

台灣 (Taiwan, ROC)

劉瓊如, 國立嘉義大學行銷與觀光管理系

從來源吸引力、內容滿足觀點探討粉絲對
網紅旅遊**YouTuber**擬社會互動和行為反應

Study Documentation

November 4, 2020

Metadata Production

Metadata Producer(s)	學術調查研究資料庫(Survey Research Data Archive) (SRDA) , 中央研究院人社中心調查研究 專題中心 , DDI文件製作
Identification	E10802

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從來源吸引力、內容滿足觀點探討粉絲對網紅旅遊YouTuber擬社會互動和行為反應

Fans' Parasocial Interaction and Behavioral Responses Toward Travel YouTuber Celebrities: Perspectives of Source Attractiveness and Uses and Gratification Theory

Overview	
Identification	E10802
Version	Production Date: 2022-08-01 v1.0
Abstract 目前旅遊相關企業面臨的重要挑戰是如何強化粉絲對網紅旅遊YouTuber擬社會互動的並提高粉絲的行為反應。過去的研究鮮少從吸引力、使用滿足等觀點探討粉絲對網紅旅遊YouTuber擬社會互動和行為反應。此研究以目前在台灣訂閱人數超過10萬人數的前8個網紅旅遊YouTuber之訂閱粉絲為研究對象，透過PTT及Dcard網站上發放問卷，共發出700份，獲致600份有效問卷，問卷有效率約85.6%，問卷回收後以結構方程模式進行檢定。研究結果發現：粉絲對網紅旅遊YouTuber的來源吸引力較使用滿足對擬社會互動具有更強的正向影響。擬社會互動對提升粉絲的購買意願、資訊傳遞行為也有正向的影響，擬社會互動也完全扮演整個模式的中介角色。最後依據研究結果提出網紅旅遊YouTuber的行銷管理意涵與建議。	
Kind of Data	抽查
Unit of Analysis	個人

Scope & Coverage	
Time Period(s)	2020
Countries	台灣 (Taiwan, ROC)
Geographic Coverage 臺灣地區	
Universe 網紅旅遊YouTuber之訂閱粉絲	

Producers & Sponsors	
Primary Investigator(s)	劉瓊如，國立嘉義大學行銷與觀光管理系
Other Producer(s)	國立嘉義大學行銷與觀光管理系
Funding Agency/ies	科技部

Data Collection	
Data Collection Dates	start 2020-01-01 end 2020-05-31
Time Period(s)	start 2019-08-01 end 2020-07-31
Data Collection Mode	網路調查

Data Processing & Appraisal

Data Editing

中央研究院人文社會科學研究中心調查研究專題中心所進行的資料整理方式，為不合理值檢核。

Accessibility

Contact(s)	學術調查研究資料庫(Survey Research Data Archive) (中央研究院人社中心調查研究專題中心), https://srda.sinica.edu.tw , srda@gate.sinica.edu.tw
Distributor(s)	學術調查研究資料庫(Survey Research Data Archive)
Depositor(s)	國立嘉義大學行銷與觀光管理系

Access Conditions

標準版(一般會員、院內會員直接下載)

Files Description

Dataset contains 1 file(s)

data	
# Cases	600
# Variable(s)	44

Variables Group(s)

Dataset contains 3 group(s)

Group 基本資料							
#	Name	Label	Type	Format	Valid	Invalid	Question
1	sex	性別	discrete	numeric-2.0	600	0	-
2	fam	家庭組成	discrete	numeric-2.0	600	0	-
3	edu	學歷	discrete	numeric-2.0	600	0	-
4	age	年齡	discrete	numeric-2.0	600	0	-
5	job	職業	discrete	numeric-2.0	600	0	-
6	ple	居住地區	discrete	numeric-2.0	600	0	-
7	ime	個人月收入	discrete	numeric-2.0	600	0	-
8	fav	最喜歡的旅遊網紅	discrete	numeric-2.0	600	0	-

