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懷舊訴求廣告與產品對高齡者產品評估的探討

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本研究具有政策應用參考價值：否 是，建議提供機關衛生福利部
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本研究具影響公共利益之重大發現：否 是

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中文摘要：學術界已經有許多文章探討懷舊訴求對消費者的情緒、態度與行為的影響。然而，令人訝異的是，居然很少文章檢視懷舊訴求對高齡者的影響。根據國發會的數據顯示，臺灣老年人口的占比在2018年已經超過百分之十四，這也表示臺灣正式邁入高齡社會。高齡者處於人生的後期階段，他們也常常會緬懷過去的種種事蹟。而且，他們也更有可能是藉由消費懷舊商品來讓他們連結到過去年輕歲月的回憶，品味過去美好的時光。本研究因此想探究此一重要且有趣的議題，並透過實驗設計來探討當高齡者面對懷舊訴求的廣告與產品時，其廣告評估與產品選擇行為背後的機制。實驗結果發現，懷舊訴求廣告的說服效果會明顯高於非懷舊訴求廣告。這是因為懷舊訴求廣告會引發高齡者的懷舊想法與情緒，並將他們連結到過去美好的時光，此舉會導致對廣告有較好的評估。本研究更進一步發現高齡者的自評健康狀態與快樂程度會對懷舊訴求與產品評估行為產生調節效果。最後本研究提供的研究成果希望供後續研究與實務界參考。

中文關鍵詞：高齡者、懷舊訴求、產品評估、自評健康狀態、快樂程度

英文摘要：Much research has investigated the effects of nostalgia on individuals' feelings, attitude and behavior. However, surprisingly, little academic research has been done to examine the nostalgic effects toward older adults. The proportion of older people in Taiwan has reached 14% in 2018, which make Taiwan an "aged society". Older adults locate in the later stages of their life course, and often recall the life of the past. They are more likely to try to stay connected with their "old good days" by consuming nostalgic products, which may bring to them the great memories and positive emotions. Therefore, it is vital to investigate the effects of nostalgic ads and products on older adults' product evaluation and the purchase intention. The present research aims at exploring the underlying mechanisms how older adults respond to nostalgic appeals when they evaluate food products. In addition, intrinsic factors are also incorporated to discuss their effects on the relationship between nostalgic appeals and older adults' food product evaluation. The results of the present research reveal that older adults evaluate ads more favorably with nostalgic appeals than those without nostalgic appeals because it evokes nostalgic thoughts and feelings linked with the "good old days," which result in favorable advertising evaluation. In addition, the results also show that older adults' self-rated health status, level of happiness moderate the relationship between nostalgic appeals and older adults' food product evaluation. By revealing the findings, the results of this research could be beneficial to both academic and practical implications.

英文關鍵詞：older adults; nostalgic appeals; product evaluation; self-rated health status; happiness

The effects of nostalgic appeals in advertising on older adults' food product evaluation

Introduction

Nostalgia is defined as a sentimental longing for the past (Wildschut, Sedikides, Arndt, & Routledge, 2006), which refers to a personally experienced and valued past (Sedikides, Wildschut, and Baden 2004; Sedikides et al. 2006; Zauberger, Ratner, and Kim 2009). Researchers have also noted that nostalgia is experienced when one reminisces about positive events in the past that are unlikely to reoccur. (Huang, Huang, & Wyer Jr., 2016).

Nostalgia has been found to serve a variety of functions. It can induce feelings of being loved and protected (Juhl et al. 2010) and thus can counteract feelings of loneliness (Wildschut et al. 2006; Zhou et al. 2008). In addition, it can increase prosocial behavior (Zhou et al. 2012) and decrease antisocial acts (Turner et al. 2013). The increase in social connectedness induced by nostalgia can also enhance self-esteem (Baldwin & Landau 2014) and optimism about the future (Cheung et al. 2013). Moreover, nostalgia weakens their desire for money (Lasaleta, Sedikides, & Vohs, 2014) and increases charitable intentions (Zhou, Wildschut, Sedikides, Shi, & Feng, 2012). As such, a great body of literature has revealed that nostalgia has significant and positive influences on people's psychological and behavioral outcomes.

