



國立高雄科技大學
企業管理系碩士班
碩士論文

影響電子口碑意圖之因素探討

Factors affecting electronic word-of-mouth intentions

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中華民國 111 年 06 月

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摘要

過去許多研究探討影響電子口碑意圖之前因，本研究主要探討自我形象一致性對於電子口碑意圖之影響，及聯繫強度與自我揭露的角色。本研究以曾追蹤或按讚某品牌 Facebook 粉絲頁的消費者為研究對象，回收有效問卷共 253 份，並以 IBM SPSS 進行資料之分析。研究結果分述如下：(1)聯繫強度及自我形象一致性顯著影響電子口碑意圖；(2)自我形象一致性透過聯繫強度顯著影響電子口碑意圖；(3)自我揭露無干擾自我形象一致性對於聯繫強度之影響；(4)自我揭露無干擾自我形象一致性對於電子口碑意圖之影響。根據研究結果，本研究將提出相關建議以供業者參考。

關鍵詞：自我形象一致性、聯繫強度、自我揭露、電子口碑意圖

Factors affecting electronic word-of-mouth intentions

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ABSTRACT

Studies have explored antecedents of electronic word-of-mouth intentions. This study tries to examine the effect of self-image congruity on electronic word-of-mouth intentions and the roles of tie strength and self-disclosure. A total of 253 valid copies of the questionnaire answered by the consumers who had followed a Facebook brand fan page or who also had clicked "like" on it were collected. IBM SPSS is used to analyze the data. The results of the study are as follows: (1) Tie strength and self-image congruity significantly affect electronic word-of-mouth intentions. (2) Self-image congruity significantly affects electronic word-of-mouth intentions through tie strength. (3) Self-disclosure does not moderate the effect of self-image congruity on tie strength. (4) Self-disclosure does not moderate the effect of self-image congruity on electronic word-of-mouth intentions. According to the results, this research will provide relevant managerial implications for companies.

Key Words : Self-Image Congruity, Tie Strength, Self-Disclosure, Electronic Word-of-mouth Intentions