

置入性廣告對網路社群遊戲玩家行為意向之研究

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摘要

近年來社群遊戲多以免費方式出現提供玩家使用。遊戲廠商為求生存，廣告收入成為其主要盈利來源。社群遊戲置入廣告有其優勢卻易引起玩家的負面觀感甚至產生抗拒意向。本研究為探討社群遊戲玩家的抗拒行為意向，結合計劃行為理論及抗拒行為模式，發展「知覺不公平」、「負面口碑」及「價值障礙」三者為外生因素的社群遊戲玩家抗拒行為模式，並以實驗法進行道具式、回饋式、目標式及直接置入式四種置入性廣告對社群遊戲玩家之抗拒行為效果差異的驗證。本研究採用李克特七點尺度量表評量工具招募800位受測者參與實驗並蒐集724份有效問卷，運用結構方程模式分析結果，顯示「知覺不公平」、「負面口碑」及「價值障礙」三項外生因素能有效解釋社群遊戲玩家抗拒行為意向；其中又以「知覺不公平」影響最大。再利用多變量變異數分析四種情境差異也發現：四種廣告置入方式都會對遊戲玩家產生抗拒的意向且程度有明顯差異，其中以目標式置入引起玩家的抗拒行為意向最小，而道具式則最大。因此遊戲引進置入性廣告時，除了廣告效果的考量，本研究建議廠商以目標式置入方式進行，並特別注意避免造成玩家的知覺不公平，以減低廣告帶來的負面效果。

關鍵詞：社群遊戲、置入性行銷、計劃行為理論、抗拒行為意向

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