

## 摘要

在科技迅速發展及 Covid-19 疫情不斷的擴散與蔓延期間，人們的生活和行為發生了顯著變化。Podcast 並不是這幾年新推出的服務，但它剛好搭上疫情的順風車、科技的發展、智慧型手機普及化，以及人們時間的破碎化，Podcast 逐漸成為全球性的趨勢，並在台灣有越來越多的創作者及聽眾加入。

本研究旨在探討這些變化對 Podcast 的使用產生的影響，以期望確認理論、知覺價值和自我一致性作為理論框架。隨著遠距工作和社交限制的實施，人們逐漸轉向線上娛樂和訊息，使得 Podcast 成為一種重要的娛樂替代方案。期望確認理論在這一情境下變得關鍵，消費者評價 Podcast 的滿意度基於他們的期望和實際使用經驗之間的差異。

Podcast 作為一種媒體形式，在提供了虛擬互動，成為人們心靈慰藉的途徑，突顯了其知覺價值。知覺價值包括資訊的品質、娛樂價值和與主題的相關性等方面，對消費者對企業提供產品或服務的知覺利益進行評估。同時，自我一致性的概念在 Podcast 選擇中變得更加顯著，消費者傾向於選擇與其自我概念相一致的內容，提高了對 Podcast 的滿意度和忠誠度。

本研究採用便利抽樣法進行問卷調查，以發放網路問卷，研究對象為有實際使用過 Podcast 之台灣民眾，以 SPSS 22 與 Amos 22 統計軟體為資料分析工具，並利用結構方程模式進行假設驗證。研究結果顯示如下：(1)期望確認、知覺價值與自我一致性及其各子構面對滿意度與(2)滿意度對持續使用意圖具有顯著的正向影響，且(3)滿意度會部分中介期望確認、知覺價值與持續使用意圖間的關係，(4)反之，自我一致性則不成立，(5)關係慣性不具有干擾效果，(6)年齡、教育程度、每月收入、居住地對模型的部分構面均具有正向影響。

**關鍵詞：**期望確認理論、知覺價值、自我一致性、Podcast、關係慣性

## Abstract

During the rapid development of technology and the continuous spread and spread of the Covid-19 pandemic, people's lives and behaviors have undergone significant changes. Podcast is not a new service launched in recent years, but it coincides with the rise of the pandemic, technological advancements, the popularization of smartphones, and the fragmentation of people's time, Podcast is gradually becoming a global trend, and more and more creators and listeners are joining in Taiwan.

This study aims to explore the impact of these changes on the use of Podcast, using expectancy confirmation theory, perceived value, and self consistency as theoretical frameworks. With the implementation of long-distance work and social restrictions, people are gradually turning to online entertainment and information, making podcasts an important alternative to entertainment. Expectancy confirmation theory becomes crucial in this context, where consumer satisfaction with Podcasts is based on the difference between their expectations and actual usage experience.

Podcast, as a form of media, provides virtual interaction and becomes a way for people's spiritual comfort, highlighting its perceptual value. Perceived value includes aspects such as the quality of information, entertainment value, and relevance to the theme, evaluating the perceived benefits of consumers towards the products or services provided by the enterprise. At the same time, the concept of self consistency becomes more prominent in podcast selection, and consumers tend to choose content that is consistent with their self-concept, which increases their satisfaction and loyalty to podcast.

This study used convenience sampling method to conduct a questionnaire survey and distributed online questionnaires. The research subjects were Taiwanese people who had actually used Podcast. SPSS 29 and Amos 29 statistical software were used as data analysis tools, and structural equation modeling was used for hypothesis verification. The research results show that: (1) Expectation confirmation, perceived value, and self consistency, as well as satisfaction with each sub purchasing face, have a significant positive impact on intention to continue using. (2) Satisfaction partially mediates the

relationship between expectation confirmation, perceived value, and intention to continue using. (4) Conversely, self consistency does not hold. (5) Relationship inertia does not have a disruptive effect. (6) Age, education level, monthly income, and place of residence all have a positive impact on some dimensions of the model.

**Keywords: Expectancy confirmation theory, Perceived value, Self consistency  
Podcast, Relationship inertia**