With the rise of nostalgia in popular culture, marketing research has focused on defining, categorizing, measuring, and analyzing this construct in an effort to fully understand how nostalgia influences consumer behavior (e.g., Marchegiani & Phau, 2013a; Merchant, Ford, Dianoux, & Herrmann, 2016; Merchant, LaTour, Ford, & Latour, 2013; Muehling & Pascal, 2012). For example, Sierra and McQuitty (2007) explored why consumers purchase nostalgic products and found that yearning for earlier times and attitudes about the past simultaneously affect consumers' purchase intentions. Regarding the effects of advertising, several studies have demonstrated that ads that invoke nostalgia can influence consumers' thoughts and lead to more favorable responses than non-nostalgic ads (e.g., Chou & Lien, 2010, 2014; Muehling & Pascal, 2011, 2012; Muehling & Sprott, 2004). Muehling et al. (2014) further found that the effect of a nostalgia-themed advertisement on improving brand-focused outcomes (brand attitude and purchase intentions) is more pronounced for consumers with some past personal association with the advertised brand.

A growing body of empirical research suggests that using nostalgic appeals in

ads can improve consumer attitudinal responses. However, to my knowledge there is little research examining the effects of nostalgic appeals in ads on older adults' advertising effectiveness, nor the effects of nostalgia on their food product evaluation. The older adult market in Taiwan as well as in other countries is large and growing. With an increasing growth of senior market, however, marketers only spent 5 percent of their budgets on attracting the older population in 2002 (Business, 2002). With regard to the lack of attention to this market is a result of various factors. Thomas and Wolfe (1995) found that most advertising executives were themselves young and did not consider the aging population to be a significant force. On the other hand, Corlett (1998) believed that the lack of attention to older consumers resulted from marketers' comfort with long-standing marketing strategies targeting the younger consumer. Another factor associated with inattention to older consumers has been the negative stereotypes associated with the elderly. Many businesspersons have feared their products will become linked with such negative stereotypes as old, boring, or senile (Long, 1998; Tunaley et al., 1999). Research has shown that in general, people do hold negative attitudes toward older people. One particular study revealed that older people are viewed as frail, dependent, and psychologically unstable (Cooley et al., 1998). Therefore, it is important to better understand how nostalgia influences older consumers' food product advertising evaluation, and in turn, affects their food product choices.

Literature review

The effects of nostalgic appeals on older adults' food product evaluation

Prior research provides evidence that nostalgia-themed ads induces more favorable attitudes toward the ad and the brand and greater purchase intentions (Muehling et al., 2014; Pascal, Sprott, & Muehling, 2002). Building on the affect transfer theory, scholars explain that the positive emotions generated by the nostalgic ads rub off on the ad and advertised brand, thus resulting in favorable brand choice (Merchant et al., 2013; Muehling & Pascal, 2011; Wildschut et al., 2006). In addition, nostalgic bonding in self-brand relationships explains why nostalgia ads work (Holbrook & Schindler, 2003). Nostalgia elicited by ads increases a consumer's bond with the brand because such nostalgic feelings are directly tied to the self (Holak, Matveev, & Havlena, 2007). When feelings linked to self-brand bonds or connections increase, a consumer's attitudes toward the advertised brand become favorable, which eventually increases purchase intention (Muehling et al., 2014).

Abeyta and Routledge (2016) found that nostalgia is related to the construct of perceived youthfulness, which is highly associated with psychological and physical well-being as well as social connectedness. Their finding revealed that nostalgia

makes older adults feel younger and helps them maintain a youthful view of the self (Abeyta & Routledge, 2016). In line with the previous findings, older adults have positive feelings toward nostalgic ads because it is likely to evoke nostalgic thoughts and feelings linked with the “good old days,” which result in favorable advertising evaluation.

H1: Older adults are more likely to evaluate food products with nostalgic appeals favorably than those without nostalgic appeals

The moderating effects of self-rated health status

An individual's perception of his or her own health, self-rated health, has become the subject of a great deal of interest during the last two decades. This concept focuses on the evaluation of a population's health or health-related quality of life and an individual's wellbeing. Numerous studies report that self-rated health is not only a valid and reliable measure of a population's general health and well-being but also a strong predictor of morbidity, mortality and health service utilization (Alexopoulos & Geitona, 2009; Bryant et al., 2000). Self-rated health is a subjective measure that can be calculated at an individual level (Bowling, 1991; Bruin et al., 1996). It gives an indication of how an individual feel about the condition of his/her own health. If an individual feels good, then it indicates that their health is either perfect or good. If they feel bad, their health is evaluated as either average or bad. Self-rated health is thus an important component of general health and quality of life (Ojanlatva et al., 2006), especially for older adults with higher morbidity prevalence (Steptoe et al. 2015). In fact, self-rated health status has been shown to be a strong predictor of subjective well-being (Fernández-Ballesteros et al. 2001; Lou 2010).

