

行政院國家科學委員會專題研究計畫 成果報告

消費者需要、產品與市場認知對於創新科技購買意圖之影響研究-以電子書閱讀器為例 研究成果報告(精簡版)

計畫類別：個別型
計畫編號：NSC 99-2410-H-034-001-
執行期間：99年01月01日至100年03月31日
執行單位：中國文化大學推廣教育部廣告學系

計畫主持人：鄧為丞
共同主持人：鄒仁淳
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報告附件：出席國際會議研究心得報告及發表論文

處理方式：本計畫可公開查詢

中華民國 100 年 05 月 25 日

行政院國家科學委員會補助專題研究計畫

☒ 成果報告
☐ 期中進度報告

消費者需要、產品與市場認知對於創新科技購買意圖之影響研究-以電子書閱讀器為例

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執行期間：99 年 01 月 01 日至 100 年 03 月 31 日

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計畫參與人員：

成果報告類型(依經費核定清單規定繳交)：☒ 精簡報告 ☐ 完整報告

本計畫除繳交成果報告外，另須繳交以下出國心得報告：

- ☐ 赴國外出差或研習心得報告
- ☐ 赴大陸地區出差或研習心得報告
- ☒ 出席國際學術會議心得報告
- ☐ 國際合作研究計畫國外研究報告

處理方式：除列管計畫及下列情形者外，得立即公開查詢

☐ 涉及專利或其他智慧財產權，☐ 一年☐ 二年後可公開查詢

中 華 民 國 100 年 3 月 31 日

1. Introduction

In recent years, many information and communication technology (ICT) consumer products have been launched in the retail market. Nonetheless, not all consumer ICT products are widely accepted by the mass market. Although innovative ICT products usually gain strong advocacy from manufacturers, extensive coverage from media, and enthusiastic attention from innovators at the launch stage, some innovations are not able to successfully cross an adoption chasm between the early and mass market. Therefore, how to develop a theoretical framework to help ICT stakeholders to assess, predict, and promote consumer acceptance of a new ICT product is an interesting and important issue in the private and public ICT sectors. This study aims to investigate the consumer acceptance of an e-book reader and develop a theoretical model to assist the ICT industry in understanding and promoting consumer demand.

2. Conceptual framework and hypotheses

When developing an innovative ICT technology, it is important to forecast its consumer acceptance that is determined by the market demand. The market demand is the collective volume of consumer purchases for those products with the innovative technology over a period of time. The consumer purchases are based on every individual consumer's purchase action. On the basis of the theory of reasoned action, consumers' purchase actions can be predicted by their intentions. If the purchase intentions of mass consumers are strong, the market demand will be promising.

According to the consumer decision-making process theory [1], an individual's purchase decision process consists of three stages: need recognition (or problem recognition), information search (or pre-purchase search), and evaluation of alternatives. The recognition of a need is likely to occur when consumers face a problem, and begin to search in the marketplace for information about the product or service that could solve the problem.

In today's marketplace, many vendors offer similar solutions to a specific problem, so consumers have to make a choice not only for a product but also for a brand. In addition, Apple's experience demonstrates that there is a group of devoted consumers whose loyalty to a specific brand is so strong that they are willing to buy all new products developed from the brand. We suggest that consumers will search for information not only on a product itself but also on a brand.

After the information search stage, consumers will evaluate the information they receive and consider alternatives. Zeithaml suggests that consumers' overall assessments of the utility of a product are determined by their perceptions of what is received and what is given [2]. Thus, consumers will not only assess the benefits of adopting an innovation and a brand but also assess the possible sacrifices, including monetary and psychological costs. From a consumer's perspective, making the decision to adopt a new technology is a high-risk proposition; consumers are worried about making a bad decision due to technological uncertainty or obsolesce, switching costs involved, and so forth [3]. Thus, an individual will evaluate an innovation's substitutes before making a purchase decision in order to avoid the adoption risk of obsolesce, and to compare monetary expenses. On the basis of the above discussion, the framework and hypotheses are proposed as follows:

