

共享經濟之綠色創新採用初探：以 GoShare 為例

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摘要

GoShare 因為其為電能驅動且多處可租，成為台灣受歡迎的綠能機車創新租借服務。創新具二元性，因其為產品創新又為服務創新。為了解市場對於具二元性之創新採用動機，我們採用了兩階段式研究，第一階段使用訪談研究，第二階段根據訪談所了解的採用動機，進行線上問卷調查。以了解採用者之環保意識、創新特性觀感、自我形象與服務創新之關係及創新互補性之觀感。以了解此等因素對於此二元創新採用之影響。我們採用羅吉斯回歸進行分析，並發現結果與預期之各個假說有些支持與不支持。

關鍵詞：綠色創新採用、自我形象、互補性、服務創新

Abstract

GoShare is an innovative green e-scooter rental service that has gained popularity in Taiwan. Its innovativeness lies in its electric green and its being a widely available scooter rental service. In other words, GoShare is not only a product innovation but also a service innovation. To better understand the adoption motivation of innovation with duality nature. We employed a two-stage research process, interviews first and followed by an online questionnaire survey effort. Building upon the learning from the interviews, we examined how potential adopters' (1) environmental consciousness, (2) perceived innovation characteristics, (3) self-image related to the service, and (4) the perceived complementarity of the innovation in question impacts their adoption behavior. Logistic regression analyses were to present the findings. We found mixed support for our hypothesized developed.

Keywords : Green Innovation Adoption, Self-image, Complementarity, Service Innovation