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| 題目 | 盜版或購買？以計畫行為理論延伸探討 盜版音樂倫理效能與偶像崇拜的干擾效果 |
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| 摘要 | 本研究延伸計畫行為模式，除了再次檢驗計畫行為理論在預測盜版音樂下載意圖的解釋力外，並考慮盜版音樂倫理效能和偶像崇拜的干擾效果以彌補過去研究在探討盜版音樂下載意圖與購買行為意圖之關係上的不足。以國內的網際網路使用者為研究對象，本研究透過網路及實體區域便利抽樣收集到有效問卷 296 份。結構方程模式及階層迴歸分析被用來檢驗衡量工具的信、效度並驗證研究假說。研究結果發現：(1)盜版音樂下載態度、主觀規範與知覺行為控制皆對盜版音樂下載意圖有顯著的正向影響。(2)盜版音樂下載意圖對合法線上音樂購買意圖有負面影響，卻對特定歌手專輯購買意圖沒有顯著的影響。(3)盜版音樂倫理效能的干擾作用存在於盜版音樂下載意圖對合法線上音樂購買意圖的負向關係中；然而卻不會干擾盜版音樂下載意圖與特定歌手專輯購買意圖之間的關係。(4)偶像崇拜會干擾盜版音樂下載意圖與特定歌手專輯購買意圖之間的關係。最後，本研究根據實證結果提出相關討論。 |
| 關鍵字 | 計畫行為理論；偶像崇拜；盜版音樂倫理效能 |
| Title | Pirate or Buy? The Moderating Effect of Ethical Music Self-Efficacy and Idolatry Based on the Extension of Planned Behavior Theory |
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| Abstract | Extending the Theory of Planned Behavior, the current study takes into account the moderating effect of ethical music self-efficacy and idolatry to supplement the lack of related studies in the relationship between the intention to illegally download music and the intention to buy music in addition to examine the explanatory power of the theory in predicting downloading intention for pirated music. Taken the domestic Internet users as a research subject, this study collects valid questionnaires of 296 through the Internet and a convenient sampling in a physical local area. The structural equation modeling and hierarchical regression were used to examine the reliability and validity of measurement instrument and test research hypotheses. The findings reveal that: (1) The attitude to illegally download music, subjective norm, and perceived behavioral control all have a significantly positive impact on the intention to illegally download music. (2) The intention to illegally download music exerts a negative influence on the intention to buy legal digital music, but has no significant effect on the intention to buy a specific singer's albums. (3) The moderating effect of ethical music self-efficacy exists in the negative relationship between the intention to illegally download music and the intention to buy legal digital music, while ethical music self-efficacy does not moderate the relationship between the intention to illegally download music and the intention to buy a specific singer's albums. (4) The idolatry moderates the relationship between the intention to illegally download music and the intention to buy a specific singer's albums. Finally, the relevant discussions are present in light of empirical outcomes |
| Keywords | Theory of Planned Behavior; Idolatry; Ethical Music Self-Efficacy |