

# The Effects of Internet Information Browsing Behavior and Brand Experience on Portal Site Stickiness: Evidence from Cros

李玉婷、蔡翠旭

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

## ABSTRACT

In recent years the global environment has set off a wave of so-called brand of war, profit is no longer lucrative, and gradually formed their own brand names to create new profit because today's foundries, 2012 Hon Hai Group also issued will enter the era of the brand, own brand to obtain greater profits. In recent years in full swing for their own brands, and almost all are the creation of the real brand, non-virtual brand war, through the portal of the different brands, but also browse through the portal of the network behavior will result in the interpretation of this research has also become eager to know the response, this study is this a research background. This study through the SPSS17.0 and Amos7.0 software as statistics, the study found network immersed adhesion degree of the network to the brand experience and computer anxiety as intervening variables positive significant impact, while a single computer anxiety on the brand experience into showing no significant effect, another assumption in the study no significant effect of brand personality on the network adhesion degree. The study found through online questionnaires are distributed to more emphasis on younger and therefore less significant impact on computer anxiety on the brand experience.

Keywords : Interent Flow、Computer Anxiety、Brand Expericence、Brand Personality、Stickiness

## Table of Contents

目錄 封面內頁 簽名頁 中文摘要.....	ii 英文摘要.....
..... iii 誌謝.....	iv 目錄.....
..... v 表目錄.....	viii 圖目錄.....
..... x 第一章 緒論 第一節 研究背景與動機.....	1 第二節 研究目的.....
..... 5 第三節 研究問題.....	5 第四節 研究範圍.....
..... 6 第二章 文獻探討 第一節 網路沉浸.....	..... 7 第二節 電腦焦慮.....
..... 11 第三節 品牌體驗.....	..... 14 第四節 品牌個性.....
..... 19 第五節 網路黏著度.....	..... 22 第三章 研究方法 第一節 研究架構.....
..... 25 第二節 研究變數與操作性定義.....	..... 29 第三節 問卷設計.....
..... 33 第四節 抽樣方法.....	..... 34 第五節 資料分析方法.....
..... 35 第四章 研究結果與分析 第一節 前測分析.....	..... 37 第二節 基本資料分析單因子變異數分析.....
..... 40 第三節 敘述性統計分析.....	..... 45 第四節 信效度分析.....
..... 46 第五節 相關分析.....	..... 49 第六節 迴歸分析.....
..... 53 第七節 路徑分析.....	..... 58 第五章 結論與建議 第一節 理論貢獻.....
..... 62 第二節 管理意涵.....	..... 63 第三節 研究限制.....
..... 65 第四節 後續發展.....	..... 66 參考文獻 68 附錄一:問卷 87 附錄二:結構方程模式路徑表 91 附錄三:前測因素分析 92 附錄四:未刪題因素分析 94 附錄五:未刪題之轉軸後矩陣 96 附錄六:刪題後因素分析 98

## REFERENCES

參考文獻 一、中文部分 財團法人網路資訊中心 <http://www.twmic.net.tw/> 中國互聯網發展狀況統計報告書 <http://tech.hexun.com.tw/2011/cnnic28/> 曾光華(2011)消費者行為-洞察生活、掌握行銷。前程文化事業有限公司出版 周倩(1998)中小學教育人員電腦網路焦慮之研究。國科會計畫案論文 黃逸甫。(2004)。服務品質、價格、品牌形象與品牌個性對顧客滿意度之影響-以銀行業為例。廣告學研究第二十一集 民國93年 53-80 周世玉、張為詩、陳麒文 人格特質與品牌個性關係之研究:以運動鞋產品為例。國立中興大學行銷學 王天津、劉素苓。(2003)。應用模糊理論於入口網站服務績效之研究。資訊管理展望 第五卷 第二期 民國92年 何惠鈺。(2007)。以自我認同與網路沉浸觀點探討部落格使用者之態度與行為。國立東華大學企業管理學系碩士論文 王渝薇。(2011)。玩線上遊戲是計畫行為嗎?-以沉浸經驗延伸計畫行為理論。國立中央大學資訊管理所碩士論文 蔡佩玲。(2011)。數位閱讀情境與沉浸經驗之研究。國立

