



國立高雄科技大學  
企業管理系碩士班  
碩士論文

探討線上至線上跨通路持續購買網紅英文線上課程  
之影響因素-以自我決定理論為基礎

A Study of Consumers' Continuous Purchase Behavior on  
Internet Celebrity's Online English Courses :  
An Explanation of Online to Online Cross Channel Purchase  
Behavior Based on Self-Determination Theory

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# 探討線上至線上跨通路持續購買網紅英文線上課程之影響因素

## -以自我決定理論為基礎

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## 摘要

本研究以線上至線上轉換通路學習為背景，透過自我決定理論的基本心理特徵為出發點，探討自我決定理論與學習者的自主學習動機對後續參與、持續購買行為的影響，此外，加入網路紅人因素來探討人類品牌與轉換通路線上學習意願之間的關係。實證設計根據對線上學習者問卷調查的資料，透過偏最小平方法-結構方程模式(PLS-SEM)來檢視基本心理需求與網紅所帶來的影響效果。實證結果顯示：自主性、能力性、關聯性對線上學習自主動機、行為參與、心理參與、網紅的認同態度、網紅依戀以及後續的持續購買意願有顯著的直接影響，並且行為參與、心理參與和網紅依戀在本研究中具有中介效果。上述結果反映出，當線上學習者感到自我選擇、高效率且對網紅感到熟悉，這會使線上學習者發展出自主的線上學習動機，此種動機的興趣將對線上學習者行為產生內在驅動力，使其參與至付費通路的線上學習，當線上學習者產生心理的正向的感受，會增強了他們未來持續購買同一線上課程的意願，另外，基本心理需求的滿足也會刺激學習者將其成員身份視為個人的一部分來對網紅產生認同感，並促進社群成員更能夠對線上學習產生正向認知與情感，進而加深對網紅的態度並提升持續購買課程之意願。

關鍵字：線上學習、網路紅人、自我決定理論、偏最小平方法-結構方程模式、通路轉換

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**ABSTRACT**

Based on the background of online-to-online conversion channel learning, this study uses the basic psychological characteristics of Self-Determination Theory as the starting point to explore the influence of Self-Determination Theory and learners' autonomous learning motivation on follow-up engagement and continuous purchase behavior, and adds the Internet celebrity factor to explore the relationship between human branding and learning willingness on the conversion channel. 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 basic psychological needs and Internet celebrities. The empirical results show that autonomy, competence, and relatedness have a significant direct impact on online learning autonomous motivation, psychological engagement, Internet celebrity's identification attitude, influencer attachment, and subsequent continued purchase intention. And behavioral engagement, psychological engagement and Internet celebrity attachment have mediating effects in this study. The above results reflect

that when online learners feel self-selective, efficient and familiar with influencers, this will lead online learners to develop autonomous online learning motivations, and this motivational interest will have an intrinsic driving force for online learner behavior, allowing them to engage in online learning through the paid channel. When online learners develop psychological positive feelings, it will enhance their intention to continue to purchase the same online course in the future. In addition, the satisfaction of basic psychological needs will also stimulate learners to identify with Internet celebrity by regarding their membership as part of the individual, and promote community members to have more positive cognition and emotion about online learning, thereby deepening their attitude towards Internet celebrity and increasing their intention to Continued purchase courses.

Keywords : Online Learning, Internet Celebrity, Self-Determination Theory,  
PLS-SEM, Channel Switching