



國立高雄科技大學  
企業管理系碩士班  
碩士論文

以社會認知理論探討網紅影響下粉絲跨通路  
持續購買線上英文課程之因素

Using Social Cognitive Theory to Explore The Factors of  
Fans' Continuous Purchase of Online English Courses  
Across Channels under The Influence of Internet Celebrities

研究生：蘇愉惠  
指導教授：劉季貞 博士

中華民國 111 年 06 月

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# 以社會認知理論探討網紅影響下粉絲跨通路持續購買

## 線上英文課程之因素

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## 摘要

本文探討粉絲在網紅 YouTube 社群上受網紅和其他社群成員影響的線上學習行為變化，同時檢視其對該網紅的付費線上課程持續購買的意願。實證設計係根據問卷調查的資料，透過偏最小平方法-結構方程模式(PLS-SEM)來檢視網紅 YouTube 社群的影響效果。實證結果顯示：對網紅 YouTube 社群的認同與在該網紅的付費線上課程之線上學習自我效能、線上學習結果預期之間皆沒有產生顯著的直接影響，但對該網紅的付費線上課程之態度是有直接的顯著影響。而在網紅 YouTube 社群中所產生的社交互動自我效能以及擬社會關係對該網紅的付費線上課程之態度、線上學習自我效能、線上學習結果預期以及持續購買意願皆有顯著的直接影響，同時在社交互動自我效能以及擬社會關係兩者也會透過對該網紅的付費線上課程之態度、線上學習自我效能以及線上學習結果預期與持續購買意願之間皆產生中介效果。上述結果反映出，網紅 YouTube 社群所提供的環境，具有社交互動的線上學習社群之特點，同時有助於該網紅提供更多豐富化的知識及互動，讓社群成員更能夠對線上學習產生正向認知、情感及預期，進而提升社群成員進一步至付費通路持續購買課程之意願，促使社群以及線上課程蓬勃發展。

關鍵字：線上學習、YouTube、網紅、社會認知理論、偏最小平方法-結構方程模式

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ABSTRACT

In this study, we explore changes in online learning behaviors influenced by the internet celebrity and other community members on the internet celebrity's YouTube community, and examine their willingness to continue to purchase paid online courses for the internet celebrity. The empirical design is based on the data of the questionnaire survey, and uses the partial least squares-structural equation model (PLS-SEM) to examine the influence of the internet celebrity's YouTube community. The empirical results show that there is no significant direct impact between the identification of internet celebrity's YouTube community and the online learning self-efficacy and online learning outcome expectations in the online celebrity's paid online courses, but there is a direct and significant impact on the attitude towards the internet celebrity's paid online courses. The social interaction of self-efficacy and parasocial relationship generated in the internet celebrity's YouTube community have a significant direct impact on the attitude towards the internet celebrity's paid online courses, online learning self-efficacy, online learning outcome expectations, and continued purchase intention. At the same time, the relationship between social interaction self-efficacy and parasocial relationship and continued purchase intention will also have a mediating effect through the attitude towards the internet celebrity's