

The study of product knowledge and online word-of-mouth on the online group-buying intention

林展延、鍾育明

E-mail: 324816@mail.dyu.edu.tw

ABSTRACT

Online group-buying is a very popular shopping way in recent years. It has some attractive advantages, including the use of cheaper price to buy goods, to save freight and shopping time, to join group-buying family to know more new friends, etc. Especially in an economic downturn, online group buying will not only help consumers save lots of money, but also for many stores to bring endless business opportunities. Therefore, the development of online group buying is becoming more quickly, and be loved by many net users. Before consumers purchase products, they will first evaluate products. An important basis for product evaluation is the consumer's product knowledge. In addition, Consumers can evaluate products and make the final purchase decision with online word-of-mouth through community discussions, blogs and other online channels. Any purchase may hide risks. If consumers have sufficient product knowledge or grasp full the word-of-mouth, they can effectively reduce the risk of buying and influence their purchase intentions and purchase decisions. Therefore, this study is based on product knowledge and online word-of-mouth to explore the online group buying intention correlation. The results of this study are as follows: 1. The higher the level of consumers' product knowledge, the higher the consumer's online group-buying intention. 2. The higher the online word-of-mouth communicator's credibility and professional degree, the higher the consumer's online group-buying intention. 3. The higher the level of consumers' product knowledge, the more attention on the online word-of-mouth. 4. Consumers more emphasis on the online word-of-mouth, the more can promote their product knowledge degree. 5. In the demographic variables, in addition to gender and the highest level of education, the other variables (including age, occupation, average monthly income, whether online group buying experience) in the consumer's online group-buying intention will have a significant difference.

Keywords : product knowledge, word-of-mouth, electronic word-of-mouth, online word-of-mouth, online group-buying, purchase intention, online group-buying intention.

Table of Contents

中文摘要	iii	英文摘要	iii
iv 誌謝辭		vi 內容目錄	
vii 表目錄		ix 圖目錄	
xi 第一章 緒論		1 第一節 研究背景	
4 第三節 研究目的		1 第二節 研究動機	
6 第四節 研究流程		4 第三節 研究目的	
7 第二章 文獻探討		6 第四節 研究流程	
8 第一節 產品知識		8 第二節 網路口碑	
13 第三節 網路合購		23 第四節 購買意願	
33 第五節 產品知識、網路口碑與購買意願之關係		37 第三章 研究方法	
39 第一節 研究架構		39 第二節 研究假設	
40 第三節 研究樣本與資料搜集		44 第四節 變數的操作性定義與衡量	
44 第五節 資料分析方法		49 第四章 資料分析與研究結果	
51 第一節 樣本特性之敘述性分析		51 第二節 信度分析與效度分析	
54 第三節 相關分析		56 第四節 t 檢定和單因子變異數分析	
59 第五節 迴歸分析		64 第六節 假設檢定結果彙整	
65 第五章 結論與建議		67 第一節 研究結論	
69 第三節 研究限制		67 第二節 實務建議	

71 第四節 未來研究方向	71 參
考文獻	73 中文項目
73 英文項目	75 附
錄一 研究問卷	81 表目錄 表2-1-1 產品知識定義彙整
11 表2-2-1 口碑定義彙整	
15 表2-2-2 網路口碑定義彙整表	18 表2-2-3 傳統口碑與網路口碑的比較
19 表2-2-4 傳統口碑與網路口碑二者之差異整理	20
表2-3-1 合購定義彙整	24 表2-3-2 網路合購定義彙整
27 表2-3-3 網路合購模式分類架構表	29
表2-4-1 購買意願定義彙整	35 表3-4-1 產品知識問卷題項
45 表3-4-2 網路口碑問卷題項	47
表3-4-3 購買意願問卷題項	48 表4-1-1 研究樣本基本資料
52 表4-1-2 消費者參與網路合購最常(想)購買的商品類型	54
表4-2-1 研究問卷總量表及各變數之信度分析表	55 表4-2-2 研究變數間相關係數及Cronbach
55 表4-2-3 產品主觀知識與網路合購意願相關分析表	56
表4-2-4 產品客觀知識與網路合購意願相關分析表	56 表4-2-5 網路口碑傳播者的可信度與網路合
57 表4-2-6 網路口碑傳播者的專業度與網路合購意願相關分析表	58
表4-2-7 產品知識與網路口碑相關分析表	59 表4-2-8 性別描述性統計量
59 表4-2-9 性別和網路合購意願 t 檢定分析	59 表4-2-10
年齡描述性統計量	60 表4-2-11 年齡和網路合購意願變異數分析
60 表4-2-12 最高學歷描述性統計量	61 表4-2-13 最高
學歷和網路合購意願變異數分析	61 表4-2-14 職業描述性統計量
62 表4-2-15 職業和網路合購意願變異數分析	62 表4-2-16 平均月收入
63 表4-2-17 平均月收入和網路合購意願變異數分析	
63 表4-2-18 網路合購經驗描述性統計量	63 表4-2-19 網路合購經驗
和網路合購意願 t 檢定分析	63 表4-2-20 產品知識及網路口碑對消費者的網路合購意願之迴歸分析(
64 表4-2-21 產品知識及網路口碑對消費者的網路合購意願之迴歸分析(二)	65 表4-2-22 研究假設檢定結果對照
65 圖目錄 圖 1-1-1 研究流程圖	
7 圖 2-3-1 網路合購模式	25 圖 2-3-2 主購角色參與網路合購
31 圖 2-3-3 跟團角色參與網路合購的流程	
32 圖 3-1-1 研究架構圖	39 圖 3-2-1 研究假設圖
43	

