

網路口碑之訊息信任對消費者民宿住宿意願影響之研究

吳岱宜、陳信泰

E-mail: 9806192@mail.dyu.edu.tw

摘要

本研究旨在探討網路口碑之訊息信任、來源可信度與住宿意願間之關係。研究採便利抽樣方法於清境地區進行問卷調查，以曾經有投宿於民宿經驗之遊客為研究對象，共計發放300份問卷，有效樣本為235份。運用敘述性統計、信度分析、Pearson積差相關分析及迴歸分析等資料分析方法。研究結果顯示：(一)訊息信任對住宿意願具有顯著的預測力。(二)來源可信度之「專業性」構面與「吸引力」構面對住宿意願具有顯著的預測力。(三)來源可信度之「可靠性」構面與「吸引力」構面對訊息信任具有顯著的預測力。(四)訊息信任與來源可信度之「專業性」構面與「吸引力」構面對住宿意願具有顯著的預測力。本研究就分析結果做出結論，並針對民宿業者與後續研究者提出建議以茲參考。

關鍵詞：網路口碑 訊息信任 來源可信度 購買意願

目錄

中文摘要	iii	英文摘要	iv	誌謝辭	v	內容目錄	vi
目錄	viii	圖目錄	ix	第一章 緒論	1	第一節 研究背景與動機	1
第二節 研究問題	5	第三節 研究對象、範圍與限制	5	第四節 名詞解釋	6	第二章 文獻探討	8
第一節 民宿之定義與發展現況	8	第二節 口碑與網路口碑	10	第三節 訊息信任	15	第四節 來源可信度	20
第五節 住宿意願	26	第三章 研究方法	27	第一節 研究架構	27	第二節 研究假設	28
第三節 研究基地概述	28	第四節 問卷設計與操作性定義	30	第五節 問卷的抽樣與發放	35	第六節 預訪與正式調查	36
第七節 統計分析方法	37	第四章 資料分析結果	39	第一節 量表信度分析與描述	39	第二節 樣本背景資料	42
第三節 網路及民宿討論區使用經驗	43	第四節 訊息信任、來源可信度與住宿意願之相關分析	47	第五節 假設驗證之分析	48	第五章 結論與建議	52
第一節 研究結論	52	第二節 建議	57	參考文獻	60	附錄A 正式問卷	78
附錄B 迴歸模型	82						

參考文獻

- 一、中文部分 Brian, M., & Craig, J. (1996), 消費者行為心理學(游恆山譯), 台?:五南圖書出版公司, (原文於1990年出版)。 Emanuel, R. (2001), 口碑行銷(林國町譯), 台?:遠流出版事業股份有限公司, (原文於2000年出版)。 Fredrick, R. (2006), 活廣告計分法(李振昌譯), 台?:智商出版社, (原文於2006年出版)。 Internet Buzz Research Center I-Buzz 口碑情報站(2008), 口碑傳播最佳銷售利器[線上資料], 來源: <http://i-buzzresearchcenter.blogspot.com/2008/04/blog-post.html> [2008, November 13] Internet Buzz Research Center I-Buzz 口碑情報站(2008), 網路購物者相?網友所寫的推薦評論[線上資料], 來源: <http://i-buzzresearchcenter.blogspot.com/2008/05/blog-post.html> [2008, November 13] Kotler, P & Keller K. L. (2006), 行銷管理學(樓永堅, 方世榮譯), 台?:東華書局, (原文於2005年出版)。 Nielsen Media Research (2007), 使用網際網路的用途[線上資料], 來源: http://tw.emarketing.yahoo.com/ems2/trend/use/use_02.php?menu_tree=A&menu_sub_tree=c [2008, October 5] 王琳(2005), Blog訊息信任影響口碑說服效果之研究, 國立台灣科技大學企業管理研究所未出版之碩士論文。 台灣省旅遊局(1998), 觀光旅遊改隸報告, 台中:台灣省旅遊局。 白育權(2007), 假性口碑的真實影響分析與對策思考[線上資料], 來源: <http://funp.com/t80289?pid=80289&score=-4#p=80289> [2009, June 30] 交通部觀光局(2007), 中華民國96年國人旅遊狀況調查[線上資料], 來源: <http://admin.taiwan.net.tw/statistics/File/200612/95國人中摘.htm> [2009, June 11] 交通部觀光局(2009), 休閒農場[線上資料], 來源: <http://taiwan.net.tw/m1.aspx?sNo=0001015> [2009, June 11] 交通部觀光局行政資訊系統(2001), 民宿管理辦法[線上資料], 來源: <http://admin.taiwan.net.tw> [2009, February 26] 交通部觀光局行政資訊系統(2008), 2008年7~12月民宿營運報告表[線上資料], 來源: http://admin.taiwan.net.tw/statistics/month_show_2.asp?selno=57&selyear=2008&selmonth=13&sikey=2 [2008, October 5] 交通部觀光局行政資訊系統(2008), 民宿相關統計[線上資料], 來源: <http://admin.taiwan.net.tw/indexc.asp> [2008, October 5] 交通部觀光局行政資訊系統(2009), 南投縣仁愛鄉民宿名冊[線上資料], 來源: <http://hssc.tbroc.gov.tw/repp/H002-rep.asp> [2009, June 11] 池嘉敏(2005), 網路口碑來源可信度對線上購買意圖之影響 - 以線上拍賣網站為例, 國立台灣科技大學企業管理系研究所未出版之碩士論文。 何郁如,