Group 您對這個旅遊網紅感覺如何							
#	Name	Label	Type	Format	Valid	Invalid	Question
1	sim1	我和這位旅遊網紅有相似的價值觀和信仰	discrete	numeric-2.0	600	0	-
2	sim2	這位旅遊網紅有點像我	discrete	numeric-2.0	600	0	-
3	sim3	我和這位旅遊網紅有相似的品味和喜好	discrete	numeric-2.0	600	0	-
4	pre1	這位旅遊網紅是有吸引力的	discrete	numeric-2.0	600	0	-
5	pre2	在我看來，這位旅遊網紅是好看的	discrete	numeric-2.0	600	0	-
6	pre3	這位旅遊網紅是漂亮的/帥氣的	discrete	numeric-2.0	600	0	-
7	fam1	我認出這位旅遊網紅	discrete	numeric-2.0	600	0	-
8	fam2	我聽過這位旅遊網紅	discrete	numeric-2.0	600	0	-
9	fam3	我熟悉這位旅遊網紅	discrete	numeric-2.0	600	0	-
10	per1	觀看這位旅遊網紅的影片很有趣	discrete	numeric-2.0	600	0	-
11	per2	觀看這位旅遊網紅影片的過程很愉快	discrete	numeric-2.0	600	0	-
12	per3	觀看這位旅遊網紅影片很开心	discrete	numeric-2.0	600	0	-
13	soc1	在這個平台上，可以和這位旅遊網紅與其他人互動	discrete	numeric-2.0	600	0	-
14	soc2	在這個平台上，可以和這位旅遊網紅與其他人保持聯繫	discrete	numeric-2.0	600	0	-
15	soc3	在這個平台上，可以和這位旅遊網紅與其他人交流想法	discrete	numeric-2.0	600	0	-
16	infl	這位旅遊網紅的影片平台可以讓我提供訊息	discrete	numeric-2.0	600	0	-

#	Name	Label	Type	Format	Valid	Invalid	Question
17	inf2	這位旅遊網紅的影片平台可以讓我對其他人分享有用的訊息	discrete	numeric-2.0	600	0	-
18	inf3	這位旅遊網紅的影片平台可以讓我讓我展現興趣的訊息	discrete	numeric-2.0	600	0	-
19	sel1	在這個平台上，我可以給別人留下好印象	discrete	numeric-2.0	600	0	-
20	sel2	在這個平台上，我可以自由的表達我自己	discrete	numeric-2.0	600	0	-
21	sel3	在這個平台上，我可以向別人展示我是誰	discrete	numeric-2.0	600	0	-
22	sel4	在這個平台上，我可以向其他人展示我想成為的人	discrete	numeric-2.0	600	0	-

Group 您與這個旅遊網紅關係如何

#	Name	Label	Type	Format	Valid	Invalid	Question
1	act1	我期待在YouTube頻道上觀看這位旅遊網紅	discrete	numeric-2.0	600	0	-
2	act2	如果這位旅遊網紅出現在另一個YouTube頻道上，我會觀看該視頻	discrete	numeric-2.0	600	0	-
3	act3	當我在觀看這位旅遊網紅時，我覺得我好像是她(他)的成員之一	discrete	numeric-2.0	600	0	-
4	act4	我覺得這位旅遊網紅就像一位老朋友	discrete	numeric-2.0	600	0	-
5	act5	我想親自與這位旅遊網紅見面	discrete	numeric-2.0	600	0	-
6	act6	我會閱讀在報紙或雜誌上關於這位旅遊網紅的故事報導	discrete	numeric-2.0	600	0	-
7	act7	這位旅遊網紅讓我感覺很舒服，好像和朋友在一起	discrete	numeric-2.0	600	0	-
8	act8	當這位旅遊網紅向我展示她(他)對旅遊產品的看法時，可以幫助我更加了解旅遊產品	discrete	numeric-2.0	600	0	-
9	pur1	我會購買這位旅遊網紅所推薦的產品	discrete	numeric-2.0	600	0	-
10	pur2	我有意願購買這位旅遊網紅推薦的產品	discrete	numeric-2.0	600	0	-
11	pur3	在未來，我很可能會購買這位旅遊網紅推薦的產品	discrete	numeric-2.0	600	0	-
12	tra1	我會在這位旅遊網紅訂閱專頁進行影片分享	discrete	numeric-2.0	600	0	-
13	tra2	我會在這位旅遊網紅訂閱專頁進行直播分享	discrete	numeric-2.0	600	0	-
14	tra3	我會使用其他形式的社交媒體傳遞這位旅遊網紅訂閱專頁的訊息	discrete	numeric-2.0	600	0	-