Bultena and Powers (1978) found that reference group comparisons among the elderly were associated with age identity. Their 10-year longitudinal study indicated that one-third of the 269 subjects identified themselves with the middle-aged, although they were over 70 years old at the completion of the study. It is clear that older adults who stay in a good health condition are more likely to perceive themselves as younger than their actual age. However, health problems may limit participant in social activities (Li and Ferraro 2006; Thoits and Hewitt 2001), lead older adults to social disconnectedness and perceived isolation.

Nostalgia can serve a variety of functions. It can motivate social interaction (Holak and Havlena 1998; Vess et al. 2012; Wildschut et al. 2006). Individuals with a chronic tendency to feel nostalgic express more favorable attitudes toward social activities and prefer songs that have a social relationship theme (Batcho 1998). The increase in social connectedness induced by nostalgia can also enhance self-esteem (Baldwin and

Landau 2014) and optimism about the future (Cheung et al. 2013). Furthermore, it can provide a sense of meaning in life (Baldwin, Biernat, and Landau 2015) and can serve as a buffer against threats of mortality salience (Routledge et al. 2008).

The present research investigates how older adults in different self-rated health condition evaluate nostalgic versus non-nostalgic product, it is predicted that older adults in a poor health status may evaluate nostalgic food product more favorably than those in a good health status. It is because older adults in a poor health status may find nostalgic products induce feelings of being loved and protected (Juhl et al. 2010) and thus can counteract feelings of loneliness (Wildschut et al. 2006; Zhou et al. 2008).

H2: An interaction between nostalgic appeals and self-rated health status emerges when older adults evaluate food products: older adults in a poor health status evaluate food products with nostalgic appeals more favorably than those in a good health status. There is no significant difference when they evaluate food products with non-nostalgic appeals.

The moderating effects of happiness

Happiness is considered one of the most important goals of human beings (Diener, Eunkook, Smith, & Shao, 1995; Kesebir & Diener, 2008; Kurtz & Lyubomirsky, 2011). Happiness drives many consumption activities, as people use both their current and expected future happiness as a guide when making different types of decisions (Diener et al., 1995; Kesebir & Diener, 2008; Kurtz & Lyubomirsky, 2011). As happiness is closely related to consumption, marketing scholars have argued that increasing consumers' happiness should lie at the core of marketing activity (Bagozzi & Natarajan, 2000; Natarajan, 2012a, 2012b). Indeed, the topic's popularity in marketing research is on the rise (Bhattacharjee & Mogilner, 2014; Mogilner, Aaker, & Kamvar, 2012), indicating an increase of interest in the topic.

Happiness refers to long-term happiness, which is typically defined as a person's subjective overall evaluation of how good she/he feels his/her life is (Diener, Sandvik, & Pavot, 1991). Long term happiness is defined as an overall judgment of one's life (Kesebir & Diener, 2008), a judgment that is relatively stable over time (Lyubomirsky & Lepper, 1999). Within this overall judgment, two components have been found: (1) an affect component, where positive emotions are experienced more often than negative emotions (Diener et al., 1991), and (2) a meaning component where one feels a sense of purpose and value in life (Lyubomirsky, 2011; Lyubomirsky & Lepper, 1999; Lyubomirsky et al., 2005a).

Happy people enjoy professional and interpersonal benefits as enhanced creativity, broader perspective, more friends, and lower divorce rates (Estrada, Isen, & Young 1994; Labroo and Patrick 2009; Lyubomirsky et al. 2005b). In addition, happy people

also exhibit better immune functioning (Stone et al. 1994), have more energy (Csikszentmihalyi & Wong 1991), and tend to live longer (Diener & Chan 2011). However, older age has been shown to be an unhappier life stage compared to earlier stages. A negative correlation has been found between age and life satisfaction for the age of 60 and over (Chen 2001). As people grow old, they may have a poorer health, less money and fewer social contacts (Baltes & Mayer 1999). Thus, satisfaction with health status and disability, marital status, social relationships and material needs becomes a more important predictor of happiness with age. Previous studies argued that healthy people are slightly happier than people suffering from an illness (Diener et al. 1999; Godoy-Izquierdo 2009). The impact of physical and mental health on happiness in the elderly population is higher compared to younger ages (Diener & Suh 1998; Herzog et al. 1982; Okun & Stock 1987).

