

國立聯合大學

經營管理學系碩士班

碩士論文

網紅可信度與自我一致性對消費者購買意願
之影響

**The Influencer's Credibility and Self-
Congruity on Customer's Purchase Intention**

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摘要

在資訊碎片化的時代下，人們獲取資訊的習慣已經發生了巨大的轉變，消費者不再有時間或耐心去閱讀冗長的廣告或接收過時的推銷方法。相反的，他們更傾向於在不同的社群媒體或裝置來回跳躍，尋找引人注目的內容。因此，以圖文或僅有幾秒鐘的短影音作為廣告已成為現在的主流趨勢。在此種內容的提供者中，主要提供者就是網紅。網紅會定期與追隨者聯繫並提供最新資訊，在社群平台上，網紅的粉絲追蹤數公開透明，透過數據後台也能衡量行銷活動成效，因此在過去研究中發現網紅確實會影響消費者的購買意願。本研究主要探討的議題在於，網紅行銷稱霸的世代下，哪些因素會影響消費者的購買意願。

本研究旨在於建構與驗證「網紅可信度、自我一致性與購買意願」三者間的相互關係，並將品牌參與加入當作中介變項做更深入的探討，研究問題歸納如下：(1)探討網紅可信度與消費者購買意願的關係、(2)探討網紅自我一致性與消費者購買意願的關係、(3)探討品牌參與和消費者購買意願的關係、(4)探討網紅可信度、品牌參與以及消費者購買意願的關係、(5)探討網紅自我一致性、品牌參與以及消費者購買意願的關係。

本研究採用網路問卷方式調查，共回收 342 份有效問卷，所做的分析有敘述性統計分析、信度分析、驗證性因素分析及結構方程模型等。根據研究結果可知：「可信度之吸引力」、「可信度之誠信」、「理想自我一致性」、「品牌參與」會正向影響「購買意願」；「可信度之專業知識」、「真實自我一致性」沒有正向影響「購買意願」；「品牌參與」於「真實自我一致性」、「理想自我一致性」與「消費者購買意願」間有完全中介效果，而「品牌參與」於「網紅可信度之吸引力」、「網紅可信度之誠信」、「網紅可信度之專業知識」與「消費者購買意願」間沒有中介效果。

關鍵字：可信度、自我一致性、品牌參與、購買意願

Abstract

Graphic and video ads have gradually become the mainstream trend, with influencers being the primary providers. The main focus of this study is to investigate how influencers influence consumers' purchasing intentions.

The objective of this research is to construct and validate the relationships among "credibility," "self-congruity," and "purchase intention," with "brand engagement" included as a mediating variable. The study employed an online questionnaire survey, with a total sample size of 480 responses, out of which 342 were deemed valid. The analyses conducted included descriptive statistical analysis, reliability analysis, confirmatory factor analysis, and structural equation modeling.

According to the research findings, "credibility of attractiveness," "credibility of trustworthiness," "ideal self-congruity," and "brand engagement" positively impact "purchase intention." However, "credibility of expertise" and "real self-congruity" do not have a positive impact on "purchase intention." Brand engagement fully mediates the relationship between "real self-congruity," "ideal self-congruity," and "purchase intention," while it does not mediate the relationship between "credibility of attractiveness," "credibility of trustworthiness," "credibility of expertise," and "purchase intention."

Keywords: Credibility, Self-congruity, Brand engagement, Purchase intention