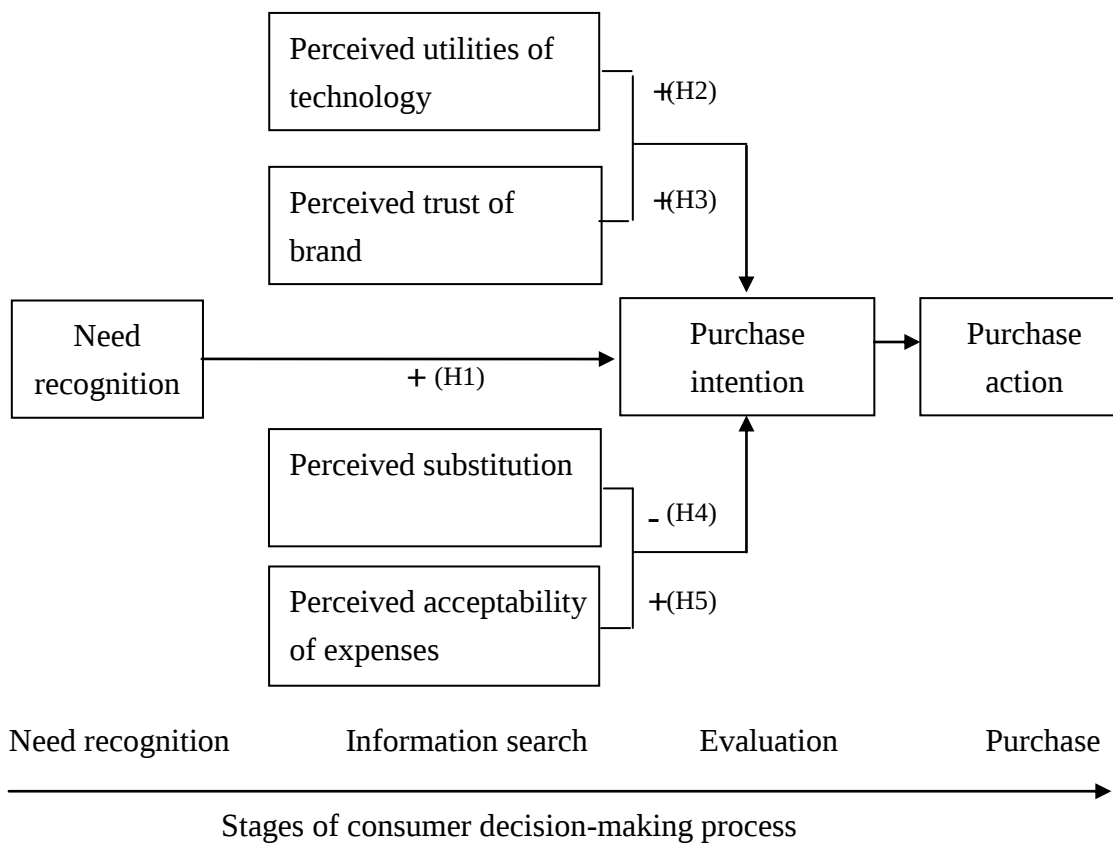


Figure 1: The consumer purchase intention model for a new technology product

H1: The more an individual perceives the need for an e-book reader, the more that individual intends to purchase an e-book reader.

H1a: The more an individual likes to read, the more that individual will perceive the need for an

e-book reader.

H1b: The more an individual has the innovativeness motivation to experience a new technology, the more that individual will perceive the need for an e-book reader.

H1c: The more an individual has the image motivation to use an innovative good, the more that individual will perceive the need for an e-book reader.

H2: The more an individual perceives the utilities of an e-book reader technology, the more that individual intends to purchase the e-book reader.

H2a: The more an individual perceives the device utilities of an e-book reader, the more that individual perceives the utilities of an e-book reader technology.

H2b: The more an individual perceives the content utilities of an e-book, the more that individual perceives the utilities of an e-book technology.

H2c: The more an individual perceives the service utilities of an e-book, the more that individual perceives the utilities of an e-book technology.

H3: The more an individual perceives trust in an e-book reader brand, the more likely that individual will purchase it.

H4: The more an individual perceives substitutions for an e-book reader, the less that individual intends to purchase an e-book reader.

H5: The more an individual perceives the acceptability of the expenses of an e-book technology, the more that individual intends to purchase an e-book reader.

3. Methodologies

We used an empirical method to measure the relevant constructs and test the model, so that a multiple-item questionnaire on the basis of previous studies was developed. All items took the form of a 5-point Likert scale, ranging from “strongly agree” to “strongly disagree.” We distributed 800 questionnaires to college students at a private university in Taipei. There were two sample groups of students: one group comprised full-time students, who are considered to be traditional college students (aged 18-24 years); the other comprised part-time adult students (aged over 24 years) who signed up for open enrollment courses or evening classes. The students were asked to circle the response that best described their level of agreement

with the statement for each question. We collected 620 complete responses, yielding a respondent rate of 78%.

Overall, in the samples of adult students as well as all students, H1, H1a, H1b, H1c, H2, H2a, H2b, H3, and H5 are supported, but H2c and H4 are not supported. In the sample of college students, H1, H1a, H1c, H2, H2a, H2b, H3, and H4 are supported, but H1b, H2c, and H5 are not supported. The model explains at least 60% of the variance in the construct of purchase intention.

