

科技部補助產學合作研究計畫成果精簡報告

線上社群行銷之研究~以寢具傢俱業為例

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2. 「本研究」是否已有嚴重損及公共利益之發現：否
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中華民國 105 年 03 月 31 日

中文摘要：席夢思(Simmons)為一美國寢俱品牌，該公司長期致力於產製優質床墊以協助顧客獲得良好的睡眠品質，因此在世界的床墊市場享有悠久的美譽。在台灣，席夢思公司以品牌行銷與銷售服務為主，並將創新經營的想法運用在行銷與客戶服務方面。2011年起，席夢思開始在臉書上經營粉絲團專頁，成為同業中最早開始經營網路行銷與社群的品牌，目前已獲得41萬餘會員，是寢俱業中非常難見到的，因為床墊是購買週期十分長的耐久財，對多數人而言，也是低關心度的產品，因此能有規模不小的線上社群成員經常互動，顯示其線上品牌社群經營已獲頗佳的成果。

網路口碑與社群媒體已成為當今網際網路盛行下，企業不可忽視的一股影響力量。席夢思不斷地充實數位行銷與線上社群經營的相關知識，並應用協力廠商的服務，使其網路行銷的能力日漸增強。為檢視網路中品牌社群成員的需求、購買行為與品牌印象，本研究團隊與台灣席夢思公司合作，應用內容分析法來分析獨立論壇與官方品牌社群網站中成員的想法。研究議題有二，其一為消費者購買床墊的決策過程，另一為消費者對席夢思以及主要競爭品牌的網路口碑內容。樣本來自於西元2009至2015年5月間台灣各大論壇中共計198篇的網路口碑。研究結果顯示，消費者在床墊的購買考量中，首要內在因素是為了改善睡眠品質，而主要外在因素乃為廠商的促銷活動吸引力。在資訊蒐集管道部分，雖然愈來愈多消費者會從網路上蒐集資訊，但主要仍透過床墊實體通路獲得完整產品資訊。在價格方面，消費者多半會在不同銷售通路間進行比較，由不同品牌的促銷方案中尋找最理想的購買方案，期望能以較低價格購入理想的高品質床墊。在服務方面，賣場銷售人員的專業程度與態度是消費者評估服務的依據。有關席夢思的口碑，最主要來自於個人使用經驗的評論以及品牌相關的評論，分別各佔四成。其中席夢思正面口碑中，最主要是屬於個人使用評論，而負面口碑最主要是與價格相關。

為了更進一步了解消費者對席夢思網路廣告創意策略的看法，本研究另以實驗法探討廣告設計(廣告來源揭露度、訊息框架)與消費者特質(調節焦點)對消費者廣告分享意願、廣告態度、購買意願和品牌態度的影響。研究結果顯示，廣告的訊息框架能喚起消費者對廣告的移情作用。此外，廣告的訊息框架亦能影響消費者收看廣告前後的 brand 態度差異。在二階交互作用的部分，訊息框架和廣告來源揭露程度對消費者廣告分享意願有顯著的影響。當廣告來源揭露程度低時，促進焦點的訊息框架會比預防焦點的訊息框架更讓消費者產生廣告分享意願。此外，與低廣告來源揭露程度相比，預防焦點的訊息框架在高廣告來源揭露程度時會讓消費者產生較高的廣告分享意願。上述研究結果所帶來的實務意涵將可提升台灣席夢思公司的線上社群經營成效，更使得虛擬與實體行銷的結合更為緊密，產生最大的綜效。

