

國立聯合大學

經營管理學系碩士班

碩士論文

結合科技準備度與計畫行為理論
探討消費者對擴增實境的態度與使用意圖

Investigating Consumers' Attitudes and Usage
Intentions towards AR by Integrating
Technological Readiness and Theory of Planned
Behavior

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中文摘要

於線上購物中，運用擴增實境(Augmented Reality, AR)有助於顧客深入理解產品價值，從而提升品牌忠誠度。然而，顧客在採用科技前，其內在心理激勵與抑制因素將成為使用意圖的先驅因素。對於零售業中顧客使用 AR 之行為，現有文獻較為零散，仍無法全面性的理解。因此本研究以科技準備度(Technology Readiness, TR)的四個維度：樂觀、創新、不安全、不適，探討顧客的內在科技信念對 AR 態度與使用意圖之影響，協助企業洞察顧客心理狀態，此對於預測和理解顧客對 AR 科技的行為至關重要，亦為本研究之目的。

本研究採用網路便利抽樣方法進行調查，以科技準備度與計畫行為理論(Theory of Planned Behavior, TPB)作為問卷設計的基礎，利用李克特五點量表進行測量，有效樣本數為 365 份，並運用 AMOS 22 進行結構方程模型(Structural Equation Modeling, SEM)分析。研究結果指出，顧客的樂觀情緒與創新性對於增強 AR 科技的正向態度產生積極影響。特別是，顧客的創新性直接且顯著地促進使用意圖。此外，AR 態度在顧客樂觀情緒與使用意圖之間，以及創新性與使用意圖之間發揮著中介作用。

關鍵字：科技準備度、計畫行為理論、擴增實境、使用意圖、零售業

Abstract

In the realm of e-commerce, implementing Augmented Reality (AR) enhances consumers' perception of product value, consequently impacting their brand loyalty. However, consumers' inherent psychological factors significantly influence their acceptance of this technology. Despite its potential, existing literature on consumer behavior within the retail sector regarding AR adoption remains fragmented. Therefore, this study investigates how consumers' intrinsic technological beliefs—measured through Technology Readiness (TR) dimensions, including optimism, innovativeness, discomfort, and insecurity—affect their attitudes and intention to use AR. Understanding these factors is crucial for predicting and comprehending AR technology adoption, aligning with this study's objectives.

This study employed convenience sampling through online platforms, utilizing Technology Readiness and the Theory of Planned Behavior (TPB) as the framework for questionnaire design. Measurement utilized the Likert five-point scale, yielding a total of 365 valid responses. Structural Equation Modeling (SEM) analysis using AMOS 22 indicated that consumers' optimism and innovativeness positively impact their attitudes toward AR technology. Specifically, innovativeness significantly drives usage intention. Additionally, AR attitude serves as a mediator between consumers' optimism and usage intention, as well as between innovativeness and usage intention.

Keywords: Technology Readiness, Theory of Planned Behavior, Augmented Reality, Usage Intention, Retail industry