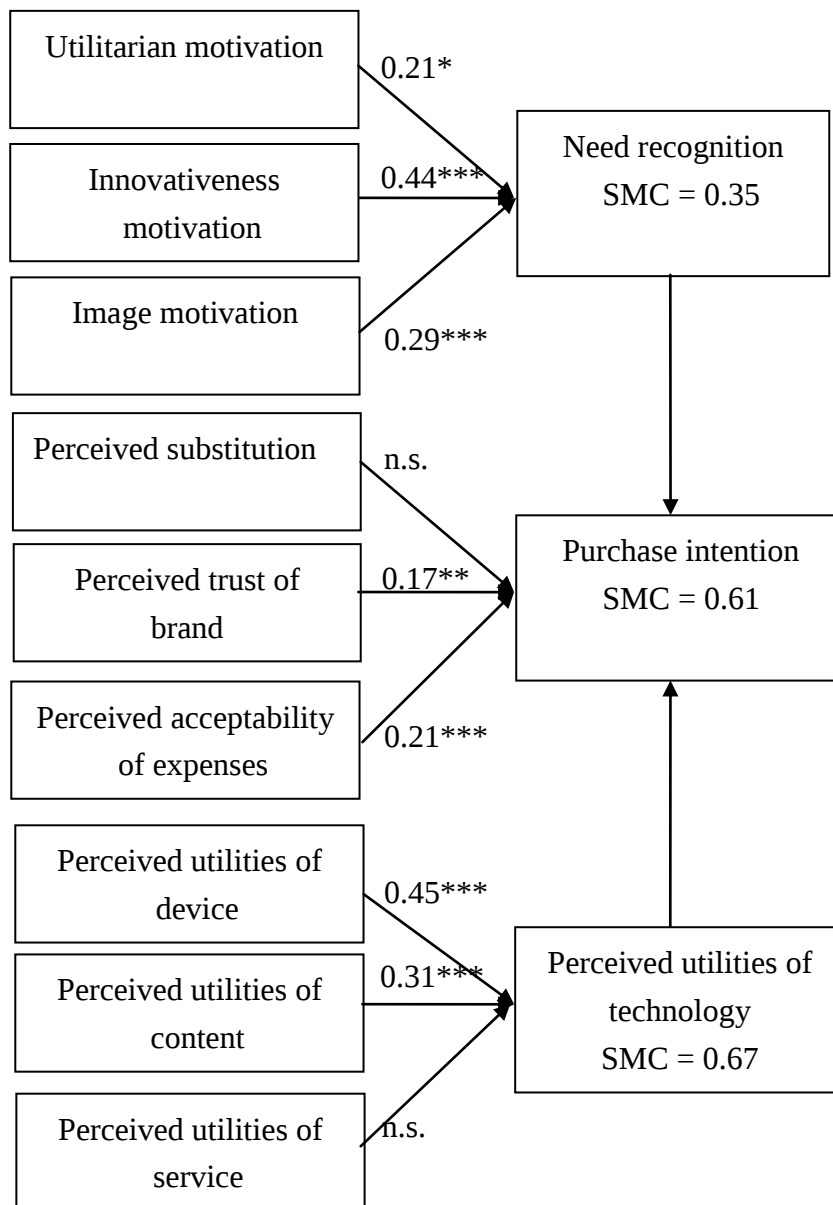


Figure 2. Path loading and SMC of theoretical model for sample of adult students (aged over 24).

