Chinese abstract

本論文的研究目的是在探討自助式零售業會被接受所造成的因素，以及藉由提供相關的方法來衡量這些跨文化的因素。首先，特別藉由此論文來探討文化的特性是如何影響人們利用新科技來購物的習慣。第二，藉由此論文來探討文化的特性是如何影響人們對於五種不同面向的零售業改革的態度。文化的特性包含了不確定性的逃避和集體文化特性，這些特性提供了適當的因素來探討願意接受新科技的程度。了解這樣的文化特性在全球化的經濟下是重要的，因為現階段的國際連鎖零售業都希望能在不同的文化市場裡，能佔一席之地。了解以科技為主的服務方式是進入一個新市場成功的關鍵因素。跨國性的零售業者，必須根據不同的文化需求，去不斷的更新新的策略，以預估新服務方式被接受的程度。此論文的研究案例顯示，高度不確定性的逃避和集體文化特性因素，與相較於個人主義導向及低不確定性的逃避瑞典學生，是如何影響台灣年輕人接受零售業改革的意願是較低的。獨立樣本t檢驗，p值<0.05，這樣的結論顯示，社會壓力，自我效能感和科技焦慮感在台灣和瑞典學生間是有顯著的區別。Multiattribute模型顯示，台灣人較喜歡低自我服務及低科技創新的零售業；換句話說，瑞典學生則反之。這項研究結果無法說明台灣學生無法接受也不願意接受零售業的革新。且根據研究結果顯示，與瑞典學生相較下，台灣學生對於零售業革新的接受度是較低的。

English abstract

The purpose of this paper is to study factors that influence acceptance of self-service retail innovations and to propose methods to measure these factors across cultures. First the research studies how cultural dimensions influence the acceptance of technology used to deliver new ways of shopping. Second the research studies how cultural dimensions influence attitudes toward five different retail innovation types. The cultural dimensions include uncertainty avoidance and collectivistic cultural dimensions as moderating factors to predict technology acceptance. Understanding these dimensions is important in the globalized economy where international retail firms are planning to increase market share in different countries. Understanding potential adaptation of new technology based service models is crucial for successful market entry. Given a means to predict acceptance of new service models, international retail firms are better prepared to adjust technology strategies to fit specific cultural needs. The research case shows how a collectivistic culture and high uncertainty avoidance among young Taiwanese results with significantly lower acceptance of retail innovations in comparison with Swedish students that are classified as an individualistic and low uncertainty avoidance culture. Independent t-test with a p-value of <0.05 shows that there is significant difference between the level of social pressure, self-efficacy and technology anxiety among Taiwanese and Swedish students. The multi-attribute model shows that Taiwanese prefer retail innovations with a lower level of self-service and a lower level of technology development. On the other hand, Swedish students prefer the opposite type of innovations. The results of this research do not state that Taiwanese students are not able and willing to adopt retail innovations. According to the results of the research Taiwanese students have higher barriers in the acceptance of retail innovations compared with Swedish.

Acknowledgment

This Master Thesis was written under the supervision of Professor Charles Trappey. First of all, I would like to give my thanks and appreciation to my advisor Professor Trappey by whom this was carefully guided and inspired. Professor Trappey helped me a lot by his advises, comments and valuable feedbacks. As well as challenging me when it was needed.

Also I would like to thanks to my committee members Dr. Yau-De Wang and Dr. Tsui-Yii Shih for their comments and valuable feedbacks.

My deep appreciation and thanks to Dr. Amy Trappey for her support and help to overcome Chinese language barrier. I would like to thanks to Chalmers International Taiwan Office members for their help to conduct primary research among Swedish students.

At the end, I would like to thank to my family for their support and help during my life and education. Without them my career path would never be the same. Special thanks to my husband for his support, understanding, help and encouragement during my education at National Chiao Tung University.

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