

# 以分解式計劃行為理論探討台灣民眾對數位電視的使用意圖

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## 摘要

Due to the development of information technology and Taiwan government' s promotion of digitalization, domestic audiences have been able to use various new media and access a wider diversity of visual materials. In 2011, Taiwan government set a goal of making 2012 the first year of the digital era to fulfill this goal. This study examined usage intention of digital TV based on Decomposed Theory of Planned Behavior (DTPB). Data were collected from a survey administered to TV viewers with experience of using digital TV and then analyzed using Structural Equation Modeling to find the correlations between research dimensions. Results showed that most respondents held a positive attitude toward digital TV, and their intention to use digital TV was mainly affected by their attitude, which was associated with perceived usefulness, perceived ease of use, and compatibility. In other words, despite the promotion of the government, their intention to use digital TV still depended upon the perceived benefits, ease of use, and convenience of digital TV. Based on research findings, this study also proposed some suggestions to authorities concerned. The usage intention of digital TV among domestic people would definitely increase if some measures related to implementation of the digital TV policy could be properly adjusted.

**關鍵字** : Digital TV, Usage Intention, Decomposed Theory of Planned Behavior