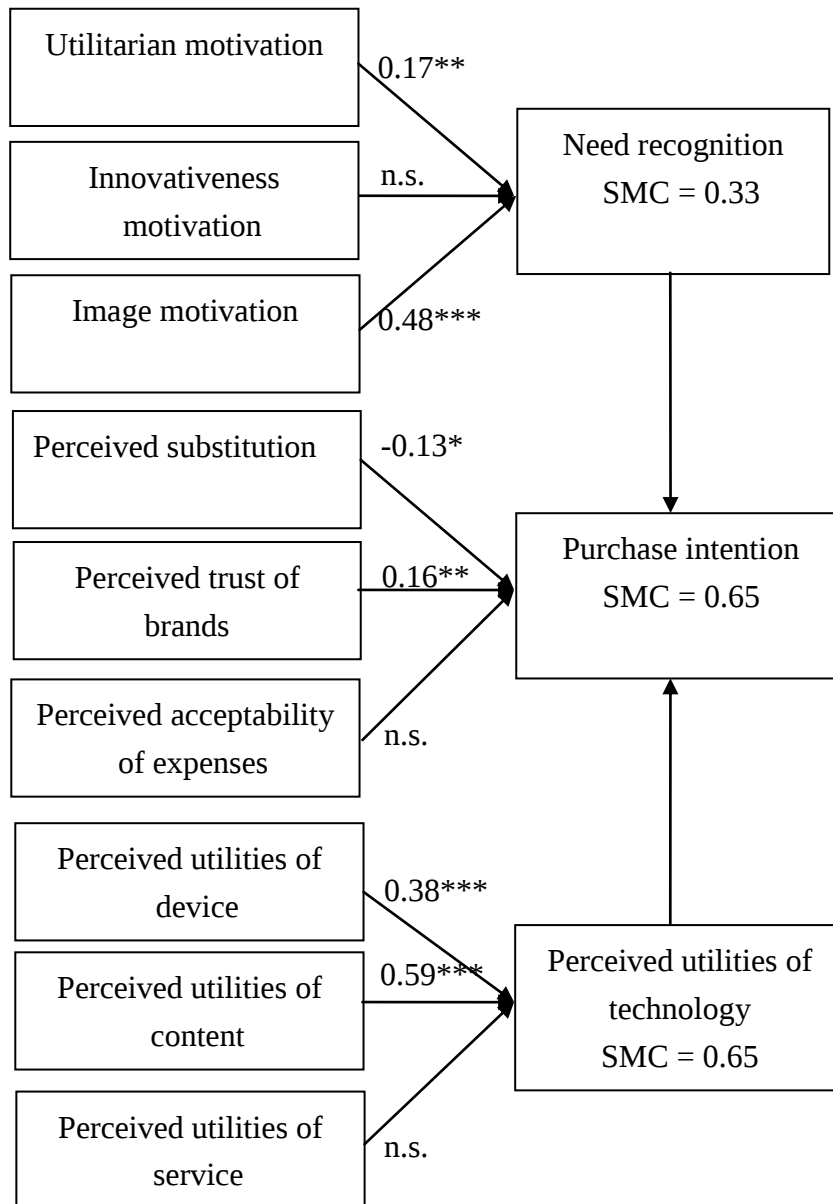


Figure 3. Path loading and SMC of theoretical model for sample of college students (aged between 18 and 24).

4. Discussion

Since the consumer technology product market is very competitive and products easily become obsolete due to the plethora of innovations, understanding how consumers' purchase intentions are affected is very important to most marketers and managers in the sector. The testing results of this study show that purchase intention is basically affected by the customer's need recognition and product perception, but the influence level of customers' perceptions of brands, substitution, and expense on the purchase intention will differ according to customers' personal characteristics.

College students will recognize the need for an e-book reader when they have strong reading motivation or think that the use of an e-book reader will enhance their self-image, but innovativeness motivation has no significant effect on their need recognition of an e-book reader. The reason might be due to the limited income of college students; thus, they are not as motivated to buy new technology products for interest reasons compared to adult students. In addition, college students' perceptions of expenses do not have a significant effect on their purchase intention for an e-book reader. This implies that college students are used to finding free resources or substitutes, so price reductions on e-books or readers will not increase college students' purchase intentions immediately and effectively.

Alternatively, image motivation does significantly affect the need recognition of an e-book reader for both college students and adult students. Therefore, determining how to communicate with customers and persuade them that the adoption of a new technology good will enhance their self-image is an important method of increasing the purchase desire.

Regarding the perception of technology, both college students and adult students will pay attention to the device and content of an e-book reader. The usability and product design will form the perception of a device, and the ease of use as well as its being available in large quantities will form the perception of contents or applications. Service perceptions are not found to significantly influence technology utility perception in this study. This result implies that some respondents may think the service platform of an e-book reader is not easy to operate, but it does not mean that they think the e-book technology is useless.

Brand perception is also an important factor that influences the purchase intention of an e-book reader. Because there is a risk to adopting an innovation, if the brand of a new technology good can promote trust in customers, risk perception will be reduced. One of the features of technology products is that they easily become obsolete because of the plethora of innovations. Thus, customers may evaluate the substitute of a new technology product when they intend to purchase it. However, we found that college students pay more attention to the substitute than adult students do. The reason might be that college students have to spend their money effectively, so they will evaluate substitutes of a new technology good as much as possible.

In addition, most people think that price is a key factor that influences a customer's purchase intention for a new technology product; if the vendor drops the product price, the sales volume will rise. Nonetheless, the testing result in this study demonstrates that the expense perception of college students has no significant

effect on their purchase intention, but adult students' expense perception does. This implies that the influence of a price drop will be more effective at increasing the purchase intention of adult students compared to college students. That means that expense perception is sometimes not significantly related to purchase intention for the adoption of a new technology. Thus, when vendors of new technology intend to drop prices to increase the sales volume, they should ensure that the product price is actually hindering customers' purchase actions.