臺灣藝術大學圖文傳播藝術學系碩士在職專班碩士論文 張兼維。(2010)。閱聽眾之觀影媒介選擇行為研究-以沉浸理論取向分析。世新大學廣播電視電影學系碩士論文 蘇裔祥。(2009)。以沉浸理論探討網路口碑效果-以手機討論區與美食討論區為例。銘傳大學傳播管理研究所碩士論文 林靜宜。(2008)。創作動機、沉浸體驗對個人創作表現、創作滿意度、在創作意圖之影響。國立高雄經濟管理研究所碩士論文 王渝薇(2010)。玩線上遊戲是計畫行為嗎？—以沉浸經驗延伸計畫行為理論。國立中央大學資訊管理研究所碩士論文 二、英文部分

Aaker, J.L. (1997).Dimensions of brand personality. *Journal of Marketing Research*, 34(3), 347-356. Ahn, H. S. (2001).Invisible Web as the Treasury of Internet Information Resources. *Database World Jan*. Alba, J. W. and Hutchinson, J. W. (1987).Dimensions of consumer expertise'. *Journal of Consumer Research*, 13(1), 411-454. Allen, D.E. & Olson, J. (1995).Conceptualizing and creating brand personality: a narrative theory approach. *Advances in Consumer Research*. Provo, UT: Association for Consumer Research, 391-395. Anderson, E. and Sullivan, M. (1993).Thun antecedents and consequences of customer satisfaction for firms. *Marketing Science*, 12, Spring,125-143. Anderson, R. E. and Srinivasan, S. S. (2003).E-satisfaction and e-loyalty: A contingency framework. *Psychology & Marketing*, 20(2), 123-138. Andreassen, T. W. and Lindestad, B. (1998).Customer loyalty and complex services: The impact of corporate image on quality, customer satisfaction and loyalty for customers with varying degrees of service expertise'. *International Journal of Service Industry Management*, 7-23. Arnold MJ, Reynolds KE, Ponder N, Lueg JE. (2005).Customer delight in a retail context: investigating delightful and terrible shopping experiences. *Journal of Business Research*, 58(8),1132 – 45. Batra, Rajeev and Pamela Miles Homer (2004). The Situational Impact of Brand Image Beliefs.*Journal of Consumer Psychology*, 14 (3), 318 – 30. Bank, M&Havice, M.(1989).Strategies for dealing with computer anxiety:Two case studies. *Educational Technology*,29,22-26 Beckers, J. J. (2003). Computer anxiety. Determinants and consequences. Unpublished doctoral dissertation, Erasmus University, Rotterdam, The Netherlands. Beckers, J. J., & Schmidt, H. G. (2001).The structure of computer anxiety: a six-factor model. *Computers in Human Behavior*, 17(1), 35 – 49. Beckers, J. J., & Schmidt, H. G. (2003).Computer experience and computer anxiety. *Computers in Human Behavior*, 19(6), 785 – 797. Bridges E, Florsheim R. Hedonic and utilitarian shopping goals(2008). the online experience,61(4),309 – 14. Brosnan, M. J. (1998).The impact of psychological gender, gender-related perceptions, significant others, and the introducer of technology upon computer anxiety in students. *Journal of Educational Computing Research*,18(1), 63 – 78. Camber, M.A.,&Cook, D.L.(1985).Computer anxiety : Definition, measurement ,and correlates. *Journal of Educational computing Research*,1(1),37-54 Chen, Q. and Wells, W. D. (1999).Attitude toward the site', *Journal of Advertising Research*, 39(5), 27-37. Christodoulides G, de Chernatony L(2004).Dimensionalising on- and offline brands' composite equity,13(3),168 – 79. Chou, H.-W. (2001).Effects of training method and computer anxiety on learning performance and self-efficacy. *Computers in Human Behavior*, 17, 51 – 69. Craig, K. J., Brown, K. J., & Baum, A. (2000). Environmental factors in the etiology of anxiety., retrieved from <http://www.acnp.org/G4/GN401000127/CH125.html>. Csikszentmihalyi, M. (1975). *Beyond boredom and anxiety*. San Francisco, CA: Jossey-Bass. Csikszentmihalyi, M., & Massimini, F. (1985).On the psychological selection of biocultural information. *New Ideas in Psychology*, 3, 115-138. Csikszentmihalyi, M. (1988). Introduction. In Csikszentmihalyi, M., & Csikszentmihalyi, I. S. *Optimal