

# 社群媒體原生廣告內容知覺價值對使用者 點擊意願影響之研究

劉立行<sup>1</sup> 楊禮鴻<sup>2\*</sup>

<sup>1</sup>國立臺灣師範大學圖文傳播系教授

<sup>2\*</sup>國立臺灣師範大學圖文傳播系碩士研究生

## 摘 要

社群媒體原生廣告取代了以往傳統的電視廣告與平面廣告，改變了使用者觀看廣告的模式。不僅如此，使用者透過點擊廣告加速品牌訊息的傳播。因此，了解使用者對原生廣告內容的知覺價值旨在提高品牌被選擇的機會。目前國內對於社群媒體原生廣告的探討鮮少以使用者知覺價值的觀點作為研究方向。故本研究以廣告內容知覺價值為主軸，旨在探討社群媒體原生廣告內容知覺價值對使用者點擊意願之影響，並分析不同背景變項使用者之間的影响差異情形。運用網路問卷調查法，共回收 337 份有效問卷。研究結果發現，社群媒體原生廣告內容知覺價值各構面對於使用者點擊意願的影響，整體趨於中上程度。而各構面間以「知覺娛樂性」及「知覺資訊性」影響最高。不同背景變項使用者受到各構面原生廣告的影響，又以「年齡」受到「知覺娛樂性」的效果最大。

**關鍵詞：**社群媒體、知覺價值、原生廣告、點擊意願

---

\*聯繫作者：國立臺灣師範大學圖文傳播學系，台北市和平東路一段 162 號

Tel: +886-960101500

Fax: +886-2-23412813

E-mail: jessica200212001@hotmail.com

# **A study of Social Media Native Advertising Clicking Intention: From User Perceived Value**

**Li-Hsing Liu<sup>1</sup> Li-Hong Yang<sup>2\*</sup>**

<sup>1</sup>Professor, Department of Graphic Arts and Communications, National Taiwan Normal University

<sup>2\*</sup>Student, Department of Graphic Arts and Communications, National Taiwan Normal University

## **Abstract**

With the rise of the social community, the social community not only become the main channel of obtaining and sharing information, and also drive the development of social media native advertising. Native advertising replace the television and print advertising, become the main mode to watch advertising. Through users clicking information cascades in the social community with native advertising, not merely make information spread faster, but enhance of the brand. However, there are a few studies focused on users perceived value. Based on user perceived value, the aim of the research is to discuss the impact of native advertising of social media on users' click intention while analyzing the differences in users with different backgrounds. Questionnaire investing was applied as the research method and there were 337 effective questionnaire returned. The findings are shown as following: the impact level of all perceived value of social media native advertising on the users' click intention tends to be above the average. The impact of "perceived of entertainment" and "perceived of information" is higher than "perceived of credibility". And there are significantly different impacts with different background users by all interference of perceived value. The interference effect of "age" on is the highest.

**Keywords: social media, perceived value, native advertising, clicking intention**

---

\*Corresponding author: Department of Graphic Arts and Communications, National Taiwan Normal University, 162, Section 1, Heping E. Rd., Taipei City 106, Taiwan.

Tel: +886-960101500

Fax: +886-2-23412813

E-mail: jessica200212001@hotmail.com