Variables Description

Dataset contains 44 variable(s)

File : data			
# sim1: 我和這位旅遊網紅有相似的價值觀和信仰			
Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]		
Statistics [NW/ W]	[Valid=600 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
1	非常不同意	2	0.3%
2	不同意	10	1.7%
3	普通	178	29.7%
4	同意	305	50.8%
5	非常同意	105	17.5%
Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.			
# sim2: 這位旅遊網紅有點像我			
Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]		
Statistics [NW/ W]	[Valid=600 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
1	非常不同意	16	2.7%
2	不同意	87	14.5%
3	普通	265	44.2%
4	同意	174	29.0%
5	非常同意	58	9.7%
Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.			
# sim3: 我和這位旅遊網紅有相似的品味和喜好			
Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]		
Statistics [NW/ W]	[Valid=600 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
1	非常不同意	9	1.5%
2	不同意	16	2.7%
3	普通	205	34.2%
4	同意	284	47.3%
5	非常同意	86	14.3%
Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.			
# pre1: 這位旅遊網紅是有吸引力的			
Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]		
Statistics [NW/ W]	[Valid=600 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
1	非常不同意	0	
2	不同意	2	0.3%
3	普通	55	9.2%
4	同意	317	52.8%
5	非常同意	226	37.7%
Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.			
# pre2: 在我看來，這位旅遊網紅是好看的			
Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]		

File : data			
# pre2: 在我看來，這位旅遊網紅是好看的			
Statistics [NW/ W]		[Valid=600 /-] [Invalid=0 /-]	
Value	Label	Cases	Percentage
1	非常不同意	2	0.3%
2	不同意	25	4.2%
3	普通	138	23.0%
4	同意	268	44.7%
5	非常同意	167	27.8%
<i>Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.</i>			
# pre3: 這位旅遊網紅是漂亮的/帥氣的			
Information		[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]	
Statistics [NW/ W]		[Valid=600 /-] [Invalid=0 /-]	
Value	Label	Cases	Percentage
1	非常不同意	10	1.7%
2	不同意	45	7.5%
3	普通	245	40.8%
4	同意	211	35.2%
5	非常同意	89	14.8%
<i>Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.</i>			
# fam1: 我認出這位旅遊網紅			
Information		[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]	
Statistics [NW/ W]		[Valid=600 /-] [Invalid=0 /-]	
Value	Label	Cases	Percentage
1	非常不同意	0	
2	不同意	6	1.0%
3	普通	42	7.0%
4	同意	227	37.8%
5	非常同意	325	54.2%
<i>Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.</i>			
# fam2: 我聽過這位旅遊網紅			
Information		[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]	
Statistics [NW/ W]		[Valid=600 /-] [Invalid=0 /-]	
Value	Label	Cases	Percentage
1	非常不同意	0	
2	不同意	3	0.5%
3	普通	21	3.5%
4	同意	201	33.5%
5	非常同意	375	62.5%
<i>Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.</i>			
# fam3: 我熟悉這位旅遊網紅			
Information		[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]	
Statistics [NW/ W]		[Valid=600 /-] [Invalid=0 /-]	

