

盜版翻印行為與願付價格之研究：以原文教科書為例

陳炫淇、唐啟發

E-mail: 9806205@mail.dyu.edu.tw

摘要

就國內的研究而言，盜版研究的標的物多半與數位音樂、電腦軟體、或仿冒品有關，較少被提及的，則是有關盜版教科書的使用行為。鑑於國內有關消費者倫理的研究仍嫌不足，且目前尚無探討有關使用盜版教科書的非倫理消費行為的研究，本研究將探討消費者倫理與使用盜版教科書行為間的關係，並以大學生研究對象，共獲得185份有效問卷。本研究以Hunt-Vitell的行銷倫理模式為基礎，構建研究概念架構；本研究假設，消費者的消費倫理信念會影響使用盜版教科書的行為；本研究並引入「知覺價值」此一中介變數，以進一步分析倫理信念與使用盜版教科書意願之間的關係。研究結果顯示，本研究的假設泰半獲得支持。此一研究結果將有助企業，特別是教科書出版業者，於履行企業社會責任及推動使用正版教科書活動時的參考。

關鍵詞：消費者倫理；知覺價值；盜版教科書

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