5. Conclusions and implications

Although the theory of consumer behavior has demonstrated that need recognition greatly affects a consumer's purchase intention, few studies in ICT fields have investigated need recognition for a new ICT product. We provided three antecedents of need recognition for a new technology good, which are utilitarian motivation, innovativeness motivation, and image motivation. However, the effect of motivations on need recognition will vary with different segments of customers. Surprisingly, this study showed that innovativeness motivation does not significantly influence college students' need recognition for an e-book reader. This implies that when ICT innovations enter the sector of the consumer market, consumers will evaluate many alternatives in the market. Innovation will not be as much of a determining factor in the consumer market compared to the high-tech market. To particular customers such as college students, therefore, vendors of new technology products can emphasize and communicate with motivations other than innovative features, such as lifestyle image.

In addition, the testing results of this study show that the construct of expense acceptability has no significant effect on the construct of the purchase intention of college student; but their purchase intention will be affected by the substitution of e-book reader. A possible reason for this is that college students might be used to finding resources or technology for free or at the lowest expense due to the income constraints of college students. If they think there is a new technology substitute that is free or less expensive than the new technology, the price reduction of the new technology will not significantly stimulate college students' purchase intentions unless the adoption expenses for the new technology are almost free or lower than those of its substitutes. Thus, when vendors of a new technology intend to target the college student market, we suggest that they develop a creative pricing strategy and revenue model to make students feel that they are obtaining the new technology resource for free or at the lowest expense.

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國科會補助專題研究計畫成果報告自評表

請就研究內容與原計畫相符程度、達成預期目標情況、研究成果之學術或應用價值（簡要敘述成果所代表之意義、價值、影響或進一步發展之可能性）、是否適合在學術期刊發表或申請專利、主要發現或其他有關價值等，作一綜合評估。

1. 請就研究內容與原計畫相符程度、達成預期目標情況作一綜合評估

- ☒ 達成目標
- ☐ 未達成目標（請說明，以 100 字為限）
- ☐ 實驗失敗
 - ☐ 因故實驗中斷
 - ☐ 其他原因

說明：至 100 年 3 月 31 日止，已將研究成果完成論文撰寫，並投稿至 Information & Management 期刊，目前正在審查中。

2. 研究成果在學術期刊發表或申請專利等情形：

論文：☐已發表 ☒未發表之文稿 ☐撰寫中 ☐無

專利：☐已獲得 ☐申請中 ☐無

技轉：☐已技轉 ☐洽談中 ☐無

其他：（以 100 字為限）

3. 請依學術成就、技術創新、社會影響等方面，評估研究成果之學術或應用價值（簡要敘述成果所代表之意義、價值、影響或進一步發展之可能性）（以500字為限）

本研究以消費者對於電子書閱讀器購買意願為例，整合消費者需求、產品認知、品牌認知、費用認知、與替代品認知，提出一消費者接受新科技產品之理論模型，並分就18-24歲大學生及24歲以上成人消費者，採用問卷調查法，進行實證研究。結果發現消費者需求認知可分為功利動機、科技動機與形象動機；愈有閱讀動機及愈認為使用電子書閱讀器可增進個人形象之大學生，愈有意願購買電子書閱讀器，但是對於創新科技有興趣的大學生，則並不一定會有意願購買電子書閱讀器。另一方面，對於閱讀與科技愈有興趣的成人，則愈有意願購買電子書閱讀器。為何對於科技有興趣的成人，相對於學生較有意願購買電子書閱讀器？造成此差異的原因，有可能是受到可支配所得的影響。另外，成人消費者較易受到產品價格因素的影響，因此降價對於成人消費者較有效果，但是價格認知對於大學生的購買意願，則無顯著影響，這可能是與大學生習慣找尋免費商品或替代品有關；因此替代品的認知，對於大學生的購買意願，亦出現顯著影響力。此外，以電子書閱讀器而言，產品認知可分為硬體設備認知與內容認知，認為電子書閱讀器產品本身設計的愈精巧者，與愈認為電子書內容愈豐富者，對於電子書閱讀器的購買意願愈高。最後，本研究亦發現消費者是否信任創新科技產品的品牌，亦會影響其購買意願。本研究結果，可提供與資訊產業有關之產官學者，衡量一創新科技產品，是否會被消費者接受之參考。

國科會補助專題研究計畫項下出席國際學術會議心得報告

日期：100 年 03 月 31 日

計畫編號	NSC 99-2410-H-034-001-		
計畫名稱	消費者需要、產品與市場認知對於創新科技購買意圖之影響研究-以電子書閱讀器為例		
出國人員姓名	鄧為丞	服務機構及職稱	中國文化大學 推廣教育部廣告學系助理教授
會議時間	99 年 6 月 15 日至 99 年 6 月 18 日	會議地點	Pattaya, Thailand
會議名稱	(中文) 2010 科技創新與工業管理國際研討會 (英文) 2010 International conference on technology innovation and industrial management		
發表論文題目	(中文) 資訊通訊科技產品中之奢華性研究 (英文) Luxury in information and communication technology products		

