

口碑影響消費者購買電影票行為之實證研究
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摘要

This paper is an empirical study to explore word-of-mouth, herd behavior, purchasing intention, purchasing behavior at movie tickets market. We use questionnaire survey and volunteer respondents to get data. The results show that consumer in movie tickets market has herd behavior. There are positive correlated relationships between word-of-mouth, herd behavior, purchasing intention and purchasing behavior.

關鍵字：word-of-mouth, herd behavior, purchasing intention, purchasing behavior.