REFERENCES

- 中文項目 1.王玫晴(2006)。「線上合購之消費者價值認知結構」,國立成功大學國際企業研究所碩士論文。2.台灣網路資訊中心(2010)。「臺灣?頻網路使用調查報告」。3.李依珊(2009)。「影響消費者進行線上合購行為之因素研究」,中原大學資訊管理學系碩士學位論文。4.吳青瑜(2004)。「價格促銷之一致性與獨特性對購買行為的影響」,世新大學公共關係暨廣告研究所碩士論文。5.林欣靜(2009)。臺灣光華雜誌頁 42-49。6.林正弘(2006)。「主購信任度與認知風險對線上集購行為影響之研究」,國立中山大學資訊管理研究所碩士論文。7.陳瀚權(2005)。「網路合購,網友一窩瘋」,民生報,民國94年1月5日,第A05版。8.陳羽涵(2010)。「揪團吧!網路團購正夯」,喀報第94期,民國99年12月12日。9.許士軍(1983)。現代行銷管理,台北:商務印書館。10.莊隆泰(2000)。「群體採購中間商系統之研究」,國立中山大學資訊管理研究所碩士論文。11.費翠(2001)。「網路市場行家理論驗證與延伸-其網路資訊搜74尋、口碑傳播、線上購物行為及個人特質研究」,國立政治大學廣告研究所。12.黃聆怡(2008)。「電子口碑效果與網路合購行為之研究」,國立臺灣大學管理學院國企所碩士論文。13.黃玉禎(2009)。「《今周刊》,650期,p.82~p.84。14.游創翔(2008)。「風險知覺與口碑傳播對消費者參與網路合購意願之相關性分析」,亞洲大學資訊與設計學系碩士論文。15.楊惠琴(2006)。「網路合購知覺風險與合購意向影響因素之研究」,東吳大學國際貿易學系研究所碩士論文。16.楊緒永(2009)。「品牌形象、知覺價值、口碑、產品知識與購買意願之研究—以手機為例」,南華大學企業管理系管理科學碩士論文。17.資策會MIC(2010)。「資策會MIC 2010產業研究報告。」18.劉明峰(2006)。「文化創意與數位內容產品知識對文化認同及來源國形象的創造效應」,銘傳大學資訊管理學系碩士班碩士論文。19.蔡元勛(2008)。「網路口碑可信度影響因素之研究」,雲林科技大學企業管理研究所碩士論文。20.錢大可(2006)。「網路團購模式研究」,現代商業化455,pp.36-37。英文項目 1.Anand, K.S, & Aron, R. (2003), "Group Buying on theWeb:A Comparison of Price-Discovery Mechanisms.", Management Science, Nov, pp.1546-1562. 2.Anderson, R. D., Jack L. E., & Helmut Becker (1979), Evaluating the Relationships Among Attitude Toward Business Product. 3.Arndt, J., (1967), "Role of Product-Related Conversations in the Diffusion a New Product," Journal of Marketing Research, Vol.4, No16., pp.291-295. 4.Bansal, H. S., & Voyer, P. A. (2000

