

網站系統接受度、商品價值對網路創新商品購物意圖影響之研究

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摘要

隨著網際網路的發達與快速的成長，網路業者紛紛投入網路這塊龐大的市場，電子商務因而成為龐大的商機，創造了新的商業模式，以往消費者購買商品，都必須花費交通成本、時間成本去達到目的，透過網際網路的連結，消費者不需額外花費交通成本、時間成本，任何時間、任何地點、都可以達到購買商品的目的。本研究探討影響消費者對創新商品購物意圖進行相關的研究調查。透過文獻探討，結合科技接受模式(TAM)中的認知易用性、認知有用性兩個構面與創新擴散理論(IDT)中的相容性、與複雜性兩個構面，並加入商品價值的構面，建立理論架構，用以探討影響消費者對網路創新商品購物意圖之因素。其中以問卷調查法收集樣本，針對資料進行量化統計的資料分析。經由實徵研究，研究結果分析如下：網路購物網站認知有用性與認知易用性正向影響創新商品購物意圖，商品價值正向影響創新商品購物意圖，創新商品相容性、複雜性會干擾商品價值與創新商品購物意圖之間的關係。

關鍵詞：科技接受模式(technology acceptance model)、創新擴散理論(innovation diffusion theory)、商品價值(product value)

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