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碩士論文

社群軟體群組功能與社群商務行為的參與 -以 A 團購群組為例

The Acceptance of User Grouping in Social Technology and The Engagement of Social Commerce

研究生：陳家秝 撰

指導教授：蔡林彤飛 博士

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摘要

在台灣通訊軟體LINE的使用相當普遍，其社群科技-使用者群組功能的啟用，開創虛擬即時互動的社群經營模式，促使社群商務行為在 Line 群組大行其道。在新興社群科技的興起下，使用者的科技接受可能會影響其參與虛擬社群，甚至更一步影響其在社群互動與交易行為。因此，本研究提出一研究模型，主張社群科技的使用者接受程度會影響其參與虛擬社群互動與社群商務交易行為。在實證研究，以一 LINE 團購群組為研究對象，發展包含群組功能科技接受模式與社群商務行為的量表，一共回收 277 份有效問卷，進行後續分析。研究結果發現，社群參與和商務交易之間存在相互作用，顯示社群商務是一種社群強化行為。其次，在使用者利用社群科技參與虛擬社群與進行社群商務行為，社群科技有用性與對其信任對於社群參與和社群商務行為有正向顯著關係，顯示社群科技是否能扮演成員間互動與溝通的管道，又或是能讓使用者信賴是相當重要。然而，社群科技的易用性與使用風險並沒有明顯的影響，一方面顯示社群科技使用的普遍，另一方面，顯示參與虛擬社群的自主選擇，可能降低使用者對於使用群組功能的認知風險。再者，進一步探討信任與風險對虛擬社群參與和社群商務行為的調節效果，顯示對社群科技高度信任或低度認知風險有助於提升社群與商務之間的作用。綜合上述，本研究認為社群科技的使用者接受態度確實會影響其參與虛擬社群甚至是參與社群活動行為，進而影響使用者在社群內的社交行為強化。

關鍵字:社群科技、社群商務、科技接受模式、信任、風險

Abstract

Social technology has become a critical tool for social behavior in person. With the increasing popularity of the LINE app, the invention of the user grouping function in the LINE promotes virtual social communities and social commerce for the users in Taiwan. Supposedly, the acceptance of social technology may influence the users to participate in the social community, even social interactions and transactions. Therefore, we propose a model to examine the effect of acceptance of social technology on social commerce. In the empirical examination, we employ a single case of group purchasing user group in the LINE through 277 valid respondents on a survey that contains the measures on the acceptance of social technology and the behaviors on social commerce. The results show that the engagement of the social community and the conduct of social commerce have positive interactions, which means that social commerce is a reinforcing behavior on social interaction. Furthermore, the positive effects on community engagement and social commerce from perceived usefulness and trust of social technology prove that social technology may be a helpful communication tool and could be trusted. However, perceived ease of use and risk of social technology is not critical factors. It demonstrates that the users could decide to engage by personal willingness and shows the wide diffusion of social technology. Nevertheless, the moderations of trust and perceived risk between community engagement and social commerce indicate that high trust and low perceived risk could promote interactions in social commerce. In summary, we confirm that the acceptance of social technology would influence the users to engage in the virtual social community and social activities, even reinforcing social behavior in the social community.

Keywords: Social Technology, Social Commerce, Technology Acceptance Model, Trust, and Risk