) , Word-of-Mouth Processes within a Services Purchase Decision Context, *Journal of Service Research*, Vol.3, No.2, pp.166-177. 5.Belvaux, B. & Marteaux, S. (2007) , " Web user opinions as an information source.What impact on cinema attendances? " , *Recherche et Applications en Marketing*, Grenoble: 2007. Vol. 22,Iss. 3; pp.65. 6.Bickart, B., and R. M. Schindler. " Internet Forums as Influential Sources of Consumer Information, " *Journal of Interactive Marketing* (15:3), 2001, pp.31-40. 7.Biehal, Gabriel J. and Dipankar Chakravarti, 1983 , " Information Accessibility as a Moderator of Consumer Choice, " *Journal of Consumer Research*, 10 (June),pp.1-14. 8.Blackwell, R.D., Miniard, P.W., & Engel, J.F. (2001). *Consumer Behavior*, 9th ed. 9.Blackwell, R. D., Paul W. M., & James F. E. (2001) , *Consumer Behavior*, Ninth Edition, Publisher: Ohio, Mike Roche. 10.Bloch, P. H., D. L. Sherrell, and N. M. Ridgway. " Consumer Search: An Extended Framework, " *Journal of Consumer Research* (13:1), 1986, pp.119-126. 11.Bone, P. F. " Determinants of Word-of-Mouth Communications during Product Consumption, " *Advances in Consumer Research*(19:1), 1992, pp. 579-583. 12.Brown,T.J.,Barry,T.E.,Dacin,P.A.,& Gunst,R.F (2005) Spreading the word:Investigating antecedents of consumers ' positive word-of-mouth intentions and behaviors in a retailing context, *Journal of the Academy of Marketing Science*, Vol.33, No.2, pp.123-138. 13.Brucks, M., 1985, The Effects of Product Class Knowledge on Information Search Behavior. *Journal of Consumer Research* Vol.12 (June):1-16. 14.Chatterjee, P. (2001) , " Online Reviews: Do Consumers Use Them ? " , *Advances on Consumer Research*, 28, pp.129-133. 15.Davidow,M., (2003) , " Have You Heard The Word? The Effect of Word of Mouth on Perceived Justice, Satisfaction and Repurchase Intention Following Complaint Handling. " *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*, Vol.16, pp.67-80. 16.Dodds, W. B., Monroe, K. and Grewal, D. (1991), Effects of Price, Brand, and Store Information on Buyers Product Evaluations, *Journal of Marketing Research*, Vol. 28, pp.307-319. 17.Duhan, D. F., S. D. Johnson, J. B. Wilcox, and G. D. Harrell. " Influences on Consumer use of Word-of-Mouth Recommendation Sources, " *Journal of the Academy of Marketing Science* (25:4), 1997, pp. 283-295. 18.Emanuel Rosen (2001) , *The Anatomy of Buzz*, 台北:遠流出版公司. 19.Engel, James. F., Blackwell, Roger D. and Miniard, Paul W. ,1993,*Consumer Behavior*, 7th ed ,The Dryden Press, Chicago 20.Engel, J. F., Blackwell, R. D. and Miniard, P. W. (1995),*Consumer Behavior*,8th ed., Harcourt Brace College Publishers. 21.Fishbein, M., & Ajzen, I. (1975). *Belief, attitude, intention and behavior*, reading, Mass: Addison-Wesley. 22.Garretson, J. A., & Clow, K. E (. 1999) , " The Influence of Coupon Face Value on Service uality Expectation, Risk Perceptions and Purchase Intentions in The Dental Industry, " *The Journal of Service Marketing*, Vol.13, No.1, pp. 59-70. 23.Gaski, J. F., & Nevin, J. R. (1985). The different effect of exercised and unexercised power sources in a marketing channel. *Journal of Marketing Research*, 22, 130-142. 24.Gilly, M. C., J. L. Graham, M. F. Wolfinger, and L. J. Yale. " A Dyadic Study of Interpersonal Information Search, " *Journal of the Academy of Marketing Science* (26:2), 1998, pp. 83-100. 25.Godes, David & Dina Mayzlin (2004) , " Using Online Conversations to Study Word-of-Mouth Communication, " *Marketing Science*, Vol.23, No.4, pp. 545-560. 26.Hanson, W. " A. Principles of Internet Marketing, South-Western College Pub Cincinnati, " Ohio, 2000. 27.Harrison-Walker, L. J., (2001) , " TheMeasurement of Word-of-Mouth Communication and an Investigation of Service Quality and Customer Commitment as Potential Antecedents, " *Journal of Service Research*, Vol.4, No.1, pp.60-75. 28.Hennig-Thurau, T., Gwinner, K. P., Walsh, G., & Gremler, D.D.(2004) Electronic Word-of-Mouth ViaConsumer-Opinion Platforms:What Motivates Consumers to Articulate Themselves on the Internet?, *Journal of InteractiveMarketing*, Vol.18, No.1,pp.38-52. 