

# 盜版電子書下載意圖之前因及其對合法電子書購買意圖影響之研究

## A Study on the Antecedents of the Download Intention of Pirated E-books and its Impact on the Purchase Intention of Legal E-books

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## 摘要

在電子書未來可預見的龐大商機下，隨之而來的盜版問題日益猖獗，造成經濟上的損害不容小覷。本研究根據計畫行為理論，延伸探討行為態度（社會重要性、道德義務、知覺風險）、主觀規範（規範敏感性、集體主義）、以及知覺行為控制（自我效能、便利條件）等前因要素來預測盜版電子書的下載意圖，並加入偶像崇拜的干擾因素來檢驗盜版與購買意圖之間的關聯性。研究結果顯示：道德義務、規範敏感性對盜版電子書下載意圖有顯著的負向影響，然而集體主義、自我效能、以及便利條件的影響卻是正向的。社會重要性、知覺風險對盜版電子書下載意圖的影響卻不顯著。盜版電子書下載意圖對合法電子書購買意圖有顯著負向的影響，而偶像崇拜的干擾效果並不顯著。

**關鍵字：**盜版電子書、計畫行為理論、盜版電子書下載意圖、合法電子書購買意圖

## ABSTRACT

Under the foreseeable huge business opportunities of e-booksellers in the future, the ensuing problems of piracy will become increasingly rampant, causing economic damage not to be underestimated. Based on the theory of planned behavior, this study extends the exploration of some antecedents, such as behavioral attitude (Social Importance, Moral Obligation, and Perceived Risk Included), subjective norms (Normative Sensitivities, and Collectivism Included), and perceived behavioral control (Self-Efficacy and Convenience Included) to predict the download intention of pirated e-books and examine the association between piracy and purchase intention along with a moderating effect of idol worship. The results show that moral obligation and normative sensitivity have a significant negative impact on the download intention of pirated e-books, while the effects of collectivism, self-efficacy, and convenience are positive. Social importance and perceived risk do not significantly impact the download intention of pirated e-books. The download intention of pirated e-books has a significant negative impact on the purchase intention of legal e-books, while the moderating effect of idol worship is not obvious as expected.

**Keywords:** Pirated e-books, Planning theory of behavior, The download intention of pirated e-books, The purchase intention of legitimate e-books