題目	物以類聚？網路紅人廣告代言效果之研究
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摘要	隨著社群媒體的蓬勃發展，網路紅人憑藉高知名度與高流量迅速崛起，成為品牌行銷中的重要推手。企業亦積極與之合作，以擴大品牌聲量與消費者影響力。有鑑於此，本研究旨在探討粉絲與網路紅人之間擬社會互動的形成機制與其對廣告效果之影響。研究以曾追蹤網路紅人之使用者為調查對象，共回收 283 份有效問卷。實證結果顯示，專業知識是網路紅人影響力中最具關鍵性的要素，顯著提升其廣告說服力；且當紅人具備高度吸引力時，更易引發粉絲之認同與同質化感受。此外，不同群體在代言人契合度的分析顯示，不同受眾對代言人與產品契合度的感知存在差異。整體而言，相較於傳統名人，網路紅人需更積極強化其可信度，並聚焦於其專業領域內之產品推薦，以建立正向形象並提升購買意願。據此，本研究除提供企業運用網路紅人影響力，以強化與粉絲互動與信任關係之實務建議外，亦在學術層面指出，情感連結須透過態度中介方能轉化為購買意圖，進而深化對情感與認知歷程交互作用的理解。
關鍵字	網路紅人、擬社會互動、同質性、來源可信度、代言人適配度
Title	Birds of a Feather Flock Together? Exploring Effects of Internet Celebrity Endorsement in Advertising
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Abstract	With the rise of social media, influencers have become key players in brand marketing, leveraging their visibility and online reach. Firms actively collaborate with them to expand brand exposure and influence consumer behavior. This study investigates the formation of para-social interaction (PSI) between fans and influencers, and its effects on advertising effectiveness and purchase intention. Based on 283 valid responses from users who follow influencers, results show that Expertise is the most influential trait, significantly enhancing advertising persuasiveness. Additionally, highly attractive influencers are more likely to evoke fan identification and perceived Homophily. Subgroup analysis reveals differences in perceived endorser-product fit, suggesting that audience characteristics may shape endorsement evaluation. Compared to traditional celebrities, Influencers should strengthen their Trustworthiness and endorse products within their area of Expertise to build a positive advertising image and drive Purchase Intention. This study offers practical guidance for firms to enhance trust-based and interactive communication with fans through more effective Influencer marketing. This study provides practical insights for firms to foster trust-based communication with fans and contributes theoretically by showing that emotional bonds influence purchase intention indirectly through attitudinal mediation, enhancing understanding

	of affective–cognitive dynamics in persuasion.
Keyword	Influencer, Para-social Interaction (PSI), Homophily, Source Credibility, Endorser Suitability