

結合購物成癮與TPB探討影響網路購物中心之購物意圖之研究

陳姝伶、包冬意

E-mail: 9707185@mail.dyu.edu.tw

摘要

隨著網際網路(Internet)的蓬勃發展,電子商務(Electronic Commerce, EC)已日益熱絡,國內較具知名的入口網站有Yahoo、PChome等,它們利用入口網站的優勢,提供一個購物中心平台,定期更新促銷活動,類似於百貨公司的行銷手法。本研究以計畫行為理論為基礎,並加入科技接受模式與購物成癮構面來建立理論架構。並藉由研究假說的驗證,探討對影響消費者對網路購物中心購物意圖之因素,以瞭解網路購物消費者的購物行為,並提供管理意涵給網路購物中心參考。經由實徵研究, LISREL分析結果如下: 認知易用性正向影響神迷, 認知易用性正向影響有用性和購物態度, 神迷正向影響購物成癮, 神迷正向影響購物態度, 購物成癮、購物態度和知覺行為控制對購物意圖皆有正向影響。

關鍵詞: 科技接受模式; 計畫行為理論; 購物成癮

目錄

中文摘要	iii	英文摘要	iii
iv 誌謝辭		v 內容目錄	
vi 表目錄		vii 圖目錄	
ix 第一章 緒論	1	第一節 研究背景與動機	1
1 第二節 研究目的	4	第三節 研究範圍	4
4 第四節 研究流程	5	第二章 文獻探討	6
6 第一節 網路購物	6	第二節 消費者行為	6
18 第三節 網路成癮	18	第四節 神迷理論	24
科技接受模式與計畫行為理論	33	第三章 研究方法	31
研究模式與假說	40	第一節 問卷調查對象與方式	40
47 第四節 衡量問項	47	第二節 變數的操作型定義	43
51 第五節 資料分析方法	51	第三節 問卷	48
53 第四章 資料分析	53	第四節 資料	53
53 第二節 信效度之檢驗	53	第一節 樣本	53
63 結構化方程模式	63	第二節 基本資料分析	53
69 第五章 結論與建議	69	第一節 研究結論	69
69 第一節 研究結論	69	第二節 研究建議	71
73 第三節 研究限制	73	參考文獻	74
91 研究問卷	91	附錄	74

參考文獻

- 一、中文部份 Adam Cohen(2002), 發現eBay(宋瑛堂譯), 台北:藍鯨出版。中華民國購物中心協會(2001), 二十一世紀台灣20大購物中心全覽, 台北:通快訊雜誌社。王文義(1997), 購物中心規畫指南, 台北:遠流出版社。王智弘(2005), 網路沉迷問題的可能成因與輔導策略[線上資料]。Young Game攻略關懷青少年研討會。來源: <http://www.heart.net.tw/wang/article.htm>[2005, Decembrer] 石芳珊(2004), 消費者衝動性購買行為之決定性因素探討, 南華大學傳播管理研究所未出版之碩士論文。吳俊驛(2000), 科技接受模型之實徵研究—從動機角度, 中央大學資管所未出版之碩士論文。李靜芳(2002), 網站類型與線上經營模式之關係, 靜宜大學資訊管理所未出版之碩士論文。周文卿(2007), 2007年台灣電子商店發展趨勢[線上資料]。資策會, 來源: <http://mic.iii.org.tw/intelligence/> [2007, December]。林季謙(2002), 不同網路能力、人格特質與人際關係中小學生對網路成癮的影響, 南華大學教育社會學研究所未出版之碩士論文。林奕帆(2000), 網路商店呈現方式對消費者購物行為影響的實證研究, 世新大學資訊管理所未出版之碩士論文。林晉寬, 樊台聖(2000), 網際網路的行銷特色分析, 大葉大學第一屆電子化企業經營管理理論研討會論文集, 345-353。邱俊融(2007), 線上拍賣忠誠意圖之探討—從科技接受模式、信任和公平觀點, 中央大學資管研究所未出版之碩士論文。邱絨軒(2004), 沉迷網路遊戲高中生心理經驗之研究, 高雄師範大學輔導研究所未出版之碩士論文。徐振軒(1999), 網際網路上促銷模式之研究, 中山大學資訊管理所未出版之碩士論文。張志偉(2000), 入門網站教父YAHOO!, 台北:商周出版。梁良淵(2007), 探討嘉義地區國小學童之休閒活動類型、學習態度與網路成癮之相關研究, 南華大學資訊管理學研究所之碩士論文。陳淑惠(1999), 網路成癮症之初探, 發表於「Net'98 Taiwan 網路新紀元」國際性學術研討會, 1-20。陳銘慧(2001), 衝動性購買特質之行為特徵與影響因素, 德明學報, 17, 59-73。游森期(2002), 大學生網路使用行為

