

# 小紅書上穿搭 KOL 特徵對用戶購買意願影響之研究 —檢驗感知有用性的中介作用

陳凌榕<sup>1\*</sup> 劉立行<sup>2</sup>

<sup>1\*</sup>國立台灣師範大學圖文傳播學系 碩士生

<sup>2</sup>國立台灣師範大學圖文傳播學系 教授

## 摘 要

隨著 Web2.0 時代的到來，社群媒體成為人們獲取知識和分享生活的管道。小紅書平臺自 2013 年成立以來，採用垂直社區使用者生成內容（User Generated Content）的分享模式，吸引了大量使用者，並逐漸成為影響消費決策的重要平臺。本研究旨在探討小紅書平臺上穿搭 KOL（Key Opinion Leader）特徵對用戶購買意願的影響，並驗證感知有用性在其中的中介作用。研究對象為有使用小紅書平臺並追蹤穿搭 KOL 的用戶，採用便利抽樣法進行問卷調查，最終回收 248 份有效問卷。研究結果顯示，穿搭 KOL 的獨特性、吸引力和專業性均顯著正向影響用戶的購買意願和感知有用性，且感知有用性對購買意願具有顯著的正向影響。此外，感知有用性在穿搭 KOL 的獨特性、吸引力和專業性特徵與用戶購買意願之間發揮部分中介作用。

**關鍵詞：**小紅書、穿搭 KOL、感知有用性、購買意願

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\*聯繫作者：國立台灣師範大學圖文傳播學系，臺北市大安區和平東路一段 129 號。

E-mail: lrlr2828@gmail.com

# **Research on the Influence of KOLs on Xiaohongshu's Outfits with Users' Purchase Intention —Testing the Role of Usefulness**

**Ling-Rong Chen<sup>1\*</sup> Li-Hsing Liu<sup>2</sup>**

<sup>1\*</sup>Department of Graphic Arts Communication, National Taiwan Normal University,  
Master

<sup>2</sup>Department of Graphic Arts and Communication, National Taiwan Normal  
University, Professor

## **Abstract**

With the advent of the Web 2.0 era, social media has become a channel for people to obtain knowledge and share their lives. Since its establishment in 2013, the Xiaohongshu platform has adopted a vertical community user-generated content sharing model, attracting a large number of users and gradually becoming an important platform that affects consumer decision-making. This study aims to explore the impact of the characteristics of clothing KOL (Key Opinion Leader) on the Xiaohongshu platform on users' purchase intention, and to verify the mediating role of perceived usefulness in it. The research subjects were users who use the Xiaohongshu platform and track fashion KOL. A convenience sampling method was used to conduct a questionnaire survey, and 248 valid questionnaires were finally collected. The research results show that the uniqueness, attractiveness and professionalism of clothing KOL have a significant positive impact on users' purchase intention and perceived usefulness, and perceived usefulness has a significant positive impact on purchase intention. In addition, perceived usefulness plays a partial mediating role between the uniqueness, attractiveness and professional characteristics of clothing KOL and users' purchase intention.

**Keywords: Xiaohongshu, fashion KOL, perceived usefulness, purchase intention**

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\*Corresponding Author : Department of Graphic Arts Communication, National Taiwan Normal University, No.129-1, Sec.1, Heping E. Rd., Da'an Dist., Taipei City 106010, Taiwan

E-mail: lrlr2828@gmail.com