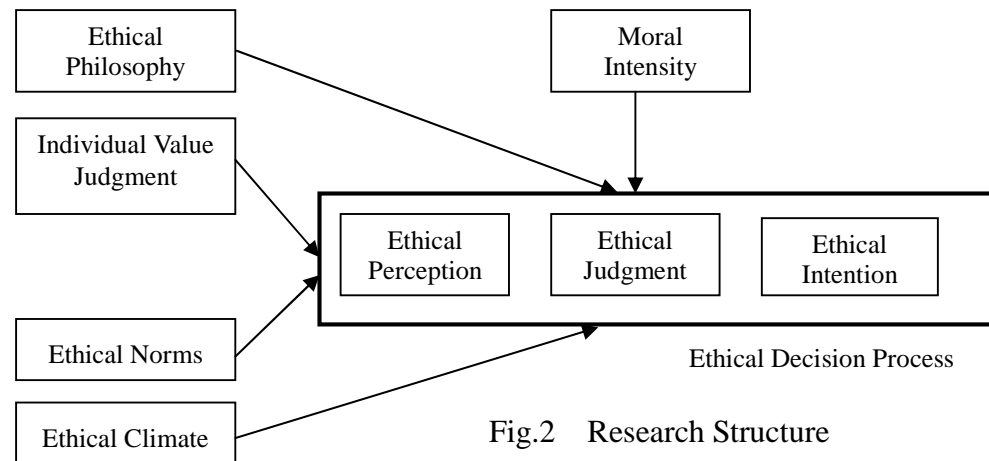


Fig.2 Research Structure

Research Hypotheses

According to Fig. 2, the hypotheses are mentioned as follows:

- H₁ : In ethical scenario A, moral intensity, ethical philosophy, individual value judgment, ethical norms, ethical climate and ethical decision process have positive relationships.
- H₂ : In ethical scenario B, moral intensity, ethical philosophy, individual value judgment, ethical norms, ethical climate and ethical decision process have positive relationships.
- H₃ : In ethical scenario A, moral intensity, individual factors, organizational factors have positive relationships with ethical decision process.
- H₄ : In ethical scenario B, moral intensity, individual factors, organizational factors have positive relationships with ethical decision process.

Questionnaires Design

Questionnaires in this study are divided into three parts: (1) to apply virtual scenario as evaluation tool, each scenario has implied moral/ethical problem in behavioral description. This part has 9 questions including ethical; perception, ethical judgment, ethical intention and ethical intensity. (2) the part 2 includes individual ethical philosophy, individual value judgment, ethical norms, ethical climate. (3) the part 3 is related to demographic data such as gender, education.

The virtual scenarios are designed according to Hunt and Vitell (1986) , Lund (2000), Larkin (2000), Singhapakdi, Marta & Rallapalli (2000), Singhapakdi, Karande, Rao & Vitell (2001), Honeycutt, Glassman, Zugelder & Karande (2001), Nonis & Swift (2001), Volkema & Fleury (2002), Razzaque & Hwee (2002), Wu (2003), Barnett & Valentine (2004).

Scenario A: Unreal Advertisement

A is a director of the certain marketing department. The company provided a new product A which a given function has been tested and proved well, but another has not been test yet and expected to have a certain function. The advertising company suggests the director A to emphasize these two functions in advertisement to increase sale numbers. The company has not earned money for a long time; therefore, the director A decides to accept the suggestion from the adverting company.

Scenario B: Misleading advertisement

Chen is a advertising programmer in a certain advertising company. The boss asks him to produce a advertisement of a product B. This product B has negative and positive images. Chen emphasizes the product B with the positive image to increase the sale rate and improve his ability, but he does not release the negative information of the product B caused physical damage.

Research Sampling and Statistic Method

The research sampling selected from Brainstorm magazine in 2006 reported 500 outstanding advertisers in 2005 and 36 famous companies in 2005 ad-agents. In addition, the sampling via the Internet is collected 196 members from the Taipei ad-agents association and 38 members from the Kaoshiung ad-agents association. The questionnaires are sent to them by mail or email. The data analysis is applied SPSS 10.1, LISREL8.72 and SEM from Jöreskog and Sörbom (1996).

Research Results

Demographic Data

The questionnaires are mailed to 500 advertisers and 450 ad-agents. The returned cases are 191 advertisers (38.2%) and 114 ad-agents (25.3 %). According to the research results, in terms of gender, there are 51.5.0% of male and 48.5% female advertisers. By age, most of participants are 31~40 years old (37.4%); by education, 37.0% of participants have had college degree; by religion, 48.9% of participants do not have religions whereas 51.1% have religion. (See Table 1)

Table 1 Demographic Data

Terms	Contents	N	%
Gender	Male	157	51.5
	Female	148	48.5
Age	Under 30yrs	109	35.7
	31-40yrs	114	37.4
	41-50yrs	55	18.0
	Over 51yrs	27	8.9
Education	Under high school	73	23.9
	College	113	37.0
	Undergraduate	99	32.5
	Graduate	20	6.6
Marriage	Single	120	39.3
	Married	185	60.7
Religion	None	149	48.9
	Yes	156	51.1
Tenure	5yrs	172	56.4
	6-10yrs	57	18.7
	11-15yrs	29	9.5
	16-20yrs	24	7.9
	Over 21yrs	23	7.5

According to virtual scenario A, the results in Table 2 shows unethical situation; therefore, reliability in the dimension of ethical decision and moral intensity is over .70 ($\alpha \geq .78$ & .76); the reliability of the additional dimensions is over .80.

