

國立高雄科技大學
企業管理系碩士班
碩士論文

影響再購意願之因素探討
-顧客投入及自我提升之角色

Factors Affecting Repurchase Intentions-The Role of
Customer Engagement and Self-Enhancement

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摘要

過去探討社群再購意願影響前因的研究很多，然而欠缺探討品牌喜愛度對於再購意願的影響。其本研究旨在探討社群粉絲是否會因為娛樂、資訊尋求及品牌喜愛度而增強顧客投入程度，進而影響再購的意願，及自我提升的角色。

本研究以某品牌 Facebook 或 Instagram 粉絲頁按讚的消費者作為研究對象，研究結果分述如下：(1) 娛樂、資訊尋求及品牌喜愛度透過顧客投入影響再購意願；(2) 自我提升干擾娛樂對於顧客投入之影響，但無干擾資訊尋求及品牌喜愛度對於顧客投入之影響。根據研究結果，本研究將提出與管理實務相關的建議以供業者參考。

關鍵詞：再購意願、娛樂、資訊尋求、品牌喜愛度、顧客投入、自我提升

Factors affecting repurchase intentions-
The role of customer engagement and self-enhancement.

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ABSTRACT

In the past, numerous studies have examined the antecedents of the repurchase intentions of the virtual community. However, they neglect the effect of brand likeability on repurchase intention. Therefore, this study aims to explore whether the effect of entertainment, information seeking and brand likeability will affect repurchase intentions via customer engagement and the role of self-enhancement.

This study's sample is the consumers who have liked a brand's Facebook or Instagram fan page. The results of the study are as follows: (1) Entertainment, information seeking and brand likeability affect repurchase intentions through customer engagement; (2) Self- enhancement moderates the effect of entertainment on customer engagement. In contrast, self-enhancement does not moderate the effect of information seeking and brand likeability on customer engagement. Based on the results, managerial implication will be suggested to companies.

Keywords : Repurchase Intention, Entertainment, Information Seeking, Brand Likeability, Customer Engagement, Self-Enhancement