

# An Estimate of User's Willing to Car Trade Association

李逢嘉、翁淑緣

E-mail: 8603853@mail.dyu.edu.tw

## ABSTRACT

This study attempts to find out the factors that affect the users' willingness to adopt a new information system developed by the Car Trade Association in Chang-Hwa area. The system is demonstrated at the regular meeting held by the Car Trade Association. After the demonstration, the 75 member-participants are asked to fill up a questionnaire. It is found that a total of 15 variables is highly correlated with the users' willingness to adopt the information system. Multiple regression is used to detect the best predicting variables for the members' willingness. Two variables are significant in the regression analysis. These two variables are the company's support and the ease of use perceived by the subject. Furthermore, a path analysis is performed to construct a causal model that can well explain the relationship among variables. This causal model shows the attention to the information technology, the member's creativity and the numbers of employees are the important variables to initiate the support from the company while the knowing of information products, the member's age and the user interface are the major variables to insure the ease of use perceived by the subjects.

Keywords : the willingness of use ; the ease of use ; company's support ; user interface ; innovators ; computer anxiety

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