According to Table 2, most of ad-agents are oriented toward idealism (5.95), that is, their behaviors are upon to general ethical norms, but not their individual subjective judgments. In terms of individual value judgment, happiness and compromise (6.06), helping people (5.89) and achievement and life (5.89) are the most important in ordinary lives. Perceptions of ethical norms (5.38), execution of ethical norms (5.23) are important in the dimension of ethical norms. In the dimension of ethical climate, legal orientation (5.60) is more important, that is, most of participants consider observing law more than organizational benefits (4.27) and individual interests (4.18).

Table 2 Mean, SD and Reliability in all dimensions

Dimensions	Mean	SD	Cronbach (α)
Ethical decision process ^a	5.40	1.06	0.81
Ethical intensity	5.31	1.04	0.81
Ethical decision process ^b	5.53	1.19	0.78
Moral intensity	5.57	1.13	0.76
Ethical philosophy			
Idealism	5.95	0.87	0.83
Relativism	3.98	1.37	0.86
Individual value judgment			
Responsibility	5.71	0.78	0.83
Happiness	6.06	0.73	0.83
Achievement/life	5.89	0.76	0.83
Equality	5.67	0.85	0.83
Intelligence	5.74	0.84	0.82
Helping people	5.89	0.80	0.83
Self-dignity	5.83	0.78	0.83
Ethical Norms			
Perception of ethical norms	5.38	1.00	0.83
Execution of ethical	5.23	1.11	0.83

norms			
Ethical climate			
Legal orientation	5.60	0.89	0.83
Caring orientation	5.14	1.04	0.83
Independent Judgment	4.40	1.27	0.84
Organizational benefits	4.27	1.22	0.84
Individual Interest	4.18	1.50	0.87

註：^a is virtual scenario A; ^b is virtual scenario B.

According to Table 3, in virtual scenario A the relationship between ethical decision process and moral intensity has highest correlation (0.666), but that between ethical decision process and ethic climate does not have correlation (0.059). Therefore, H₁ is rejected. In virtual scenario B the relationship between ethical decision process and moral intensity has highest correlation (0.831), but that between ethical decision process and ethic climate, moral intensity and ethic climate have lowest correlation (0.142 & 0.209), but have significance. Therefore, H₂ is proved.

Table 3 Analysis of Virtual Scenario A

	Ethical Decision	Moral Intensity	Ethical Philosophy	Value Judgment	Ethical Norms
Moral intensity	0.666** 305				
Ethical Philosophy	0.220** 305	0.265** 305			
Value Judgment	0.345** 305	0.388** 305	0.340** 305		
Ethical Norms	0.271** 305	0.310** 305	0.307** 305	0.431** 305	
Ethical climate	0.059 305	0.155** 305	0.229** 305	0.317** 305	0.459** 305

Note: ** is $p < 0.01$.

Table 4 Analysis of Virtual Scenario B

	Ethical Decision	Moral Intensity	Ethical Philosophy	Value Judgment	Ethical Norms
Moral intensity	0.831** 305				
Ethical Philosophy	0.234** 305	0.273** 305			
Value Judgment	0.394** 305	0.450** 305	0.340** 305		
Ethical Norms	0.331** 305	0.349** 305	0.307** 305	0.431** 305	
Ethical climate	0.142* 305	0.209* 305	0.229** 305	0.317** 305	0.459** 305

Note: * is $p < 0.05$; ** is $p < 0.01$.

Upon to H₁ and H₂, individual value judgments and ethic decision process have positive and significant correlations, as Morris, Marks, Allen and Peery (1996) did. Moral intensity and ethic decision process are positive and significant, as Singhapakdi, Vitell and Franke (1999), Butterfield, Treviño and Weaver (2000), Barnett and Valentine (2004), Paolillo and Vitell (2002) and May and Pauli (2002) have done.

The research uses SEM to test H₃ and H₄. According to Fig. 3, in virtual scenario A (unreal advertisement), moral intensity has an significant effect on ethical decision process ($\beta=0.83$) whereas other variables do not have significant effects on ethical decision process. According to Fig.4, in virtual scenario B (misleading advertisement), only moral intensity has significant effect on ethical decision process ($\beta=0.95$). Ethical philosophy, norms and climate has negative relationship with ethical decision process, but not significant. Therefore, individual ethic philosophy does not influence his/her ethic decision process, but moral intensity can influence ethic decision process, as Chou (2000),

Lien (2002), Butterfield et al. (2000), Shafer, Morris and Ketchand (2001) and Barnett (2001) have done.