File : data			
# fam3: 我熟悉這位旅遊網紅			
Value	Label	Cases	Percentage
1	非常不同意	0	
2	不同意	2	0.3%
3	普通	54	9.0%
4	同意	286	47.7%
5	非常同意	258	43.0%
Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.			
# per1: 觀看這位旅遊網紅的影片很有趣			
Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]		
Statistics [NW/ W]	[Valid=600 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
1	非常不同意	1	0.2%
2	不同意	1	0.2%
3	普通	38	6.3%
4	同意	276	46.0%
5	非常同意	284	47.3%
Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.			
# per2: 觀看這位旅遊網紅影片的過程很愉快			
Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]		
Statistics [NW/ W]	[Valid=600 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
1	非常不同意	0	
2	不同意	1	0.2%
3	普通	33	5.5%
4	同意	290	48.3%
5	非常同意	276	46.0%
Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.			
# per3: 觀看這位旅遊網紅影片很开心			
Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]		
Statistics [NW/ W]	[Valid=600 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
1	非常不同意	0	
2	不同意	2	0.3%
3	普通	37	6.2%
4	同意	296	49.3%
5	非常同意	265	44.2%
Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.			
# soc1: 在這個平台上，可以和這位旅遊網紅與其他人互動			
Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]		
Statistics [NW/ W]	[Valid=600 /-] [Invalid=0 /-]		

File : data

soc1: 在這個平台上，可以和這位旅遊網紅與其他人互動

Value	Label	Cases	Percentage
1	非常不同意	0	
2	不同意	16	2.7%
3	普通	161	26.8%
4	同意	278	46.3%
5	非常同意	145	24.2%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

soc2: 在這個平台上，可以和這位旅遊網紅與其他人保持聯繫

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=600 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	1	0.2%
2	不同意	30	5.0%
3	普通	205	34.2%
4	同意	264	44.0%
5	非常同意	100	16.7%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

soc3: 在這個平台上，可以和這位旅遊網紅與其他人交流想法

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=600 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	1	0.2%
2	不同意	16	2.7%
3	普通	153	25.5%
4	同意	301	50.2%
5	非常同意	129	21.5%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

inf1: 這位旅遊網紅的影片平台可以讓我提供訊息

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=600 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	0	
2	不同意	11	1.8%
3	普通	103	17.2%
4	同意	327	54.5%
5	非常同意	159	26.5%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

inf2: 這位旅遊網紅的影片平台可以讓我對其他人分享有用的訊息

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=600 /-] [Invalid=0 /-]

File : data

inf2: 這位旅遊網紅的影片平台可以讓我對其他人分享有用的訊息

Value	Label	Cases	Percentage
1	非常不同意	1	0.2%
2	不同意	6	1.0%
3	普通	115	19.2%
4	同意	336	56.0%
5	非常同意	142	23.7%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

inf3: 這位旅遊網紅的影片平台可以讓我讓我展現興趣的訊息

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=600 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	3	0.5%
2	不同意	7	1.2%
3	普通	111	18.5%
4	同意	337	56.2%
5	非常同意	142	23.7%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

sel1: 在這個平台上，我可以給別人留下好印象

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=600 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	3	0.5%
2	不同意	26	4.3%
3	普通	222	37.0%
4	同意	242	40.3%
5	非常同意	107	17.8%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

sel2: 在這個平台上，我可以自由的表達我自己

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=600 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	4	0.7%
2	不同意	24	4.0%
3	普通	178	29.7%
4	同意	286	47.7%
5	非常同意	108	18.0%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

sel3: 在這個平台上，我可以向別人展示我是誰

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=600 /-] [Invalid=0 /-]

File : data

sel3: 在這個平台上, 我可以向別人展示我是誰

Value	Label	Cases	Percentage
1	非常不同意	8	1.3%
2	不同意	48	8.0%
3	普通	234	39.0%
4	同意	220	36.7%
5	非常同意	90	15.0%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

sel4: 在這個平台上, 我可以向其他人展示我想成為的人

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=600 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	7	1.2%
2	不同意	45	7.5%
3	普通	247	41.2%
4	同意	215	35.8%
5	非常同意	86	14.3%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

act1: 我期待在YouTube頻道上觀看這位旅遊網紅

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=600 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	1	0.2%
2	不同意	2	0.3%
3	普通	66	11.0%
4	同意	329	54.8%
5	非常同意	202	33.7%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

act2: 如果這位旅遊網紅出現在另一個YouTube頻道上, 我會觀看該視頻

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=600 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	1	0.2%
2	不同意	7	1.2%
3	普通	80	13.3%
4	同意	320	53.3%
5	非常同意	192	32.0%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

act3: 當我在觀看這位旅遊網紅時, 我覺得我好像是她(他)的成員之一

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=600 /-] [Invalid=0 /-]

