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| 論文中文摘要： | 在現今的時代，谷歌廣告已成為推廣產品和服務不可或缺的工具，因為消費者在搜尋資訊和解決問題時高度依賴搜尋引 擎。谷歌搜尋引擎已成為大多數人獲取資訊的主要搜尋引擎。當消費者透 過谷歌搜尋引擎查找資訊時，可能會看到谷歌的相關廣告，這些廣告吸引消費者的注意力並促使他們點擊廣告。本研究採用了 ELM 模型，分為中央路徑和週邊路徑。過去的研究主要關注中央路徑作為決策依據，而本研究將深入探討週邊路徑是否能成為決策者的首要選擇，並考慮搜尋引擎設計作為調節因素的效果。該研究旨在使用配額抽樣法收集問卷調查資料，獲得 483 個有效樣本，以調查谷歌廣告對消費者的說服效果。研究將考慮中央路徑和週邊路徑因素，並評估谷歌廣告的影響。此外，研究還將探討搜尋引擎設計作為調節因素對中央路徑和週邊路徑的影響。最終，研究目的是探究這些因素對消費者的行動意圖和電子口碑產生的影響，並增進對谷歌廣告的理解。 |
| 論文外文摘要： | Google Advertisement has become an indispensable tool for promoting productsand services to consumers. In today's generation, people rely heavily on searchengines to search for information and address their doubts. Therefore, search engines,particularly Google, have become the primary means for individuals to find information.When consumers search for information through Google's search engine, theymay come across Google advertisements that are relevant to their search queries.These advertisements are designed to capture consumers' attention and encouragethem to click on the ads. This research aims to investigate the persuasive effects of Google advertisements on consumers using a dataset of 483 valid empirical data.The study will consider both the central route and peripheral route factors inassessing the impact of Google advertisements. Additionally, the study will explore the role of navigation design as a moderator in influencing the central and peripheral routes. The ultimate focus of the research is to examine how these factors contributeto consumers' call to action intentions and electronic word of mouth (e WOM). |