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| 論文中文摘要： | 本研究的目的是了解如何在社交媒體“YouTube”中增加eWOM意圖（eWOM 採用、eWOM 可信度）。為了達到目的，我們採用推敲可能性模型（ELM）並測試了傳播特性（eWOM 論證品質、eWOM 來源可靠性、eWOM 聯繫力）是否可以提高利用促進因子（eWOM 有用性、eWOM 易用性)在 YouTube上。 本研究透過網路問卷在台灣收集510份樣本，並使用結構方程式模型 (SEM)對概念模型進行測試。 根據我們的實證結果，大多數假設都得到支持。說明eWOM 聯繫力為利用促進因子的主要傳播特性，對eWOM意圖也有正向影響。最後，本研究也進一步討論eWOM的理論意義與管理意涵。 |
| 論文外文摘要： | The objective of this research is to realize how to increase eWOM intention (eWOM Adoption and eWOM Credibility) in social media “YouTube”. In order to meet the purpose, we adopt the Elaboration Likelihood Model (ELM) and test the communication features (eWOM Argument Quality, eWOM Source Expertise, and eWOM Tie Strength) whether can enhance the utilization promoted factors (eWOM Usefulness and eWOM Ease of Use) in YouTube. The 510 samples were collected in Taiwan via online questionnaire platforms and the conceptual model was tested by using structural equation modeling (SEM). Based on our empirical results, most of the them are supported. It indicated that eWOM Tie Strength is the key communication features to the utilization promoted factors, which also have positive effects on the eWOM intentions. Theoretical and managerial implications of the examination of eWOM are further discussed in the discussion of this research. |
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