網路成癮及相關因素之研究，彰化師範大學教育研究所未出版之碩士論文。黃德祥，謝龍卿(2004)，品格與道德教育的內涵與實施，教育研究，35-43。楊淑婷(2005)，生活型態與即時通訊之使用，世新大學傳播研究所未出版之碩士論文。楊智凱(2004)，網路商店之顧客忠誠度促成因素之研究，政治大學資訊管理研究所未出版之碩士論文。經濟部商業司(1996)，大型購物中心開發經營管理實務手冊，台北：經濟部。資策會(2007)，2007年台灣網友行為與B2C消費發展趨勢，情報顧問產業研究報告。資策會(2007)，台灣網友消費者行為分析，情報顧問產業研究報告。資策會(2007)，電子商務 2007年可突破1,500億 [線上資料]。來源：http://www.net247.com.tw/News/Doc_711.htm 資策會(2007)，網路大廠-Yahoo!發展模式分析，情報顧問產業研究報告 [線上資料]。來源：<http://mic.iii.org.tw/intelligence/> [2007,December]。劉沐雅(2001)，網路書店購書意願影響因素之研究，中山大學企業管理研究所未出版之碩士論文。劉秉中(2004)，探討購物中心結合虛擬商店發展經營模式，世新大學資管研究所未出版之碩士論文。劉俊驛(2002)，購物成癮的概念探討與量表建構發展，輔仁大學織品服裝研究所未出版之碩士論文。鄭婉玲(2004)，物質主義、產品資訊特性與衝動性購買行為關係之研究，東吳大學企業管理研究所未出版之碩士論文。鄭慶宗(2000)，網路企業品牌建構與管理之初探性研究-以入口網站為例，輔仁大學管理學系未出版之碩士論文。盧忠明(2004)，網路購物之關鍵成功因素及競爭策略研究-以台灣購物網站為例，台北大學企業管理研究所未出版之碩士論文。賴倪劭(2006)，便利商店贈品促銷之消費者行為研究-以台北市小學生為例，第十四屆中華民國廣告學術與實務研討會 [線上資料]。來源：<http://www.ad.nccu.edu.tw/14thdownload.htm> [2006, April] 韓佩凌(2000)，台灣中學生網路使用者特性、網路使用行為、心理特性對網路沉迷現象之影響，師範大學教育心理與輔導研究所未出版之碩士論文。羅群倫(2005)，3C產品購物狂之手段-目標鏈結模式探討之研究，高雄第一科大行銷與流通所未出版之碩士論文。二、英文部份 Agarwal, R., & Karahanna, E. (2000). Time flies when you're having fun: Cognitive absorption and beliefs about information technology usage. *MIS Quarterly*, 24(2), 665-694. Ajzen, I., & Fishbein, M. (1975). *Belief, attitude, intentions and behavior: An introduction to theory and research*. Boston, MA: Addison-Wesley. Ajzen, I., & Fishbein, M. (1977). Attitude-behavior relations: A theoretical analysis and review of empirical research. *Psychological Bulletin*, 84(5), 888-918. Ajzen, I., & Fishbein, M. (1980). *Understanding attitudes and predicting social behavior*. Englewood Cliffs, New Jersey: Prentice-Hall. Ajzen, I. (1985). From intention to action: A theory of planned behavior. In *Action control from cognition to behavior*, NY: Springer Verlag. Allison, M., (1994). Compulsive buying tendency as a predictor of attitudes and perceptions. *Advances in Consumer Research*, 21(1), 590-594. American Psychological Association. (1985). *Standards for educational and psychological testing*. Washington, DC: Author. Anderson, J. C., & Gerbing, D. W. (1988). Structural equation modeling in practice: A review and recommended two-step approach. *Psychological Bulletin*, 103(3), 411-23. Beatty, E., & Scott, M. (1987). External search effort: An investigation across several product categories. *Journal of Consumer Research*, 14(1), 83-95. Bentler, P. M. (1990). Comparative fit indexes in structural models. *Psychological Bulletin*, 107(2), 238-246. Bentler, P. M., & Bonett, D. G. (1980). Significant tests and goodness of fit in the analysis of covariance structures. *Psychological Bulletin*, 88(3), 588-606. Bettman, J. R. (1979). *An information processing theory of consumer choice*. Mass: Addison Wesley. Bollen, K. A. (1989). *Structural equations with latent variables*. New York: Wiley. Browne, M. W., & Cudeck, R. (1993). Alternative ways of assessing model fit. In Bollen and Long (Eds.), *Testing structural equation models*, 136-162. Chaudhuri, A., & Holbrook, M. B. (2001). The chain of effects from brand trust and brand affect to brand performance: The role of brand loyalty. *Journal of Marketing*, 65(2), 81-93. Chen, H., Wigand, T. R., & Nilan, S. M. (1999). Optimal experience of web activities. *Computers in