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| 論文中文摘要： | 本研究基於刺激-有機體-反應（SOR）模型總結了當前直播購物（LVSS）中的多種不完全互動行為，並探討了不完全產品互動、不完全資訊交互和不完全準社會化互動對價值破壞和購買意圖。此外，本研究還收集了台灣522名使用直播購物平台的用戶對列出的不完整互動行為的看法。通過結構方程模型 (SEM) 分析研究的實證結果表明，不完全的準社會化互動對價值破壞的影響最大。最後，本研究的目的是告誡未來想要進入直播購物的業者，這些不完全的互動，尤其是不完全的準社會化互動，應該避免或減少。必須有一個培訓和標準來規範產品、資訊和準社會化互動，這樣才能對直播購物產生正面影響。 |
| 論文外文摘要： | This study summarizes multiple incomplete interactive behaviors in current live streaming shopping (LVSS) based on the stimulus-organism-response (SOR) model, and discusses the impact of incomplete product interaction, incomplete information interaction, and incomplete para-social interaction on value destruction and purchase intention. In addition, this study collected the views of 522 users in Taiwan who had used the live streaming platform for shopping on the listed incomplete interactive behaviors. The empirical results of the study are analyzed by Structural Equation Modeling (SEM) and show that incomplete para-social interaction has the greatest impact on value destruction. Finally, the purpose of this study is to warn people who want to enter live-streaming shopping in the future that these incomplete interactions, especially para-social interactions should be avoided or reduced. There must be training and standards to regulate products, information and para-social interactions, so as to have a relatively good positive effect on live-streaming shopping. |