

廣告主對關鍵字廣告科技接受度之研究

A Study of the Technology Acceptance of Keyword Advertising to the Advertisers

企業管理學報

第 94 期(101 年 9 月)

頁 69-92

顏永森*

Yung-Shen Yen

李昇仰**

Sheng-Yang Lee

* 靜宜大學資訊管理系副教授
Associate Professor, Department of Computer Science and Information Management, Providence University

** 靜宜大學資訊管理系碩士
Master, Department of Computer Science and Information Management, Providence University

摘要

本研究主要係探討廣告主對於關鍵字廣告的接受度之研究，由於網路廣告的快速發展，帶動關鍵字廣告的廣泛應用。因此本研究以科技接受模型為基礎，探討知覺易用性與知覺有用性對使用意願的影響，並且加入系統屬性進行探討。本研究以調查 106 家關鍵字廣告之廣告主作為研究對象。研究發現，預算控制、效率性與知覺有用性是影響廣告主使用意願的主要因素。其中預算控制與效率性會影響其知覺有用性，而知覺有用性會影響其使用態度與使用意願。

關鍵字：廣告主、關鍵字廣告、科技接受模型、結構方程模型

ABSTRACT

This study aims to explore the technology acceptance of keyword advertising to the advertisers. Due to the rapid development of internet advertising, keyword advertising has been driven to widely apply for the advertisers. Based on technology acceptance model, this study explores the impacts of perceived ease of use and perceived usefulness on usage intention, and also integrates the attributes of keyword advertising into the original model for the extension. 106 advertisers who are keyword advertising users were investigated. The findings reveal that perceived usefulness, budgetary control and efficiency are the three main factors influencing on technology acceptance of keyword advertising. Meanwhile, budgetary control and efficiency positively affect perceived usefulness, and then perceived usefulness positively affect usage attitude and usage intention.

Keywords: Advertiser, Keyword advertising, Technology acceptance model, Structural equation modeling