

信任之影響因素探討

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摘要

網際網路的普及化，讓資訊傳播變得更迅速，商業活動也更為方便。網路為人們帶來便利卻也來信任的問題。許多專家學者研究線上信任的本質與問題，但是在情境與信任的概念卻有相當多的差異。因此，本研究探討線上環境中兩種不同概念的信任的影響因素。本研究針對經常使用網路的族群做研究對象，以認知型信任與情感型信任與其影響因素為研究架構。865份有效樣本的分析結果發現，在線上環境中的認知型信任與情感型信任的影響因素彼此不同；在不同的網站類型中兩種信任的影響因素也有所差異，而且信任的程度也因為網站類型而不同。

關鍵詞：信任 (trust)、熟悉度 (familiarity)、認知型信任 (cognition-based trust)、情感型信任 (affect-based trust)

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