中文關鍵詞：網路口碑、NVivo10、廣告效果、調節焦點、訊息框架

英文摘要：In the era of digital age, companies cannot ignore the influence of eWOM and online community. In order to examine mattress buyers' needs, purchase behavior and brand image, this study cooperates with Simmons to analyze consumers'

opinions in independent forums and official online communities. The samples were 198 eWOMs collected on internet from 2009 to May of 2015. The results include two parts. The first part is related to consumers' mattress buying behavior. The most important intrinsic motivation is to improve sleep quality. Moreover, sales promotion is important extrinsic motivation to drive buying decision. In terms of information collection, consumers tend to rely on offline channel to acquire complete product information. Most consumers compare the price between channels to get the most ideal options. Finally, the expertise and attitude of salespeople are the key criteria of service quality. The second part is about the eWOMs of Simmons and competitors on forum. We found that eWOMs concern most with using experiences and brand reputation, each takes up about 40% of volume. The positive eWOMs of Simmons are related to using experiences and the negative eWOMs centers around price level.

This study also examined the effect of online advertisement. A 2 (source identification) x 2 (regulatory message framing) x 2 (regulatory focus) between subject experiment were conducted. The results show a significant main effect of message framing on transference. The main effect of regulatory message framing on Simmons brand attitude change is also significant. The main effect of consumers' regulatory focus on Simmons brand attitude change is significant. Furthermore the interaction effect of regulatory message framing and video source identification has significant effect on sharing intention. The findings of this study offers some practical suggestions for Simmons to enhance its brand equity and management of online community.

英文關鍵詞：eWOM, NVivo10, advertising effect, regulatory focus, message framing

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人才培育成果說明：

本產學研究經由研究討論與成果分享增進了業者網路口碑與線上廣告效果的知識，也培養了五位碩、博士生，使其對於網路行銷研究的能力有所提升。

技術研發成果說明：

本產學研究研發了兩項技術：(1) 如何運用 NVivo10 進行網路口碑的蒐集、整理與分析；(2) 如何運用實驗法進行網路廣告效果研究，包括如何選擇並調整網路廣告，設計網路問卷，界定調查母體與隨機抽樣，及選擇適當的統計分析方法以獲致結論。

技術特點說明：

本研發技術為通用型行銷研究技術，適用於網路行銷之消費者行為研究。

可利用之產業及可開發之產品：

適用於各類進行消費者網路行銷的產業。未來可以開發(1)網路口碑與品牌形象監測服務，以及(2)網路廣告效果監測服務。

推廣及運用的價值：

該類技術之應用可協助廠商了解本身品牌與競爭者的優劣勢，經由了解消費者口碑，得知應該如何調整行銷策略以及廣告溝通方法。

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(請列舉提供之單位；本部不經審議，依勾選逕予轉送。)

中華民國一〇五年三月三十一日

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研究摘要：

席夢思(Simmons)為一美國寢俱品牌，該公司長期致力於產製優質床墊以協助顧客獲得良好的睡眠品質，因此在世界的床墊市場享有悠久的美譽。在台灣，席夢思公司以品牌行銷與銷售服務為主，並將創新經營的想法運用在行銷與客戶服務方面。2011年起，席夢思開始在臉書上經營粉絲團專頁，成為同業中最早開始經營網路行銷與社群的品牌，目前已獲得41萬餘會員，是寢俱業中非常難見到的，因為床墊是購買週期十分長的耐久財，對多數人而言，也是低關心度的產品，因此能有規模不小的線上社群成員經常互動，顯示其線上品牌社群經營已獲頗佳的成果。

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為了更進一步了解消費者對席夢思網路廣告創意策略的看法，本研究另以實驗法探討廣告設計(廣告來源揭露度、訊息框架)與消費者特質(調節焦點)對消費者廣告分享意願、廣告態度、購買意願和 brand 態度的影響。研究結果顯示，廣告的訊息框架能喚起消費者對廣告的移情作用。此外，廣告的訊息框架亦能影響消費者收看廣告前後的 brand 態度差異。在二階交互作用的部分，訊息框架和廣告來源揭露程度對消費者廣告分享意願有顯著的影響。當廣告來源揭露程度低時，促進焦點的訊息框架會比預防焦點的訊息框架更讓消費者產生廣告分享意願。此外，與低廣告來源揭露程度相比，預防焦點的訊息框架在高廣告來源揭露程度時會讓消費者產生較高的廣告分享意願。上述研究結果所帶來的實務意涵將可提升台灣席夢思公司的線上社群經營成效，更使得虛擬與實體行銷的結合更為緊密，產生最大的綜效。