湯秋玲(1989), 墾丁國家公園住宿服務現況之研究, 戶外遊憩研究, 2(1), 51-62。吳宜蓁, 徐偉璿 (2002), 初探網路謠言意涵、傳散過程與解決之道:從企業網路謠言談起, 網路與社會研討會, 清華大學。林建煌(2002), 消費者行為, 台?:智勝文化總經銷。林士傑, 吳宗瓊, 陳文軒, 邱仲宏(2006), 民宿消費者口碑傳播之研究-互動品質、服務品質、滿意度之關係, 中華觀光管理學會與台灣休閒遊憩學會研討會, 國立高雄餐旅學院。竺時育(2000), 消費者對網路購物廣告訊息?任之實驗室研究, 國立中央大學企業管理研究所未出版之碩士論文。徐達光、嚴如鈺(2003), 民宿消費行為之研究-以生活型態區隔為例, 中華家政學刊, 34, 139-154。旅遊經(2009), 7-11清境農場旅客服務中心[線上資料], 來源: <http://www1.travelrich.com.tw/sceneryView.action?objType=10&pageType=4&objId=94338&keyWord=> [2009, April 2] 清境民宿網(2009), 五里坡山莊[線上資料], 來源: <http://cingjing.okgo.tw/storeinfo.html?sn=139> 清境旅遊資訊網(2009), 竣悅空中花園渡假山莊[線上資料], 來源: <http://www.cingjing.com.tw/cj/jha/hotelview.asp?hno=124> [2009, April 2] 清境旅遊資訊網(2009), 魅力清境[線上資料], 來源: <http://cingjing.com.tw/cj/cj.asp> [2009, June 11] 許馨云(2006), 女性消費者對於保養品購前資訊來源?任程度之研究, 國立中央大學企業管理研究所未出版之碩士論文。陳秀吟、古宜靈(2007), 線上意象對民宿消費決策影響之初探, 台灣地方鄉鎮觀光產業發達與前瞻學術研討會, 68-80。陳思懿(2004), 網路口碑來源可?度對訊息?任之影響, 國立台灣科技大學企業管理研究所未出版之碩士論文。創市際市場研究顧問公司(2005), 部落格使用意見調查研究報告[線上資料], 來源: <http://www.insightxplorer.com> [2008, October 14] 資策會市場情報中心(2007), 2007年3月底止台灣上網人口[線上資料], 來源: <http://www.find.org.tw/find/home.aspx?page=many&id=177> [2008, October 5] 榮泰生(2006), SPSS與研究方法, 台?:五南圖書出版有限公司。趙雅麗(1995), 電腦情境的人際溝通與「人機」互動的審思, 第四屆電影電視錄影國際學術會議論文集, 109-131。歐聖榮, 姜惠娟(1997), 休閒農業民宿旅客特性與需求之研究, 興大園藝, 22(2), 135-147。練乃華, 留淑芳(2003), 口耳相傳訊息之傳播及對消費者購買行為之影響:文獻回顧與評論, 中山管理評論, 2(11), 283-307。盧希鵬(2005), 網路行銷, 台?:雙葉書廊。韓選棠(1992), 農村社區更新規劃之基本理念與實務, 農業工程學報, 38(1), 18-31。二、英文部分 Alastrar, M. M., Philip, L. P., Gianna, M., Nandini, N., & Joseph, T. O. (1996). Special accommodation: Definition, markets serlled, and roles in tourism development. *Journal of Travel Research*, 35, 18-26. Anderson, J. C., & Narus, J. A. (1990). A model of distributor firm and manufacturer firm working partnerships. *Journal of Marketing*, 54, 42-58. Arndt, J. (1967a). Role of product-related conversations in the diffusion of a new product. *Journal of Marketing Research*, 4, 291-295. Arndt, J. (1967b). Word of mouth advertising: A review of the literature. New York : Adertising Research Foundation. Assael, H. (2004). *Consumer behavior: A strategic approach*. New York: Houghton Mifflin Baker, M. J., & Churchill, G. A. (1977). The impact of physically attractive models on advertising evaluations. *Journal of Marketing Research*, 14(4), 528-555. Bansal, H. S., & Voyer, P. A. (2000). Word-of-mouth processes within a services purchase decision context. *Journal of Service Research*, 3(2), 166-177. Beccerra, M., & Gupta, A. K. (1999). Trust within the organization: Integrating the trust literature with agency theory and transaction costs economics. *Public Administration Quarterly* 23(2), 177-203. Belch, G. E., & Belch, M. A. (2001). *Advertising and ingapore: An integrated marketing communications perspective*. (5th eds), Boston: McGraw-Hill. Berlo, D. K., Lemert, J. B., & Mertz, R. J. (1969). Dimensions for evaluating the acceptability of message sources. *Public Opinion Quarterly*, 33(4), 563-576. Bickart, B., & Schindler, M. R., (2001). Internet forums as influential source of consumer information. *Journal of Interavtive Marketing*, 15(3), 31-40. Blackwell, R. D., Miniard P. W. & Engel, J. F. (2001). *Consumer behavior*, (9th ed), Harcourt, Inc. Bloch, P. H., Sherrell, D. L., & Ridgway, N. M. (1986). Consumer search: An extended framework. *Journal of Consumer Research*, 13(1), 119-126. Bristor, J. M. (1990). Enhanced explanation of word of mouth communications: The power of relationships. *Research in Consumer Behavior*, 4, 51-83. Brown, T. J., Barry, T. E., Dacin, P. A., & Gunst, R. F.