

Proposing a Conceptual Framework to Assess Company-branded Line Sticker  
Users' Attitude toward Companies

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Abstract

Company-branded Line stickers have been a growing trend. When company-related stickers are branded on a user's memory, they may transfer the emotions the user associates with the stickers to the company. This study developed a conceptual framework containing two main categories of variables: (1) utilitarian factors (i.e. perceived usefulness, perceived social presence and perceived richness) and (2) hedonic factors (i.e. perceived enjoyment, perceived novelty and perceived appeal), and suggested that these potential variables may directly influence users' attitudes toward companies that offer free Line stickers for potential customers to use.

Keyword : mobile messaging applications, company-branded Line stickers, attitude