

# 以涉入理論與科技接受模式探討第三代行動通訊使用意願之研究

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## 摘要

隨著資訊技術的蓬勃發展與行動通訊的普及，手機已成為現代人日常生活中不可或缺的一部份。根據國家通訊傳播委員會的資料顯示第三代行動通訊(3G)用戶數量不斷的上昇。且隨著新的3G手機與新的應用服務的推出，使用者在使用第三代行動通訊服務時能有更多的選擇。因此，本研究對哪些因素會影響使用者使用第三代行動通訊的使用意願感到興趣。

本研究以科技接受模式為理論基礎，再經由相關文獻探討，找出其他相關影響因素，增加認知愉悅性、認知成本、主觀規範與使用者涉入程度此變數作為干擾變數於本研究架構內推演出一個全新模型，探討影響使用者對第三代行動通訊使用意願之因素，以問卷調查法收集資料，並對資料進行量化統計的資料分析。

研究結論顯示，認知有用性、認知易用性、認知愉悅性與認知成本顯著影響使用態度，而認知有用性、認知成本、使用態度與主觀規範顯著影響使用意願。而使用者涉入程度會干擾使用態度與使用意願之間的關係。而研究貢獻與討論將提供給電信業者經營與行銷上的建議。

關鍵詞：涉入理論、科技接受模式、第三代行動通訊

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