

手機使用者對行動遊戲的使用態度與意圖之研究: 以最適刺激水準為調節變數

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摘要

各種市場調查結果皆顯示行動遊戲是使用者經常使用的手機功能，是哪些因素引發使用者想玩行動遊戲？不同刺激程度的使用者玩行動遊戲的因素有何差異？本研究目的探討影響行動遊戲使用意圖的因素，及不同最適刺激水準如何影響行動遊戲玩家的使用意圖。根據理性行動理論、沉浸理論及行動載具特性，並納入最適刺激水準，建立研究架構。透過網路問卷調查方式，共收集567份有效問卷。經效度與信度檢測，本研究問卷的信度與效度均達標準值。利用結構方程模式檢驗研究模型，結果顯示本研究模型的配適度指標大部分符合門檻值，全部假設皆成立。亦即玩家對行動遊戲的態度正向影響玩行動遊戲的意圖、玩家的沉浸經驗同時正向影響玩行動遊戲的態度及意圖、玩家對行動遊戲的知覺便利性、知覺易用性、社會影響同時正向影響玩行動遊戲的態度及意圖。最適刺激水準對手機玩家的知覺易用性和社會影響具有調節效果。本研究提供一個行動遊戲的使用意圖模式分析使用者玩行動遊戲的動機因素，研究發現可作為遊戲開發者設計行動遊戲之參考。

關鍵詞：理性行動理論、行動遊戲、知覺便利性、知覺易用性、社會影響、沉浸經驗、最適刺激水準

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