

題目	消費者購買消費型空拍機之關鍵因素研究
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摘要	<p>近幾年來隨著科技的日新月異，消費型空拍機快速發展且價格越發親民，使一般消費者也能藉由航拍來獲得「上帝視角」的樂趣。本研究主要之目的為，發掘消費者購買消費型空拍機時，所考慮的關鍵因素。</p> <p>本研究先經文獻整理，歸納出具五個構面和 21 個關鍵因素的 AHP 層級架構，接著進行消費者問卷調查。本研究消費者分成兩組：正考慮購買和購買過的消費者。經統計檢定兩組之因素排序無顯著差異，因此將兩組問卷合併。合併後結果顯示，五個構面重要性由大至小排序分別為：主機、相機、成本、服務及行銷；而因素排序的前四名為：解析度/畫素、價格、維修成本、續航力。最後，本研究提出建議給相關企業和政府單位，以制定空拍機產業的有效發展策略。</p>
關鍵字	消費型空拍機、層級分析法、關鍵因素
Title	The Study of the Key Factors Affecting Consumer's Selection of Drone
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Abstract	Continued technological innovations have brought along the rapid development of camera drones. These products are becoming increasingly affordable and accessible to the general consumer who wishes to engage in aerial photography. This research investigates the various factors involved in a consumer's decision process of purchasing camera drones. First, five dimensions and twenty-one factors related to the purchase of drones are identified through literature review. Consumers are divided into those considering such a purchase and those who already made the purchase, but no significant difference in factors is found between the two groups. Combining the two groups, the ranking of the five dimensions in descending importance is given by: processor, camera, cost, service and marketing. The four most important factors are image resolution/pixel, price, maintenance cost and battery life, in that order. Lastly, recommendations to relevant firms and government agencies for the effective development of the camera drone industry are suggested.
Keywords	Drone; Analytic Hierarchy Process (AHP); Key Factors