

# 影響Facebook打卡之行為意圖因素之探討

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## 摘要

Web 2.0 的時代到來，社群分享的概念盛行，適地性服務與社群網站結合為行銷者創造更多行銷機會。近年來Facebook成為最多人使用的社群網站，而Facebook 打卡在臺推出後，眾多廠商品牌紛紛藉由Facebook 打卡功能推出許多創意行銷活動，影響使用者對此新的資訊科技的意願因素為何，是本研究欲探討之因。本研究以科技接受模式為理論基礎，以社會影響、使用者涉入及隱私維護為外部變數，探究影響個人使用Facebook打卡行為意圖的因素。本研究採用網路問卷方式，透過Facebook滾雪球方式邀集使用打卡的使用者填答，共收集499份有效樣本，以結構方程模式進行驗證。研究結果發現：一、外部變數「社會影響」及「使用者涉入」對於「知覺有用性」及「知覺易用性」皆有正向的影響。二、「社會影響」、「使用者涉入」、「知覺有用性」、「知覺易用性」皆對於「行為意圖」有顯著正向影響，其中以「使用者涉入」影響效果最高，次為「知覺有用性」。三、「隱私維護」對於「知覺有用性」、「知覺易用性」及「行為意圖」則無顯著影響。

關鍵詞：社會影響、使用者涉入、隱私維護、科技接受模式、打卡行為意圖

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三、網路部分 Opera手機上網報告公佈2011年度手機上網全球最熱門的十大網站  
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