

以TAM與流行性探討影響消費者使用行動商務的影響因素之研究

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摘要

網際網路第一波熱潮的興起是在發明網際網路的美國，此後網路的威力席捲世界，帶動電子商務發展的熱潮。然而，就在業者紛紛追隨著資訊科技的腳步而進行改造時，行動裝置漸漸普及化，我們的社會也漸漸地轉變成行動化的社會，行動通訊其不受時間地點限制的特性可為消費者帶來前所未見的彈性和便利。本研究以使用者的角度探討消費者使用行動商務之影響因素為何，並以科技接受模型為基礎，在加入行動商務的特性和流行性等構面建立本研究架構，並針對網路使用者回收了234份有效問卷，再以結構方程模式做為分析方法。研究結果顯示，除了個人化未對使用者的知覺有用性產生影響之外，使用者對行動商務之無所不在的特性具有很高的顯著性；而影響使用者接受行動商務的最大因素為使用者的知覺有用性。因此，系統的開發需朝簡易為主，人性化的介面及具有特色的功能才是主要吸引消費主的因素。

關鍵詞：科技接受模型;流行性;電子商務

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