

# 消費者類型、使用網路動機類型、知覺價值對微電影廣告效果之影響

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## 摘要

In recent years, the popularization of technologies, such as, mobile Internet, smart phones, and cloud services becomes an important marketing trend to achieve the advertising effectiveness with micro-films. The main objective of this research is to discuss the influence of consumer types and motivation types of Internet usages on the advertising effectiveness of micro-films. In addition, this study explores factors, such as, the personal background of consumers, the experience of using Internet, on-line shopping experience and the perception value to micro-films, etc., and finds out whether these factors will affect the advertising effectiveness of micro-films or not. Both online questionnaires and physical questionnaires were used in this research. Total of 422 valid samples were collected with an effectiveness of 93.99%. This study targets on Taiwan Internet users as examples and focuses on the Internet consumers' views of micro-films. The result shows that motivation types of Internet usages and consumer types affect the advertising effectiveness. At the same time, the higher perception value of consumers to micro-films is, the more significant advertising effectiveness to micro-films is. Furthermore, the advertising effectiveness of micro-films is impacted by the difference of consumers' backgrounds, experience of Internet usages, and on-line shopping experience.

**關鍵字：**Micro-Film, advertising effectiveness, consumer types, motivation types of internet usage, perception value