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| 論文中文摘要： | 隨著消費者購物型態的轉變以及社群媒體與生活密不可分，社交商務已成為電子商務中重要且流行的趨勢，並且在這樣的趨勢下，許多電子商務業者會選擇社群媒體作為發展社交商務的媒介。本研究將社交商務中行動應用程序的使用視為一個訊息操作過程，並根據訊息距離理論作為衡量社交媒體行動應用程式的易用性之方法。  本研究選擇了三個具有代表性的社群媒體作為研究主體，分別為LINE、Facebook及 Instagram。本研究係透過問卷方式蒐集數據資料，共計蒐集352份問卷。對於消費者來說，本研究的結果顯示，針對所探討的研究主體在易用性上並未呈現顯著差異。但在LINE與Facebook上其使用步驟之間的分析結果則存在顯著差異。此外，本研究結果可作為社群媒體企業在發展商務的參考指標。本研究建議社交媒體行動應用程式的企業可以改善並且增強現有的購物功能，以拓增社交媒體行動應用程式的使用者並增強他們在社交媒體行動應用程式中的活躍度。 |
| 論文外文摘要： | With the changes in consumer shopping patterns and the inseparable relationship between life and use of social media, Social-Commerce (S-Commerce) has become an important and popular trend in Electronic-Commerce (E-Commerce). With this trend, many E-Commerce businesses choose social media as a medium for developing S-Commerce. In this study, the use of mobile applications (apps) in S-Commerce is regarded as an information operation process. The distance of information-state transition (DIT) theory is used to measure the ease of use of social media mobile apps. Three representative social media are selected as research subjects, namely LINE, Facebook, and Instagram. The data of this study is collected by questionnaire. The total of 352 questionnaires were collected. For consumers, the results of this study reveal that different research subjects in this study have no significant differences in ease of use of social media mobile apps. However, the empirical results between steps on LINE and Facebook have significant differences. Moreover, these results can serve as a reference indicator for social media businesses in the development of commerce. This study suggests that the businesses of social media mobile apps can improve and strengthen the existing shopping functions to increase the number of users of S-Commerce mobile apps and enhance their activity in S-Commerce mobile apps. |
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