

## 摘要

自 2000 年代以來，韓流文化已經成為一種全球現象，其包含了韓國流行音樂、韓國電視劇、韓國電影以及韓國綜藝等，且與生活方式、語言、飲食等形成一個彼此影響和帶動的循環體系，因而具有極為強大的流行力量。相繼有許多研究旨在探討韓流對跨文化國家的影響，也有許多針對影響消費者態度、模仿意圖與購買意願的研究。然而，目前缺乏針對台灣消費者的韓流相關研究，因此本研究調查了韓國流行文化媒體內容的消費如何影響台灣受眾購買韓國產品的意圖。

本研究旨在調查 (1) 韓流消費的頻率與時長對模仿韓流的意圖及其對韓國文化及產品的態度之影響；(2) 模仿韓流的意圖及對韓國文化與產品的態度對台灣觀眾消費韓流媒體的頻率與時長與其購買韓國產品的意圖之間是否具有中介效果；(3) 消費者的模仿意圖是否影響其對韓國文化及產品的態度；(4) 對韓國文化的態度是否影響對韓國產品的態度。

本研究採用便利抽樣法進行問卷調查，並發放網路問卷，以台灣消費韓流的受眾作為研究對象。採用 SPSS 22 統計軟體做為資料分析工具，本研究結果發現消費韓流的時長比起頻率，更能使消費者產生對韓國文化與產品的態度以及模仿意圖，進而影響其購買韓國產品的意願；而中介結果顯示所有路徑皆為完全中介效果，意即消費韓流的頻率與時長不能直接影響消費者對購買韓國產品的意願，必須透過產生對韓國文化與產品的態度以及模仿意圖，才能對購買意願產生影響。

**關鍵詞：**韓國流行文化、模仿意圖、韓國文化、韓國產品、國際文化行銷

## **ABSTRACT**

Numerous studies have been conducted to investigate the influence of the Korean Wave on cross-cultural countries, including its impact on consumer attitudes, imitation intention, and purchase intention. However, there is currently a gap in the literature concerning the Korean Wave's effects on Taiwanese consumers. Therefore, this study aims to investigate how Korean pop culture consumption affects the behavioral intention of Taiwanese audiences. Specifically, this study aims to (1) determine the impact of the frequency and duration of Korean Wave consumption on the intention to imitate the Korean Wave, as well as attitudes towards Korean culture and products; and (2) assess whether the intention to imitate the Korean Wave and attitude toward Korean culture and products have an intermediary effect on the intention of Taiwanese audiences to consume Korean wave media and purchase Korean products. To achieve this, the convenience sampling method was adopted to conduct a questionnaire survey, and online questionnaires were distributed to Korean wave consumers in Taiwan. SPSS 22 statistical software was used as a data analysis tool. The results indicate that the duration of Korean Wave consumption, rather than the frequency of consumption, has a more positive impact on consumers' attitudes towards Korean culture and products and their intention to imitate them. This, in turn, affects their willingness to buy Korean products. However, the mediating results reveal that the frequency and duration of Korean Wave consumption cannot directly influence consumers' willingness to buy Korean products. Instead, they indirectly affect consumers' attitudes towards Korean culture and products and their intention to imitate them, ultimately leading to the purchase of Korean products.

**Key words: Korean Wave, Imitation Intention, Korean Culture, Korean Products, International Cultural Marketing**