

誌廣告效果影響因素之探討

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摘要

近幾年由於社群網路的興起，引起了行銷模式的轉變，數位化時代的來臨，使得消費者的習慣從實體消費轉為網路消費，在眾多的網路社群媒體之中，微網誌於2009年逐漸嶄露頭角，由於免成本、社群聚集與強大擴散能力優勢，造成網路風潮，聚集眾多使用者，亦創造新型態的商業模式與商業價值，企業主逐漸開始重視網路商機與效益，紛紛利用網路媒體的廣告效果提高企業知名度與品牌價值，創造競爭優勢。因此本研究以微網誌為平台，探討微網誌上廣告效果的影響因素，提供企業在微網誌平台上的行銷與廣告策略建議。本研究從微網誌特性觀點探討影響廣告效果的影響因素，透過網路問卷收集資料，以噗浪的使用者為填答對象，回收160份有效問卷，採用結構化方程進行分析。研究結果顯示在微網誌上進行廣告宣傳，定期更新訊息以及即時性的互動經營是重要的影響因素，而擁有品牌的廣告也較易獲得廣大的迴響，代表業主必須改變舊有的廣告行銷手法，以社群經營的方式去進行廣告行銷與持續互動，才能獲得良好的網路廣告效果。

關鍵詞：廣告型態、品牌形象、微網誌特性、廣告效果

目錄

中文摘要	iii	英文摘要	iii
iv 誌謝辭		v 內容目錄	
vi 表目錄		viii 圖目錄	
ix 第一章 緒論	1	第一節 研究背景	
2 第二節 研究動機	7	第三節 研究目的與貢獻	
10 第四節 論文架構與研究流程	11	第二章 文獻探討	
14 第一節 微網誌	14	第二節 噗浪	
20 第三節 廣告型態	24	第四節 資訊即時更新性	
27 第五節 品牌形象	29	第六節 網路廣告效果	
33 第三章 研究設計	44	第一節 研究假說	
44 第二節 研究因素之操作型定義與衡量變數	47	第三節 研究模式	
49 第四節 資料分析方法	50	第四章 資料分析	
53 第一節 研究範圍與對象	53	第二節 問卷設計與回收	
53 第三節 資料分析與結果	55	第五章 管理意涵與討論	
72 第六章 結論	75	第一節 研究結論	
76 第二節 研究建議		76 第三節 研究限制與未來研究方向	
77 參考文獻		78 附錄 研究問卷	
97			

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