This research examines if older adults on different level of happiness respond differently with regard to nostalgic product. Past studies have revealed that nostalgia enhances positive affect, increases positive self-regard, and promotes social connectedness, all of which are essential for maintaining optimal level of psychological health and well-being (Hepper et al. 2012; Routledge et al. 2013; Vess et al. 2012; Wildschut et al. 2006, 2010; Zhou et al. 2008). Therefore, it is predicted that older adults who rate lower level of happiness may find nostalgic products induce memories with elements of love, pride, and joy (Davis 1979; Holak & Havlena 1998; Wildschut et al. 2006), which lead to evaluate nostalgic product more favorably than those who rate higher level of happiness.

H3: An interaction between nostalgic appeals and the level of happiness emerges when older adults evaluate food products: older adults who rate lower level of happiness evaluate food products with nostalgic appeals more favorably than those who rate higher level of happiness. There is no significant difference when they evaluate food products with non-nostalgic appeals.

Research method

Manipulation of nostalgic ads and dependent variable

The manipulation of ads is divided in to two types: nostalgic ads versus non-nostalgic ads. The nostalgic ad featured a sepia-colored background (a color often associated with aging photographs and nostalgia), whereas the non-nostalgic ad featured a more contemporary blue background. Moreover, the slogan “Life was great back then,” in nostalgic ad versus “Life is interesting,” in non-nostalgic ad.

The manipulation of ads was assessed using Personal Nostalgia Scale developed by

Marchegiani and Phau (2013), using the following six items: “Good times from my past.”, “When I was young.”, “My childhood days.”, “Memories of being a kid.”, “A pleasant reminder of my past.”, and “Memories of good times from my past.” Each participant rated their feelings and/or thoughts in response to the advertisement. The scale was described with an end point where 1 = “strongly disagree” to 7 = “strongly agree”.

The dependent measures are identical in the following three studies. Participants were asked to rate the extent to which they found the product concept attractive, convincing and credible. All three items were assessed on a seven-point scale with end-points labeled ‘absolutely not attractive/ convincing/credible’ and ‘absolutely attractive/convincing/ credible’. Similarly, one item assessed participant’s intention to buy the product by asking the question ‘Can you imagine yourself buying this product?’ to be answered on a seven-point scale with end-points labeled ‘absolutely not’ to ‘absolutely’.

Study 1

In this study, the hypothesis that older adults are more likely to evaluate food products with nostalgic appeals favorably than those without nostalgic appeals was tested.

Method

Participants

Sixty-four older adults whose age is 65 or older were recruited in this study. They were randomly assigned to two experimental conditions (nostalgic ads versus non-nostalgic ads).

Experimental procedure

Participants were then presented with the ads of juice. The product was identical, and the same brand name was used on the ads. Participants were simply asked to evaluate the ads. After finishing experiment, each of participants receives small gift.

Results

Manipulation Checks. Participants’ ratings on the six items were averaged to provide a single index, and the Cronbach’s alpha was reliable ($\alpha = 0.93$). Participants who read the nostalgic ads ($M = 5.16$) indicated that they were more nostalgic than those who read the non-nostalgic ads ($M = 3.32$). This difference is highly significant ($F(1, 62) = 35.961, p < 0.001$), and the findings confirmed the successful manipulation of

ads.

Data analysis confirmed the prediction that older adults evaluate food products with nostalgic appeals more favorably than those without nostalgic appeals ($F(1, 62) = 27.577, p < 0.001$). Participants who read the nostalgic ads evaluate food product ($M = 5.18$) more favorably than those who read the non-nostalgic ads ($M = 3.34$). The findings of Study 1 support H1.

Study 2

In this study, the hypothesis that older adults in a poor health status evaluate food products with nostalgic appeals more favorably than those in a good health status was tested.

Method

Participants

One hundred and thirty-seven older adults whose age is 65 or older were recruited in this study. They were randomly assigned to a 2 (nostalgic ads versus non-nostalgic ads) \times 2 (self-rated health status: good versus poor) experimental design.

