

超越行為意圖：科技接受度影響購買點的決定因素

Beyond Behavioral Intentions: The Impact of Point-of-purchase Determinants on Technology Adoption

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摘要

有愈來愈多的研究，證實消費者越來越樂意接受，採用在零售業中的創新科技。但是卻很少有研究調查，瞭解關於購買點情境因素如何會影響消費者實際的採用行為與意願。本研究聚焦於便利商店中，典型的自助型服務科技做法，像是提供多媒體資訊站。研究方法方面，結合定性與定量的混合研究方法，實證結果顯示，認知易用性與認知有用性重要的前置變項。其次，本研究發現，情境因素方面，購買點等待時間與消費者需求互動，以及擁擠程度、位置的可視性，則會顯著調節消費者實際的採用行為與意願。

關鍵字：自助服務、科技接受度、購買點因素、混合研究

ABSTRACT

A growing number of studies have provided insight into consumer acceptance of innovative technologies. However, beyond adoption intention, few studies have investigated the impact of point-of-purchase factors on actual adoption behavior. The argumentation is that adoption intentions are shaped long before the consumer enters the sales venue and that, irrespective of behavioral intention, on-site factors will play a decisive role in whether the consumer adopts the technology. As an exemplary self-service technology in the retail industry, this study tested the stated research goal on multimedia kiosks in convenience stores. A mixed qualitative-quantitative research design was applied. The findings confirm that perceived ease of use and perceived usefulness are important antecedents to behavioral intention. With regard to point-of-purchase situational factors, this study finds that waiting time, consumer's need for interaction, level of crowding, and location visibility, all significantly moderate with behavioral intention and actual adoption.

Keywords: Self-services, Technology acceptance, Point-of-purchase factors, Mixed methodology