

# 數位有線電視付費加值服務使用意願之研究

## The Intention to Pay of Value-Added Services for Digital Cable Television

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## 摘要

因應數位匯流時代，如何讓臺灣有線電視系統的產品及品牌在市場中勝出，業者應提供那些付費加值服務才是消費者之所需，且符合不同生活型態的消費者應考量的因素，這些都是系統業者迫切想要瞭解的議題。因此本研究採用先質後量的步驟，試圖依生活型態理論來探討消費者，並提出「認知有用性」、「認知易用性」、「可試用性」、「認知娛樂性」四個研究信念，來探討其對「使用意願」的影響。最後，本研究依據研究結果對有線業者提出針對不同族群之管理實務建議，期望能開發出適合目標生活型態族群使用的服務，吸引更多的消費者使用。

**關鍵字：**數位有線電視、數位加值服務、科技接受模式、生活型態理論

## ABSTRACT

Responding to the arrival of the digital convergence era, the question arises of how to win in the emerging markets of cable system operators (CSO), in terms of brand and products, in Taiwan. What types of value-added paid service should a CSO provide in order to satisfy consumer needs whilst responding to the wide variety of consumer life styles at the same time? These factors need to be urgently considered because they are issues that CSOs need to understand now. The authors adopted two rigorous research steps for the study, namely a qualitative research at the beginning and a quantitative research method at the end.

Therefore, this study aims to observe consumers in accordance with the lifestyle theory. It proposes and explores the impact of the four believes of perceived usefulness, perceived ease of use, trialability, and perceived playfulness on the outcome variable of the intention to use behavior of consumers.

Finally, based on the research results, for CSOs, the authors of this study propose practical suggestions regarding the management of the distinctive groups and thus expect the CSOs to develop services that are appropriate and attractive for these different groups to use.

**Keywords:** Digital cable television, Value-added services, Technology acceptance model, Lifestyle