File : data

act3: 當我在觀看這位旅遊網紅時，我覺得我好像是她(他)的成員之一

Value	Label	Cases	Percentage
1	非常不同意	1	0.2%
2	不同意	23	3.8%
3	普通	156	26.0%
4	同意	274	45.7%
5	非常同意	146	24.3%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

act4: 我覺得這位旅遊網紅就像一位老朋友

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=600 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	14	2.3%
2	不同意	50	8.3%
3	普通	236	39.3%
4	同意	200	33.3%
5	非常同意	100	16.7%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

act5: 我想親自與這位旅遊網紅見面

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=600 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	14	2.3%
2	不同意	51	8.5%
3	普通	239	39.8%
4	同意	185	30.8%
5	非常同意	111	18.5%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

act6: 我會閱讀在報紙或雜誌上關於這位旅遊網紅的故事報導

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=600 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	5	0.8%
2	不同意	31	5.2%
3	普通	158	26.3%
4	同意	288	48.0%
5	非常同意	118	19.7%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

act7: 這位旅遊網紅讓我感覺很舒服，好像和朋友在一起

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=600 /-] [Invalid=0 /-]

File : data

act7: 這位旅遊網紅讓我感覺很舒服，好像和朋友在一起

Value	Label	Cases	Percentage
1	非常不同意	5	0.8%
2	不同意	14	2.3%
3	普通	190	31.7%
4	同意	264	44.0%
5	非常同意	127	21.2%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

act8: 當這位旅遊網紅向我展示她(他)對旅遊產品的看法時，可以幫助我更加了解旅遊產品

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=600 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	2	0.3%
2	不同意	3	0.5%
3	普通	114	19.0%
4	同意	336	56.0%
5	非常同意	145	24.2%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

pur1: 我會購買這位旅遊網紅所推薦的產品

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=600 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	7	1.2%
2	不同意	22	3.7%
3	普通	246	41.0%
4	同意	243	40.5%
5	非常同意	82	13.7%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

pur2: 我有意願購買這位旅遊網紅推薦的產品

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=600 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	7	1.2%
2	不同意	23	3.8%
3	普通	228	38.0%
4	同意	257	42.8%
5	非常同意	85	14.2%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

pur3: 在未來，我很可能會購買這位旅遊網紅推薦的產品

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=600 /-] [Invalid=0 /-]

File : data

pur3: 在未來，我很可能會購買這位旅遊網紅推薦的產品

Value	Label	Cases	Percentage
1	非常不同意	4	0.7%
2	不同意	27	4.5%
3	普通	199	33.2%
4	同意	274	45.7%
5	非常同意	96	16.0%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

tra1: 我會在這位旅遊網紅訂閱專頁進行影片分享

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=600 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	12	2.0%
2	不同意	60	10.0%
3	普通	192	32.0%
4	同意	242	40.3%
5	非常同意	94	15.7%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

tra2: 我會在這位旅遊網紅訂閱專頁進行直播分享

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=600 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	28	4.7%
2	不同意	100	16.7%
3	普通	222	37.0%
4	同意	181	30.2%
5	非常同意	69	11.5%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

tra3: 我會使用其他形式的社交媒體傳遞這位旅遊網紅訂閱專頁的訊息



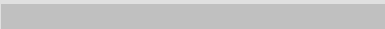



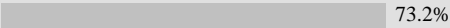
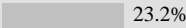
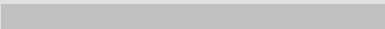
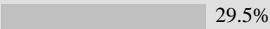
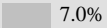
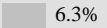


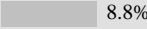

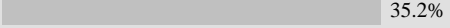
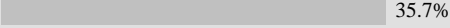

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=600 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	14	2.3%
2	不同意	48	8.0%
3	普通	188	31.3%
4	同意	251	41.8%
5	非常同意	99	16.5%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

sex: 性別

Information	[Type= discrete] [Format=numeric] [Range= 1-2] [Missing=*]
Statistics [NW/ W]	[Valid=600 /-] [Invalid=0 /-]

