

智能網路新聞對網路媒體廣告影響之保養品個案探討

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摘要

本研究探討品牌商(廣告主)的媒體行銷方式,由於網路的普及化改變了廣告行銷涉入,大量地使用大數據、廣告流量分析、跨平台聯播等強力主動式推播,過多的網路廣告投放、部落客開箱文、網名見證、Google 聯播、關鍵字等廣告方式,讓消費者無所不在的被動與主動的看見廣告露出,如果不是將整體網路行銷智能話,接踵而來的是消費者對於媒體產生信任的強弱度。

媒體信任一直以來是消費者對媒體行為的一種預期,本次研究首先闡述信任度對廣告的影響力,然後界定媒體使用的工具所產生的實際效應,特別將媒體與消費性廣告對消費者所產生的差異化信任,之而探討台灣保養品在整體網路廣告對於新聞媒體所產生的公信力,直接間接的影響到消費者最終購買行為的信任度與困難度。

關鍵詞: 媒體行銷、媒體信任、新聞媒體、智慧網路

Abstract

This study explores the media marketing methods of brand advertisers (advertisers). Due to the popularity of the Internet, the advertising marketing has changed, using large amounts of big data, advertising traffic analysis, cross-platform simulcast and other powerful active pushes, too many networks. Advertising, bloggers, box names, web name witnesses, Google simulcasts, keywords and other advertising methods, allowing consumers to see the advertisements in a ubiquitous passive and active way, but then the consumer's trust in the media .

Media trust has always been a consumer's expectation of media behavior. This study first explains the influence of trust on advertising, and then defines the influence of the tools used by the media, especially the media and consumer advertising to consumers. The resulting differentiated trust explores the direct and indirect impact of Taiwan's overall online advertising on the credibility of the news media, and the trust that consumers ultimately generate.

Keywords: Media marketing, media trust, news media, Smart network