

以科技接受模式探究量販店消費者網路購物意願

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摘要

Internet shopping is a modern way for consumption. For hypermarket, it is also important to increase the groups of different consumers through the online shopping. The purpose of the study is to explore the relationship among variables of hypermarket consumer's flow experience and the trust, the external variables, and the internal variables of Technology Acceptance Model (perceived usefulness, perceived ease of use and willingness for consumption), and furthermore to understand the hypermarket consumer cognitive responses of online shopping and the intentions of using hypermarket website. The result coming from 215 valid questionnaires (total is 230) confirms the flow experience of concentration, intrinsic enjoyment, and perceived control all have no impact on perceived ease of use but trust does. Besides, the flow experience of intrinsic enjoyment is significant on perceived usefulness but not stronger than trust. For intentions of Web consumer, the flow experience of perceived control, perceived usefulness, perceived ease of use provide a significant step towards a better understanding of consumer's willingness for consumption than the flow experience of concentration, however, the trust and the flow experience of

intrinsic enjoyment have no impact on.

關鍵字：TechnologyAcceptance Model, flow experience, trust