

摘要

本研究探討電玩實況主播的可信度，是否會影響電玩實況觀眾對主播的情感性價值進而影響對主播的忠誠度、而對主播的忠誠度及產品功能性價值是否會影響觀眾對主播代言商品的購買意願，針對研究目的，本研究以 Twitch 電玩實況平台之英雄聯盟為例，並以 Twitch 實況觀眾為研究對象，採便利抽樣方式，分別發放紙本問卷及網路問卷兩種方式來進行問卷調查。

本研究以 SPSS 20 及 AMOS 20 統計軟體進行資料分析與結構方程模式進行驗證分析，研究結果發現電玩實況主播可信度，會正向影響觀眾對於主播的情感性價值，觀眾對電玩實況主播的情感性價值，會正向影響觀眾對主播的忠誠度，觀眾對電玩實況主播的忠誠度，會正向影響觀眾對於主播所代言產品的購買意願，電玩實況主播代言產品的功能性價值，會正向影響觀眾的購買意願，最後提出本研究的結論及電玩遊戲平台與主播經營上的管理意涵，期望研究結果對電玩遊戲平台及實況主播維持、吸引與擴大忠誠觀眾群體提供有效參考建議。

關鍵字:實況主播、情感性價值、忠誠度、功能性價值、購買意願

Abstract

This study explores the credibility of the Gaming live Streamer, is it will affect the gaming live audience on the emotional value of the Streamer and then affect the audience loyalty to the Streamer, and audience to the Streamer loyalty and product functional value is it will affect The Audience on the host endorsement merchandise the purchase intention, Aiming at the purpose of the study, this study take the league of legends of Twitch Gaming live platform as an example, and take Twitch live audience as the research object, and adopts the convenient sampling method to distribute the paper questionnaire and the network questionnaire respectively.

In the study, use to SPSS 20 and AMOS 20 statistical software for data analysis and structural equation model assessment analysis, The results of the study found that Gaming live Streamer credibility, will positive affect the audience for the emotional value of the Gaming live Streamer, the audience on the emotional value of the Gaming live Streamer, will positive affect the audience loyalty to the Streamer, The audience on the Gaming live Streamer loyalty, will positively affect the audience on the Gaming live Streamer of the Endorsement products the purchase intention, Finally, the author puts forward the conclusion of this study and the management meaning of the game live platform and the Gaming live Streamer of operation, Expect the results of the game on the game live platform and Gaming live Streamer to maintain, attract and expand the loyal audience to provide effective reference recommendations.

Key words:live Streamer, emotional value, loyalty, functional value, purchase intention