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名人代言会影响旅游者的目的地态度吗?——基于名人-目的地匹配度和个人卷入度的实验研究

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Influence of Celebrity Endorsements on Attitudes toward Chinese Tourist Destinations? Based on Celebrity-destination Match and Personal Involvement

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摘要

通过实验研究考察了名人-目的地匹配度和被试的个人卷入度对目的地态度的影响。自变量1为个人卷入度, 设置为高、低两个水平, 同时为了与无名人代言情况相比较, 将自变量2命名为代言情况, 设置名人与目的地匹配、不匹配及无名人代言3个水平。结果表明: 匹配、不匹配和无名人代言3种情况的目的地态度在低个人卷入条件下均有显著差异, 而在高个人卷入条件下, 以上3种情况的目的地态度并没发生显著变化。简单效应检验进一步显示: 不匹配和无名人代言两种情形下, 高卷入者比低卷入者的目的地态度更积极, 而在名人与目的地匹配时, 高、低卷入者的目的地态度无显著差异。文章还讨论了以上结论对目的地名人代言策略的相关启示以及未来研究的方向。

关键词: 名人代言, 匹配度, 个人卷入度, 目的地态度

Abstract:

Tourist destinations in China increasingly are seeking to enhance their publicity efforts through the use of endorsements by Chinese celebrities. We examined whether the attitudes of target audiences toward a destination will change when a celebrity is employed for advertising purposes; and if such changes occur, we sought to find out what specifically they are. Compared with this increasing practice in marketing, the study of the effect of celebrity endorsements is still in its infancy. Existing studies place great emphasis on the impacts a celebrity's personal attributes have on the target audience's reaction toward the advertising (e.g., attitude toward the advertisement, attitude toward destination, and intent to visit), and ignore other important factors that may influence the effects of celebrity endorsements, such as celebrity-destination match and the degree of personal involvement. The audience has during information processing concerning the endorsement.

This paper attempts to provide an initial exploration of the effect of levels of celebrity-destination match and personal involvement on tourists' attitudes toward destinations. We used a 2 (personal involvement: high or low) × 3 (endorsement type: match-up, mismatch, or no endorser) between-subjects design. The results showed that the study subjects' attitudes toward destinations when they had a low level of involvement significantly differed among the match-up, mismatch, and no-endorser scenarios. Specifically, with low involvement, when the celebrity and destination matched, attitudes were significantly better than those in the no-endorser scenario, and attitudes in the no-endorser scenario were significantly better than in the mismatch scenario. In comparison, attitudes when there was high involvement did not differ significantly among the three scenarios. The result of a simple effects test also implied both attitudes (when there was high personal involvement in the match-up and no-endorser scenarios) were significantly better than those when there was low involvement; while in the mismatch scenario, there were no significant differences between attitudes when there was both high and low personal involvement.

These results have theoretical and practical implications. From a theoretical standpoint, we examined the validity of the Elaboration Likelihood Model in a destination celebrity endorsement scenario by analyzing the effects of both celebrity-destination match and personal involvement on tourists' attitudes, and showed that the perspective of the match-up hypothesis holds up under the low-involvement scenario. From a marketing standpoint, we suggest that the destination marketing organization (DMO) conduct a survey to understand which celebrity attributes (e.g., age, sex, profession, personality, reputation) affect audiences' perceptions of the level of the match between celebrity and destination. The DMO can then determine who are the more ideal endorsers and design its promotional efforts accordingly. More fundamentally, to improve marketing outcomes, it is important to ensure a coordinated relationship among celebrity attributes, destination image positioning, and tourists' interests. Finally, considering that an undesired destination image evolution may occur because of the different channels through which tourists receive information, the DMO should integrate different marketing channels to ensure that the information delivered through them transmits the same image signal.

Key words: celebrity endorsement levels of match personal involvement tourist destination attitudes

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