國立高雄科技大學
企業管理系碩士班
碩士論文

整合型科技接受模式應用於自動化投資顧問之探討

Robo-Advisor based on Unified Theory of Acceptance and
Use of Technology

研 究 生：黃迦怡

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中華民國 109 年 06 月

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摘要

金融科技（Financial Technology）的崛起，人工智慧扮演了不可或缺的角色，自動化投資顧問以 AI 演算法針對使用者量身訂作投資組合。本研究以整合型科技接受模式進行調查法實證研究，探討自動化投資顧問的預期績效、平台使用難易程度及週遭重要的人的推薦是否對大眾使用自動化投資顧問的態度有所影響；以及軟硬體設備是否影響大眾的使用意向。另以創新擴散理論描述個案業者如何應用創新屬性、溝通管道、社會影響及推廣人員四個影響創新擴散因子，以了解其目前在產品特性、宣傳產品、人際社會網絡及推廣人員上的現況。

本研究採用社群網路調查共回收 244 份有效問卷。研究結論如下：(1)自動化投資顧問較傳統投資方式具有便利、自動檢視投資組合、分散風險、低投資門檻之優勢。調查樣本中自動化投資顧問使用率後，推估國內擴散現況尚在 S 型擴散接受曲線初期。(2)自動化投資顧問的獲利能力、使用難易度及週遭重要之人的影響都會左右大眾對自動化投資顧問的態度，且每月投資收入比例較低者受影響程度較高；此外，軟硬體俱備程度也會影響使用意向。(3)依個案現況描述分析，業者除了著重其產品創新屬性宣傳外，亦可強化溝通管道、社會體系及推廣人員，將有助於加速其擴散。

關鍵字：金融科技、自動化投資顧問、整合型科技接受模式、創新擴散理論

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ABSTRACT

The application of FinTech has become increasingly popular. Robo-Advisor is one such product used in FinTech market. This study explores the attitude, behavioral intention, and conditions of diffusion of Robo-Advisor. There are two research methods used in this study. The first one applies the Unified Theory of Acceptance and Use of Technology (UTAUT) for investigating the attitude and behavioral intention of Robo-Advisor, for which a total of 244 valid questionnaires were collected. The second method applies the Innovation Diffusion Theory (IDT) to analyze two business cases for the purpose of understanding the advantages of using Robo-Advisor.

The results of our study show the following: (1) We suggest that the diffusion of using Robo-Advisor is still at an early stage after the survey. (2) The performance expectancy, usability, and advice from people around will influence users' attitude for using a Robo-Advisor, especially for those users who have a lower investment budget. Moreover, the hardware and software that users have are a key factor for intention of choosing Robo-Advisor. (3) The financial sector should focus more on the communication channel, social network, and agency that help promote Robo-Advisors.

Keywords: FinTech, Robo-Advisor, UTAUT, IDT