(2005). Spreading the word: Investigating antecedents of consumers ' positive word-of-mouth intentions and behaviors in a retailing context. *Journal of the Academy of Marketing Science*, 33(2), 123-138. Chaiken, S. (1979). Communicator physical attractiveness and persuasion. *Journal of Personality and Social Psychology*, 37(8), 1387-1397. Chatterjee, P. (2001). Online reviews: Do consumers use them? *Advances in Consumer Research*, 28(4), 129-133. Coleman, J. S. (1990). *Foundations of social theory*. Cambridge, Massachusetts: Harvard University Press. Crosby, L. A., Evans, K. R., & Cowles, D. (1990). Relationship quality in services selling: An interpersonal influence perspective. *Journal of Marketing*, 54(3), 68-81. Datta, P. R., Chowdhury, D. N., & Chakraborty, B. R. (2005). Viral marketing: New form of word-of-mouth through Internet. *The Business Review*, 3(2), 69. Day, G. S. (1971). Attitude change media and word of mouth. *Journal of Advertising Research*, 11(6), 31-40. Derbaix C., & Vanhamme, J. (2003). Inducing word-of-mouth by eliciting surprise: A pilot investigation. *Journal of Economic Psychology*, 24(1), 99-116. Deutsch, M. (1958). Trust and suspicion. *The Journal of Conflict Resolution*, 2(4), 265-279 Deutsch, M. (1973). *The resolution of conflict: Constructive and destructive processes*. New Haven: Yale University Press. Dodds, W. B., Monroe, K. B., & Grewal, D. (1991). The effects of price, brand, and store information on buyers ' product evaluations. *Journal of Marketing Research*, 28(3), 307-319. Doney, P. M., & Cannon, J. P. (1997). An examination of the nature of trust in buyer-seller relationships. *Journal of Marketing Research*, 61(2), 35-51. Ducoffe, R. H. (1996). Advertising value and advertising on the Web. *Journal of Advertising Research*, 36(5), 21-35. Dunn, J. (1988). Trust and political agency. In D. Gambetta (Ed.) *Trust: Making and breaking cooperative relations* (pp. 73-93). New York: Basil Blackwell. Dyer, J. H., & Chu, W. (2000). The determinants of trust in supplier-automaker relationships in the U.S., Japan, and Korea. *Journal of International Business Studies*, 31(2), 259-285. Eagly, A. H., Wood, W., & Chaiken, S. (1978). Causal inferences about communicators and their effect on opinion change. *Journal of Personality and Social Psychology*. 36(4), 424-435. Erdogan, B. Z., Baker, M. J., & Tagg, S. (2001). Selecting celebrity endorsers: The practitioner ' s perspective. *Journal of Advertising Research*, 41(3), 39. Feick, L. F., Price, L. L., & Higie, R. A. (1987) . Information sensitive consumers and market information. *The Journal of Consumer Affairs*, 21(2), 328-341. Gefen, D., & Straub, D. W. (2000). The relative importance of perceived ease of use in IS acceptance: A study of e-commerce acceptance. *Journal of AIS*, 1(8), 1-30. Gelb, B. D., & Sundaram, S. (2002). Adapting to word of mouth. *Business horizon*, 45(4), 21-25. Gelb, B., & Johnson, M. (1995). Word-of-mouth communication: causes and