experience: psychological studies of flow in consciousness*. Cambridge, UK: Cambridge University Press, 3-14. Csikszentmihalyi, M. (1990). *Flow: The psychology of optimal experience*. New York: Harper & Row. Cummings, L.L. & Staw, B.M. (Eds.), *Research in organizational behavior* 6 (191-233). Homewood, IL: JAI Press Cohen, J. (1988). *Statistical Power for the Behavioral Sciences* (2nd ed.), Hillsdale, NJ: Lawrence Erlbaum Associates Publishers. Daft, R.L. & Lengel, R.H. (1984).Information richness: A new approach to managerial behavior and organizational design. In: David A. Aaker and Alexander Biel, eds. Hillsdale, NJ: Lawrence Erlbaum Associates, 83 – 96. Delgado-Ballester, E. (2001).Development and validation of a brand trust scale, working paper. University of Minnesota-Twin Cities, MN. Delgado-Ballester, E. and Munuera-Aleman, J. L. (2001).Brand trust in the context of consumer loyalty. *European Journal of Marketing*, 12(12), 1238-1258. Dolinsky, A. L. (1994).A consumer complaint framework with resulting strategies. *Journal of Services Marketing*, 8(3), 27-39. Donald R. Lehmann, and Dipinder Singh (1993).The Brand Personality Component of Brand Goodwill: Some Antecedents and Consequences Brand Equity and Advertising. Flavian C, Guinaliu M, Gurrea R(2006).The role played by perceived usability, satisfaction and consumer trust on website loyalty. *Information Management*,43(1),1 – 14. Forrester Research (1999) Annual Report, available at: [www.media.corporate-ir.net/niedia\\_files/irol/6\(\)/reports](http://www.media.corporate-ir.net/niedia_files/irol/6()/reports) Gentile C, Spiller N, Noci G (2007).How to sustain the customer experience: an overview of experience components that co-create value with the customer. *Eur Manag J*,25(5),395 – 410. George, G&Camarata, M.R.(1996).Managing instructor cyberanxiety : The role of self-efficacy in decreasing resistance to change. *Educational Technology* July-August,49-54 Haas, M. R., M. T. Hansen.(2005).When using knowledge can hurt performance: The value of organizational capabilities in a management consulting company. *Strategic Management J*,26(1),1 – 24. Halstead, D., Droge, C- and Cooper, M. B. (1993).Product warranties and post-purchase service: A model of consumer satisfaction with complaint resolution, *Journal of Service Marketing*, 7(1), 33-40. Hausman A, Siekpe J(2009).The effect of web interface features on consumer online purchase intentions. *J Bus Res* 62(1),5 – 13. Helm C(2007).From tech-led to brand-led — has the internet portal business grown up? *J Brand Manag*,14(5),368 – 79. Hoffman, D. L., and Novak, T. P. (1996).Marketing in Hypermedia Computer-Mediated Environment, " *Journal of Marketing*, 60(3), 50-68. Hong-Youl Ha&Helen Perks.(2005).Effects of consumer perceptions of brand experience on the web: Brand familiarity, satisfaction and brand trust *Journal of Consumer Behaviour* vol . 4(6),438-452 J. Jos(ko Brakus, Bernd H. Schmitt, & Lia Zarantonello.(2009) Brand Experience: What Is It? How Is It Measured? Does It Affect Loyalty? *Journal of Marketing* Vol. 73, 52 – 68 John J. Beckers , Jelte M. Wicherts , Henk G.(2007).Schmidt Computer Anxiety: ' Trait ' or ' State ' ? *Computers in Human Behavior*(23,2851 – 2862 Kenny, D. and Marshall, (2000).Contextual marketing. *Harvard Business Review*, November-December, 119- 130. Kollmann T, Suckow C(2008). Sustaining the brand idea in electronic environments. *Int J Bus Environ*,2(2),153 – 67. Lengel, R.H.&Daft, R.L.(1988).The Selection of Communication Media as an Executive Skill. *Academy of Management*

