

研究論文

## 不同關係類型下收送視角 對禮品廣告效果的影響

董小雪、林升棟、吳瓊麟

### 摘要

贈禮是中國人建立、維護和深化關係的一項重要手段，並由此催生了一個巨大的禮品消費市場。中國人在處理人際關係時根據差序格局將關係分為情感性關係、混合關係和工具性關係，電視上出現的禮品廣告有送禮者、收禮者和送收雙方三種視角。本文採用實驗法研究關係類型和訴求視角對禮品廣告效果的影響，實驗一採用被試間設計，實驗對象為大學生，發現關係類型對被試的廣告態度、品牌態度及購買意願有主效應。送禮給父母和朋友的禮品廣告評價顯著優於送給領導的禮品廣告。實驗二採用被試間和被試內混合設計，實驗對象為工作後的成年人，每個被試同時觀看一種關係類型下三種不同訴求

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視角的廣告並比較打分，發現不僅關係類型有主效應，人物訴求視角也有顯著的主效應，而且二者間有交互效應。送收雙方的訴求視角最有利於呈現禮品的遞情目標，而且在情感性送禮動機下，會更明顯表現出這種雙邊視角的優越性。相關的理論與實踐意義都在本文做了討論。

關鍵詞：禮品廣告、關係類型、訴求視角、動機

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Research Article

## The Influence of Different *Guanxi* between Gift Giver and Recipient and Appeal Mode on Gift Advertising Persuasion

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### Abstract

Gift giving plays a vital role in building, maintaining, and deepening interpersonal relationships in China, which has created a huge gift market. According to the differential mode of association, *guanxi* includes emotional relations, instrumental relations, and mixed relations. Three kinds of appeal modes are used in Chinese TV commercials: giver appeal, recipient appeal, and giver-recipient appeal. Experiments are conducted to examine the effects of different forms of *guanxi* and appeal modes on gift advertising persuasion. Experiment 1 adopts a between-subjects design and uses undergraduates as subjects. The findings showed that the type of *guanxi* had a significant effect on advertising evaluation, brand evaluation, and purchase intention. Ads that targeted parents and friends were much better than those targeting bosses or superiors. Experiment 2 adopts a between- and within-subject mixed design and uses adults as subjects. The findings showed that both the *guanxi* type and the appeal mode had significant effects on advertising persuasion. Furthermore,

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both independent variables had significant or marginally significant interactions. The appeal mode with the presence of both sides was the best in evoking emotions. Compared to instrumental motivation, the both-sides appeal was much better than the one-side appeal in motivating emotional responses to the ads. The theoretical and practical implications of the results are discussed.

**Keywords:** gift-giving ads, *guanxi*, appeal mode, motivation

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