# 娱乐营销互动性对消费者幸福感的影响机制研究--以大众体验营销为例

# 研究框架

娱乐营销互动性

（高，低）

消费者幸福感

生活质量

Fit involvement engagement attachment

信息一致性

（高，低）

消费者幸福感

信息搜寻和信息加工

品牌认知

购买决策制定的便利性

# 研究理论基础

自下而上生活满意理论

角色理论（其中角色和互动的关系-蒙戈马利）

解释水平理论（调节变量的解释的？我怎么没觉得博士生论坛的论文中有那么多理论基础？看一下李明奇发的那些论文，好好研究一下到底是要理论还是别人已经做了的研究就可以了？理论到底是啥？怎么界定？别人已经研究了的是不是理论？

符号互动理论

Q：娱乐营销就是在娱乐节目或者活动中插入营销吗？

找一下娱乐的形式，营销的形式，然后将他俩组合是不是就是娱乐营销的形式？可能有些是实践中在用的，有些是没有用的，用的那些的使用情况如何？没有用的那些有没有实践价值？

# 测量量表

消费者幸福感

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| gilovich的购买决策的研究，the relative relativity |  |  |  |  |  |  |  |
|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| the difficulty of the decision |  |  |  |  |  |  |  |
| how concerned they had been about whether they had made the right choice |  |  |  |  |  |  |  |
| how torn they had been between the option they chose and the other options |  |  |  |  |  |  |  |
| past difficulty with the decision |  |  |  |  |  |  |  |
|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| their concern about whether they had made the right choice |  |  |  |  |  |  |  |
| their concern about whether another option might have been better |  |  |  |  |  |  |  |
| how often they thought about whether other options might have been better |  |  |  |  |  |  |  |
| present concern |  |  |  |  |  |  |  |
|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| whether they had thought of the purchase more in absolute terms or more in comparison to other，similar items |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| satisfaction with the purchase |  |  |  |  |  |  |  |

# 研究展望

线上的互动性对于消费者幸福感的影响机制研究

娱乐营销通过消费者幸福感这一中介对消费者购买意愿的影响