

# 摘 要

體驗產品是指產品具有一種直到體驗過才知曉是否值回票價之性質，使得在交易過程中消費者面對很嚴重的訊息不完全，因此訊息的提供及傳遞會影響消費與交易結果。本文以電影為研究對象，探討有關影片的訊息如何影響電影的票房。我將電影主要的訊息來源分為三種，分別為發行片商、影評以及觀眾的訊息擴散，並且透過訊息傳遞的性質，來強調出訊息擴散的重要。訊息擴散是體驗過後的消費者自行傳遞訊息的行為，而且隨著網路資訊的發達，龐大的網路範圍擴大了訊息擴散的效果。

本文蒐集2009年在台北27家首輪戲院上映的240部電影資料，並以Yahoo!奇摩電影的網友短評做為訊息擴散的指標。實證結果指出了訊息擴散與明星及續集等特性的確對於票房有顯著的正向影響，而且訊息來源間不宜用替代關係來加以描述。

**關鍵詞：**體驗產品、交易成本、訊息擴散、電影



# Abstract

A nature of good is called an experience good if consumers have to experience the product, then evaluate the product; therefore, consumers have incomplete information during the process of transaction. Consequently, the informational transmissions have affected the process and result of transaction. This paper distinguishes the source of information into three categories by the nature of information. These categories are distributors, critics and information dispersion. I put emphasis on information dispersion since information dispersion involves information communication voluntarily among consumers who experienced the products or services. With the advancement of network information, the broad scope of network improves the frequency of communication and makes the information which has been conveyed more objective and integrated. In addition, the increasing frequency of communication “produces” various informations to influence consumers who have not experienced the products or services. These are key factors in reducing information cost.

The data includes 240 motion pictures that were released in 27 theaters of Taipei in 2009. I apply the short consumer reviews from the Yahoo! Movies Web site as a proxy for information dispersion. The result shows that information dispersion, movie stars, and sequels have significantly positive effects on box office revenue after the opening week. Besides, i suggest that these sources of information are inappropriate to be treated as substitutes for each other.

**KEYWORDS:** experience goods, transaction cost, informational dispersion, movies