

The Research of Ethnocentrism and Willingness of Seeing Taiwan Movie-Moderating Effect of Involvement

粘聖鑫、洪朝陽

E-mail: 374762@mail.dyu.edu.tw

ABSTRACT

The purpose of this study is to investigate the impacts of ethnocentrism toward the willingness of watching Taiwan Movie, the influence of involvement to the willingness of seeing Taiwan Movie, and to investigate if there is moderate effect between ethno-centrism & willingness of seeing Taiwan Movie by involvement. In total, 405 copies of an effective questionnaire were collected. The results of this research are below: 1.Ethnocentrism has positive impact on the willingness of seeing Taiwan Movie 2.Involvement has positive impact on the willingness of seeing Taiwan Movie 3.Involvement does not interfere with ethnocentrism & the willingness of seeing Taiwan Movie

Keywords : Ethnocentrism、Willingness of Seeing Taiwan Movie、Involvement

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