

口碑與知覺風險之研究

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摘要

網路的普及使消費者在購物前除了參考其他消費者的使用經驗外，並可利用網路搜尋有關產品的資訊，網路口碑成為消費者購物時的重要參考依據。本研究主要目的為釐清網路口碑與知覺風險之關係，希望了解消費者在瀏覽網路口碑時，如何判斷網路口碑的可信程度，並藉由可靠、專業的資訊降低購物時的知覺風險。利用網路問卷進行調查，研究對象為有搜尋網路口碑經驗的消費者，針對網路口碑的專業性、可靠性及訊息強度進行填答，共回收305份有效問卷。運用敘述性統計、信度分析、Pearson積差相關分析及迴歸分析等資料分析方法。研究結果發現：網路口碑的專業性能降低知覺風險、網路口碑的可靠性能降低知覺風險與網路口碑的強度能降低知覺風險。

關鍵詞：網路口碑、知覺風險、可信度

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