

## 摘要

本研究主要針對不同國家的使用者在線上串流網站觀看影片之情形，探討娛樂性與熟悉度對信任態度及文化認同的影響與對購買意願之間的影响，採用網路問卷進行數據蒐集。結果顯示娛樂性與熟悉度正向影响使用者的信任態度與文化認同，且使用者的信任態度與文化認同具有中介效果。

**關鍵字：**娛樂性、熟悉度、信任態度、購買意願、文化認同



## ABSTRACT

The purpose of this study was to examine users' online media-streaming preferences and elucidate the effects of playfulness and familiarity on trust, cultural identity, and purchase intention. An online questionnaire was designed for data collection. The study findings reveal that playfulness and familiarity positively influenced users' trust and cultural identity and users' trust and cultural identity demonstrated a moderating effect.

**Keywords : Playfulness, Familiarity, Trust, Purchase Intentions,**

**Cultural Identity**