Experimental procedure

Participants were first asked to complete the Self-rated health status scale (Alexopoulos and Geitona, 2009). Self-rated health status was originally assessed the question, "How do you rate your state of health in general" offering five possible answers; (1) very good, (2) good, (3) fair, (4) bad and (5) very bad. For the purposes of data analysis, "very good" and "good" answers were classified together as "good" (good self-rated health) while other answers were grouped together under the label "poor". Then they were randomly assigned to nostalgic ads and non-nostalgic ads conditions. Study 2 followed the same manipulation of nostalgic ads and experimental procedure that was used in Study 1.

Results

Manipulation Checks. Participants' ratings on the six items were averaged to provide a single index, and the Cronbach's alpha was reliable ($\alpha = 0.94$). Participants who read the nostalgic ads ($M = 5.01$) indicated that they were more nostalgic than those who read the non-nostalgic ads ($M = 3.60$). This difference is highly significant ($F(1, 135) = 29.891, p < 0.001$), and the findings confirmed the successful manipulation of ads.

Data analysis showed that there exists an interaction between nostalgic appeals and self-rated health status when older adults evaluate food products ($F(1, 133) = 5.868$,

$p < 0.05$). As shown in Figure 1, in the condition of nostalgic ads, participants in a poor health status evaluated food products more favorably than those in a good health status ($M_p = 5.34$, $M_g = 4.22$, $F(1, 68) = 5.868$, $p < 0.05$). However, in the condition of non-nostalgic ads, the food product evaluation for participants in a poor health status was similar to those in a good health status, ($M_p = 3.08$, $M_g = 3.34$, $F(1, 65) = 0.633$, $p > 0.05$). The findings of Study 2 support H2.

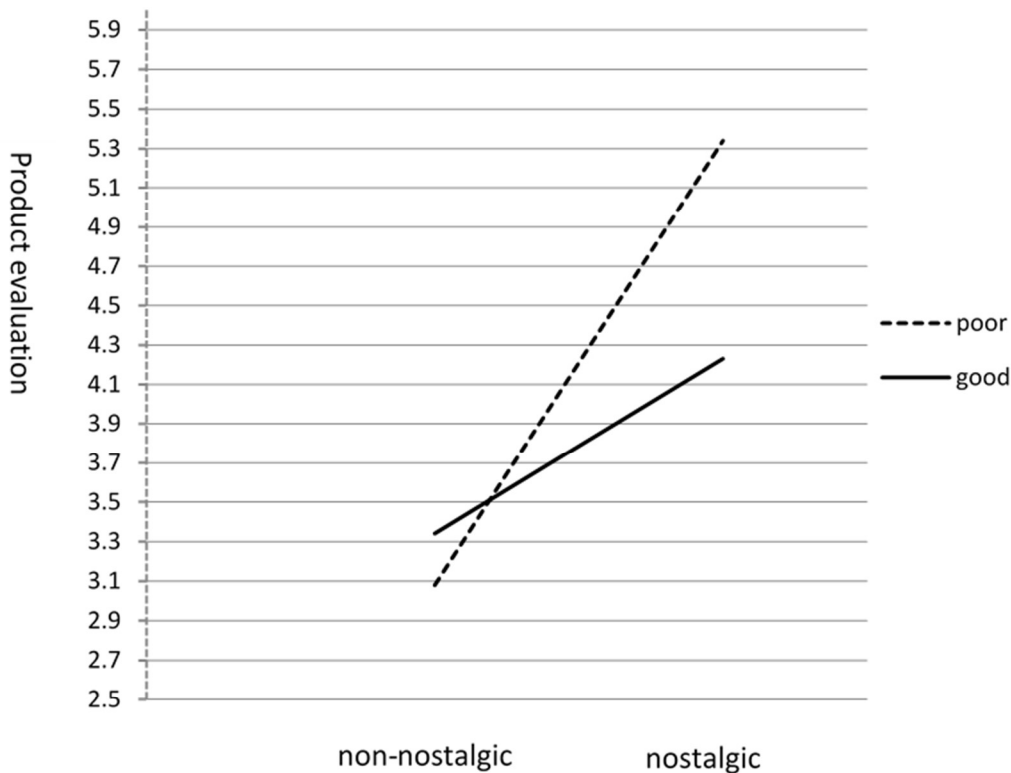


Figure 1: The moderating effect of self-rated health status on nostalgic appeals and product evaluation

Study 3

In this study, the hypothesis that older adults who rate lower level of happiness evaluate food products with nostalgic appeals more favorably than those who rate higher level of happiness was tested.

Method

Participants

One hundred and thirty-five older adults whose age is 65 or older were recruited in this study. They were randomly assigned to a 2 (nostalgic ads versus non-nostalgic ads) \times 2 (level of happiness: high versus low) experimental design.

