

國立聯合大學

經營管理學系碩士班

碩士論文

直播主特質、知覺影響力及產品態度  
對購買意圖之影響 - 以直播帶貨為例

The Effects of Live Streamer Characteristics,  
Perceived Influence, and Attitude towards  
Products on Purchase Intentions:  
An Example of Live Commerce

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## 摘要

本研究旨在瞭解直播主特質如何影響知覺影響力及對產品態度等因素，進而影響消費者的購買意圖。為了確認和解釋直播主特質、知覺影響力及對產品態度等因素和購買意圖之間的聯繫，本研究調查：(1)直播主特質對知覺影響力之影響；(2)直播主特質對產品態度之影響；(3)直播主特質對購買意圖之影響；(4)知覺影響力對購買意圖之影響；(5)對產品態度對購買意圖之影響；(6)知覺影響力在直播主特質對購買意圖之影響具有中介效果；(7)產品的態度在直播主特質對購買意圖之影響具有中介效果。本研究以過去一個月內觀看過直播帶貨且年滿 18 歲以上之消費者為研究對象，設計問卷並發放於社群平台上，回收有效問卷為 268 份，利用統計軟體 SPSS 22 進行因素分析及迴歸分析，衡量不同變項間的關係。分析結果顯示：直播主特質對知覺影響力有正向影響；直播主特質對產品的態度有正向影響；直播主特質對購買意圖有正向影響；知覺影響力對購買意圖有正向影響；產品態度對購買意圖有正向影響；知覺影響力在直播主特質對購買意圖之間具有部分中介效果；產品態度在直播主特質的專業度構面對購買意圖之影響間具有完全中介效果；產品態度在直播主特質的可信度及吸引力構面對購買意圖之影響間有部分中介效果。

**關鍵詞：直播主特質、知覺影響力、對產品態度、購買意圖**

## ABSTRACT

This study aims to understand how the live streamers characteristics affect perceived influence, attitudes toward products, and other factors, thereby impacting consumers' purchase intentions. Accordingly, this study investigates: (1) the impact of live streamer characteristics on perceived influence; (2) the impact of live streamer characteristics on attitude toward products; (3) the impact of live streamer characteristics on purchase intentions; (4) the impact of perceived influence on purchase intentions; (5) the impact of attitude toward products on purchase intentions; (6) the mediating effect of perceived influence on the relationship between live streamer characteristics and purchase intentions; (7) the mediating effect of attitude toward products on the relationship between live streamer characteristics and purchase intentions. This study targets consumers aged 18 and above who have watched live stream sales in the past month. A questionnaire was designed and distributed on social media platforms, yielding 268 valid responses. The results showed that: live streamer characteristics have a positive impact on perceived influence; live streamer characteristics have a positive impact on attitudes toward products; live streamer characteristics have a positive impact on purchase intentions; perceived influence has a positive impact on purchase intentions; attitudes toward products have a positive impact on purchase intentions; perceived influence partially mediates the relationship between live streamer characteristics and purchase intentions; attitudes toward products fully mediate the relationship between the professionalism dimension of live streamer characteristics and purchase intentions; attitudes toward products partially mediate the relationship between the credibility and attractiveness dimensions of live streamer characteristics and purchase intentions.

**Keywords: Live Streamer Characteristics, Perceived Influence, Attitudes Toward Products, Purchase Intentions.**