consequences. *Journal of Health Care Marketing*, 15(3), 54-58

Gilly, M. C., Graham, J., Wolfenbarger, M., & Yale, L. (1998). A dyadic study of interpersonal information search. *Journal of the Academy of Marketing Sciences*, 26(2), 83-100.

Harrison-Walker, L. J. (2001). The measurement of word-of-mouth communication and an investigation of service quality and customer commitment as potential antecedents. *Journal of Service Research*, 4(1), 60-75.

Hennig-Thurau, T., Gwinner, K. P., Walsh, G., & Gremler, D. D. (2004). Electronic word-of-mouth via consumer-opinion platforms: What motivates consumers to articulate themselves on the internet? *Journal of Interactive Marketing*, 18(1), pp. 38-52.

Herr, P. M., Kardes, F. R., & Kim, J. (1991). Effects of word-of-mouth and product-attribute information on persuasion: An accessibility-diagnostics perspective. *Journal of Consumer Research*, 17(3), 455-462.

Hovland, C. I., Janis, I. L., & Kelley, H. H. (1953). *Communications and persuasion: Psychological studies in opinion change*. New Haven: Yale University Press

Kahle, L. R., & Homer, P. M. (1985). Physical attractiveness of the celebrity endorser: A social adaptation perspective. *Journal of Consumer Research*, 11(4), 954-961.

