

以計畫行為理論及體驗價值探討使用者之 手機遊戲行為

Using the Theory of Planned Behavior and Experiential Value to Exploring the Users' Behavior in Mobile Games

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摘要

本研究的研究焦點著重於使用者玩手機遊戲的行為模式，以計畫行為理論與體驗價值作為研究依據，探討態度、主觀行為規範、知覺行為控制，以及體驗價值—趣味性、顧客投資報酬、美感，與服務優越性，如何影響使用者玩手機遊戲的意圖與行為之關聯性。本研究採用問卷調查法進行探究，回收樣本為 410 份，無效問卷有 19 份，有效問卷共計 391 份。研究結果顯示：(1) 態度和主觀行為規範對使用者玩手機遊戲的意圖有正向影響；(2) 趣味性與服務優越性對於使用者玩手機遊戲的意圖有正向影響；(3) 顧客投資報酬與服務優越性對於使用者玩手機遊戲的行為有正向影響。最後，本研究提出結論與建議，作為後續研究與手機遊戲廠商參考之用。

關鍵字：體驗價值、計畫行為理論、手機遊戲

ABSTRACT

This study aims to explore users' behavior in mobile games. This research conducts a model which is based on the theory of planned behavior and experience value which consists of playfulness, consumer return on investment, aesthetics and service excellence. The model examines the relationships of mobile-game player's intention and behavior. This study conducts a sample survey. A total of 391 valid questionnaires were returned. The research results demonstrate (1) The attitude and subjective norm in planned behavior theory have significantly positive influence on the intention of playing mobile games; (2) the service excellence and playfulness in experience value also have significantly positive influences on playing intention; (3) customers return on investment and service excellence in experience value have significant positive impact on playing behavior. The findings from this study provide new perspectives to researchers, and help mobile game manufactures in designing games.

Keywords: Experiential value, Theory of planned behavior, Mobile game