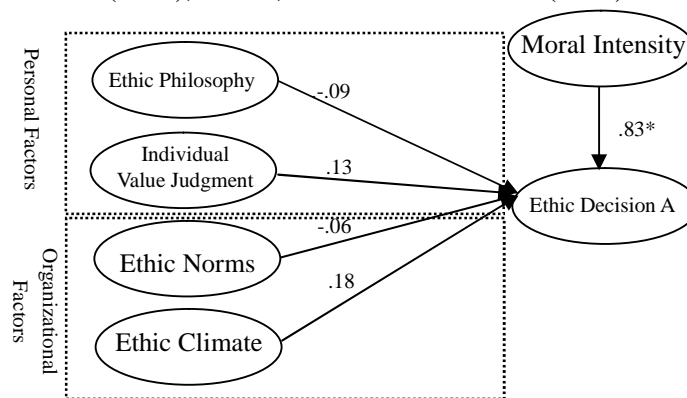


Fig. 3 The ethical decision Model of virtual scenario A (Unreal Advertisement)

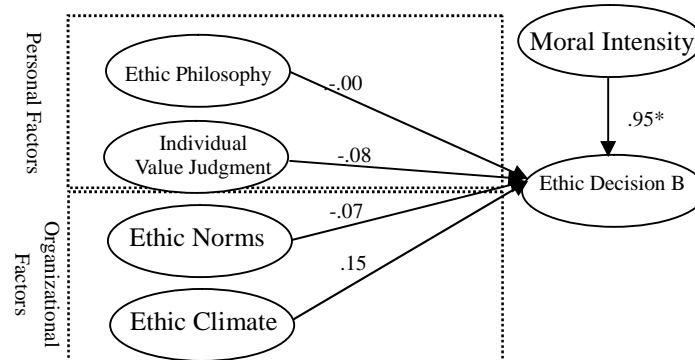


Fig. 4 The ethical decision Model of virtual scenario B (Misleading Advertisement)

Conclusion

Upon the research results, the factors which can influence ad-agents' and advertisers' ethical decision process are ethical philosophy and individual value judgment such as ethical norms, ethical climate in the organizational factors. When advertisers and ad-agents confront different situation, moral intensity and ethical decision show significant effects. In addition, unethical degree in virtual scenario A is lower than that in virtual scenario B; therefore, the effect of moral intensity on ethical decision is more significant (.95 > .83).

In fact, individual factors have limited influences on the ethical decision process of advertisers and ad-agents, that is, their decision-making is dependent on moral intensity in different situations. Therefore, when unethical advertisements have been gradually notice in public, the government has to punish the companies sent unreal and misleading advertisements. In addition, the consumers foundation and consumers protection committee have to irregularly check unreal advertisement to protect consumers' rights. In sum, advertisers and ad-agents make ad-decisions, they should consider legal rules in order to avoid hurting consumers' rights as their priority consideration.

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附件：出席國際學術會議心得報告及發表之論文各一份

行政院國家科學委員會補助國內專家學者出席國際學術會議報告

98 年 07 月 12 日

報告人姓名	黃慶源	服務機構 及職稱	行銷管理系
時間 會議 地點	自 2009 年 07 月 08 日至 2009 年 07 月 11 日 希臘雅典（國家／城市）	本會核定 補助文號	臺會綜二字第○九七○○三四六九二號 (97.06.24)
會議 名稱	(中文)2009 社會科學國際研討會 (英文) Forth International Conference on Interdisciplinary Social Sciences(簡稱 <i>Social Sciences Conference 2009</i>)		
發表 論文 題目	(中文)廣告主與廣告代理人廣告倫理決策模式之行為意向 (英文) Behavioral Intentions Between Advertiser and the Advertising Agencies: The Advertising Ethical Decision Making Model		

報告內容應包括下列各項：

一、 參加會議經過

Social Sciences Conference 2009 共有來自 31 個國家 299 篇論文發表，研討會在雅典大學開幕由美國 Common Ground 出版社之 Bill Cope 及終身學習秘書長之 Konstantinos Kouskoukis 主持開幕，Plenary Session 則分別由雅典大學 Alexandros-Andreas Kyrtis 與美國伊利諾大學 Mary Kalantzis 擔任 Plenary Speakers。該研討會 Parallel Sessions 移至 1st Unified Experimental Lyceum of Athens 舉行時間四天依不同領域分 11 個 sessions 舉行。本人發表之論文題目「Behavioral Intentions Between Advertiser and the Advertising Agencies: The Advertising Ethical Decision Making Model」原先被安排於 7/10 16:25-16:55 Room11 發表開，因台灣無直航飛機因應轉機航程需求於研討會報到時臨時請求更改議程至 7/8 12:30-13:00 Room10 12:25-12:55 發表，發表時間 30 分鐘。

二、 與會心得

發表中有來自美國及馬來西亞等國來自不同學校的六位學者參與討論。參與討論的學者對倫理決策與道德規範的操作行定義提出不同的見解，提供給本人後續研究很好的建議。他們也都相當認同整個研究創意與學術價值。此次研討會提供給本人很好的學術國際交流經驗，對未來的學術研究發展亦有很好的注意與啟迪。增加本國及本校學術國際化之能見度

三、 考察參觀活動(無是項活動者省略)

本次行程並無參加考察參觀活動

四、 建議

參加此研討會活動本人發覺主辦單位 Interdisciplinary Social Sciences & University of Athens & University of Illinois at Urbana-Champaign 委託美國 Common Ground 出版社行政效率不彰，開幕式可能受限於事前規劃不當還是場地限制因素，報到會場混亂且多數學者都無法入場聆聽。研討會開會前二週所請求協助答應更改的場次都未能履行更改，信件一直轉來轉去，公告的各項訊息錯誤百出，會場更改及小組討論的場地都不盡完善。導致開幕當天報到人數大排長龍，要求調整場次的人也非常多，分組報告會場也沒有專屬工作人員協助，只提供單槍並未提供筆記型電腦，使得會場學者間的報告非常不順暢。所以從此研討會的行政管理已影響多數人對主辦單位以及主辦學校，甚至主辦國家皆留下不佳印象。這也給本校未來若要舉辦相關國際研討會必須特別注意。避免原先的一番好意要打學校形象及提升學術地位，卻反之傷害校譽與學術地位。另外，此次研討會雖以英文發表，但因希臘有屬自己的希臘語，多數工作同仁及參與的當地學生，主要語言仍以當地方言為主，確實多了一些隔閡比較無法達到充分溝通。