關鍵字：網路口碑、NVivo10、廣告效果、調節焦點、訊息框架

Abstract

Simmons has devoted to provide customers with high quality mattress by scientific methods for a long time, therefore, it has achieved good reputation around the world. In 2011, Simmons began to operate its official fans page on Facebook and became the first adopter of internet marketing and brand community in Taiwan mattress industry. Because mattress is typically durable, most consumers tend not to pay attention to this product and its information. Yet, Simmons has accumulated 410 thousands active members on its fan page, which signifies success in online community management.

In the era of digital age, companies cannot ignore the influence of eWOM and online community. In order to examine mattress buyers' needs, purchase behavior and brand image, this study cooperates with Simmons to analyze consumers' opinions in independent forums and official online communities. The samples were 198 eWOMs collected on internet from 2009 to May of 2015. The results include two parts. The first part is related to consumers' mattress buying behavior. The most important intrinsic motivation is to improve sleep quality. Moreover, sales promotion is important extrinsic motivation to drive buying decision. In terms of information collection, consumers tend to rely on offline channel to acquire complete product information. Most consumers compare the price between channels to get the most ideal options. Finally, the expertise and attitude of salespeople are the key criteria of service quality. The second part is about the eWOMs of Simmons and competitors on forum. We found that eWOMs concern most with using experiences and brand reputation, each takes up about 40% of volume. The positive eWOMs of Simmons are related to using experiences and the negative eWOMs centers around price level.

This study also examined the effect of online advertisement. A 2 (source identification) x 2 (regulatory message framing) x 2 (regulatory focus) between subject experiment were conducted. The results show a significant main effect of message framing on transference. The main effect of regulatory message framing on Simmons brand attitude change is also significant. The main effect of consumers' regulatory focus on Simmons brand attitude change is significant. Furthermore the interaction effect of regulatory message framing and video source identification has significant effect on sharing intention. The findings of this study offers some practical suggestions for Simmons to enhance its brand equity and management of online community.

Keywords: eWOM, NVivo10, advertising effect, regulatory focus, message framing

1. Introduction and Research Motives

The prevalence of internet has transformed the marketplace into an internet-enabled market environment. In response to the digital revolution, the marketers have to rethink how to integrate offline marketing strategy and online marketing strategies to achieve synergistic effect.

The internet offers marketers and consumers with growing opportunities for interactions and personalization. Through the online platform, marketers are able to send out tailored messages that reach different consumer segments. However, on the other hand online interactive communications also brings challenges to marketers.

Consumers decide what information they need, the level of engagement preferred, and they can easily insulate themselves from the marketer's messages. Internet's accessibility, reach and transparency have provided an online platform where consumers are able to share product usage experiences, spread positive and negative opinions about brands and products, which is out of the marketer's control. Therefore, the need to obtain more understanding on consumer's interactive communication on the online platform, namely electronic word-of-mouth behavior is an imperative for marketers of all product categories.

Currently, when consumers in Taiwan intend to buy furniture (including mattress), for the information sources from internet, they most often go to Mobile 01 to search, which is a forum for all the brands. Other than that, some forums are also popular in Taiwan, such as Pixnet, Yahoo Knowledge, PTT (a bulletin board system hold by National Taiwan University) etc. If consumers want to get more information on a specific brand, they can join the brand community, which usually has a fan page in Facebook. Marketers regard these two types of platform as important sites to interact with the consumers, and often consider brand community (e.g., fan page) is a good place to build customer relationship. Therefore, the first research objective of this research is to investigate the major contents of word-of-mouth about mattress in Taiwan market. Specifically, what can be found regarding consumer's need, buying behaviors, and customer satisfactions towards mattress they bought? And what do these words-of-mouths say about Taiwan Simmons and its major competitors?

