

以延伸型計畫行為理論探討行銷導向部落格使用行為之研究

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摘要

部落格的使用人數與瀏覽人數呈現快速的成長，各種商業的部落格模式和應用不斷的被發展，對個人的行為和決策產生重大的影響，部落客或企業要如何行銷和經營部落格才能獲益，對其商業性質部落格未來的發展具有相當的關鍵性。本研究探討使用者對於行銷導向部落格使用行為的影響，針對曾使用行銷導向部落格的使用者進行調查。透過文獻的探討，本研究以計畫行為理論為理論基礎，並根據部落格的特性加入了科技接受特性中的認知有用性和認知易用性，以及信任、認知愉悅性、下載延遲和使用技能等構面，針對使用者來建立行銷導向部落格行為意願的理論架構並進行實徵研究。以網路問卷調查兩個月，有效問卷160份，並以 Chin(1997)所發展出的PLS-Graph3.0進行資料分析。研究結果顯示，人們對於使用行銷導向部落格的主要因素包括行為態度、主觀規範、認知行為控制，而這些因素被信任、認知愉悅性、認知易用性、下載延遲及使用技能所影響。本研究結果可提供給經營行銷導向部落格的經營者，在行銷與經營上的參考。

關鍵詞：部落格;計畫行為理論;最小平方法

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