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| 論文中文摘要： | 本研究是在探討使用者的沉浸經驗對手機遊戲的品牌體驗和使用者的行為意圖的影響。由於行動網路的時代來臨以及科技的創新，使用者使用手機的時間越來越長，對手機的依賴也更深。我們研究使用者沉浸在網路和手機遊戲中，是否會對手機線上遊戲的品牌體驗和個性產生影響，以及是否會對使用者行為意圖（購買行為、持續性、黏著度、口碑效應造成）影響。本研究總回收523份問卷，透過網路發送進行調查。再利用SPSS和LISREL進行統計分析。實證結果顯示沉浸體驗對手機線上遊戲的品牌體驗有正向影響，此外手機線上遊戲的品牌體驗對使用者意圖也有正向影響，在此提供給遊戲廠商一些建議做為參考。 |
| 論文外文摘要： | This study is to investigate the relationship between brand experience of online mobile games and users’ behavior. We are currently the mobile internet and technology innovation generation, so people are using their mobile phones for longer and longer periods. We examine the impact of the flow experience effect on brand experience and brand personality for online mobile games. We are also concerned about the impact on users’ behavior (purchasing, stickiness, continuance, and word-of-mouth). For our study, we collected a total of 523 returned questionnaires through a website survey, then we used SPSS and LISREL to process our statistical analysis. From the results of the study, flow experience has a positive influence on the brands for online mobile games. Furthermore, online mobile games brand experience has a positive influence on the brand of users’ behavior, especially continuance behavior and word-of-mouth. In addition, we hope that our research results can provide some recommendations for the game industry. |