

# 運用整合行銷傳播理論於國軍招募志願士兵文宣之探討

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## 摘要

The source of military manpower relies on the military service system of a nation. The quality of the recruited subjects decides not only the quality of the military manpower, but also the fighting capability of the armed forces. In the past, our country primarily adopted the conscription system. However, the new generation weapons and armament have joined the armed forces continuously. In addition, in response to public opinion, and pursuant to the government's policy project, our military service system will develop towards a combination of enlistment and conscription systems with "the main force based on enlistment". Thus, to enlist high quality and long-term service personnel has become a necessary measure to take, and the key to successful buildup and preparedness in the ROC Armed Forces. To reach the goal mentioned above, volunteer soldier enlisting is a core mission. "Recruitment Center of National Armed Forces" is in charge of the recruiting job for our armed forces. It has integrated the recruiting resources of different armed forces and civil organizations, trying to develop the most effective way of recruitment by means of both

military and civil channels.

This study employs the concept of “integrated marketing communications”, which regards the “volunteer soldier” class as a “product”, and those who are enlisted as “consumers”. It uses an investigating way which takes the statistical analyses from the enlisted subjects, trying to inquire into the main variables of the youths’ motives to join the army, and how the mechanism of armed forces recruitment has constructed the “product” image and recognition in the “consumers”, thus influencing the youths’ motives to join the army by means of marketing communications. The result of this study indicates that there is an obvious and close relation between the youths’ motives to join the army and the backgrounds of the enlisted, the sources and channels of recruitment, as well as the frequency how much the enlisted have contacted the mass media. Finally, this study also proposes concrete suggestions about the current marketing communications strategy for enlisting volunteer soldiers of the armed forces.

**關鍵字：** personnel recruiting, integrated marketing communications, volunteer soldier, enlistment, motives to join the army