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| 論文中文摘要： | 本研究旨在調查文化特質對韓國流行音樂(韓流)受歡迎的因素與對韓流偏好的關係，是否有干擾效果。本研究將韓流的主要受歡迎因素分為兩類；消費者主動與被動參與；前者包含韓流的視覺，音頻呈現，後者為同儕影響和活動參與；並採用Hofstede的兩個國家文化特質構面作為文化理論背景: 個人/群體主義，以及放任/約束。台灣與日本的韓流消費者為本研究的樣本，以網路問卷進行資料收集，並採用SEM進行資料分析。結果顯示，放任/約束文化構面在兩國結果皆對被動參與有干擾效果，而個人/群體主義構面只在台灣有干擾效果。因此，本研究建議流行音樂產業在國際行銷上應該更著重在適合的文化特質的了解增加消費者對不同市場的流行音樂偏好。 |
| 論文外文摘要： | The present research aims to investigate how customers' involvement factors of K-pop influence their preferences in the K-pop industry and their purchase intention for K-pop products in Taiwan and Japan. This research classifies the main popularity factors of the K-pop into two categories; active and passive customer involvement. These factors include visual, audio, peer influence, and event involvement of K-pop. Cultural traits are set as moderators to understand the relationships better. Hofstede’s cultural dimensions of individualism/collectivism and indulgence/restraint are the moderating factors on the hypothesized relationships. An online questionnaire will be used for data collection in Taiwan and Japan, and structural equation modeling is employed to analyze the data. Therefore, the present research implies that the pop music industry should focus on understanding the appropriate cultural characteristics in international marketing in order to increase consumer preferences for pop music in different markets. |