File : data			
# sex: 性別			
Value	Label	Cases	Percentage
1	男	251	 41.8%
2	女	349	 58.2%
<i>Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.</i>			
# fam: 家庭組成			
Information	[Type= discrete] [Format=numeric] [Range= 1-3] [Missing=*]		
Statistics [NW/ W]	[Valid=600 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
1	單身	516	 86.0%
2	已婚，無小孩	24	 4.0%
3	已婚，有小孩	60	 10.0%
<i>Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.</i>			
# edu: 學歷			
Information	[Type= discrete] [Format=numeric] [Range= 1-3] [Missing=*]		
Statistics [NW/ W]	[Valid=600 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
1	高中/職(含以下)	22	 3.7%
2	大專/大學	439	 73.2%
3	研究所(含以上)	139	 23.2%
<i>Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.</i>			
# age: 年齡			
Information	[Type= discrete] [Format=numeric] [Range= 1-6] [Missing=*]		
Statistics [NW/ W]	[Valid=600 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
1	18-24歲	333	 55.5%
2	25-34歲	177	 29.5%
3	35-44歲	42	 7.0%
4	45-54歲	38	 6.3%
5	55-64歲	10	 1.7%
6	65歲以上	0	
<i>Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.</i>			
# job: 職業			
Information	[Type= discrete] [Format=numeric] [Range= 1-9] [Missing=*]		
Statistics [NW/ W]	[Valid=600 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
1	民意代表、行政主管、企業主管	34	 5.7%
2	軍警公教人員	53	 8.8%
3	農林漁牧人員	3	 0.5%
4	技術員、服務工作人員、售貨員	211	 35.2%
5	學生	214	 35.7%
6	家庭主婦	19	 3.2%

File : data			
# job: 職業			
Value	Label	Cases	Percentage
7	退休人員	11	<div><div></div></div> 1.8%
8	待業中	55	<div><div></div></div> 9.2%
9	其它	0	
<i>Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.</i>			
# ple: 居住地區			
Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]		
Statistics [NW/ W]	[Valid=600 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
1	台灣北部地區(台北、新北、基隆、桃園、新竹)	225	<div><div></div></div> 37.5%
2	台灣中部地區(苗栗、台中、南投、彰化)	124	<div><div></div></div> 20.7%
3	台灣南部地區(雲林、嘉義、台南、高雄、屏東)	246	<div><div></div></div> 41.0%
4	台灣東部(宜蘭、花蓮、台東)	3	<div><div></div></div> 0.5%
5	台灣離島	2	<div><div></div></div> 0.3%
<i>Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.</i>			
# ime: 個人月收入			
Information	[Type= discrete] [Format=numeric] [Range= 1-6] [Missing=*]		
Statistics [NW/ W]	[Valid=600 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
1	無收入	138	<div><div></div></div> 23.0%
2	1-20,000元	131	<div><div></div></div> 21.8%
3	20,001-40,000元	222	<div><div></div></div> 37.0%
4	40,001-60,000元	75	<div><div></div></div> 12.5%
5	60,001-80,000元	20	<div><div></div></div> 3.3%
6	80,001以上	14	<div><div></div></div> 2.3%
<i>Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.</i>			
# fav: 最喜歡的旅遊網紅			
Information	[Type= discrete] [Format=numeric] [Range= 1-8] [Missing=*]		
Statistics [NW/ W]	[Valid=600 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
1	蔡阿嘎	271	<div><div></div></div> 45.2%
2	劉沛	51	<div><div></div></div> 8.5%
3	滴妹	79	<div><div></div></div> 13.2%
4	展榮展瑞	39	<div><div></div></div> 6.5%
5	壹加壹	30	<div><div></div></div> 5.0%
6	我是老爸我不要當爸	24	<div><div></div></div> 4.0%
7	欸你這週要幹嘛	68	<div><div></div></div> 11.3%
8	旅行YJ	38	<div><div></div></div> 6.3%
<i>Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.</i>			