

論文名稱：網路廣告型態與促銷訊息

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對消費者打擾效果之研究

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論文提要內容：

過去針對網路廣告的研究中，多以正面之廣告態度或消費者情緒等做為廣告效果的衡量。近年來，開始有學者將負面效果的衡量方法加入相關研究中，並深入研究各類網路廣告型態對消費者之影響。惟過往研究中皆未曾討論網路廣告型態與廣告中之促銷訊息應如何有效配合，以形成較佳之廣告效果。

本研究即透過 2 (型態：橫幅及彈跳視窗廣告)×2 (促銷訊息：價格促銷及非價格促銷訊息)之實驗設計及結構式問卷，於 2009 年 7 月至 9 月間，以便利抽樣方式以瞭解台灣消費者在旅遊網站首頁中對網路廣告之型態與促銷訊息所形成之打擾效果情形，共計回收 287 份有效問卷做為資料分析之用。

本研究實證結果顯示，以整體而言，不論其廣告內容之訊息為何，消費者對網路橫幅廣告較不會感到打擾。以網路廣告型態與促銷訊息的配合考量，非價格促銷的彈跳視窗廣告是讓消費者感到最有打擾效果者，而消費者對價格促銷的彈跳視窗廣告則較不會有打擾效果。然就消費者性別考量下，男性消費者對非價格促銷訊息之網路廣告較不會有打擾感受；而女性消費者則對價格促銷訊息之網路廣告較不會感到打擾。

關鍵字：網路廣告型態(online advertising format)，促銷訊息(promotional message)，性別干擾效果(gender moderate effect)，打擾效果(intrusiveness effect)。

The Effect of Intrusiveness on Online Advertising
Formats and Promotional Messages

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ABSTRACT

Pervious researches tended to focus mostly on positive consumer attitudes or emotions for advertising effectiveness measures. However, some scholars have considered some negative attitudes and emotions into recent years' of the effect on online advertising format related researches. Albeit many online advertising format related researches have been discussed, there still leave how to match the online advertising formats with the ads' promotional message per se to be better effect to advertising effectiveness unsolved.

This study conducts as 2 (banner and pop-up formats)×2 (sales and non-sales promotional messages) experimental design with structural designed questionnaire. Throughout the convenience sampling procedure during July to September in 2009, collects 287 effective respondents' questioning result as data analysis basis in order to understand the consumers' intrusiveness effect while facing the online advertising embedded on an online tourism front-page.

Through the empirical evidences of this study, the results show that generally consumers feel less intrusiveness toward the ad with banner format than pop-up one either for the ad embedded as sales promotional message or non-sales one. Considering to the specific match of format and message, consumers feel most intrusiveness toward the ad pop-up ad embedded as non-sales promotional message, whereas the ad embedded as sales one is lesser intrusiveness for consumers. Regarding to consumer gender moderate effect, male consumers tend to feel less intrusiveness toward the ad embedded as non-sales promotional message than female ones. And female consumers tend to feel lesser intrusiveness toward the ad embedded as sales promotional message in contrary.

Key Words: online advertising format, promotional message, gender moderate effect, intrusiveness effect.

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