Consumer today are bombarded with thousands of advertising messages daily, which increases the media clutter and rising expenses for marketers to approach consumers. Therefore, marketers are seeking innovative ways to reach consumers. Viral advertising has become one of the most popular ways that marketers seek to breakthrough consumer indifference to commercials send through traditional medium. Viral advertising is facilitated by peer-to-peer communication, where the recipient of the advertisement actively passes along the advertisement among their friends. Marketers pursue to create viral advertisement that appeal to individuals with high social networking potential so that the advertisement have a high probability of being spread by these individuals in a short period of time.

Although the advantages of viral advertising is apparent, however, our understanding on what drives consumers to forward online advertising is still largely unexplored. The motivation that drives consumers to spread the online advertising

cannot be clearly understood without also examining the advertising content framing and the emotions that is evoked in the viewing process. Past research indicate that the emotions evoked from online advertising has substantial impact in facilitating consumers to spread the advertising (Lindgreen and Vanhamme, 2005). Furthermore, previous studies assert that the source of online advertising can also impact individual's sharing intention, suggesting that non-commercial sources such as user generated videos provide more engagement (Ertimur and Gilly 2012).

The extant literature has yet investigated the interrelations between message framing, online video source, and individual's processing goals of online advertising. Therefore, the second objective of this research is aimed to contribute in exploring how individual's regulatory focused orientation, message framing and online video source identification influence the sharing intention of online advertising. This research adopts Simmons online advertising as the empirical testing ground. The research findings can shed light on Simmons' online advertising strategy formulation.

2. Literature Review

2.1. Word-of Mouth

The importance of word-of-mouth (WOM) communication has been widely accepted in traditional marketing. However as markets change, word-of-mouth has also evolved. According to Kozinets et al. (2010), there are three stages in which WOM has evolved: The Organic Interconsumer Influence Model, The Linear Marketer Influence Model, and The Network Coproduction Model. In the first model, WOM is "organic" because the conversation is carried among consumers without the initiation or influence from the marketers (Arndt, 1967; Gatignon and Robertson, 1986). The Linear Marketer Influence Model depicts marketers actively attempting to impact the opinion leaders by traditional marketing means, such as advertising and promotions (King and Summers, 1976). The Network Coproduction Model depicts WOM communications being coproduced in consumer networks and online communities (Muñiz and Schau, 2005). The messages from marketers no longer flow uni-directionally, instead they are carried and discussed between members of the consumer network.

2.2. Customer to Customer Communications Model

Adjei, Nobel and Nobel (2010) proposed a model that illustrates the influence of customer to customer (C2C) communications in online brand communities on customer purchase behavior. In the purchase decision process, uncertainty rises where consumers do not exhibit confidence in their decisions, thus they often seek other consumer's opinion. EWOM is significant to online purchasing decision because of the involved perceived risk. In order to deal with uncertainties, individuals communicate with others to seek information so as to reduce the ambiguity (Weiss et al. 2008). Therefore, Adjei, Nobel and Nobel (2010) assert reduction in uncertainty moves the online community members closer to purchase decisions. Thereby online customer to customer communications may play a critical role in influencing a customer closer to a positive purchase decision.

2.3. Viral Advertising

According to Porter and Golan (2006), viral advertising is ‘‘unpaid peer-to-peer communication of provocative content originating from an identified sponsor using the Internet to persuade or influence an audience to pass along the content to others’’. The reason why viral ads become viral is because of consumer’s initiated action in spreading the ad. Viral advertising is controlled by the consumers and passed along within their social networks. Thus the challenge is for marketers is to create advertising that has viral potential (Kirby and Marsden, 2006). Most viral ads come from an identified sponsor, launched on the company’s social media sites. However, past study indicated that viral ads had highest influence when the ads are commercial free, providing entertainment value to consumers instead of a sales call (Cruzz and Fill, 2008).

