

以延伸型科技接受模式探討使用參與網誌行為之研究

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摘要

近年來，網誌的興起，帶來一種全新的網際網路呈現型態。它所引發的媒體衝擊力道，在這個新興的虛擬發表空間聚集了龐大的人潮，網誌的使用人數與瀏覽人數，正呈現急速的成長中，逐漸形成了一個不受控制的市井媒體。各種具創意概念的網誌行銷模式和應用被發展，對個人行為決策產生重大影響。針對網誌這樣的新興網路媒體，企業要如何使用才能獲得利益，對企業未來的發展具有相當的關鍵性，也是值得我們所關注的。本研究探討網誌行銷對顧客的影響，針對使用過網誌的使用者進行調查。透過文獻回顧的結果，本研究援引科技接受模式(Technology Acceptance Model, TAM)，並根據網誌的特性加入了信任和認知愉悅性兩個構面，來建立網誌行銷對顧客接受意願之理論架構以及進行實徵研究。經由實徵研究，LISREL分析的結果，本研究驗證了使用者在使用網誌行銷的情況中，認知易用性會正向影響到認知有用性、認知愉悅性與使用態度，認知愉悅性也會正向影響到使用態度與行為，認知有用性和信任皆會正向影響使用態度，對行為意願無直接影響，但透過使用態度對行為意願產生間接影響。

關鍵詞：網誌行銷；科技接受模式；信任；認知愉悅性

目錄

頁次	中文摘要	iii	英文摘要	iv
誌謝辭		vi	內容目錄	vii
目錄		ix	圖目錄	x
緒論		1	第一章	
	第一節 研究背景與動機	1	第二節 研究目的	6
	第三節 研究範圍	6	第四節 論文架構	7
	第二章 文獻探討	9	第一節 網誌介紹與行銷	9
	第二節 信任	24	第三節 認知愉悅性	25
	第四節 科技接受模式相關理論	27	第五節 科技接受模式的相關研究	35
	第三章 研究方法	40	第一節 研究模式與假說	40
	第二節 變數的操作型定義	42	第二節 變數的操作型定義	44
	第三節 問卷調查對象與方式	44	第三節 問卷調查對象與方式	45
	第四節 衡量問項	45	第四節 衡量問項	48
	第四章 資料分析	50	第一節 樣本基本資料分析	50
	第二節 信效度之檢驗	57	第二節 信效度之檢驗	57
	第三節 結構化方程模式(SEM)	61	第三節 結構化方程模式(SEM)	61
	第五章 結論與建議	69	第一節 研究結論	69
	第一節 研究結論	69	第二節 研究貢獻與建議	72
	第二節 研究貢獻與建議	72	第三節 研究限制	73
	第三節 研究限制	73	參考文獻	74
	附錄 研究問卷	89	附錄 研究問卷	89

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