

影響消費者對試用品網站訂購意圖之研究

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摘要

隨著網際網路的發展與快速成長，為電子商務帶來龐大的商機，促使企業紛紛積極投入網路購物的行列，創造了新的商業行為與經濟模式。當消費者在網路上購買即將推出的新商品時，可藉由試用品網站所提供的試用品，以體驗與認識商品特性，並對商品產生認同，進而有後續訂購商品之行為，便為電子商務快速成長之下所帶來之新興體驗行銷。

本研究針對影響消費者對於試用品網站的訂購意圖進行相關的調查研究，針對瀏覽過試用品網站的使用者進行調查。透過文獻回顧的結果，本研究援引科技接受模式與計劃行為理論為理論基礎，來建立理論架構，並於網路上發放網路問卷，將回收所得之使用結構化方程模式，將回收的228份問卷進行分析，用以探討影響消費者對於試用品網站訂購意圖之因素。

研究結果顯示：認知易用性正向影響認知有用性；認知易用性、認知有用性、信任及認知愉悅性正向影響訂購態度；訂購態度、訂購主觀規範及訂購認知行為控制正向影響訂購意圖。藉由研究結果，本研究亦提供網站經營者建議與實務管理上之參考。

關鍵詞：試用品網站、科技接受模式、計劃行為理論

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