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| 論文中文摘要： | 本文為針對體驗型禮品中，消費者購買意圖之研究。旨在幫助體驗型禮品商店闡明送禮者的心理狀態，以有效地訂定送禮行銷訴求，進而影響消費者購買行為之反應。研究結果發現，在親密送禮者和耀眼禮品的情況下，外表流行訴求比媒體流行訴求產生更大的購買意願。在疏遠送禮者和非耀眼禮品的情況下，媒體流行訴求比外表流行訴求產生更大的購買意願。此外，針對送禮者親密度與禮物類型，同儕流行訴求獲得了不同的結果，包括社會計量流行和共識流行訴求。 |
| 論文外文摘要： | This article is aimed to explore the effect of purchase intention on brand popularity claims (appearance popularity and media popularity) based on difference in social closeness between the giver and the recipient, as well as difference in the conspicuousness of the gift, which is a new consideration. This study was conducted with four experiments and examined eight hypotheses in total. The hypotheses were examined using a 2 × 2 between-subjects design, and a two-factorial covariance analysis was conducted. The results of the study found that in the case of close givers and conspicuous gifts, appearance popularity claims produce greater purchase intention than that of media popularity claims. In the case of distant givers and inconspicuous gifts, media popularity claims produce greater purchase intention than appearance popularity claims. Besides, various results were obtained for peer popularity claims, including sociometric popularity and consensual popularity. |
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