

The Study of the Effect of WWW Interactive Advertisement

張欣偉、沈介文；賴其勳

E-mail: 8918604@mail.dyu.edu.tw

ABSTRACT

The rising of WWW interactive advertisement has been the focus of global advertisement industry. The development of internet and WWW interactive advertisement are keenly discussed in native and foreign periodicals and conferences in recent years, and the results are not the same; some are positive, and others are negative. We can predict that interactive media and WWW interactive advertisement have critical meanings in both theory and practice. We use questionnaires to investigate the effect of WWW interactive advertisement on consumers in this study so that we can understand consumers' attitudes about its value, and we can also divide these consumers into some groups. First, we conclude the value of WWW interactive advertisement into 5 aspects: value of information, value of convenience, value of positive affection, value of negative affection, and value of participation. The relation between positive and negative affection is not linear. Second, we divide consumers of WWW interactive advertisement into 4 groups: highly interested, normally interested, lowly interested, and rejective. Finally, according to all the statistics and data we collected, we can make descriptions of these 4 groups in detail.

Keywords: interactive; Advertisement; Interactive Advertisement

Table of Contents

目錄 封面內頁 簽名頁 博碩士論文電子檔案上網授權書 iii 授權書 iv 中文摘要 v 英文摘要 vi 誌謝 vii 目錄 viii 圖目錄 x 表目錄 xi 第一章 緒論 1 第一節 前言 1 第二節 研究動機與目的 3 第三節 研究程序 5 第二章 文獻探討 7 第一節 網際網路廣告 7 第二節 網路互動廣告 14 第三節 網路互動廣告價值模式 23 第三章 研究方法 31 第一節 研究概述 31 第二節 研究假設 32 第三節 問卷設計 33 第四節 抽樣設計 35 第五節 統計分析方法 37 第四章 研究結果 41 第一節 問卷回收之情形 41 第二節 區隔分析 45 第三節 研究討論 64 第五章 結論、研究限制與建議 66 第一節 結論 66 第二節 研究限制與建議 69 第三節 管理上的意涵 70 參考文獻 72 附錄 78

REFERENCES

- 一、中文部分 1.方士榮譯，行銷管理學，東華書局，第三版，民國八十七年二月。 2.古永嘉，企業研究方法，華泰書局，第五版，民國八十五年六月。 3.谷雅慧，資訊呈現方式對網路行銷廣告效果之研究-以實驗法探討WWW網路購物情境，中央大學資訊管理研究所未出版之碩士論文，民國八十五年七月。 4.呂允中，互動式多媒體的特性對於廣告價值廣告態度及購買意願的影響，國立成功大學企業管理研究所未出版之碩士論文，民國八十八年四月。 5.吳明隆，SPSS統計應用實務，松崗，初版，民國八十九年一月。 6.李青芬，李雅婷，趙慕芬合譯，Robbins,S.P，組織行為學，華泰書局，第六版，民國八十四年八月。 7.施心慧，「網路廣告值得投入嗎 廣告主、廣告代理商老實說」，廣告雜誌，p11~p16，民國八十八年三月。 8.徐佳慧，「網路廣告的新挑戰--下」，廣告雜誌，p21~p29，民國八十八年三月。 9.徐佳慧，「網路廣告的新挑戰--上」，廣告雜誌，p23~p29，民國八十八年二月。 10.夏心華，網路廣告效果之研究，台灣科技大學管理研究所企業管理學程未出版之碩士論文，民國八十七年五月。 11.耿慶瑞，WWW互動廣告效果之研究，政治大學企業管理研究所未出版之博士論文，民國八十八年五月。 12.陳順宇 鄭碧娥，統計學，華泰書局，三版，民國八十七年七月。 13.陳姿伶，資訊策略對網路行銷廣告效果之影響 WWW購物網站之實驗室研究，中央大學資訊管理研究所未出版之碩士論文，民國八十年六月。 14.郭貞，網路標題廣告效果衡量與行為模式之探討，台灣科技大學管理技術研究所企業管理學程未出版之碩士論文，民國八十八年五月。 15.連喻清，「虛擬試衣-網路廣告新花招」，廣告雜誌，p31~41，民國八十四年二月。 16.張俊銘，互動行銷技術對關係行銷的影響，國立政治大學企業管理研究所未出版之碩士論文，民國八十六年6月。 17.黃俊英，行銷研究 - 管理與技術，華泰書局，第四版，民國八十一年二月。 18.黃俊英，多變量分析，第五版，台北，中國經濟企業研究所。 18.楊淑晴，「台灣網路花坊廣告策略之現況調查研究」，廣告學研究，第十二集，民國八十八年一月。 19.楊忠川，「互動式廣告有效性之先探研究」，廣告學研究，第八集，p31~44，民國八十五年七月。 20.賴建都，「網際網路廣告訊息設計之研究」，廣告學研究，第十一集，p57~72，民國八十七年七月。 21.蔡瑞宇，顧客行為學，天一圖書公司，初版，民國八十五年八月。 22.顏月珠，商用統計學，三民書局，第七版，民國八十年三月。 二、英文部分 1.Alexa Bezjian-Avery, Bobby Calder & Dawn Iacobucci, "New Media Interactive Advertising vs. Traditional Advertising", Journal Of Advertising Research, Vol.3, p.23-p.32, 1998. 2.Alfred.S.B., "Market Segmentation by Personal values and Salient Product Attributes", Journal of Advertising Research, Vol.21, No.1, p.29 - 35, 1981. 3.Bennett, Peter.D, Dictionary of Marketing Terms, Chicago, ILL:AMA., 1988. 4.Bertz, Rudy, Michael Schmidbauer, Media for Interactive Communication, Beverly Hills, CA: Sage, 1983.