一、參加會議經過

本人於 2010 年 6 月 15 日至 18 日期間，赴泰國芭達雅參加 2010 科技創新與工業管理研討會。該研討會為審稿制，主辦單位為泰國 Kasetsart 大學，泰國 Kasetsart University 是一所國立大學，校區位於泰國曼谷市，創校於 1943 年，設有 13 個學院，學生人數約 19,000 人，以農業及畜產領域的教學研究素享盛名，在目前泰國 24 所公立大學與 40 所私立大學中，其排名第四。該研討會共計有來自美國、日本、芬蘭、義大利、保加利亞、斯洛伐尼亞、香港、泰國、馬來西亞、波蘭、台灣等十餘國共計二百餘位專家學者參加，並發表論文。

本人於 6 月 16 日 13:30-15:30 發表論文，並與來自中南美洲 University of West Indies 的 Dr. Musti 教授與芬蘭 University of Oulu 的 Dr. Hess 教授共同座談與討論。

該研討會主要行程安排如下：

6 月 15 日 18:30-20:30 註冊

6 月 16 日 09:30-10:20 開幕致詞

Kasetsart University 校長

Dr. Binshan Lin 美國路易斯安納州立大學教授

Chuan Leekpai (前泰國總理)

10:20-10:45 專題演講

Professor Thomas Gulledge

President, Enterprise Integration Inc.

Topic: "What every manager should know about service oriented solutions"

11:10-11:35 專題演講

Mr. Karlcharm Kongkatong

CEO, Solution One Holding and S-One Telecom

Topic: "Customer trends in Telecom industry"

11:35-12:00 專題演講

Mr. Wojciech Lutek

CEO, KOM-EKO Company Limited

Topic: "Recycling Model - Lublin City Case"

13:00-17:30 Parallel sessions

6 月 17 日 09:30-12:15 Academic Leadership Forum and Editor' s Panel

12:30-13:15 專題演講

Ms. Patama Chantaruck

Managing Director, Microsoft (Thailand)

13:50-17:40 Parallel Sessions

18:00 Dinner

二、與會心得

該研討會主要宗旨在促進國際學術合作，增進世界各地與技術管理、企業發展、創新學習和工業管理領域相關專家學者之間的交流。與會者有來自亞洲、歐洲和北美地區的各大洲的國際學者，成為一個國際溝通與討論的研討平臺，可以進行建設性的對話。主辦單位泰國農業大學非常重視此一研討會，已連續兩年主辦此會議，2009 年請到科技部部長主持開幕，2010 年則請到前泰國總理主持開幕，強調擴大國際合作，交流意見和文化相互理解的重要性。

由於會議舉行前不久，恰巧發生紅衫軍的抗議示威活動，因此與會人數較預期的少，但是仍吸引超過 10 個國家專家學者的參與，尤其論文發表者並不以泰國籍學者為主，而是有機會與歐美亞學者互相討論，瞭解不同國家文化者的思維，收穫頗豐。

三、考察參觀活動(無是項活動者略)

因提早返國，未參加參訪活動。

四、建議

參與此研討會時發現，泰國對於大學國際交流非常重視，泰國學者亦積極欲進入國際學術期刊社群，學習如何出版國際期刊，並列為 SSCI 與 SCI 資料庫，此一趨勢，值得我們重視與學習。另外由於泰國高等教育大學較少，而台灣近年來有許多國際級企業出現，包括宏達電、宏碁等，因此與會大學生對於來台灣求學，或來台進行國際交流，很感興趣，泰國亦出現以招收國際學生之大學出現。因此對於臺灣欲招生國際學生，泰國是一個可考慮的市場。

另外，目前台灣在資訊科技與管理應用領域的研究，尚具有實力，研究方法亦強調統計量化方法，論文品質普遍具有水準，但在英文表達與參與國際社群之社會溝通能力上，仍需要再加強，而國科會補助年輕學者出國參與國際會議，對於年輕學者拓展國際視野與參與國際社會而言，幫助極大。

五、攜回資料名稱及內容

1. 大會手冊
2. 論文集光碟版

國科會補助專題研究計畫項下出席國際學術會議心得報告

日期：100 年 3 月 31 日

計畫編號	NSC 99-2410-H-034-001-		
計畫名稱	消費者需要、產品與市場認知對於創新科技購買意圖之影響研究-以電子書閱讀器為例		
出國人員姓名	鄧為丞	服務機構及職稱	中國文化大學 推廣教育部廣告學系助理教授
會議時間	99 年 7 月 5 日至 99 年 7 月 7 日	會議地點	Kitakyushu, Japan
會議名稱	(中文) 2010 商業與資訊國際研討會 (英文) 2010 International conference on business and information		
發表論文題目	(中文) 誰會付高價購買消費性資訊通訊產品？台灣之實證研究 (英文) Who will pay premium prices for consumer products of information and communication technology? An empirical study in Taiwan		

