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| 論文中文摘要： | 研究目的: 本研究以關係動機理論和社會比較理論為基礎，以Instagram上追隨者與微名人的情感連結為中介變數，探討微名人背書可信度對品牌依戀的影響。 研究方法: 本研究的目標受眾為在臺灣有在Instagram上追蹤微名人經驗的人，利用便利抽樣和滾雪球抽樣在社群媒體平臺上發放線上問卷，並通過配額抽樣篩選出418 個有效樣本，再對數據進行結構方程模型 (SEM)分析。 研究結果: 本研究的主要路徑是從同質性通過歸屬需求滿足到品牌依戀(H→RNS→BA)，此外，在良性羨慕作為中介變數的情况下，吸引力比同質性對品牌依戀的影響更大；然而，在歸屬需求滿足作為中介變數的情况下，同質性對品牌依戀的 影響更大。 研究價值: 本研究首次將社會比較理論擴展到品牌依戀，並得出良性羨慕對微名人背書中的品牌依戀有積極影響的結論。 |
| 論文外文摘要： | Purpose – Based on relationship motivation theory and social comparison theory, this research aims to take the emotional connection of followers to micro-celebrities on Instagram as mediator variables to explore the impact of micro-celebrity endorsement on brand attachment. Design/methodology/approach – This research aims at the target audience to those who have ever followed micro-celebrity on Instagram in Taiwan, using convenience sampling and snowball sampling to distribute online questionnaire on social media platforms. Then, 418 valid samples are screened through quota sampling, and the data are analyzed by structural equation modeling (SEM). Findings – The results indicated that the main path of this research is from homophily through relatedness need satisfaction to brand attachment (H→RNS→BA). Besides, in the case of benign envy as a mediator variable, attractiveness has a greater impact on brand attachment than homophily. On the contrary, in the case of relatedness need satisfaction as a mediator variable, homophily has a greater impact on brand attachment. Originality/value – This research is the first to expand the social comparison theory to brand attachment, and get the conclusion that benign envy has a positive impact on brand attachment in micro-celebrity endorsement. |
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