The Influence of Product Price, Online Word-of-Mouth and Consumer Trust on Shopping Mode Selection

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ABSTRACT
Internet has virtually changed consumers' shopping behaviors and has brought an impact upon the manner of business operation. Consumers get Internet as the new choice in their shopping manner. Enterprises have, as a natural result, gradually focused on Internet business transaction. As a matter of fact, nevertheless, shopping by consumers through Internet has not significantly increased. In an attempt to help business concerns better realize consumers' inclination in shopping manner, we in the present study take prices, online word-of-mouth and consumer trust level as the key factors of impact, to look into the impact level of these three factors upon consumers' choices in shopping manners. In the present study, we take questionnaire as the tool for the survey in the empirical research, with SPSS statistical software adopted for examination. The outcome of the data statistics and analyses indicate: (1) Highly pricing sensitive consumers tend to shop through megastores or Internet. (2) Highly public praise sensitive consumers tend to shop through special counters or outlets. (3) Only consumers who have used and got oriented to Internet would shop through Internet. On the grounds of the results of data analyses, we would offer three practical suggestions to entrepreneurs: (1) Online shopping providers should set up a safety protection system and mechanism, enhance education over consumers about the relevant know-how to pep up their desires to shop through Internet. (2) Online shopping providers should strengthen warranty, after-sales services related messages to enable consumers to better understand that the commodities they shop through Internet would be under equally sound quality and warranty services. (3) Sellers in Internet shopping channels should team up with Internet advertising, discussions or buyer feedback to enable consumers to better understand Internet channels and commodities, to make Internet channels and commodities win better trust and, in turn, to stimulate consumers into shopping through Internet.

Keywords: commodity prices, online word-of-mouth, trust, shopping manner

Table of Contents


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