5.Borsook.A , " Addressing the Power of Interactivity for Instruction " , Paper Presented in ACMSIG CHI Annual Convention , Orlando , Florida , 1991. 6.Briggs , El Hollis , " Advertising on the web:Is There Response before Click-Through ? " , Journal Of Advertising Research , Vol.2 , p.33 p.44 , 1997. 7.Berthon.M , Pitt.D & Waltson,K , Advertising on Internet , 4th ed , Chicago:AMA , 1996. 8.Burke , Raymond R " Real Shopping in a virtual Store , " in Robert A Peterson (Ed.) , Electronic Marketing and the Consumer , Thousands Oaks , CA:Sage Publications , Inc. , 1997. 9.Craig Gugel , " The Interactive Telemedia Index:An Internet/ITV Impact Model " , Journal of Advertising Research , Vol.23 , NO.2 , p.29--32 , 1997. 10.Dance , F.E.X. " A Helical Model of Communication " , in F.E.X.Dance (Ed.) , Human Communication Theory , New York , NY:Holt , Rinehart and Winston.1967. 11.Deighton , John " The Future of the Marketing communications Industry:Implications of Integration and Interactivity " , in Corinne Faure and Lisa Klein (Eds.) , Marketing Communications Strategies Today and Tomorrow:Integration , Allocation , and Interactive Technologies , Marketing Science Institute Report No.94-109 , Cambridge , Massachusetts:Marketing Science Institute , 1994. 12.Demby.E. , " Psychographics and Form Where It Comes " , Lifestyle and Psychographics , William D. Wells Edition , Chicago:AMA , p.22 , 1973. 13.Ducofee , Robert H. , " Advertising Value and Advertising on the Web " , Journal of Advertising Research , 36 (September-October) , 1996. 14.Egel.J.F. , Consumer Behavior , 4th ed. , Hwa-Tai Co.1982. 15.Eighmey , John , McCord Lota , " Adding Value in the Information Age:Uses and Gratifications of Sites on the World Wide Web " , Journal of Business Research , 41 (March) , pp187-194 , 1998. 16.Engel. Kollat , Blackwell , Consumer Behavior , 5th ed. , Hwa-Tai Co. , 1984. 17.Ghose.I & Dou.S , " Interactive Functions and Their Impacts on the Appeal of Internet Presence Sites " , Journal Of Advertising Research , Vol.2 , p.29-p.43 , 1998. 18.Gultinan.J.P. , Peter , Gordon W. , Marketing Management , McGraw Hill Inc. , 1988. 19.Gibbs , Bruce R , " Multimedia and Interactive Marketing in the Digital Age " , Working Paper , University of Washington , 1996. 20.Hoffman , Donna L , Thomas P , Novak , " Marketing in Hypermedia Computer-Mediated Environments:Conceptual Foundations " , Journal of Marketing , 60 (July) , pp.50-68 , 1996. 21.Kotler.P. , Marketing Management :Analysis , Planning , Implementation and Control , 9th ed. , Prentice-Hall Inc. , 1997. 22.Ku , Linlin , " Impacts of Interactivity from Computer-Mediated Communication in an Organizational Setting ; A Study of Electronic Mail " , Unpublished Doctoral Dissertation , Michigan State University , East Lansing , MI , 1992. 23.Nicosia.F.M. , " Consumer Decision Process " , Marketing and Advertising Implication , Prentice-Hall Inc. , p.29 , 1968. 24.Molennar , Cor , Interactive Marketing , Aldershot , England:Gower , 1996. 25.Peter.J.P. & Olson.,J.C. , Consumer Behavior and Marketing Strategy , Richard D. Irwin Inc. , p5-p6 , 1990. 26.Powell , Curtis M , " Interactive Marketing Technologies:A Causal Analysis of Consumer Intentions " , Unpublished Doctoral Dissertation , University of South Florida , Tampa , Florida , 1995. 27.Pratt.J.W. , " Measuring Purchase Behavior " , Handbook of Marketing , Robert Ferber Edition , McGraw-Hill Co. , p.3 , 1974. 28.Plummer.J.T. , " The Concept and Application of Life-Style Segmentation " , Journal of Marketing , Vol.38 , p.69-p.81 , 1974. 29.Rafaeli , Sheizaf , " Interacting with Media:Para-Social Interaction and Real Interaction " , in B.D.Ruben and L.A. Lievrouw (Eds) , Information and Behavior , 13 , pp.125-181 , New Brunswick , NJ:Transaction Publishers , 1990. 30.Raman , Niranjana V , " Determinants of Desired Exposure to Interactive Advertising " , University of Texas , Austin , Texas , 1996. 31.Rice , Ronald E. , " Development of New Media Research " , in Ronald E. Rice (Ed.) , The New Media:Communication , Research , and Technology , Beverly Hills , CA:Sage,pp.15-31. 32.Rogers , Everett M. , Communication Technology , New York , NY , The Free Press , 1986. 33.Shiffman.L.G. & Kanuk,L.L , Consumer Behavior , 2nd ed. , New Jersey Prentice-Hall Inc. , p.4 , 1991. 34.Steve Coffey , Horst Stipp , " The Interactions Between Computer and Television Usage " , Journal Of Advertising Research , Vol.2 , p.61-p.66 , 1997. 35.Zeff , Robbin and Brad Aronson , Advertising on the Internet , New York , NY:John Wiley & Sons , Inc , 1997.