一、參加會議經過

本人於 2010 年 7 月 5 日至 7 日期間，赴日本九州小倉市參加 2010 商業與資訊國際會議(International Conference on Business and Information, BAI)。該研討會每年在國際不同城市舉辦，2010 年度會議由國際商業學術財團 International Business Academics Consortium (iBAC)與台灣資訊系統研究學會 Academy of Taiwan Information Systems Research (ATISR)主辦，國立台北大學、早稻田大學與實踐大學共同承辦，於 2010 年 7 月 5-7 日在日本北九州市 Rihga Royal Hotel Kokura 舉行。

本屆國際商業與資訊研討會研討議題主要涵蓋會計、商業管理、經營方針和策略、經濟學、電子商務、創業、金融與銀行業、醫務管理、人力資源、資訊系統與技術、國際商務、管理與組織行為、管理教育、管理資訊系統、管理諮詢、市場營銷、運營管理、組織發展與變革、非營利機構管理、研究方法、社會問題管理、技術與創新、Web 技術與管理，以及其他商業與資訊等相關議題。大會主辦單位並邀請到教育部吳財順次長蒞臨國際研討會開幕式致詞。

本次研討會計有來自全球 40 個國家 508 位成員參與，這些國家包括 Australia, Bangladesh, Canada, China, Czech Republic, Denmark, Egypt, Finland, France, Germany, Ghana,

Greece, Hong Kong, India, Indonesia, Iran, Ireland, Israel, Italy, Japan, Kingdom of Saudi Arabia, Macau, Malaysia, Mauritius, Mexico, New Zealand, Nigeria, Oman, Pakistan, Portugal, Romania, Russia, Singapore, South Africa, South Korea, Sri Lanka, Taiwan, Thailand, United Kingdom, United States, and United Arab Emirates.等，口頭發表之論文約有三百五十篇，為一兼具規模與多元性之國際研討會。

二、與會心得

BAI 2010 大會為臺北大學、實踐大學為主要承辦單位，此次會議舉辦規模甚大，有許多國際專家學者與會，更邀請到日本福岡當地產官學界重要人士蒞臨共襄盛舉，不僅有助提升台灣於國際商業與資訊領域的學術地位，同時有助拓展我國學者專家與國際合作交流，對於擴展國內學者的國際視野助益甚大。

另外，由於是第一次赴日本參加學術會議，搭機到福岡後，尚須轉乘地鐵與新幹線至小倉市，對於日本大眾運輸工具非常方便，印象深刻。會議地點離小倉市火車站很近，亦為巴士之轉運站，來往人潮眾多，但卻非常有秩序，環境亦非常整潔乾淨，雖然小倉並不是像東京、大阪或福岡的國際級城市，但是標示仍非常清楚，對於不懂日文的外籍旅客而言，並不會有迷路的疑慮，值得我們學習。

三、考察參觀活動(無是項活動者略)

略。

四、建議

參與此研討會時發現，近年來東南亞國家大學，包括馬來西亞、印尼、泰國等國家，亦非常重視學術期刊論文發表質量，不但在國際大學排名上，欲急起直追，在期刊論文發表上，亦重視 SCI, SSCI 期刊的論文數量。另外，東歐國家學者，亦非常積極參與國際活動。

台灣學者近年來由於強調投稿國際期刊，因此無論在研究方法或論文寫作上，皆呈現較整齊的水準，但是在題目應用性及跨國合作上，則稍顯薄弱，需要再加強。

五、攜回資料名稱及內容

1. 大會手冊
2. 論文集光碟版
3. 期刊：Contemporary Management Research, Vol 6, No 1, March 2010

國科會補助計畫衍生研發成果推廣資料表

日期:2011/05/02

國科會補助計畫	計畫名稱：消費者需要、產品與市場認知對於創新科技購買意圖之影響研究-以電子書閱讀器為例
	計畫主持人：鄧為丞
	計畫編號：99-2410-H-034-001-學門領域：資訊管理
無研發成果推廣資料	

