

網路瀏覽行為與品牌體驗對網路黏著度之影響-以跨國入口網站為例

李玉婷、蔡翠旭

E-mail: 364931@mail.dyu.edu.tw

摘要

近年來全球環境中，已經掀起一波所謂品牌戰爭，因為現今的代工廠獲得利潤已經不再優渥，以逐漸形成自我品牌來創造新利潤，2012年鴻海集團也發表將進入自創品牌的時代，利用自創品牌獲取更大的利潤。而近年世界如火如荼的進行自創品牌，而這些幾乎皆屬實體品牌之創立，非虛擬品牌戰爭，透過不同品牌之入口網站，也透過入口網站之網路瀏覽行為為將產生之解釋，也成為本研究迫切想知道之反應，因此本研究對此產生研究背景。本研究透過SPSS17.0與Amos7.0軟體為做為統計，研究發現網路沉浸與電腦焦慮對網路黏著度以品牌體驗為中介變數為正向顯著影響，而單一電腦焦慮對品牌體驗卻成呈現無顯著影響效果，研究結果中另一項假設品牌個性對網路黏著度無顯著影響性。本研究發現因透過網路問卷發放對象較偏重年輕族群，因此對於電腦焦慮對品牌體驗較無顯著影響。

關鍵詞：網路沉浸、電腦焦慮、入口網站之品牌體驗、品牌個性、網路黏著度

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