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| 論文中文摘要： | 近年來，對於部分的遊戲軟體發行者而言，免費線上遊戲已經產生了顯著的利益。儘管免費線上遊戲廣泛被討論，很少研究檢驗為何免費線上遊戲玩家想要購買遊戲中的道具。本研究整合沉浸前提及互動為沉浸的先行因子，探討其對於沉浸體驗之效果。此外，我們也將研究沉浸經驗會如何影響角色認同，且進一步分析角色認同對於遊戲道具購買意願之影響，及線上遊戲玩家的態度忠誠度之中介效果。本研究從PTT及巴哈姆特等線上論壇回收共518份問卷，再使用SPSS和LISERL進行統計分析。研究結果顯示沉浸的先行因子、沉浸經驗與角色認同的顯著正面關係之外，透過玩家的態度忠誠度，角色認同對於購買意願有顯著的正面影響。基於上述研究結果，我們將提出本研究之成果，且提供給遊戲公司一些建議作為參考。 |
| 論文外文摘要： | Free-to-play (F2P) online games have generated significant interest in a section of software publishers in recent years. Despite the widespread use of free-to-play online games, few studies have examined why free-to-play online gamers would like to purchase game items. This study integrates flow preconditions and interaction as the antecedents of flow, and explores the effect of the antecedents on flow experience. In addition we investigate how flow experience influences avatar (character) identification. The impact of avatar (character) identification on game item purchase intention and the mediating effect of online gamer attitudinal loyalty will be furthermore examined. For our study, we collected a total of 518 questionnaires returned from the online forums in Taiwan such as PTT and Bahamut. SPSS and LISERL were used to conduct our statistical analysis. The results reveal a positive and significant relationship between antecedents of flow, flow experience and avatar (character) identification. Moreover, avatar (character) identification has a positive and significant impact on purchase intention through attitudinal loyalty. Based on these results, we provide research findings and managerial implications for the gaming industry. |