

國立聯合大學
經營管理學系碩士班

碩士論文

推薦人及影片所呈現的信號對消費者
購買意圖的影響—以 YouTuber 為例

The Influence of Recommender-related signals
and Video-related signals on Purchase Intention
by YouTuber

研究生：趙庭萱 撰

指導教授：李奇勳 博士

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摘要

近年來，因電子商務的快速發展，「宅經濟」的消費模式逐漸形成，使得許多消費者都傾向使用網路購物。而自 2020 年起，全球遭受新冠肺炎疫情襲擊，大部分消費者都有從「線下轉為線上」的現象，更提升了宅經濟的趨勢。另外，隨著使用人數增加，YouTube 逐漸成為主流的影音平台，YouTuber 便是主要在 YouTube 上發布資訊的影音部落客，他們經由知名度和可信度的堆疊後產生影響力。比起實體購物，消費者在網路購物的過程中面臨更多選擇，為更有效地做出購買決策，他們會透過搜尋相關訊息與評論來提升效率。而本研究以信號理論為基礎，進一步探討 YouTuber 個人特質及其透過影片所發布出的推薦訊息對消費者購買意圖的影響。

本研究透過網路以「曾為購買某商品或服務而觀看 YouTuber 推薦影片的消費者」為對象，總共收集了 491 份問卷，研究結果發現：(1)推薦人信號中的吸引力並不會正向影響消費者對其的信任；而可靠性及專業性則會正向影響消費者對其的信任(2)影片信號中的實用性、娛樂性會正向影響消費者的正向情緒；而知覺流暢性則不會正向影響消費者的正向情緒(3)觀看影片後的正向情緒會正向影響消費者對推薦人的信任、情感依附及購買意圖(4)對推薦人的信任會正向影響消費者對其的情感依附及購買意圖(5)情感依附會正向影響購買意圖(6)相似性不會干擾信任、情感依附及正向情緒對購買意圖的影響。本研究結果可作為相關業者營運規劃的參考。

關鍵字：YouTuber、信號理論、信任、情感依附、購買意圖

Abstract

In recent years, due to the rapid development of e-commerce, the "home economy" consumption pattern is gradually formed, making many consumers tend to use the Internet shopping. As the COVID-19 is sweeping the entire world, most consumers have switched from "offline" to "online," which has boosted the trend of the home economy. In addition, with the increase in the number of users, YouTube has gradually become a mainstream audio-visual platform. The so-called YouTubers are video bloggers (vloggers) who post information on YouTube, and they generate influence through the popularity and the credibility. Compared with physical shopping, online shoppers are faced with more choices during the shopping process. Thus, in order to reach more effective purchase decisions, they search for relevant information and reviews to enhance their efficiency. This study uses Signaling Theory as a basis to further investigate the influence of YouTuber personalities and their recommendation messages through videos on purchase intentions.

This study was conducted online with consumers who watched a YouTuber recommendation video to purchase a product or service, and a total of 491 questionnaires were collected. This study showed that (1) attractiveness isn't positively related to trust; trustworthiness and expertness is positively related to trust, (2) utilitarian and entertainment are positively related to positive emotion; perceptual fluency is not positively related to positive emotion, (3) positive emotion is positively related to trust, emotion attachment and purchase intention, (4) trust is positively related to emotion attachment and purchase intention, (5) emotion attachment is positively related to purchase intention, and (6) similarity does not moderate the effects of trust, emotional attachment, and positive emotions on purchase intentions.

Keyword: YouTuber, Signaling Theory, Trust, Emotion Attachment, Purchase Intention