

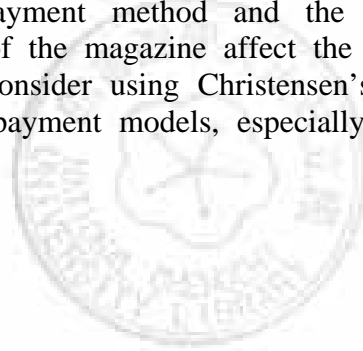
中文摘要

本研究企圖從 Rogers 創新傳佈的觀點探討科技特質因子如何影響雜誌業採用新型態便利商店繳款單付費方式。研究採問卷調查法，有效問卷 68 份。統計分析結果發現：一、創新傳佈理論五項科技特質中相對利益、相容性、可觀察性因子與採用採用新型態便利商店繳款單付費方式之決策有關。二、決策階段之科技導入評估因子：選用程度、作業程度、補償程度與採用決策有關。三、科技特質因子與科技導入評估因子之間交互相關。四、不同雜誌組織對於便利商店付費方式有顯著不同差異。發行規模較小的公司(發行量低於一萬份或雜誌代理商)，反而願意投入掌握新市場。本研究建議未來可延伸以破壞性創新理論，繼續探討創新付費模式是否能使新進市場的媒介組織擁有優勢，對於未來數位內容、網路分類廣告等是否採用創新付費機制，都將具有啟發作用。

關鍵詞：創新傳佈、破壞性創新、內容產業付費模式

Abstract

The research uses Roger's diffusion of innovation theory to explore how magazines adopt an alternative new payment method to sale magazines—using 7-11 chain stores barcode method. A total of 68 valid questionnaires were collected. The results support our hypotheses that the relationships exist between technology characteristics of the new payment method and the adoption; second, the organizational size and types of the magazine affect the adoption. The research suggests that future research consider using Christensen's disruptive innovation theory to examine innovative payment models, especially in the area of digital contents and e- classified.



Keywords : Diffusion of Innovation 、 Disruptive Innovation 、 Magazine payment model 、 7-eleven payment model