A Study of Influencing Customers’ Intention to Purchase in Sample Websites

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ABSTRACT

With the Internet’s rapid growth and development, E-commerce has brought a huge business opportunity. Enterprises have been actively involved in the ranks of online shopping which creates a new economic model and business practices. In sample websites, consumers are allowed to use and understand the nature of samples before they buy a new product on the Internet. Experiential Marketing not only helps consumers to be familiar with new products faster, but also promotes consumers’ trust on new products. It thus facilitates consumers to order products in the future.

This study has focused on customers’ intention to purchase in sample websites. It has based on the Technology Acceptance Model and the Theory of Planned Behavior to build the research model. 228 questionnaires were collected from the internet users. And data were analyzed by SEM methods.

The research result shows: “Perceived Ease of Use” is positively related to “Perceived Usefulness”. “Perceived Ease of Use”, “Perceived Usefulness”, “Trust”, and “Perceived Enjoyment” are positively related to “Attitude toward Purchasing”. “Attitude toward Purchasing”, “Subjective Norm of Purchasing”, and “Perceived Behavior Control on Purchasing” are positively related to “Intention to Purchasing”. Conclusions have been given and managerial implication have been also provided.

Keywords: Sample Website、Technology Acceptance Model、Theory of Planned Behavior