五、 攜回資料名稱及內容

研討會大會手冊及論文摘要

六、 其他

本次經費支出係由國科會專題計劃(NSC 97 - 2410 - H - 366 - 004 - SSS)出國經費補助 (臺會綜二字第○九七○○三四六九二號(97.06.24))。

Behavioral Intentions between Advertisers and the Advertising Agencies: The Advertising Ethical Decision-making Model

Ching-Yuan HUANG* Lichun CHIANG**

Abstract (ID I09P0237)

Recently the ethical issues regarding advertisement originated from unrealistic advertisements and the raise of the consumers' rights in advertisement businesses. In addition, decision makers in advertising are seemed as the key factor involved in unethical behaviors. Decision-makers and agents in advertising agencies are influenced by individual, situational factors, or business interests caused differently the behavioral models of advertising ethics, and the distinct presentation styles of advertisement. Therefore, this study aims to explore behavioral intentions of decision makers in advertising in terms of the Issue-Contingent Model provided by Jones (1991) as the research theory, and other ethical decision-making models done by Ferrell and Gresham (1985), Treviño (1986) and Ferrell, Gresham, Fraedirch (1989), such as a Contingency Model of ethical decision-making in a marketing organization, and the Situational-Individual Model. In understanding different viewpoints of ethical decision-making models, these models are established based on four factors originated from Rest's (1986) ethical decision-making model: ethical perceptions, ethical judgments, ethical intention and ethical behaviors. This research model applies Jones' (1991) ethical decision-making model associated with the mentioned models to construct the reliability and validity of the integrated model so-called as "the Behavioral Intention of Advertising Ethical Decision-Making", the model tries to explore the effects of the factors, including Moral Intensity, Individual Factors (i.e., Moral Philosophy, and Personal Value) and Organizational Factors (i.e., Ethical Code and Ethical Climates) on the advertising ethical decision makings of the advertisers. The results are expected to explain the relationships among the factors in decision making.

Keywords : Advertising Ethics, Ethical Decision-Making Model, Issue-Contingent Model, Advertiser.

Introduction

In globalization coming, the competition among businesses has been gradually keen. Businesses have to promote the sales program to attract the consumers at the pursuit of maximum benefits and creative famous trademarks. Upon the raise of consumer's consciousness, consumers have doubts regarding marketing activities realized by businesses, such as unreal advertisement, bribery, price collusion, cheating and hiding information in the sale process. These consumer's rights are scarified because of business benefits or goals (Chou, et. al., 2000).

In the current time, the media reported consumer's rights damaged because of unreal advertisements. According to the laws and statistics of fair trade violation—violation of unjust competition behaviors reported by the Fair Trade Commission (FTC), Executive Yuan, Taiwan (2006), the total amount of Ad-cases regarding counterfeiting, the damage of business reputation, cheating and unreal advertisement and so on is 1870 cases from January, 1992 to February, 2006; especially, the total cases concerning unreal advertisement and misleading advertisement is 1016 (54%). Upon the violation of advertisement reported from the Department of Health in the Executive Yuan, Taiwan (2005), there were 344 cases of illegal advertisement in August and September, 2004, including 13 cases of Medicare, 109 cases of food advertisement, 122 cases of Chinese medicine, 32 cases of western medicine, 29 cases of cosmetics and 28 other cases. In these commercials, 73% of violated TV advertisements were broadcasted in TV programs. One of five TV programmed products was deceptive commercials, and the most popular violating commercials are cosmetics, body slimming and sexual function.

Why are unreal advertisements pervasive in mass media? The main reason is that the purpose of advertisements is usually applied to marketing publicity; in addition, advertisers (i.e. producers,

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importers and marketing ad-mangers) and ad-agencies (i.e. ad-programmers, ad-producers and advertising staffs) are influenced by individual and organizational factors or the consideration of business benefits, therefore, they show different advertising ethics in their decision-making behavioral models which may affect the presentation and effect of advertising styles. Upon the mentioned illustrations, the flooding of unreal advertisement, the maintenance of consumer's rights and security problems become essential issues in discussing advertising ethics. Furthermore, the main research motivation in this study is to explore the factors influencing the behavioral intention of advertisers and ad-agencies in the decision-making model. The research purposes in the study are to examine the influential factors when advertisers and ad-agencies make advertising ethics decisions, and to understand the relationships among these influential factors.

This research is a quantitative study. This study proceeds as follows: Section **Two** reviews the theoretical arguments and some existing findings related to advertising ethics, such as definitions and decision-making models. Section **Three** illustrates the research design, including research model and hypotheses, research methods (i.e. sampling and measurement). Section **Four** presents the data analyses and hypotheses testing results. Section **Five** discusses our research findings, and finally, Section **Six** draws conclusions and provides suggestions to strengthen advertiser's intention of advertising ethics.