Human Behavior*, 15(5), 585-608. Chen, Z., & Dubinsky, A. J. (2003). A conceptual model of perceived customer value in E-Commerce: A Preliminary Investigation, *Psychology and Marketing*, 20(4), 323-347. Churchill, G. A. Jr., & Peter, J. P. (1984). Research design effects on the reliability of Rating scales: A meta-analysis, *Journal of Marketing Research*, 21(4), 360-375. Clarke, K. A., & Belk, R. (1978). The Effects of Product Involvement and Task Definition on Anticipated Consumer Effort. In H. Keith Hunt(ed.), *Advances in Consumer Research*. Ann Arbor: Association for Consumer Research, 5, 313-318. Csikszentmihalyi, M. (1975), *Beyond boredom and anxiety*. New York: Harper & Row. Csikszentmihalyi, M. (1990). *Flow: The psychology of optimal experience*. NY: Harper and Row. Csikszentmihalyi, M. (1993). *The evolving self: A psychology for the third millennium*. New York: Harper & Row. Csikszentmihalyi, M., & Csikszentmihalyi, I. (1998). *Optimal experience: Psychological studies of flow in consciousness*. NY: Cambridge University Press. David A. A., (1996). Measuring brand equity across products and markets. *California Management Review*. Berkeley, 38(3), 102-120. Davis, F. D. (1986). A technology acceptance model for empirically testing new end-user information systems: Theory and results. Doctoral Dissertation, MIT Sloan School of Management. Cambridge, MA. Davis, F. D., (1989). Perceived usefulness, perceived ease of use, and user acceptance of information technology. *MIS Quarterly*, 13(3), 319-340. Davis, F. D., Bagozzi, R. P., & Warshaw, P. R., (1992). Extrinsic and intrinsic motivation to use computers in the workplace, *Journal of Applied Social Psychology*, 22(14), 1111-1132. Davis, F. D., Bagozzi, R. P., & Warshaw, P. R. (1989). User acceptance of computer technology: A comparison of two theoretical models. *Management Science*, 35(8), 982-1003. Davis, R. A. (2001). A Cognitive-behavioral model of pathological Internet use. *Computers in Human Behavior*, 17(2), 187-195. Devaraj, S., Fan, M., & Kohli, R. (2002). Antecedents of B2C channel satisfaction and preference: Validation e-commerce metrics, *Information Systems Research*, 13(3), 316-333. Egger, O., & Rauterberg, M. (1996). Internet Behavior and Addiction, 4(1), 11-40. Engel, J. F., & Blackwell, R. D. (1982). *Consumer Behavior*(4th ed). New York: The Dryden Press. Engel, J.F., Miniard P.W., & Blackwell, R. D. (1995). *Consumer Behavior* (8th ed). Forth Worth: Dryden. Fornell, C., & D. F. (1981). Larcker, evaluating structural equation models with unobservables and measurement error, *Journal of Marketing Research*, 18(1), 39-50. Free, E. M. (1992). Addiction behaviors: Effective social word approaches. New York: Logman, 1-9. Freeman, W. J. (1992). *Tutorial in neurobiology: From single neurons to brain chaos*. *Int. J. Bifurcation & Chaos*, 2(3), 451-482. Gefen, D., Karahanna, E., Straub, D. W. (2003). Trust and TAM in Online Shopping: An Integrated Model. *MIS Quarterly*, 27(1), 51-90, 2003. Gefen, D., Straub, D. W. (2003). Managing user trust in B2C e-Services. *e-Service Journal*, 2(2), 7-24. Gillett, P. L., (1970). A profile of urban in-home shopper. *Journal of Marketing*, 34(3), 40-45. Goldberg, W. M. (1996). Using a web-based course

