題目	網路口碑行銷效果探究-以經驗品為例				
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摘要	隨著網路與社群網站的興起,網路口碑 (Electronic Word-of-Mouth;eWOM)成為				
	了消費者消費行為的主要參考資訊來源,而網路口碑行銷(Electronic				
	Word-of-Mouth Marketing; eWOMM)也成為全球網路行銷研究者所共同關注的焦點。本研究目的在於建構一個衡量網路口碑行銷的模式,探討網路口碑的價值、轉換過程及其行銷效果,並分析三組調節變項在網路口碑價值、轉換及行銷效果上所產生				
	的差異。研究資料收集分為兩階段,預試問卷共收回 352 份有效樣本,正式問卷總共				
	收回 769 份有效樣本。本研究發現:(1)網路口碑對企業的評價會直接影響人們的分享				
	行為、參考行為以及購買意圖;(2)網路口碑的內容相關性會直接影響分享行為、參考				
	行為以及購買意圖;(3)分享網路口碑的情形會直接影響消費者的購買意圖;(4)消費者				
	會參考網路口碑,並直接對購買意圖產生影響;(5)從三因子操弄發現,在各口碑類型、 訴求方式、個人資本下的情境的行銷路徑也會有所不同。最後本研究也進一步對有關 網路口碑行銷研究提供了結論和建議,作為未來理論及實務發展的參考。				
關鍵字	□碑行銷;網路□碑;網路行銷				
Title	Measuring and Analyzing eWOM Marketing Effects - An Example from				
	Experience Goods				
Author(s)	I-Ping Chiang, Kuen-Hung Tsai, Yaw-Der Huang				
Abstract	Powered by internet and social network surging, electronic word-of-mouth				
	(eWOM) not only turns into a major reference for consumers' online shopping				
	behavior, but also becomes a global attention in internet marketing research.				
	However, the research on electronic word-of-mouth marketing (eWOMM) of				
	experience goods has still rarely represented a comprehensive set of factors				
	and valuation. The purpose of this study tries to focus on how to evaluate the				
	effects of electronic word of mouth marketing, and to explore the value of				
	electronic word-of-mouth, conversion process and marketing results				
	through three moderators. This study found that (1) the reputation of the				
	electronic word-of-mouth will directly affect sharing behavior, reference				
	behavior and purchase intention; (2) the relevance of the value will directly				
	affect sharing behavior, reference behavior and purchase intention; (3) the sharing behavior will directly affect purchase intention; (4) the reference				
	behavior will directly affect purchase intention; (5) each situation paths are				
	different manipulated by three factors (type of electronic word-of-mouth				
	marketing, appeal type, and individual capital). Based on our research results,				
	further conclusions and implications for theoretical and practical studies are				
	also provided.				
Key Words	Word-of-Mouth Marketing; Electronic Word-of-Mouth; Internet Marketing				