Experimental procedure

Participants were first asked to complete the Happiness Scale (Godoy-Izquierdo and Godoy, 2006). The Happiness Scale assessed current happiness (i.e., in the last few days or weeks) and general or past happiness (during their lifetime) using two questions (“How happy are you.../were you...” followed by the aforementioned sentences) to which participants responded on a scale from 0 = Very unhappy to 10 = Very happy, and a median split was used to divide them into two groups. That is, participants who scored above the median were classified in the high-level happiness group and those who scored below the median were categorized in the low-level happiness group. Then they were randomly assigned to nostalgic ads and non-nostalgic ads conditions. Study 3 followed the same manipulation of nostalgic ads and experimental procedure that was used in Study 1.

Results

Manipulation Checks. Participants’ ratings on the six items were averaged to provide a single index, and the Cronbach’s alpha was reliable ($\alpha = 0.93$). Participants who read the nostalgic ads ($M = 4.91$) indicated that they were more nostalgic than those who read the non-nostalgic ads ($M = 3.72$). This difference is highly significant ($F(1, 133) = 28.206, p < 0.001$), and the findings confirmed the successful manipulation of ads.

Data analysis showed that there exists an interaction between nostalgic appeals and the level of happiness when older adults evaluate food products ($F(1, 131) = 8.093, p < 0.01$). As shown in Figure 2, in the condition of nostalgic ads, participants in a lower level of happiness evaluated food products more favorably than those in a higher level of happiness ($M_l = 5.35, M_h = 4.49, F(1, 66) = 5.255, p < 0.05$).

However, in the condition of non-nostalgic ads, the food product evaluation for participants in a lower level of happiness was similar to those in a higher level of happiness, ($M_l = 3.03, M_h = 3.43, F(1, 65) = 2.962, p > 0.05$). The findings of Study 3 support H3.

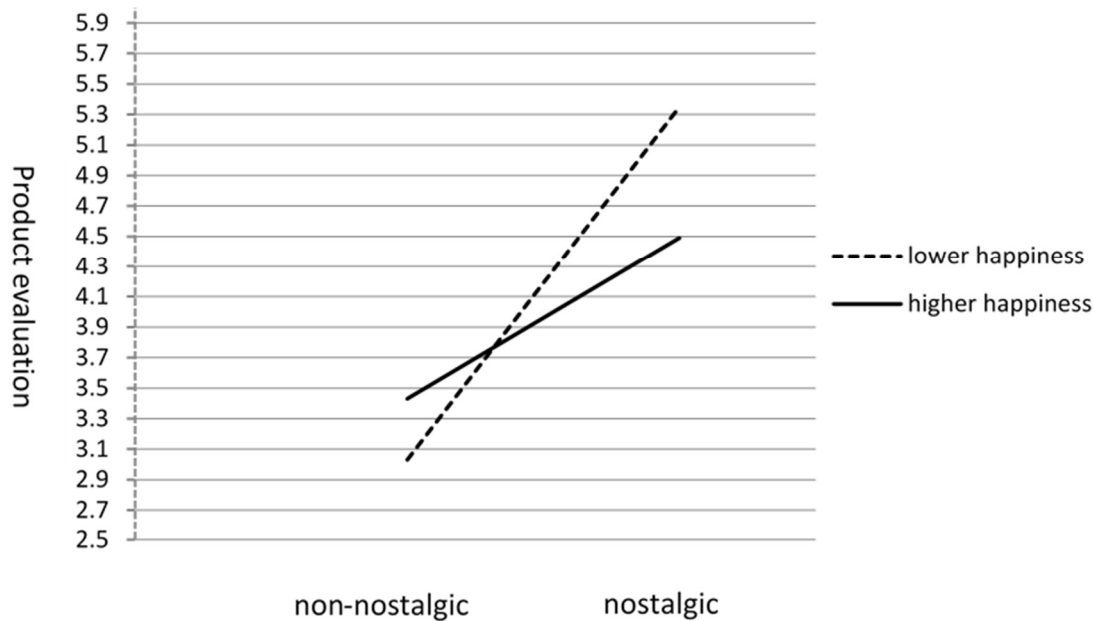


Figure 2: The moderating effect of happiness on nostalgic appeals and product evaluation

Discussion

Much prior research has reported that advertising/marketing campaigns that generate nostalgic feelings result in more positive consumer responses including attitudes towards the ad and the brand featured in the ad (Muehling 2013), and greater intentions to purchase the advertised brand (Zhao, Muehling, & Kareklas, 2014). However, there is little research deals with how older adults respond to nostalgic ads. Older adults locate in the later stages of their life course, and often recall the life of the past. They are more likely to try to stay connected with their “old good days” by consuming nostalgic products, which may bring to them the great memories and positive emotions. Therefore, it is vital to investigate the effects of nostalgic ads on older adults’ food products evaluation to capture a more complete understanding of nostalgic appeals and food products evaluation.