Research Theoretical Background

Definition of Advertising Ethics

Marketing or advertising any product carries with them strong ethical responsibilities. Products like tobacco, alcohol, and firearms, have been identified as posing additional, special ethical challenges for marketers and advertisers or ad-agencies (Coyne & Traflet, 2008). The NYSE's (*New York Stock Exchange*) current guidelines concerning member firm marketing, embodied in the NYSE Constitution, are basically prohibitive in character, focusing on what constitutes unethical marketing. For instance, Rule 472, "Communications with the Public," states in part no member or member organization shall utilize any communication which contains (1) any untrue statement or omission of a material fact or is otherwise false or misleading; or (2) promises specific results, exaggerated or unwarranted claims; or (3) opinions for which there is no reasonable basis; or (4) projections or forecasts which are not clearly labeled as forecasts. (NYSE Constitution, Rule 472 (1) 2006)

What is "advertising ethics"? Beltramini (1999, 2003) pointed out that advertising ethics is a debatable and contradictory term, for example, public secret, beautiful as ugly and natural show. Geoffrey (1971) provided four principals of advertising ethics as beneficence, nonmaleficence (don't harm), nondeception and nondiscrimination. Susan Tai (1999) defined unethical advertising as those advertisements having potentially harmful effects for society. A variety of ethical criticisms in advertising can be divided into the following categories: deceptive advertising, manipulative advertising, subliminal advertising, stereotyping, fear appeal, sexual advertising and misleading advertising (Shimp, 1993).

Advertisers and advertising agencies should be aware that advertisements may lead to negative effects on their brands or products. Hyman, Tansey and Clark (1994) provided seven important issues related to advertising ethics such as deceptive advertising, children advertising, tobacco advertising, alcohol advertising, political advertising, racial discrimination advertising and sexual advertising. In addition to these seven issues, Lee and Shin (1999) offered children and minority advertising, exaggerated languages and sexual content inside advertisings. According to the mentioned illustrations, the definition of advertising ethics used in this study is that by using the certain media to advertise the product, the primary consideration of advertising should be not to damage consumer's rights with the value judgment pervasively accepted by the society and the 21st article of the law of fair trade (misleading and unreal advertisings) provided by FTC as advertising criteria.

At the past time, literature related to advertising ethics has focused on induced ad, professional services ad, political issues ad, debated products ad (i.e. cigarette and alcohol drinking), ad for children, purposed ad (i.e for aged people) and fear appeals ad and sexual appeal ad (Zinkhan, 1994; Hyman et al., 1994; Nebenzahl & Jaffe, 1998; Shaver, 2003). In fact, ethics, law and market responses should be considered into different advertising contents (Hyman, 1990; Pierce, Gilpin, Burns, Whalen, Rosbrook, Shopland, & Johnson, 1990; LaTour & Hawthorne, 1994). Different types of advertising may have distinct ethical debates, therefore, ad-agents' ad-decisions making is very important. But, it

is obvious that the researches are less focused on the empirical analysis related to advertisers and ad-agents ethical decision-making. Moreover, this study aims to apply ethical decision-making model to explore the influential factors in affecting advertisers and ad-agents ad-decisions.

Ethical decision-making model

Unethical behaviors occur possibly because of individual behaviors influenced by personal factors, such as individual value-judgment and morality, social environment or organizational climate which influence individual code of conducts. Ferrell and Gresham (1985) provided ‘a contingency model of ethical decision making in a marketing organization’ concerning social, cultural, individual and occupational factors; Treviño (1986) used ‘the situational-individual model’ focusing on ethical dilemma confronted by decision makers; Hunt and Vitell (1986) offered a ‘general theory of marketing ethics’ regarding advertisers’ moral judgments; Bommer, Gravander and Tuttle (1987) used the behavioral model of ethical/unethical decision making to categorize unethical behaviors such as social environment), legal/governmental environment, personal environment, professional environment, work environment and individual attributes; Ferrell, et al. (1989) provided a synthesis of ethical decision models for marketing; Ethical Decision Making in Marketing is provided by Dubinsky and Loken (1989).