Katz, E., & P. F. Lazarsfeld (1955). *Personal influence: The part played by people in the flow of mass communication*. New York, Free Press, 16-334.

Kiecker, P., & Cowles, D. (2001). Interpersonal online word-of-mouth. *Journal of Eoru-Marketing*, 11(2), 71-88.

Lafferty, B. A., & Goldsmith, R. E. (1999). Corporate credibility 's role in consumers ' attitudes and purchase intention when a high versus a low credibility endorser Is used in the Ad. *Journal of Business Research*, 44(2) , 109-116.

Lau, G. T., & Ng, S. (2001). Individual and situational factors influencing negative word-of-mouth behaviors. *Canadian Journal of Administrative Sciences*, 18(3), 163-178.

Lewis, J. D., & Weigert, A. (1985). Trust as a social reality. *Social Force*, 63(4), 967-985.

Madhok, A. (1994). Revisiting multinational firms ' tolerance for joint ventures: A trust-based approach. *Journal of International Business Studies*, 26(1), 117-137.

Mayer, R. C., Davis, & F. D., Schoorman. (1995). An integrative model of organizational trust. *Academy of Management Review*, 20(3), 709-34.

McAllister, D. J. (1995). Affect: And cognition-based trust as foundations for interpersonal cooperation in organizations. *The Academy of Management Journal*, 38(1), 24-59.

McCarter, M. W., & Northcraft, G. B. (2007). Happy together? Insights and implications of viewing managed supply chain as a social dilemma. *Journal of Operations Management*, 25(2), 498-511.

McCroskey, J. C. (1966). Scales for the measurement of ethos. *Speech Monographs*, 33(1), 65-72.

McGinnies, E., & Ward, C. D. (1980). Better liked than right: Trustworthiness and expertise as factors in credibility. *Personality and Social Psychology Bulletin*, 6(3), 67-472.

McGuire, W. J. (1985). Attitudes and attitude change. In *Handbook of Social Psychology*. In G. Lindzey & E. Aronson (Eds.), New York: Random House, 233-346.

McQuiston, D. H. (2001). A conceptual model for building and maintaining relationships between manufacturers representatives and their principals. *Industrial Marketing Management*, 30(2), 165-181.

Miller, G., & Baseheart, J. (1969). Source trustworthiness, opinionated statements, and response to persuasive communication. *Speech Monographs*, 36(1), 1-7.

Moorman, C., Zaltman, G., & Deshpande, R. (1992). Relationships between providers and users of market research: The dynamics of trust within and between organizations. *Journal of Marketing Research*, 29(3), 314-328.

Morgan, R. M., & Hunt, S. D. (1994). The commitment-trust theory of relationship marketing. *Journal of Marketing Research*, 58(3), 20-38.

Morrison, D. G. (1979). Purchase intentions and purchase behavior, *Journal of Marketing Research*, 43(2), 5-74.

Murray, K. B. (1991). A test of services marketing theory: Consumer acquisition activities. *Journal of Marketing Research*, 55(1), 10-25.

Nicholson, C. Y., Compeau, L. D. & Sethi, R. (2001). The role of interpersonal linking in building trust in long-term channel relationships. *Journal of the Academy of Marketing Science*, 29(1), 3-15.

Ohanian, R. (1990). Construction and validation of a scale to measure celebrity endorser ' s perceived expertise, trustworthiness, and attractiveness. *Journal of Advertising*, 19(3), 39-52.

Pornpitakpan, C. (2003). The effect of celebrity endorsers ' perceived credibility on product purchase intention: The case of ingaporeans. *Journal of International Consumer Marketing*, 16(2), 55-74.

Richins, M. L. (1983). Word of mouth as an expression of poduct dissatisfaction. Iniana: Bureau of Business Research.

Riegner, C. (2007) . Word of mouth on the Web: The impact of Web 2.0 on consumer purchase decisions. *Journal of Advertising Research*, 47(4), 436.

Rotter, J. B. (1967). A new scale for the measurement of interpersonal trust. *Journal of Personality*, 35(4), 651-665.

