中文摘要

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ABSTRACT

With the ever-changing information technology, the 24-hour internet platform, the real-time interaction, the home delivery service and the convenience store payment pickup, more favorable prices and other multiple advantages deeply touch the hearts of consumers. According to the Taiwan Network Information Center (TWNIC) statistics up to May 7, 2012, the website shopping proportion is 59.6%. The e-commerce market is growing year by year. The Ministry of Economic Affairs foresees, the e-commerce is expected to become a trillion dollar industry in 2015. Solid consumers can save their time and money by simply tapping on the mouse. This study integrates Technology Acceptance Model, the theory of planned behavior and trust to explore the willingness of Taichung City elementary school teachers' online shopping. Aiming at Taichung City elementary school teachers, a total of 700 questionnaires were distributed with effective recovery of 520 copies and effective rate at 74%. This study uses multiple regression to analyze the relationship between the variables. The study results show as belows: 1. Perceived usefulness, perceived ease of use, and trust have a positive impact on the internet shopping attitude of the elementary school teachers in Taichung City. 2. Perceived usefulness, attitude, subjective norm, and perceived behavioral control figure a positive impact on Taichung City elementary school teachers' behavior intentions.

Keywords : Trust、Technology Acceptance Model(TAM)、Theory of Planned Behavior(TPB)、Intentions to perform behavior.


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