authoring tool to develop sophisticated web-based courses. Educational Technologies Press. England Cliffs: New Jersey. Griffiths, M. (1998). Internet addiction: Dose it really exist? In J.Gackenbach(ed.). Psychology and the Internet: Interpersonal,interpersonal and transpersonal implications. NY: Academic Press. Griffiths, M. (1998). Internet addiction:Does it really exist? In J.Gackenbach (Ed.), Psychology and the Internet:Intrapersonal, interpersonal, and transpersonal implications, 61-75. New York: Academic Press. Gulati, R., & Jason, G. (2000). Get the right mix of bricks and clicks. Harvard Business Review. 78(3), 107-144. Gvu ' s center. (2000). Primary Place of WWW Access. [Online]. Available: http://www.cc.gatech.edu/gvu/user_surveys/papers [2000, July]. Hairs, Jr. F., Anderson, R. E., Tatham, R. L., & Black, W. C. (1998). Multivariate Data Analysis (5th ed). New York: Macmillan. Hall, A. S., & Parsons, J. (2000). Internet addictions: College stu-dent case study using best practices in cognitive behavior therapy. Journal of Mental Health Counseling, 23(4), 312-327. Harrison, D. A., Peter P. M., J., & Cynthia K. R. S. (1997). Execu-tive decisions about adoption of information technology in small business: Theory and empirical tests. Information Sys-tems Research, 8(2),171-195. Hatter, L. I. (1994). Addictive Process. Encyclopedia of Psychology, NY: Longman. Hayduk, L. A. (1987). Structural equation modeling with LISREL: Essentials and advances. Baltimore: Johns Hopkins. Henderson, R., Rickwood, D., & Roberts, P. (1998). The beta test of an electronic supermarket. Interacting with Computers, 10(4), 385-399. Hirschman, E. (1992). The consciousness of addiction: Toward a general theory of compulsive consumption. Journal of Con-sumer Research, 6(4), 155-179. Hirschman, E. C., & Holbrook, M. B. (1982). Hedonic consumption: emerging concepts, methods and propositions. Journal of Marketing, 46(3), 92-101. Hoffman, D. L., Novak, T. P., & Chatterjee, P. (1995) Commercial scenarios for the web: Opportunities and challenges, Journal of Computer- Mediated Communication, 1(3).29-53. Holbrook, M. B., & E. C. Hirschman. (1982). The experiential as-pects of consumption: Consumer fantasies, feelings, and fun. Journal of Consumer Research, 9(2), 132-140. Howard, R. A. (1989). Knowledge Maps. Management Science, 38(8), 903-922. Hsu, C. L., & Lu, H. P. (2004). Why do people play on-line games? An extended TAM with social influences and flow experi-ence.Information & Management, 41(7), 853-868. Igarria, M. (1997). Personal computing acceptance factors in small firms: A structural equation model. MIS Quarterly, 21(3), 279-305. Igarria, M., Guimaraes, T., & Davis, G. (1995). Testing Determi-nants of Microcomputer Usage via Structural Equation Model. Journal of Management Information Systems, 11(4), 87-114. Igarria, M., Iivari, J., & Maragahh, H. (1995). Why do individuals use computer technology? A finnish case study. Information and Management, 29(5), 227-238. Igarria, M., Parasuraman, S., & Baroudi, J. J. (1996). A motivational model of microcomputer usage. Journal of Management In-formation Systems, 13(1), 127-143. Jacobs, B. I., & Levy, K. N. (1995). Market-neutral strategy limits risk, Pension Management. Kassarijan, H., & Sheffet, M. J. (1981). Personality and consumer behavior: An update. Perspectives in Consumer Behavior, 160-180. Kerin, R. A., Jain, A., & Howard, D. J. (1992). Store shopping ex-perience & consumer price-quality-value perceptions. Journal of Retailing, 68(4), 376-397. Klobas, E. (1995). Beyond information quality: Fitness for purpose and electronic information resource use. Journal of Informa-tion Science, 21(2), 95-114. Levy, M. (1995). Retailing Management, NY: McGraw-Hill. Malone, T. W. (1981). Heuristics for designing enjoyable user inter-face: Lessons from computer games. Proceedings of the 1st Major Conference on Human Factors in Computer Systems. Gaitherburg, Maryland, USA, 63-68. McDonald, R. P., & Ho, M. R. (2002). Principles and