

題目	行動商務數位生活型態量表建構與驗證
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摘要	由於資通訊科技的快速演進已改變了電子商務的經營典範，許多電子商務服務者均投資行動科技來提供行動商務服務。由於消費者生活型態提供更豐富的使用者資訊與日常生活行為來了解消費者行為，本研究以資訊隱私顧慮概念擴展數位生活型態量表，以行動商務服務為情境，建構行動商務數位生活型態量表。以問卷調查法收集資料，透過兩階段的探索性與驗證性因素分析進行信效度驗證。依據實證資料分析結果顯示，本量表具備六構面共 29 題項，構面包括活動、興趣、意見、價值觀、資訊隱私顧慮、交易，本量表符合現代行動商務服務發展現狀，提供研究者與實務者研究工具評估且描繪消費者特質，最後本研究指出行動商務數位生活型態量表之結論與未來研究方向。
關鍵字	行動商務、數位生活型態、量表建構、資訊隱私顧慮
Title	E-Lifestyle in Mobile Commerce: Instrument Development and Validation
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Abstract	While information communication technology is changing the paradigms of e-commerce, many e-commerce firms and companies choose to invest in mobile technologies to provide mobile commerce services to consumers. As consumer lifestyles provide rich user profiles and daily life behaviors to understand consumer behavior, we extended the e-Lifestyle scale with information privacy concerns based on the context of mobile commerce services. We adopted the survey method and two-step approach of exploratory factor analysis and confirmatory factor analysis to construct and validate an e-lifestyle scale in mobile commerce. The empirical results reveal that the 29 mobile commerce lifestyle scale items are grouped into six distinct components: Activities, Transactions, Interests, Opinions, Values, and Information Privacy Concerns. The scale is consistent with the current state of development of mobile commerce services and provides researchers and practitioners with research tools to assess and describe consumer characteristics. Finally, the research points out the conclusions and future research directions of the e-lifestyle scale in mobile commerce.
Keyword	mobile commerce, e-Lifestyle, scale development, information privacy concerns