

## 消費者對智慧家電與宅配服務接受度之研究

### A Study on Consumer Acceptance of Smart Appliances and Home Delivery Service

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#### 摘要

依據 2006 行政院通過之產業套案，未來 10 年可能衍生出不同新興產業領域，包括無線寬頻及相關服務產業、數位生活、健康照護、綠色產業等。如果我國能夠充分掌握此新興產業發展契機，行政院針對全球數位家庭產品設計、開發與應用服務之領航者設定 2015 年產業產值 272 億美元的執行目標。有感於台灣數位環境已漸漸成熟，加上近年來網路購物的興起與宅配、整合店家的商品領取，逐漸提高的科技層次與消費者需求，促使越來越多的生產者與供應商注意到宅配服務的龐大商機。故本文擬進一步瞭解數位家電搭配生鮮超市提供的宅配服務的時間點是否已經成熟，及不同的消費者的生活型態對宅配服務的接受度，藉以提出讓消費者更省時更便利的購物方法，也期望能提供給生鮮超市開發新藍海的參考的依據。

**關鍵詞：**智慧家電、購買意願、宅配服務、接受度

#### Abstract

According to Executive YUAN passed an industry program in 2006, there will have different industry including Radio frequency, digital life, health care and so on for the next decades. If our government come out on top, aimed digitalhome product design, development and application services that set the implementation of the industrial output value of \$ 27.2 billion target in 2015. In recent years, Taiwan's digital environment has gradually matured, people used to shopping on the Internet, and integration of the store's or at home that gradually improve the technological level and consumer demand. Number of producers and suppliers noted enormous opportunities to the delivery service. Therefore, we further realize whether digital home appliances link with the service which offered by supermarket are matured. And look forward to providing a reference to supermarket.

**Keywords:** Smart Appliances, Purchase Intention, Home Delivery Service, Acceptance

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