

美食部落格對消費者購買行為決策影響之研究

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摘 要

近年來，網路資訊的便利性帶動了美食部落客的增加，美食部落格迅速成為美食老饕和部落客最受歡迎的閱讀主題。透過美食部落格，讀者和作者創造一個網路社群環境，也藉由美食部落客的資訊傳播，使台灣美食在國際間更加的廣為人知，這在以前是不可能的。有鑑於美食部落格對消費者之影響力，本研究集中於探討消費者在閱讀美食部落客的文章後其消費者的決策行為。其中在閱讀時獲得的資訊、與他人經驗之分享等因素都可能影響閱讀者的想法，進而回顧先前文獻，統整出主要之因素，分別為：激起品嚐的慾望、形成味覺的意識、促進人與人之間的互動以及對食物的行為導向，因此本研究之目的為探討激起品嚐的慾望、形成味覺的意識及促進人與人之間的互動對閱讀者其食物的行為導向之影響。本研究共發放 500 份問卷，回收 498 份進行分析。研究結果顯示，激起品嚐的慾望、形成味覺的意識及促進人與人之間的互動皆會正向影響消費者對食物行為的導向。有此可知，店家除了維持消費者消費過後之正面評價外，更可自行建立部落格，定期放上店家資訊、活動、促銷等…讓消費者能得到最正確的資訊，也對店家有較正面的意象，進而促使消費，再由消費者口頭廣為宣傳等行銷手法皆為成功的要素之一。政府或地方單位也可將美食部落格作為推廣當地美食之主要工具，藉由專門之部落客來撰寫美食相關文章來分享，吸引更多人來閱讀，因而提高整體地方效益。

關鍵詞：美食部落格、消費者行為、行為決策、購買意圖

The effects of Gastronomy Blogs and Behavioral Intention Taste

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Abstract

In recent years, the convenience of the Internet information led to the increase in food bloggers. Food blog quickly becomes the most popular theme for gourmet connoisseurs to read and bloggers to write. Through the food blog, readers and writers not only create an online community environment but also spread information by food bloggers. Taiwanese cuisine is become more and more famous internationally. In the past, it is impossible. This study focused on the customer decision-making behavioral after reading the article of the food bloggers. Based on reviewing previous studies, this study developed four categories of variables: inspiring taste desire, forming taste awareness, facilitating interpersonal interaction, and behavioral intention taste. The aim of this research is to exam inspiring taste desire, forming taste awareness and facilitating interpersonal interaction how to affect behavioral intention taste. The numbers of usable questionnaire was found to be 548 and achieved a response rate of 99.6%. The theoretical model is constructed with SEM and verified by AMOS 21 in which. The research model shows that inspiring taste desire, forming taste awareness, and facilitating interpersonal interaction have positive direct effect on behavioral intention taste. Therefore, the store not only maintains consumer's positive comments but also creates their own blogs. They can put some information, events, promotion on the blogs regularly. Then, consumers can get the accurate information from blog. Promoting consumption, publicity and other marketing practices are essential factors to success by widely word-of-mouth marketing. If a local government wants to promote the local food, they can invite bloggers to write articles to share and attract more people to read, then improving the overall local benefits.

Key words: Gastronomy Blogs, Consumer Behavior, Decision Making, Purchasing Intention