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| 論文中文摘要： | 本研究旨於探討 Podcast 廣告相較其他社交媒體廣告更受歡迎的原因。在現有的研究中，社交媒體廣告著重於廣告內容、位置、影像等，而本研究以聽覺刺激為前提，透過調整廣告價值模型來探討聽眾對廣告的態度。基於Podcast的特性，我們添加了一個新變數-擬社會互動，其中Podcaster本身可能會在為廣告增加更多價值。我們收得340份有效樣本，並透過結構方程模型 (Structural Equation Modeling) 進行數據分析。  研究結果顯示，聽覺刺激對廣告價值的三個前因變數有正向影響：娛樂性、資訊有用性和敘事廣告。前兩個變數證實對廣告價值有影響，進而對廣告態度產生正向影響。擬社會互動對廣告價值也有的貢獻。根據結果，我們發現聽覺刺激可以有效地傳達資訊，增強娛樂效果，進而幫助聽眾對廣告形成良好的態度。Podcaster對廣告效果也有著重要得作用。因此，我們建議在設計聽覺廣告時，廣告內容應具備有用的資訊以及娛樂效果。投放廣告的廠商，應挑選與所宣傳的產品/品牌符合形象的Podcaster合作。 |
| 論文外文摘要： | The purpose of this study is to understand why Podcast advertising is relatively popular than other advertising in social media. In the extant research, social media advertising focused on advertising content, location, image, etc., while the present study takes the approach of auditory stimuli as an antecedent to explore the audience's perception of advertising, by adapting the advertising value model. One new variable, parasocial interaction, has been added to this model based on the particular attributes of Podcast, where Podcasters themselves may play a role in adding more value to the advertising. We collected a sample of 340 Podcast audiences and analyzed the data by structural equation modeling (SEM). The results show that auditory stimuli positively influence the three antecedents of advertising values: entertainment, information usefulness, and narrative advertising. The first two variables are confirmed to have positive impact on advertising value, and in turn, to positively affect the attitude towards advertising. Parasocial interaction also has positive contribution to advertising value. According to the results, we found that good auditory stimuli can effectively convey information and enhance the sense of entertainment and in turn, help the audiences form positive attitudes towards advertising. Podcasters’ characteristics also play an important part in influencing the effects of advertising. Therefore, we suggest while designing auditory advertising, the content should be informative and/or entertaining. The characteristics of the persons who deliver the adverts should be a good fit to the advertised products/brands. |
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