Executive, 2(3), 225-232. Levy, Sidney J. (1959). Symbols for Sale. *Harvard Business Review*, 37 (July – August), 117 – 24. Levy, Sidney J. (1981). Interpreting Consumer Mythology: A Structural Approach to Consumer Behavior, " *Journal of Marketing*, 45 (Summer), 49 – 61. Levy, Sidney J. (1986). Meanings in Advertising Stimuli. *Advertising and Consumer Psychology*, Jerry Olson and Keith Sentis, eds. Westport, CT: Praeger, 214 – 26. Lia, H., & Tsung-H. K. (2010). How can one amplify the effect of e-learning? An examination of high-tech employees' computer attitude and flow experience. *Computers in Human Behavior* 26, 23 – 31. Lia Zarantonello & Bernd H. Schmitt. (2010). Using the brand experience scale to profile consumers and predict consumer behavior. *Brand Management* Vol. 17 (7), 532 – 540. Liljander, V. & Strandvik, T. (1997). Emotions in service satisfaction. *International Journal of Service Industry Management*, 8(2), 148-169. Lin A, Gregor S, Ewing M (2008). Developing a scale to measure the enjoyment of Web experiences. *J Interact Mark*, 22(4), 40 – 57. Loyd, B. H., & Gressard, C. (1984). Reliability and factorial validity of Computer Attitude scales. *Educational and Psychological Measurement*, 44(2), 501 – 505. Mahar, D., Henderson, R., & Deane, F. (1997). The effects of computer anxiety, state anxiety, and computer experience on users performance of computer based tasks. *Personality and Individual Differences*, 22(5), 683 – 692. Marcoulides, G. A., & Wang, X. b. (1990). A cross-cultural comparison of computer anxiety in college students. *Journal of Educational Computing Research*, 6(3), 251 – 263. Maurer, M. M. & Simonson, M. R. (1984). Development and validation of a measure of computer anxiety. Paper presented at the Annual Meeting of Association for Education Communications and Technology, Dallas, TX, USA. McGracken, G. (1989). Who is the celebrity endorser? Cultural foundations of the endorsement process. *Journal of Consumer Research*, 16(3), 310-321. McWilliam, G. (2000). Building strong brands through online communities. *Sloan Management Review*, 41, Spring, 43-54. Moynagh M, Worsley R (2002). Tomorrow's consumer — the shifting balance of power. *Journal Consumer Behavior* 1(3), 293 – 302. Novak, T., & Hoffman, D. (1997). Measuring the flow experience among web users. *Interval Research Corporation*, 31. Novak, T. P., Hoffman, D. L., and Duhachek, A. (2003). The Influence of Goal-directed and Experiential Activities on Online Flow Experiences. *Journal of Consumer Psychology*, 13(1/2), 3-16. Novak, T. P., Hoffman, D., and Yung, Y. (2000). Measuring the Customer Experience in Online Environments: A Structural Modeling Approach. *Marketing Science*, 19(1), 22-44. Oliver, R. L. (1980). A cognitive model of the antecedents and consequences of satisfaction decisions. *Journal of Marketing Research*, 17(4), 460-469. Olsen, L. L. and Johnson, M. D. (2003). Service equity, satisfaction, and loyalty: From transaction-specific to cumulative evaluations. *Journal of Service Research*, 5(3), 184-195. Petre M, Minocha S, Roberts D. (2006). Usability beyond the website: an empirically-grounded e-commerce evaluation instrument for the total customer experience. *Behavior Information Technology*. 