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| 論文中文摘要： | 直播（LVS）作為一種相對新型的行銷工具，卻很少引起研究關注。這 項研究借鑒了電子商務，消費者行為和心理學的文獻，提出了一個全面的框 架，以檢驗直播環境中外部和內部刺激（即時性，流動性），用戶感知價值 （功利價值，享樂價值和象徵價值）與續購買意圖之間的關係。  數據分別通過福建（中國大陸）和台灣的兩個在線問卷平台收集。使用 結構方程模型（SEM）做為方法論執行數據分析。首先，利用福建和台灣樣 本分別對提出的模型進行了實證分析。再者，為了評估跨區域差異的程度， 我們還採用並通過測量不變性檢測，以尋求可比較之可能性，為兩地實證結 果比較提供了支撐。  基於實證結果，我們發現兩地在直播購物中感知的象徵價值對於購買意 願具有直接影響。此外，不同區域的人群在感知價值上呈現出不同的偏好。 福建的直播購物者呈現實用主義價值之傾向，而台灣購物者受多種價值驅動 （實用主義，享樂主義以及象徵主義）。本文的結論進一步討論了我們的發 現對電子商務的學術界和管理界的貢獻。 |
| 論文外文摘要： | Live video streaming (LVS), as a relatively new selling tool, has attracted little research attention. Drawing on the literature on e-commerce, consumer behavior, and psychology. This paper proposes a comprehensive framework with which to examine the relationships among the external and internal stimulus (immediacy and flow) of live streaming shopping (LVSS), customers' perceived value (utilitarian value, hedonic value, and symbolic value), and subsequent purchase intention.  Data are collected via two online questionnaire platforms from Fujian (mainland China) and Taiwan, separately. The proposed model was tested with Fujian and Taiwan samples using structural equation modeling (SEM) data analysis. In order to assess the degree of cross-region difference, we also examined the measurement invariance test.  Symbolic value is found to have a direct eﬀect on purchase intention among both samples. From the perspective of differentiation, Fujian’s customers drive by utilitarian inclinations, and Taiwan’s customers engaged in multiple values. Theoretical and managerial implications of this analysis for e-commerce are further discussed at the conclusion of this paper. |
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