2.4. Regulatory Focus Message Framing

Advertising messages are often framed on the desirable end states that results from benefits gained vs undesirable end states that result from benefits lost (Maheswaran and Meyers-Levy, 1990). Past research indicates that message framing plays an important role in the persuasion process (Tykocinski, Higgins and Chaiken, 1994). The concept of gains and losses is comparable to regulatory focus theory (Higgins, 1987), which postulates individuals adopts two different self-regulatory strategies. One strategy which focuses on the pursuit of gains and the desire towards achieving the ideal state is promotion focus. The other strategy which focuses on the avoidance of losses and emphasizing fulfilling obligations is prevention focus. Previous literatures asserts that the higher degree of fit between the self-regulatory strategy and the pursuit of benefits gained vs avoiding losses has influence on the persuasion of advertising messages (Lee and Aaker, 2004).

3. Methodology

3.1. Netnography

Present research conducted netnography on online communities, including the independent forum and community (e.g. Facebook fan page). Netnography technique is conducted according to the observation and analysis of textual dialogue (Kozinets, 2002). Netnography is an appropriate research methodology for this research, as it adopts an unobtrusive manner to work upon online observations and participation in publically available forums. Netnography is one type of qualitative research. The essence of qualitative research analysis is seeking the relationship between themes and classifications to increase the understanding of a particular phenomenon. Therefore, the researcher needs to be flexible and interact positively with the collected data, instead of being rigid and procedures-based (Corbin and Strauss, 2008).

3.2. Using NVivo in data analyzing

NVivo, a Qualitative Data Analysis (QDA) computer software package, is designed to provide efficient analytical advantages for qualitative research. By adopting Nvivo resaerchers can reduce a significant amount of manual tasks and allow researcher more time to discover trends, identify themes and derive conclusions (Wong, 2008).

3.3 Experiment

An experiment was conducted to test the hypotheses using a 2 (Regulatory message framing: promotion focused, prevention focused) × 2 (Regulatory orientation: promotion focused, prevention focused) × 2 (Online video source: Identified sponsor/ Unidentified sponsor) between-subjects design. We manipulated the independent variables of online ad's regulatory message framing and online video source. The individual's regulatory orientation (Haws, Dholakia and Bearden, 2010) was measured. Dependent variables are sharing intention (Huang et al., 2013), attitude toward advertisement (Huang et al., 2013), purchase intention (Bearden, Lichtenstein and Teel, 1984) and brand attitude (Kempf, 1999). Difference of Simmons brand attitude is measured by assessing the difference between participant's attitude toward the Simmons brand prior and after watching the advertisement.

4. Findings, Conclusions and Suggestions

4.1. Findings from Study of Word-of-Mouth

The contents of eWOMS can be divided into two parts. The first part has to do with the consumer buying decisions and buying behaviors. The second part is related to consumer brand image towards Simmons and its competitors. Regarding the first part, this research finds that the most important intrinsic motivation is to improve sleep quality. Sales promotion is important extrinsic motivation to drive buying decision. For information collection, consumers rely on offline channel to acquire complete product information. However, most consumers would compare the price between different channels and find the most ideal purchase solution. Finally, the level of expertise and attitude of salespeople are key criteria for consumers' evaluation of service quality.

Consumers have generated a lot of thoughts and associations about Simmons, which show that this brand has a high level of brand awareness and successful brand image. Consumers' positive word-of-mouths of Simmons focuses on personal using experience, while the negative word-of-mouths are mostly about the price. Besides, Simmons is considered as an imported and high quality brand. Most consumers have positive evaluation of salespeople's service, attitude and expertise. Thus, Simmons should continue to enhance brand equity in the future, so that the image of highest quality mattress can be deepened in consumers' minds. For the negative word-of-mouth, most consumers are dissatisfied with Simmons high price with fewer discounts. We suggest that Simmons keep on establishing the connection of higher price with high quality in consumers' minds to sustain consumer willingness to pay a higher price.

