

Abstract of thesis entitled (English):

The current study employed Heuristic-Systematic Model (HSM) and Social Judgment Theory (SJT) in understanding persuasion by strongly favorable transport reliability statistics (99.9% on time) in the case of a public transport corporation. First, both positive and negative heuristic processing employed when judging the strongly favorable reliability statistics was measured. It was hypothesized that positive and negative heuristic processing was positively and negatively related to favorable change in perceived reliability and general attitude (in terms of service and value for money) towards the transport corporation respectively. Second, according to HSM, message recipients who were more involved with the transport corporation were hypothesized to engage more in systematic processing. In turn, the effect of systematic processing on favorable attitude change was explored in this study. Third, according to SJT, the amount of assimilation or contrast was determined by two factors: 1) whether the strongly favorable reliability statistics fell on one's latitude of acceptance or rejection and 2) the discrepancy between the reliability statistics one thought the corporation achieved (own attitude) and that advocated in the message (message position). In turn, the amount of assimilation and contrast was hypothesized to relate positively and negatively to favorable attitude change respectively. Results indicated that favorable change in perceived reliability was only significantly predicted by discrepancy between one's own attitude and the message position. However, opposite to the proposition of SJT, the result of structural equation model showed that message recipients had more favorable change in perceived reliability when the discrepancy increased regardless of whether assimilation or contrast was induced (whether the strongly favorable reliability statistics fell on one latitude of acceptance or contrast). On the other hand, positive heuristic processing and favorable change in

perceived reliability could predict both favorable change in perceived service quality and value for money, while the former was shown to be a stronger predictor for both dependent variables. This supported the important role played by positive heuristic processing. Speculations for the present results, implication for practitioners, and limitation of the study were discussed.

Submitted by WONG sze-ka

for the degree of Master of Philosophy in Industrial-Organizational Psychology

at The Chinese University of Hong Kong in September 2007

Abstract of thesis entitled (Chinese):

這研究運用了法則性與系統化的訊息處理模式(Heuristic-Systematic Model)與社會評斷理論(Social Judgment Theory)去理解當顧客閱讀一家公共交通機構的非常高的交通準時數據(99.9%的準時程度)後的看法。首先，本研究量度了顧客閱讀交通準時數據時正反兩面的法則性訊息處理(heuristic processing)，並假定運用較多正面的法則性訊息處理的顧客會對該機構的準時程度和整體看法(服務和整和物有所值兩方面)變得愈好，而運用較多反面法則性訊息處理的顧客對該機構的看法會變得愈差。第二，跟據法則性與系統化的訊息的處理模式(Heuristic-Systematic Model)，對該機構愈有關聯(involve)的顧客在閱讀交通準時數據時會運用較多的系統化訊息的處理模式(systematic processing)。我們繼而探討系統化訊息的處理模式(systematic processing)如何影響顧客對該機構的看法。第三，跟據社會評斷理論(Social Judgment Theory)，顧客閱讀交通準時數據後會出現多少同化(assimilation)或反差(contrast)是基於兩項因素: 1)非常高的交通準時數據位於顧客的接受區域(latitude of acceptance)或否決區域(latitude of rejection)和，2) 信息中的交通準時數據和顧客自己認為該公司達到的準時程度的差異。顧客的同化(assimilation)程度愈高，對該機構的看法會變得愈好。相反，反差(contrast)程度愈高，對該機構的看法會變得愈差。跟據研究結果，只有信息中的交通準時數據和顧客自己認為該公司達到的準時程度的差異能夠與顧客對該機構的準時程度看法產生顯著的關係。可是，與社會評斷理論(Social Judgment Theory)相反，本研究發現無論顧客在閱讀交通準時數據後是出現同化(assimilation)或反差(contrast)(取決於究竟非常高的交通準時數據位於顧客的接受區域或否決區域)，只要信息中的交通準時數據和顧客自己認為該公司達到的準時程度的差異愈大，顧客對該機構的準時程度看法便會變得愈好。另外，研究結果顯示當顧客使用愈多正面的法則性訊息處理(positive heuristic processing)或對該機構的準時程度看法變好時其對該機構的服務和物有所值的看法皆會變好。當中以正面的法則性訊息處理(positive heuristic

processing)更能影響顧客對該機構的服務和物有所值的看法。這證明了正面的法則性訊息處理(positive heuristic processing)的重要性。最後，我們探討了本研究結果的原因、對機構的啓示、以及此研究的不足之處。

Submitted by WONG sze-ka

for the degree of Master of Philosophy in Industrial-Organizational Psychology

at The Chinese University of Hong Kong in September 2007