



國立高雄科技大學  
企業管理系碩士班  
碩士論文

匿名評論你相信嗎？  
新興匿名社群平台黏著度關係之研究－以 Dcard 為例

Do You Believe in Anonymous Comments? Study of  
Stickiness on Emerging Anonymous Social Community  
Platform : A Case Study of Dcard

研究生：莊文慧  
指導教授：黃義俊 博士

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### 新興匿名社群平台黏著度關係之研究－以 Dcard 為例

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#### 摘要

網際網路的發展與技術不斷更新，伴隨著大眾的需求和使用而演進，跨越人際藩籬，造就了許多社群媒體平台的崛起。不過在 Facebook，30 歲以下用戶是使用率最低的族群，顯示其他新興社群平台對年輕人更有吸引力，隨著年輕人漸漸成為社會主力，可以預期是未來社群潛力股的發展後勢可期。高度匿名性的社群平台讓人們可以保有個人隱私、講述真實感受，但業配文現象已成了為人詬病的話題。

本研究討論到來源可信度可區分為專業性、可靠性與社交性，當產品評論映入眼簾，消費者會因為網站正面的電子口碑影響使用動機，還是會產生懷疑態度探討其背後的真實性，是本研究欲探討之動機。因此本研究以新興匿名社群平台的使用者為研究對象，探討其來源可信度、電子口碑、廣告懷疑與黏著度的相關性研究。以網路發放便利抽樣問卷，共計回收 462 份有效問卷，再經由統計軟體 SPSS 及 AMOS 進行整體分析。

本研究結果發現，(1)來源可信度對電子口碑、廣告懷疑、黏著度有顯著影響；(2)電子口碑、廣告懷疑對黏著度有顯著影響；(3)電子口碑、廣告懷疑在來源可信度及黏著度之間具有顯著中介效果。

**關鍵詞：**社群平台、來源可信度、電子口碑、廣告懷疑、黏著度、Dcard

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ABSTRACT

Due to the development of the Internet, this situation has made a great rise of social media platforms. However, the lowest usage rate of Facebook appeared users under 30, showing that other emerging social platforms are closer to young people. People have personal privacy on high anonymity social platforms, but some consumers began to judge the authenticity on these kinds of platforms.

The purpose of this study is to investigate whether consumers' perceived source credibility (expertise, reliability, and community) will affect electronic word-of-mouth (eWOM), advertising skepticism, and website stickiness. And this study will also investigate the direct and indirect relationships among them. In this study, 426 valid questionnaires were collected from users on the emerging anonymous social community platform.

The results show that: (1) Source credibility will directly affect eWOM, advertising skepticism and website stickiness; (2) eWOM and advertising skepticism will directly affect website stickiness; (3) eWOM and advertising skepticism will play an intermediary mediator between source credibility and website stickiness.

**Keywords: Community Website, Source Credibility, Electronic Word-of-Mouth, Advertising Skepticism, Website Stickiness, Dcard**