

以混合模式探討影響台中市國小教師網路購物意圖之研究

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摘要

隨著資訊科技的日新月異，網路平台24小時不打烊、即時互動、貨品配送到家或直接到便利商店付款取貨、價格更優惠等多重優勢，深深打動消費者的心。根據台灣網路資訊中心(TWNIC)截至2012年5月7日的統計，網站購物使用的比例為59.6%。而電子商務市場有逐年成長的趨勢，經濟部預期2015年，電子商務將成為兆元產業，想要省時省荷包的消費者不必出門，只要點點滑鼠就能輕鬆購物。本研究整合科技接受模式、計畫行為理論與信任來探討臺中市國小教師網路購物的意願。以台中市國小教師為研究對象，共發放700份問卷，有效回收問卷有520份，有效回收率為74%。本研究利用迴歸來分析各變數之間的關係，研究結果顯示：一、知覺有用性、知覺易用性及信任對臺中市國小教師的網路購物態度都會產生正向影響。二、知覺有用性、態度、主觀規範及知覺行為控制也都對臺中市國小教師的行為意圖產生正向影響。

關鍵詞：信任、科技接受模型、計畫行為理論、行為意圖

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