99 年度專題研究計畫研究成果彙整表

計畫主持人：鄧為丞			計畫編號：99-2410-H-034-001-				
計畫名稱：消費者需要、產品與市場認知對於創新科技購買意圖之影響研究-以電子書閱讀器為例							
成果項目			量化			單位	備註（質化說明：如數個計畫共同成果、成果列為該期刊之封面故事...等）
			實際已達成數（被接受或已發表）	預期總達成數(含實際已達成數)	本計畫實際貢獻百分比		
國內	論文著作	期刊論文	0	0	100%	篇	
		研究報告/技術報告	0	0	100%		
		研討會論文	0	0	100%		
		專書	0	0	100%		
	專利	申請中件數	0	0	100%	件	
		已獲得件數	0	0	100%		
	技術移轉	件數	0	0	100%	件	
		權利金	0	0	100%	千元	
	參與計畫人力（本國籍）	碩士生	0	0	100%	人次	
		博士生	0	0	100%		
		博士後研究員	0	0	100%		
		專任助理	9	9	100%		
國外	論文著作	期刊論文	1	1	100%	篇	Under review, 3/21/2011 投稿至 Information & Management (SSCI, impact factor 2.282, Ranks 8th/65 in Information & Library
		研究報告/技術報告	0	0	100%		
		研討會論文	1	1	100%		論文已收錄在 EI，該屆研討會接受率為 27%。 Management Science and Engineering (ICMSE), 2010 International Conference Issue Date: 24-26 Nov. 2010 On page(s): 491 - 502
		專書	0	0	100%	章/本	

	專利	申請中件數	0	0	100%	件	
		已獲得件數	0	0	100%		
	技術移轉	件數	0	0	100%	件	
		權利金	0	0	100%	千元	
	參與計畫人力 (外國籍)	碩士生	0	0	100%	人次	
		博士生	0	0	100%		
		博士後研究員	0	0	100%		
		專任助理	0	0	100%		

其他成果 (無法以量化表達之成果如辦理學術活動、獲得獎項、重要國際合作、研究成果國際影響力及其他協助產業技術發展之具體效益事項等，請以文字敘述填列。)	無						
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	成果項目	量化	名稱或內容性質簡述
科教處計畫加填項目	測驗工具(含質性與量性)	0	
	課程/模組	0	
	電腦及網路系統或工具	0	
	教材	0	
	舉辦之活動/競賽	0	
	研討會/工作坊	0	
	電子報、網站	0	
	計畫成果推廣之參與(閱聽)人數	0	

國科會補助專題研究計畫成果報告自評表

請就研究內容與原計畫相符程度、達成預期目標情況、研究成果之學術或應用價值（簡要敘述成果所代表之意義、價值、影響或進一步發展之可能性）、是否適合在學術期刊發表或申請專利、主要發現或其他有關價值等，作一綜合評估。

1. 請就研究內容與原計畫相符程度、達成預期目標情況作一綜合評估

☒ 達成目標

☐ 未達成目標（請說明，以 100 字為限）

☐ 實驗失敗

☐ 因故實驗中斷

☐ 其他原因

說明：

2. 研究成果在學術期刊發表或申請專利等情形：

論文：☐ 已發表 ☒ 未發表之文稿 ☐ 撰寫中 ☐ 無

專利：☐ 已獲得 ☐ 申請中 ☒ 無

技轉：☐ 已技轉 ☐ 洽談中 ☒ 無

其他：（以 100 字為限）

已於 2011 年 3 月 15 日投稿至 SSCI 期刊 Information & Management，目前正在審查中。

3. 請依學術成就、技術創新、社會影響等方面，評估研究成果之學術或應用價值（簡要敘述成果所代表之意義、價值、影響或進一步發展之可能性）（以500字為限）

本研究以消費者對於電子書閱讀器購買意願為例，整合消費者需求、產品認知、品牌認知、費用認知、與替代品認知，提出一消費者接受新科技產品之理論模型，並分就18-24歲大學生及24歲以上成人消費者，採用問卷調查法，進行實證研究。

結果發現消費者需求認知可分為功利動機、科技動機與形象動機；愈有閱讀動機及愈認為使用電子書閱讀器可增進個人形象之大學生，愈有意願購買電子書閱讀器，但是對於創新科技有興趣的大學生，則並不一定會有意願購買電子書閱讀器。

另一方面，對於閱讀與科技愈有興趣的成人，則愈有意願購買電子書閱讀器。為何對於科技有興趣的成人，較學生更有意願購買電子書閱讀器？原因有可能是受到可支配所得的影響。另外，成人消費者較易受到產品價格因素的影響，因此降價對於成人消費者較有效果，但是價格認知對於大學生的購買意願，則無顯著影響，這可能是與大學生習慣找尋免費商品或替代品有關；因此替代品的認知，對於大學生的購買意願，亦出現顯著影響力。

此外，以電子書閱讀器而言，產品認知可分為硬體設備認知與內容認知，認為電子書閱讀器產品本身設計的愈精巧者，與愈認為電子書內容愈豐富者，對於電子書閱讀器的購買意願愈高。本研究結果，可提供與資訊產業有關之產官學者，衡量一創新科技產品，是否會被消費者接受之參考。