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| 論文中文摘要： | 在個性化時代，送禮對於不同親近和送禮類型的對像變得越來越重要。正確選擇禮物已成為送禮者和受禮者的關鍵。以往的大多數研究滿足實體禮物的不同消費目標，但很少研究探討選擇贈送體驗型禮物時受到的影響。 因此，本研究藉由稀缺訴求的文獻，對不同親密度和體驗型禮物進行驗證和實驗，並探討在稀缺訴求下送禮對消費者感知獨特性的影響。除了支持調節焦點理論對送禮者選擇體驗型產品的類型（享樂產品、功利產品）影響外，不同的稀缺性訴求（限量及限時、單位及選擇稀缺性）也獲得證實。送禮者的社會地位及禮物的價格水平被用作控制變量。本研究進行實驗設計，共三組實驗，每組有四組不同的情境。樣本採集採用問卷調查，透過網路蒐集數據，採用兩因子共變異數分析（ANCOVA）模型。結果表示，消費者在做出送禮決定時，確實會受到限時、單位稀缺性和享樂型產品需求的影響，從而導致對體驗型禮物的獨特性有更強的感知。結果作為網絡平台經營商實施行銷策略及未來對不同送禮目標創造更多知覺獨特的參考。 |
| 論文外文摘要： | In the era of personalization, gift-giving is becoming more and more important for objects of different closeness and gift-giving types. The correct choice of gifts has become the key to givers and recipients. Most previous studies have met the different consumption goals of physical gifts, but few studies have explored the different choices that are affected when giving experience gifts. Therefore, this research explores the literature of scarcity appeal, verifies and experiments with different closeness and experience gift types, and explores the impact of gift giving on consumers' perceived uniqueness under scarcity appeal. In addition to supporting the influence of the regulatory focus theory on the choice of gift-giver’s experiential product types (hedonic products, practical products), different scarcity appeals (limited quantity and limited time, scarcity of units and options) have also been added and increased social status and price level are used as control variables. This study conducted an experimental design, a total of three groups of experiments, each group has four different scenarios. The sample collection uses questionnaire surveys, collects data through the Internet, and uses the two-factor analysis of covariance (ANCOVA) model. The results show that when consumers make a gift-giving decision, they will indeed be affected by the appeals for limited time, unit scarcity and hedonic products, resulting in a stronger perceived uniqueness of experience gifts. The result serves as the marketing strategy of the network platform operator and the reference intention for future gift-giving customers to create more perceived uniqueness. |
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