practice in re-orting structural equation analysis.Psychological Methods, 7(11), 64-82. Mulaik, S. A., James, L. R., Alstine, J. V., Bennett, N., Lind, S., & Stilwell, C. D. (1989). Evaluation of goodness-of-fit indices for structural equation models. Psychological Bulletin, 105(3), 430-445. Nunnally, J. C. (1978). Psychometric theory. NY: McGraw-Hill. O ' Guinn, T. C., & Faber, R. J. (1991). Mass communication theory and research, in Handbook of Consumer Behavior, NJ: Pren-tice-Hall. Pavlou. P. (2002). Evidence of the effect of trust building technol-ogy in electronic markets: Price premiums and buyer behavior. MIS Quarterly, 26(3), 243-268. Peter, J. P., & Jerry, C. O. (1987). Consumer behavior: Marketing strategy perspectives. Homewood, IL: Richard Irwin. Peter, J., & Jerry, C. (1987). Consumer behavior: Marketing strategy perspectives. Homewood, IL: Richard Irwin. Rasmussen, S. (2000). Addiction treatment: Theory and practice. New York: Sage. Robbins, S. B., Lese, K. P., & Herrick, S. M. (1993). Interactions between goal instability and social support on college fresh-man adjustment. Journal of Counseling and Development, 71(3), 343-348. Rook, D. W. (1987). The buying impulse. Journal of Consumer Re-search, 14(2), 189-199. Rook, D. W., & Fisher R. J. (1995). Normative Influences on Impul-sive Buying. Journal of Consumer Research,22(3), 305-313. Rook, D. W., & Hoch, S. J. (1985). Consuming impulses.advance in consumer research (12th ed). M. B. Holbrook and E. C. Hirschman, Provo, UT:Association for Consumer Research, 23-27. Scott. J. (1994). The measurement of information systems effective-ness: evaluating a measuring instrument. Proceedings of the Fifteenth International Conference on Information Systems. Vancouver, BC, 111-128. Slama, M. E., & Tashchian, A. (1985). Selected socioeconomic anddemographic characteristics associated with purchasing involvement. Journal of Marketing, 49(1), 72-82. Solomon, & Michael, R. (1992). Consumer behavior: Buying, hav-ing, aad being. New Jersey: Prentice Hall. Stern, H. (1962). The significance of impulse buying today. Journal of Marketing, 26(2), 59-62. Szajna, B. (1996). Empirical evaluation of the revised technology acceptance model. Management Science, 42(1), 85-92. Tucker, L. R., & Lewis, C. (1973). The reliability coefficient for maximum likelihood factor analysis. Psychometrika, 38(1), 1-10. Venkatesh, V., & Davis, F. D. (1996). A model of the antece-dents of perceived ease of use: Development and Test. Deci-sion Sciences, 27(3), 451-481. Venkatesh, V., & Davis, F. D. (1996). A model of the antecedents of perceived ease of use: Development and test. Decision Sci-ences, 27(3), 451-481. Walker, A. L., & Lidz, C. W. (1983). Common features of trouble-some habitual behaviors. A cultural approach. commonalities in Substance Abuse and Habitual Behavior, ed. P. K. Levison et al., Lixington, MA: Lexington Books, 29-44. Webster, J., Trevino, K. L., & Ryan, L. (1993). The dimensionality and correlates of flow in human-computer interactions. Com-puters in Human Behavior, 9(4), 411-426. Weinberg, P., & Gottwald, W. (1982). Impulsive consumer buying as a result of emotions. Journal of Business Research, 10(1), 43-57. William, R. D., & Doody, A. F. (1966). Retailing Management, (3th ed). Wolfinbarger, M., & Gilly, M. C. (2001). Mary shopping online for freedom, control, and fun. California Management Review, 43(2), 34-55.

Wood, M. (1998). Socio-economic status, delay of gratification, and impulse buying. *Journal of Economic Psychology*, 19(3), 295-320. Young, K. S. (1998). *Caught in the Net: How to recognize the signs of Internet Addiction and a winning strategy for recovery*. NY: John Wiley & Sons. Young, K. S. (1999). *Cyber-Disorders: The Mental Health Concern for the New Millennium*, [OnLine]. Available: <http://www.net-addiction.com/articles/cyberdisorders.html> [1999, May]. Young, K. S., & Rogers, R. C. (1998). The relationship between de-pression and internet addiction. *CyberPsychology & Behavior*, 1(1), 25-28.