

# 行動原生廣告使用者行為意願之研究

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## 摘 要

行動廣告具有個人性、精準性、互動性以及使用者更高的注意性。而將行動廣告結合原生內容概念的行銷方式是非常創新的廣告方式，原生內容將能透過行動廣告與使用者進行更深度的傳播，讓廣告的效果更加的提升！現今行動廣告相關的研究十分的多元，但對於加入原生內容概念之後的相關實證研究仍在少數。本研究以整合型科技接受模式（二）為基礎，探討行動原生廣告使用者行為意願之情形。研究對象設定為行動裝置的使用族群，並以問卷調查法進行資料蒐集，共回收 414 份有效問卷。再以敘述性統計、獨立樣本 t 檢定、皮爾遜相關分析、單因子變異數分析及多元迴歸進行分析比對。最後根據所得之資料進行討論，提供未來行動原生廣告發展參考之建議。茲將本研究重要發現分述如下：

研究結果如下：(1)行動熟練度對於使用者的績效期望、努力期望和享樂動機有顯著之影響；(2)績效期望及享樂動機對於使用者行為意願有顯著之影響；(3)使用者不同使用經驗對於行動熟練度及有顯著差異(4)不同使用頻率對於整合型科技接受模式中的社會影響有顯著差異。

**關鍵詞：**行動原生廣告、行動熟練度、整合型科技接受模式（二）、行為意願

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# **A study of user's behavior intention to mobile native advertising**

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## **Abstract**

Mobile advertising are much personal, precision, interactivity and much attention to consumers. Mobile advertising which combined with the concept of native content marketing is very innovative way to advertise. The concept combines the native content will be able to spread the communication in-depth by mobile advertising. There are many researches related mobile advertising today. However, due to the action research advertising content after adding native concept is still in the minority. Therefore, this study will investigate the user acceptance for mobile phone device users through mobile native advertising technology applications related theories. We collected about 414 questionnaires totally and use statistical method to analyze result.

The results are as follows: (1) The Mobile skillfulness has positive impact on Performance expectancy, Effort expectancy and Hedonic motivation.; (2) The Performance expectancy and Hedonic motivation have positive impact on User's mobile native advertising Behavior intention; (3) Between the different salary of users, the Mobile skillfulness and Performance expectancy have significant difference; between the different ages of users, the Social influence has significant difference.; (4) Between the different use experience, the Mobile skillfulness has significant difference; between the different use experience, the Performance expectancy, Effort expectancy, Social influence, Facilitating conditions, Hedonic motivation and Behavior intention have significant difference.

**Keywords: mobile native advertising, mobile skillfulness, UTAUT2, behavior intention**

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