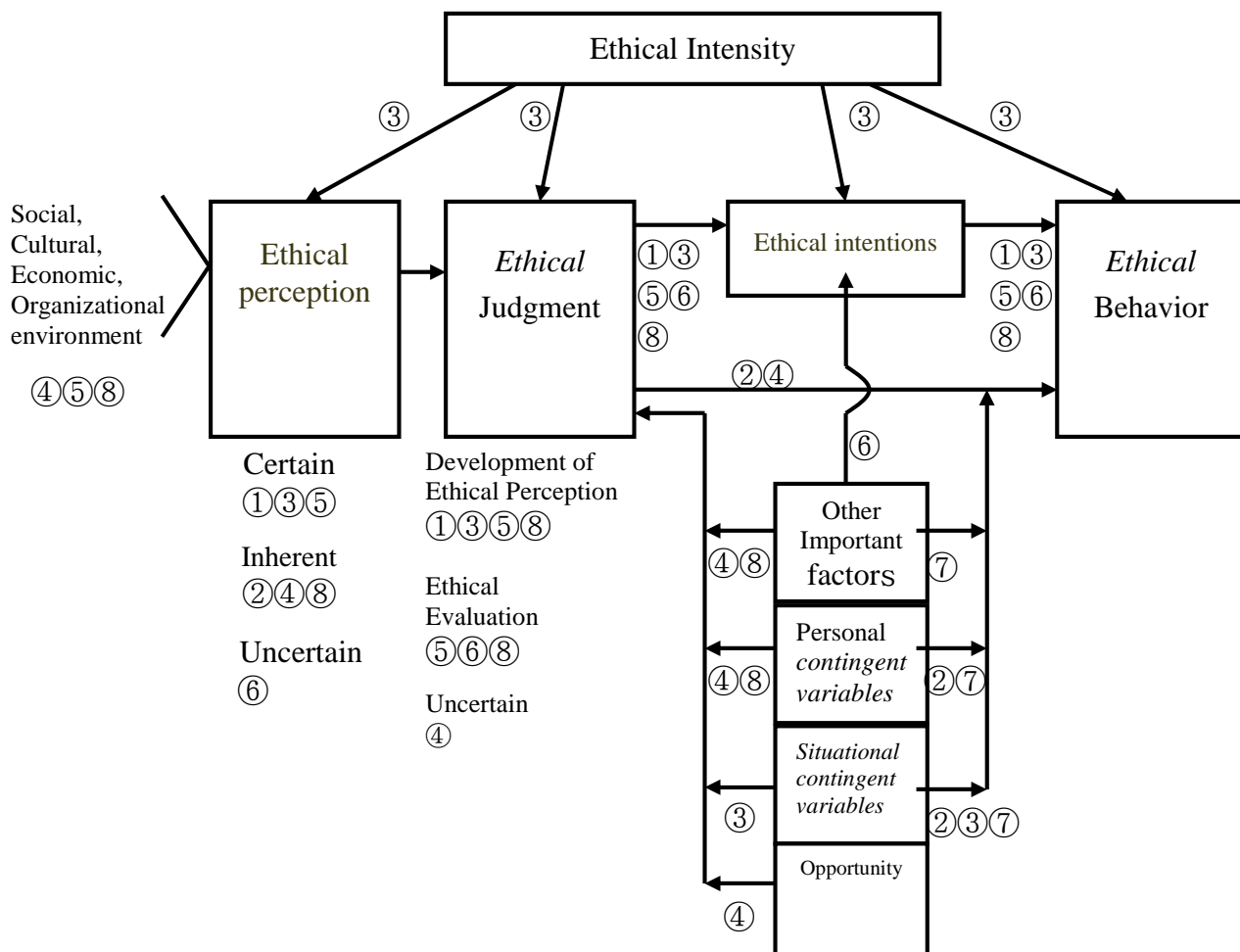


Figure 1 The Integrated Model of Behavioral Intentions of Ethical Decision-Making
Resource: Research Structure done by authors based on the eight mentioned researchers (See Notes).

In sum, the above mentioned models are based on Rest’s (1986) ethical decision model including moral (ethical) perception, moral (ethical) judgment, moral (ethical) intention and moral (ethical) behaviors. This study uses Jones (1991) ethical decision model as research foundation associated with Ferrell and Gresham, 1985; Hunt and Vitell, 1986; Rest, 1986; Treviño, 1986; Bommer, et al., 1987; Dubinsky and Loke, 1989; Ferrell, et al., 1989 to develop the integrated research model as Fig. 1.

Research Method

Research Variables and Research Structure

According to literature review and Jones (1991) providing influential factors, the research variables are divided into three categories such as individual factors, organizational factors and moral

intensity, and refers O’Fallon and Butterfield’s (2005) meta-analysis selected 174 journals from 1996 to 2003. The research structure is designed as Fig. 2 according the above mentioned variables.

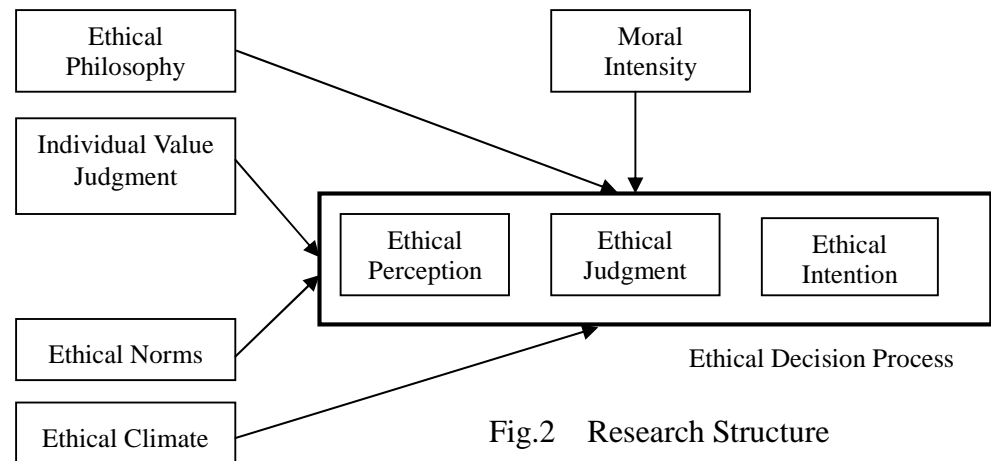


Fig.2 Research Structure

Research Hypotheses

According to Fig. 2, the hypotheses are mentioned as follows:

- H₁ : In ethical scenario A, moral intensity, ethical philosophy, individual value judgment, ethical norms, ethical climate and ethical decision process have positive relationships.
- H₂ : In ethical scenario B, moral intensity, ethical philosophy, individual value judgment, ethical norms, ethical climate and ethical decision process have positive relationships.
- H₃ : In ethical scenario A, moral intensity, individual factors, organizational factors have positive relationships with ethical decision process.
- H₄ : In ethical scenario B, moral intensity, individual factors, organizational factors have positive relationships with ethical decision process.