Nowadays, consumers rely on the Internet to acquire information and to build up the relationship with others. Therefore, Simmons can strengthen the interaction and communication with consumers on the web and build up the relationship between Simmons and consumers by Facebook or other communities.

4.2. Findings from Study of Online Advertising

The present research finds that online advertising regulatory message framing has

a significant impact in evoking the emotion of transference. Furthermore, transference, interest and attentiveness can increase sharing intentions of online advertising. We also find that regulatory message framing and online video source has significant effect on sharing intention. When the video source is seen as not commercially related, in other words, there is no identified commercial sponsored message in the advertisement; promotional message framing advertising has a stronger impact than prevention message framing advertising on online advertising sharing intention. This indicate that individuals are more likely to forward online advertising when the message content is positively framed and exhibits no identified commercial sponsored message.

The results also reveal that prevention message framing advertising has a stronger impact on identified-sponsor video than no perceived unidentified-sponsor video on online advertising sharing intention. The finding also shows that the interaction effect between regulatory message framing, regulatory focus orientation and online video source has significant effect on sharing intention, purchase intention and Simmons brand attitude change. This indicates that the combined effect of regulatory message framing, individual regulatory focus orientation and online video source work together to influence individual's online advertising forwarding intentions.

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科技部補助計畫衍生研發成果推廣資料表

日期:2016/03/29

科技部補助計畫	計畫名稱: 線上社群行銷之研究~以寢具傢俱業為例
	計畫主持人: 張愛華
	計畫編號: 103-2622-H-004-001-CC3 學門領域: 行銷
無研發成果推廣資料	

103年度專題研究計畫研究成果彙整表

計畫主持人：張愛華		計畫編號：103-2622-H-004-001-CC3				計畫名稱：線上社群行銷之研究~以寢具傢俱業為例	
成果項目		量化			單位	備註（質化說明： 如數個計畫共同成果、成果列為該期刊之封面故事...等）	
		實際已達成數（被接受或已發表）	預期總達成數（含實際已達成數）	本計畫實際貢獻百分比			
國內	論文著作	期刊論文	0	0	100%	篇	
		研究報告/技術報告	0	0	100%		
		研討會論文	0	0	100%		
		專書	0	0	100%	章/本	
	專利	申請中件數	0	0	100%	件	
		已獲得件數	0	0	100%		
	技術移轉	件數	0	0	100%	件	
		權利金	0	0	100%	千元	
	參與計畫人力（本國籍）	碩士生	1	1	100%	人次	
		博士生	2	1	100%		
		博士後研究員	0	0	100%		
		專任助理	0	0	100%		
國外	論文著作	期刊論文	0	1	100%	篇	
		研究報告/技術報告	0	0	100%		
		研討會論文	0	1	100%		
		專書	0	0	100%	章/本	
	專利	申請中件數	0	0	100%	件	
		已獲得件數	0	0	100%		
	技術移轉	件數	0	0	100%	件	
		權利金	0	0	100%	千元	
	參與計畫人力（外國籍）	碩士生	0	0	100%	人次	
		博士生	0	0	100%		
		博士後研究員	0	0	100%		
		專任助理	0	0	100%		
其他成果 （無法以量化表達之 成果如辦理學術活動 、獲得獎項、重要國 際合作、研究成果國 際影響力及其他協助 產業技術發展之具體 效益事項等，請以文 字敘述填列。）		無					

	成果項目	量化	名稱或內容性質簡述
科 教 處 計 畫 加 填 項 目	測驗工具(含質性與量性)	0	
	課程/模組	0	
	電腦及網路系統或工具	0	
	教材	0	
	舉辦之活動/競賽	0	
	研討會/工作坊	0	
	電子報、網站	0	
	計畫成果推廣之參與(閱聽)人數	0	

