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| 論文中文摘要： | 本文旨在探討社群媒體 Instagram 之行銷活動、品牌知識和線上品牌信任 之間的關係。本研究實證結果表明社群媒體行銷活動、電子口碑和名人代言皆 能影響品牌形象和品牌熟悉度。此外，品牌形象和品牌熟悉度也會對線上品牌 信任產生影響。感知差異化則在建立線上品牌信任方面上發揮調節的效用。 本文不僅可以為有意願透過 Instagram 進行社群媒體行銷活動的企業提供 建議，同時也能提升信任方面的競爭力。另一方面，根據本研究的結果，顧客 在進行購買行為時，明人代言的可信度最高，本研究的價值在於替代品牌知識 的子集合，並使用三種類型的社群媒體來代表自有的媒體、獲得媒體的和付費 媒體。 |
| 論文外文摘要： | The motivation of this research is to find out the relationship among social media activity, brand knowledge and online brand trust of Instagram. Empirical result of this research illustrates that social media marketing activity, electronic word of mouth and celebrity endorsement are able to effect brand image and brand familiarity. Brand image and brand familiarity would have an impact in online brand trust. Also, perceived differentiation played as a moderator role in building online brand trust. This research is expected not only to give advice for companies willing to conduct social media marketing through Instagram but also enhance their competitiveness in building trust. In this way could conduct a better marketing strategy. On the other hand side, based on the outcome of this research, while customers conducting a buying behaviour, the celebrity endorsement is more trustworthiness. The value of this research is to substitute the sub collection of brand knowledge. Furthermore, use three types of social media to represent owned, earned and paid social media. |
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