Questionnaires Design

Questionnaires in this study are divided into three parts: (1) to apply virtual scenario as evaluation tool, each scenario has implied moral/ethical problem in behavioral description. This part has 9 questions including ethical; perception, ethical judgment, ethical intention and ethical intensity. (2) the part 2 includes individual ethical philosophy, individual value judgment, ethical norms, ethical climate. (3) the part 3 is related to demographic data such as gender, education.

The virtual scenarios are designed according to Hunt and Vitell (1986) , Lund (2000), Larkin (2000), Singhapakdi, Marta & Rallapalli (2000), Singhapakdi, Karande, Rao & Vitell (2001), Honeycutt, Glassman, Zugelder & Karande (2001), Nonis & Swift (2001), Volkema & Fleury (2002), Razzaque & Hwee (2002), Wu (2003), Barnett & Valentine (2004).

Scenario A: Unreal Advertisement

A is a director of the certain marketing department. The company provided a new product A which a given function has been tested and proved well, but another has not been test yet and expected to have a certain function. The advertising company suggests the director A to emphasize these two functions in advertisement to increase sale numbers. The company has not earned money for a long time; therefore, the director A decides to accept the suggestion from the adverting company.

Scenario B: Misleading advertisement

Chen is a advertising programmer in a certain advertising company. The boss asks him to produce a advertisement of a product B. This product B has negative and positive images. Chen emphasizes the product B with the positive image to increase the sale rate and improve his ability, but he does not release the negative information of the product B caused physical damage.

Research Sampling and Statistic Method

The research sampling selected from Brainstorm magazine in 2006 reported 500 outstanding advertisers in 2005 and 36 famous companies in 2005 ad-agents. In addition, the sampling via the Internet is collected 196 members from the Taipei ad-agents association and 38 members from the Kaoshiung ad-agents association. The questionnaires are sent to them by mail or email. The data analysis is applied SPSS 10.1, LISREL8.72 and SEM from Jöreskog and Sörbom (1996).

Research Results

Demographic Data

The questionnaires are mailed to 500 advertisers and 450 ad-agents. The returned cases are 191 advertisers (38.2%) and 114 ad-agents (25.3 %). According to the research results, in terms of gender, there are 51.5.0% of male and 48.5% female advertisers. By age, most of participants are 31~40 years old (37.4%); by education, 37.0% of participants have had college degree; by religion, 48.9% of participants do not have religions whereas 51.1% have religion. (See Table 1)

Table 1 Demographic Data

Terms	Contents	N	%
Gender	Male	157	51.5
	Female	148	48.5
Age	Under 30yrs	109	35.7
	31-40yrs	114	37.4
	41-50yrs	55	18.0
	Over 51yrs	27	8.9
Education	Under high school	73	23.9
	College	113	37.0
	Undergraduate	99	32.5
	Graduate	20	6.6
Marriage	Single	120	39.3
	Married	185	60.7
Religion	None	149	48.9
	Yes	156	51.1
Tenure	5yrs	172	56.4
	6-10yrs	57	18.7
	11-15yrs	29	9.5
	16-20yrs	24	7.9
	Over 21yrs	23	7.5

According to virtual scenario A, the results in Table 2 shows unethical situation; therefore, reliability in the dimension of ethical decision and moral intensity is over .70 ($\alpha \geq .78$ & .76); the reliability of the additional dimensions is over .80.

According to Table 2, most of ad-agents are oriented toward idealism (5.95), that is, their behaviors are upon to general ethical norms, but not their individual subjective judgments. In terms of individual value judgment, happiness and compromise (6.06), helping people (5.89) and achievement and life (5.89) are the most important in ordinary lives. Perceptions of ethical norms (5.38), execution of ethical norms (5.23) are important in the dimension of ethical norms. In the dimension of ethical climate, legal orientation (5.60) is more important, that is, most of participants consider observing law more than organizational benefits (4.27) and individual interests (4.18).

Table 2 Mean, SD and Reliability in all dimensions

Dimensions	Mean	SD	Cronbach (α)
Ethical decision process ^a	5.40	1.06	0.81
Ethical intensity	5.31	1.04	0.81
Ethical decision process ^b	5.53	1.19	0.78
Moral intensity	5.57	1.13	0.76
Ethical philosophy			
Idealism	5.95	0.87	0.83
Relativism	3.98	1.37	0.86
Individual value judgment			
Responsibility	5.71	0.78	0.83
Happiness	6.06	0.73	0.83
Achievement/life	5.89	0.76	0.83
Equality	5.67	0.85	0.83
Intelligence	5.74	0.84	0.82
Helping people	5.89	0.80	0.83
Self-dignity	5.83	0.78	0.83
Ethical Norms			
Perception of ethical norms	5.38	1.00	0.83
Execution of ethical	5.23	1.11	0.83

norms			
Ethical climate			
Legal orientation	5.60	0.89	0.83
Caring orientation	5.14	1.04	0.83
Independent Judgment	4.40	1.27	0.84
Organizational benefits	4.27	1.22	0.84
Individual Interest	4.18	1.50	0.87

註：^a is virtual scenario A; ^b is virtual scenario B.