Rotter, J. B. (1975). Some problem and misconceptions related to the construct of internal versus external control of reinforcement. *Journal of Consulting and Clinical Psychology*, 43(1), 56-67.

Rotter, J. B. (1980). Interpersonal trust, trustworthiness, and gullibility. *American Psychologist*, 35(1), 1-7.

Rousseau, D. M., Sitkin, S. B., Burt, R. S., & Camerer, C. (1998). Not so different after all: A cross discipline view of trust. *Academy of Management Review*, 23(3), 393-404.

Schiffman, L. G., & Kanuk, L. L. (2000). *Comsumer Behavior*. (7th ed), New Jersey: Prentice-Hall, Inc.

Shao, C. Y., Baker J. A., & Wagner, J. (2004). The effects of appropriateness of service contact personnel dress on customer expectations of service quality and purchase intention. *Journal of Business Research*, 57(10), 1164-1176.

Silverman, G. (1997). Harvesting the power of word of mouth. *Potentials in Marketing*, 30(9), 14-16.

Simon, H. W., Berkowitz, N. N., & Moyer, J. R. (1970). Similarity, credibility, and attitude change: A review and a theory. *Psychological Bulletin*, 73(1), 1-16.

Simpson, J. T., & Mayo, D. T. (1997) Relationship management: a call for fewer influence attempts. *Journal of Business Research*. 39(3), 209-218.

Simpson, E. K., & Kahler, R. C. (1980-81). A scales for source credibility, validated in the selling context. *Journal of Personal Selling and Sales Management*, 12(1), 17-25.

Singh, J., & Sirdeshmukh, D. (2000). Agency and trust mechanisms in consumer satisfaction and loyalty judgments. *Journal of the Academy of Marketing Science*, 28(1), 150-167.

Singh, J. (1990). Voice, exit, and negative word-of-mouth behaviors: An investigation across three service categories. *Journal of the Academy of Marketing Science*, 18(1), 1-15.

Sitkin, S. B. (1995). On the positive effects of legalization on trust. *Research on Negotiation in Organizations*, 5, 185-217.

Stauss, B. (1997). Global word of mouth. *Marketing Management*, 6(3), 28-30.

Swan, J. E., & Trawick I. F. (1987). Building customer trust in the industrial salesperson: Process and outcomes. *Advance in Business Marketing*, 2(2), 81-113.

Swan, J. E., Bowers, M. R., & Richardson, L. D. (1999). Customer trust in the salesperson: An integrative review and metaanalysis of the empirical literature. *Journal of Business Research*, 44(2), 93.

Weitz, B. A., & Jap, S. D. (1995). Relationship marketing and distribution channels. *Journal of the Academy of Marketing Science*, 23(4), 305-320.

West, D. (1994). Validating a Scale for the measurement of credibility: A covariance structure modeling approach. *Journalism Quarterly*,

71(1), 159-168. Whitehead, J. L. (1968). Factors of source credibility. *Quarterly Journal of Speech*, 54(1), 59-63. Wilson, E. J., & Sherrell, D. L. (1993). Source effects in communication and persuasion research: A meta-analysis of effect size. *Journal of Academy of Marketing Science*, 21(2), 101-112. Wirtz, J., & Chew, P. (2002). The effects of incentives deal proneness, satisfaction and tie strength on word-of-mouth behaviors. *International Journal of Service Industry Management*, 13(2), 141-162. Wu, C., & Shaffer, D. (1987) Susceptibility to persuasive appeals as a function of source credibility and prior experience with the attitude object. *Journal of Personality and Social Psychology*, 52(4), 677-688. Zafer, B. E. (1999). Celebrity endorsement: A literature review. *Journal of Marketing Management*, 15(4), 291-314. Zeithaml, V. A. (1988). Consumer perceptions of price, quality, and value: A means-end model and synthesis of evidence. *Journal of Marketing*, 52(1), 2-22.