

網路廣告及行銷道德強度對購買意願之影響-以南亞技術學院學生為例

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摘要

This study explores how web advertising and moral intensity influence user's purchasing intention. We adopt the convenience sampling, take students of Nanya Institute of Technology as an example and utilize the questionnaires to collect the data (Effective questionnaires are 205 and the effective rate is 97.16%). The main results of this study are that users of different school system obviously have different statistics in the severity of the result of moral intensity, social common consensus and effect concentration. Moral intensity has positive influence on the purchasing intention of internet users, and the most important influential variable in this study is intimate degree and urgency of time.

關鍵字：Web advertising; Moral intensity; Purchasing intention