According to Table 3, in virtual scenario A the relationship between ethical decision process and moral intensity has highest correlation (0.666), but that between ethical decision process and ethic climate does not have correlation (0.059). Therefore, H₁ is rejected. In virtual scenario B the relationship between ethical decision process and moral intensity has highest correlation (0.831), but that between ethical decision process and ethic climate, moral intensity and ethic climate have lowest correlation (0.142 & 0.209), but have significance. Therefore, H₂ is proved.

Table 3 Analysis of Virtual Scenario A

	Ethical Decision	Moral Intensity	Ethical Philosophy	Value Judgment	Ethical Norms
Moral intensity	0.666** 305				
Ethical Philosophy	0.220** 305	0.265** 305			
Value Judgment	0.345** 305	0.388** 305	0.340** 305		
Ethical Norms	0.271** 305	0.310** 305	0.307** 305	0.431** 305	
Ethical climate	0.059 305	0.155** 305	0.229** 305	0.317** 305	0.459** 305

Note: ** is $p < 0.01$.

Table 4 Analysis of Virtual Scenario B

	Ethical Decision	Moral Intensity	Ethical Philosophy	Value Judgment	Ethical Norms
Moral intensity	0.831** 305				
Ethical Philosophy	0.234** 305	0.273** 305			
Value Judgment	0.394** 305	0.450** 305	0.340** 305		
Ethical Norms	0.331** 305	0.349** 305	0.307** 305	0.431** 305	
Ethical climate	0.142* 305	0.209* 305	0.229** 305	0.317** 305	0.459** 305

Note: * is $p < 0.05$; ** is $p < 0.01$.

Upon to H₁ and H₂, individual value judgments and ethic decision process have positive and significant correlations, as Morris, Marks, Allen and Peery (1996) did. Moral intensity and ethic decision process are positive and significant, as Singhapakdi, Vitell and Franke (1999), Butterfield, Treviño and Weaver (2000), Barnett and Valentine (2004), Paolillo and Vitell (2002) and May and Pauli (2002) have done.

The research uses SEM to test H₃ and H₄. According to Fig. 3, in virtual scenario A (unreal advertisement), moral intensity has an significant effect on ethical decision process ($\beta=0.83$) whereas other variables do not have significant effects on ethical decision process. According to Fig.4, in virtual scenario B (misleading advertisement), only moral intensity has significant effect on ethical decision process ($\beta=0.95$). Ethical philosophy, norms and climate has negative relationship with ethical decision process, but not significant. Therefore, individual ethic philosophy does not influence his/her ethic decision process, but moral intensity can influence ethic decision process, as Chou (2000),

Lien (2002), Butterfield et al. (2000), Shafer, Morris and Ketchand (2001) and Barnett (2001) have done.

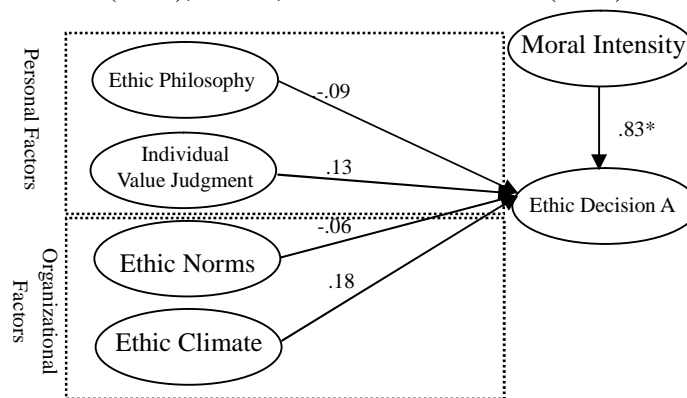


Fig. 3 The ethical decision Model of virtual scenario A (Unreal Advertisement)

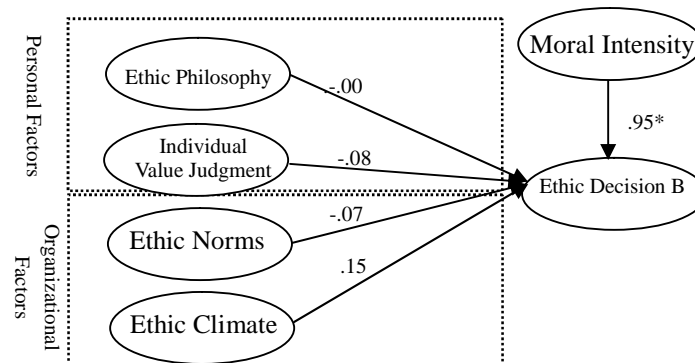


Fig. 4 The ethical decision Model of virtual scenario B (Misleading Advertisement)

Conclusion

Upon the research results, the factors which can influence ad-agents' and advertisers' ethical decision process are ethical philosophy and individual value judgment such as ethical norms, ethical climate in the organizational factors. When advertisers and ad-agents confront different situation, moral intensity and ethical decision show significant effects. In addition, unethical degree in virtual scenario A is lower than that in virtual scenario B; therefore, the effect of moral intensity on ethical decision is more significant (.95 > .83).

In fact, individual factors have limited influences on the ethical decision process of advertisers and ad-agents, that is, their decision-making is dependent on moral intensity in different situations. Therefore, when unethical advertisements have been gradually notice in public, the government has to punish the companies sent unreal and misleading advertisements. In addition, the consumers foundation and consumers protection committee have to irregularly check unreal advertisement to protect consumers' rights. In sum, advertisers and ad-agents make ad-decisions, they should consider legal rules in order to avoid hurting consumers' rights as their priority consideration.

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