

# Exploring Impact Factors of Using QR Code by Innovation Adoption Theory and Technology Acceptance Model - Innovation ...

鄭以婷、蔡翠旭

E-mail: 384349@mail.dyu.edu.tw

## ABSTRACT

The purpose of this study is to understand the user's information literacy QR Code, perceived usefulness and perceived ease of use of its innovative technology usage behavior the current situation, the correlation between the change of direction and influence, and explore the five major categories of innovation adopters is causing interference effect. This study used questionnaires to incorporate innovative technology acceptance model as the basic structure of meaning, where information literacy, perceived usefulness, perceived ease of use and innovative use of behavior is determined using Likert Scale's fifth test. Parent group of Taiwan northern, central and southern areas of the public used the QR Code through convenience sampling investigation, a total of 500 questionnaires, 376 valid questionnaires. The resulting data were analyzed by descriptive statistics, reliability and validity analysis, project analysis, correlation significance tests, hierarchical regression analysis. After statistical analysis, the main results are as follows: 1. Information literacy, perceived usefulness, perceived ease of use and innovative technology usage behavior were highly positive correlation. 2. QR Code users' information literacy to innovation and technology usage behavior were significant positive impact, and evaluation of the information which the greatest influence. 3 users use frequency to once a week accounted for the bulk, which means that although the current QR Code generally apparent, but not commonly used by the people. 4 Innovation adopters to the early majority category most times for early adopters to meet academics Rogers, Everett M. (1962) propose innovative adopter categories of the main content. 5 Interference effects in this study, innovation adopters, early adopters, early majority and late majority neither a significant effect, while those left behind a significant effect was low, which means that users will not be using QR Code schedule of morning and evening and affected, only those left behind to follow their own experiences and to strengthen its better not to use the results. According to the study results provide operators, vendors to future researches.

Keywords : Innovation adoption、 Technology acceptance model、 QR Code

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