本產學合作計畫研發成果及績效達成情形自評表

成果項目		本產學合作計畫預估研究成果及績效指標 (作為本計畫後續管考之參據)	計畫達成情形
技術移轉		預計技轉授權 1 項	完成技轉授權 1 項
專利	國內	預估 0 件	提出申請 0 件，獲得 0 件
	國外	預估 0 件	提出申請 0 件，獲得 0 件
人才培育		博士 2 人，畢業任職於業界 1 人	博士 2 人，畢業任職於業界 2 人
		碩士 2 人，畢業任職於業界 2 人	碩士 2 人，畢業任職於業界 2 人
		其他 0 人，畢業任職於業界 0 人	其他 0 人，畢業任職於業界 0 人
論文著作	國內	期刊論文 0 件	發表期刊論文 0 件
		研討會論文 0 件	發表研討會論文 0 件
		SCI論文 0 件	發表SCI論文 0 件
		專書 0 件	完成專書 0 件
		技術報告 0 件	完成技術報告 0 件
	國外	期刊論文 0 件	發表期刊論文 0 件
		學術論文 0 件	發表學術論文 0 件
		研討會論文 0 件	發表研討會論文 0 件
		SCI/SSCI論文 0 件	發表SCI/SSCI論文 0 件
		專書 0 件	完成專書 0 件
		技術報告 1 件	完成技術報告 1 件
其他協助產業發展之具體績效		新公司或衍生公司 0 家	設立新公司或衍生公司(名稱)：
計畫產出成果簡述： 請以文字敘述計畫非量化產出之技術應用具體效益。 (限600字以內)		<p>席夢思(Simmons)為一美國寢俱品牌，該公司長期致力於產製優質床墊以協助顧客獲得良好的睡眠品質，因此在世界的床墊市場享有悠久的美譽。2011年起，台灣席夢思開始在臉書上經營粉絲團專頁，成為同業中最早開始經營網路行銷與社群的品牌，目前已獲得41萬餘會員，顯示其線上品牌社群經營已獲頗佳的成果。</p> <p>有鑑於網路口碑與社群媒體已成為當今網際網路盛行下，企業不可忽視的一股影響力量，本研究團隊與台灣席夢思公司合作，應用內容分析法來分析獨立論壇與官方品牌社群網站中成員的想法。研究議題有二，其一為消費者購買床墊的決策過程，另一為消費者對席夢思以及主要競爭品牌的網路口碑內容。研究結果顯示，消費者在床墊的購買考量中，首要內在因素是為了改善睡眠品質，而主要外在因素乃為廠商的促銷活動吸引力。在資訊蒐集管道部分，雖然愈來愈多消費者會從網路上蒐集資訊，但主要仍透過床墊實體通路獲得完整產品資訊。在價格方面，消費者多半會在不同銷售通路間進行比較，由不同品牌的促銷方案中尋找最理想的購買方案，期望能以較低價格購入理想的高品質床墊。在服務方面，賣場銷售人員的專業程度與態度是消費者評估服務的依據。有關席夢思的口碑，最主要來自於個人使用經驗的評論以及品牌相關的評論，分別各佔四成。其中席夢思正面口碑中，最主要是屬於個人使用評論，而負面口碑最主要是與價格相關。</p>	

為了更進一步了解消費者對席夢思網路廣告創意策略的看法，本研究另以實驗法探討廣告設計(廣告來源揭露度、訊息框架)與消費者特質(調節焦點)對消費者廣告分享意願、廣告態度、購買意願和品牌態度的影響。研究結果顯示，廣告的訊息框架能喚起消費者對廣告的移情作用。此外，廣告的訊息框架亦能影響消費者收看廣告前後的 brand attitude 差異。在二階交互作用的部分，訊息框架和廣告來源揭露程度對消費者廣告分享意願有顯著的影響。上述研究結果所帶來的實務意涵將可提升台灣席夢思公司的線上社群經營成效，更使得虛擬與實體行銷的結合更為緊密，產生最大的綜效。