

題目	文創商品使用意圖之探討－以 Pinkoi 平臺為例
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摘要	近年來網路購物日漸增多，消費者在決策過程中受到許多內外因素影響。本研究以計畫行為理論，以 Pinkoi 網路平台之使用者為對象，檢視行為態度、主觀規範與知覺行為控制對使用行為意圖之影響，並探討行銷溝通對行為態度，消費者對人際影響的敏感、電子口碑對主觀規範，促進條件、自我效能對知覺行為控制之影響。本研究以網路問卷 393 份，採 PLS 進行分析。結果顯示，行為態度、主觀規範與知覺行為控制對使用行為意圖均有正向之影響，以行為態度的影響較大。視覺注意力對行銷溝通、電子口碑對主觀規範、促進條件對知覺行為控制之影響最大。
關鍵字	文化創意商品、計畫行為理論、使用意圖、Pinkoi
Title	Exploring the usage intention of culture and creative goods -taking the Pinkoi for example
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Abstract	In recent years, online shopping has been increasing, and consumers were influenced by many internal and external factors in the decision-making process. The study based on the Theory of Planned Behavior (TPB), investigated users of Pinkoi platform, evaluated the influence of attitude toward behavior, subjective norms, and perceived behavioral control on consumers' usage intention. This research also extended TPB to examine the impact of marketing communication on attitude toward behavior, electronic word of mouth, consumer susceptibility to interpersonal influence on subjective norms, and facilitating conditions, self-efficacy on perceived behavioral control. The study utilized online survey, 393 valid responses were used to analyzed. The researchers applied PLS to measure the research model and hypotheses. The results show that attitude toward behavior, subjective norms, and perceived behavioral control have positive influence on consumers' usage intention. Among these findings, attitude toward behavior has the greatest impact on usage intention. In the extended determinants, the highest variables are visual attention on marketing communication, electronic word of mouth on subjective norms, and facilitating conditions on perceived behavioral control, respectively.
Keyword	Cultural and Creative Goods, Theory of Planned Behavior, Usage intention