25(2), 189 – 203. Plummer, J. T. (1985) How personality makes a difference. *Journal of Advertising Research*, 24, (6), 27-31. Podsakoff, P. M., MacKenzie, S. B., Jeong-Yeon L, Podsakoff, N. P. (2003). Common method biases in behavioral research: a critical review of the literature and recommended remedies. *Journal of Applied Psychology*, 88(5), 879 – 904. Rappaport S. (2007). Lessons from online practice: new advertising models. *Journal of Advertising Research*, 47(2), 135 – 41. Reichheld, F., Scheffer, P. (2000). E-loyalty: Your secret weapon on the web, *Haniard Business Review*, 78, July- August, 105-114. Rjchins, M. (1983). Negative word-of-mouth by dissatisfied consumers: A pilot study. *Journal of Marketing*. 47, Winter, 68-78. Rogers, H. P., Peyton, R. M., Berl, R. L. (1992). Measurement and evaluation of satisfaction processes in a dyadic. *Journal of Consumer Satisfaction, Dissatisfaction, and Complaining Behavior*, 5(1), 12-23. Rose S, Hair N, Clark M. (2011). Online customer experience: a review of the business-to-consumer online purchase context. *International Journal of Management Reviews*, 13(1), 24 – 39. Rowley J. Online branding. (2004). *Online Information Research*, 28(2), 131 – 8. Shankar, V., Smith, A. K. and Rangaswamy, A. (2000). Customer satisfaction and loyalty in online and offline environments. working paper. University of Maryland, College Park, MD, October. Simonson, M. R., Maurer, M., Montag Torardi, M., & Whitaker, M. (1987). Development of a standardized test of computer literacy and a computer anxiety index. *Journal of Educational Computing Research*, 3(2), 231 – 247. Slameka, N. J. and Graf, P. (1978). The general effect: Delineation of a phenomenon'. *Journal of Experimental Psychology: Human Learning and Memory*, 4(6), 592-604. Smith, B., Caputi, P. (2001). Cognitive interference in computer anxiety. *Behavior and Information Technology*, 20, 265 – 273. Song P, Zhang C, Xu Y, Huang L. (2010). Brand extension of online technology products: evidence from search engine to virtual communities and online news. *Decision Support Systems*, 49(1), 91 – 9. Szulanski, G., R. Cappetta, R. J. Jensen. (2004). When and how trustworthiness matters: Knowledge transfer and the moderating effect of causal ambiguity. *Organ. Sci.*, 15(5), 600 – 613. Szulanski, G. (1996). Exploring internal stickiness: Impediments to the transfer of best practice within the firm. *Strategic Management Journal*. 17(Winter Special Issue) 27 – 43. Trevino, L. K., and Webster, J. (1992). Flow in Computer-Mediated Communication. *Communication Research*, 19(5), 539-573. Tse, A. C. B. (1999). Factors affecting consumer perceptions on product safety. *European Journal of Marketing*, 33(6), 911 -925. Von Hippel, E. (1994). Sticky information and the locus of problem solving: Implications for innovation. *Management Science*. 40(4), 429 – 439. Webster, J., Trevino, L. K., Ryan, L. (1993). The Dimensionality and Correlates of Flow in Human—Computer Interactions. *Computers in Human Behavior*, 9(4), 411-426. Wee, T. T. T. (2004). Extending human personality to brands: the stability factor. *Journal of Brand Management*, 11, (4), 317-330. Wirtz, J. (1993). A critical review of models in consumer satisfaction', *Asian Journal of Marketing*, 2(1), December, 7-22. Wirtz, J. (1994). Consumer satisfaction with service: Integration of recent perspectives in services marketing with the traditional satisfaction model. *Advances in Consumer Research*, 1(1), 153-159. Yuting, Y.-T. and Dean, A. (2001). The contribution of emotional satisfaction to consumer loyalty. *International Journal of Service Industry Management*, 12(3), 234-250.