Exploring internet social shopping intention based on utilitarian、conformity and hedonic perspective

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ABSTRACT

Due to the Popularity of Internet, consumers would like to share their shopping experiences or product reviews onto the social web sites. Many web-based shopping sites start to engage in Internet communities thus the social shopping mode has emerged. In order to gain insights of social shopping intention, this study aims to explore what determinants driving consumer’s intention to use social shopping sites from the utilitarian, conformity, and hedonic perspectives. Based on the theory of reasoned action and previous findings, a research framework for social shopping intention including utilitarian, conformity, and hedonic motivations and their antecedents was hypothesized. An online questionnaire was administrated to voluntary participants and totally collected 339 effective samples. A structural equation modeling (SEM) approach was employed to test all hypotheses. Results showed: (1) cost saving and convenience as the antecedents to perceived social shopping value; (2) trust and reference group as the antecedents to conformity toward social shopping; and (3) sociability and enjoyment as the antecedents to hedonic motivation to social shopping. The findings suggests social shopping sites create a social-oriented platform fostering member’s access to reference group and word-of-mouth, in order to achieve the social marketing objectives. Besides, the social shopping sites should provide convenient mechanisms for product searching, price comparison, and trading process so that customer’s intention toward social shopping could be increased.

Keywords : social shopping、conformity、hedonic、utilitarian、purchase intention