Study 1 was designed to test whether older adults evaluate food products with nostalgic appeals more favorably than those without nostalgic appeals. It appears that when older adults confront nostalgic appeals, it makes them feel younger and helps them maintain a youthful view of the self, and when nostalgic feelings linked to self-brand bonds increase, older adults’ attitudes toward the advertised brand become favorable.

Study 2 was designed to test whether the influence of nostalgic appeals on food

products evaluation is moderated by older adults' self-rated health status. The results from Study 2 support the prediction that older adults in a poor health status evaluate food products with nostalgic appeals more favorably than those in a good health status. However, there is no significant difference between good health older adults and poor health ones when they evaluate food products with non-nostalgic appeals. This illustrates that older people in a poor health status may find nostalgic appeals induce feelings of being loved, and protected, and can be served as a buffer against threats of mortality salience. Conversely, older adults who stay in a good health condition are already perceive themselves as younger than their actual age. In this regard, older adults who rate themselves as poor health status evaluate food products with nostalgic appeals more favorably than those in a good health status.

Study 3 was designed to test whether the influence of nostalgic appeals on food products evaluation is moderated by older adults' self-rated happiness. It shows that older adults who rate lower level of happiness evaluate food products with nostalgic appeals more favorably than those who rate higher level of happiness. However, there is no significant difference when they evaluate food products with non-nostalgic appeals. It is thought that older adults who rate lower level of happiness find nostalgic products induce memories with elements of love, pride, and joy (Davis 1979; Holak & Havlena 1998; Wildschut et al. 2006), which lead to evaluate nostalgic product more favorably than those who rate higher level of happiness.

The results outlined in this article could benefit marketing practitioners. The older adult market is large and growing. However, marketers pay little attention attracting the increasing market of older adults. The main reason why marketer do not notice such market is probably they have feared their products will become linked with such negative stereotypes as old, boring, or senile. Therefore, the results of this paper may have some practical implications for the management. First, the present research indicates that nostalgic ads generate more persuasive communicating effects than non-nostalgic ads toward older adults. In this case, using nostalgic ads seems to be a great marketing strategy for obtaining the older adult market. Second, different marketing strategies should be employed with respect to different consumers. For those older adults who are in a poor health status, lower level of happiness, nostalgic appeals may evoke positive emotions and induce feelings of being loved and protected, and in turn affect their purchase intentions.

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108年度專題研究計畫成果彙整表

計畫主持人：林鴻洲		計畫編號：108-2410-H-003-133-			
計畫名稱：懷舊訴求廣告與產品對高齡者產品評估的探討					
成果項目		量化	單位	質化 (說明：各成果項目請附佐證資料或細項說明，如期刊名稱、年份、卷期、起訖頁數、證號...等)	
國內	學術性論文	期刊論文	0	篇	
		研討會論文	0		
		專書	0	本	
		專書論文	0	章	
		技術報告	0	篇	
		其他	0	篇	
國外	學術性論文	期刊論文	0	篇	
		研討會論文	0		
		專書	0	本	
		專書論文	0	章	
		技術報告	0	篇	
		其他	0	篇	
參與計畫人力	本國籍	大專生	0	人次	研究生在嚴謹的實驗流程控制與步驟操作下，不僅熟悉實驗設計與操作，更養成實事求是的務實態度。
		碩士生	1		
		博士生	0		
		博士級研究人員	0		
		專任人員	0		
	非本國籍	大專生	0		
		碩士生	0		
		博士生	0		
		博士級研究人員	0		
		專任人員	0		
其他成果 (無法以量化表達之成果如辦理學術活動、獲得獎項、重要國際合作、研究成果國際影響力及其他協助產業技術發展之具體效益事項等，請以文字敘述填列。)		已經將研究成果投稿至SSCI期刊-The journal of nutrition, health & aging			