29.Herr, P. M., F. R. Kardes, and J. Kim. " Effects of Word-of-Mouth and Product-Attribute Information on Persuasion: An Accessibility-Diagnosticity Perspective, " *Journal of Consumer Research* (17:4), 1991, pp. 454-462. 30.Heskett, J. L., Jones, T. O. Loveman, G. W., Sasser, W. E. and Schlesinger, L.A.,(1994), Putting the Service-profit chain to work, *Harvard Business Review*, March-April, pp.164-174. 31.Hoffman, D. L., T. P. Novak, and M. Peralta. " Building ConsumerTrust Online, " *Communications of the ACM* (42:4), 1999, pp.80-85. 32.King, Maryon F, Siva K B. (1994) , " The effects of expertise, end goal, and product type on adoption of preference formation strategy, " *Academy of Marketing Science Journal*, Vol.22, No.2,pp.146-159. 33.Kotler, P. (2003), *Marketing Management*, (11th ed.), New Jersey:Prentice Hall. 34.Lai, H. (2002). " Collective Bargaining Models on e-Marketplace, " *SSGRR 2002S, International Conference on Advances in Infrastructure for e-Business, e-Education, e-Science,e-Medicine on the Internet*, L' Aquila, Italy. 35.Li, C., Chawla, S., Rajan, U., & Sycara, K. (2004). Mechanism design for coalition formation and cost sharing in group-buying markets. *Electronic Commerce Research and Applications*, 3(4),341-354. 36.Lynch, John G., Jr., Marmorstein, Howard and Weigold, Michael F. ,1988, " Choices from Sets Including Remembered Brands; Use of Recall, " *Journal of Consumer Research*, Vol. 15(September), pp.169-184. 37.Mangold,W. G., Miller, F., & Brockway, G. R. (1999) ,Word-of-mouth communication in the service marketplace,*Journal of Services Marketing*, Vol.13, No.1, pp.73-89. 38.McKnight, D. H., and N. L. Chervany. " What Trust Means in E-Commerce Customer Relationships: An Interdisciplinary Conceptual Typology, " *International Journal of Electronic Commerce* (6:2), 2001, pp. 35-59. 39.Muthukrishnan, A. V.,& Barton A. W. (1991) , " Role of product knowledge in evaluation of brand extension " , *Advances in Consumer Research*, Vol.18, No.1, pp.407-413. 40.Ohanian, R. (1990). Construction and validation of a scale to measure celebrity endorsers ' perceived expertise, trustworthiness, and attractiveness. *Journal of Advertising* , 19,pp.39-52. 41.Ohanian, R. (1991). The impact of celebrity spokespersons ' perceived image on consumers ' intention to purchase. *Journal of Advertising Research*, 31,46-54. 42.Park, C. W., & Lessig, V. P. (1981) , " Familiarity and its Impacts on Consumer Decision Biases and Heuristics, " *Journal of Consumer Research*, Vol.8, No.2, pp.223-230. 43.Rao, Akshay R., and Monroe, Kent B. ,1988, " The Moderating Effect of Prior Knowledge on Cue Utiliation in Product Evaluations, " *Journal of Consumer Research*, 15(September),pp.253-264. 44.Rezabakhsh, B., Bornemann, D., Hansen, U. & Schrader, U (2006) , " Consumer Power:A Comparison of the Old Economy and the Internet Economy. " , *Journal of Consumer Policy*,spring,pp.3-36. 45.Rha, J.Y., & Widdows, R. (2002) , " The Internet and the consumer:Countervailing power revisited. " , *Prometheus*, 20, pp.107-118. 46.Richins, M. L., (1983) , Negative Word-of-Mouth by Dissatisfied Consumers:A Pilot Study, *Journal of Marketing*,Vol.47, No.1. 47.Richins, M. L., & Root-Shaffer, T. (1988) , *The Role of*

Involvement and Opinion Leadership in Consumer Word-of-Mouth: An Implicit Model Made Explicit, *Advances in Consumer Research*, Vol.15, No.1, pp32-36. 48.Riegner, C. (2007) , " Word of Mouth on the Web: The Impact of Web 2.0 on Consumer Purchase Decisions. " , *Journal of Advertising Research*, New York: Dec 2007. Vol. 47, Iss. 4;pp.436. 49.Schiffman, L. G. and Kanuk, L. L. (2000), *Consumer Behavior*,7th ed., Prentice Hall International, Inc. 50.Schmidt, J. B. & R. A. Spreng, 1996, " A Proposed Model of External Consumer Information Search, ' ' *Journal of Academy of Marketing Science*, 24(3), pp.246-256. 51.Singh, J., and S. Pandya. " Exploring the Effects of Consumers' Dissatisfaction Level on Complaint Behaviors, " *European Journal of Marketing* (25:9), 1991,pp. 7-21. 52.Soderlund, M., & Rosengren, S. (2007) , " Receiving Word-of-mouth from the Service Customer:An Emotion-based Effectiveness Assessment " , *Journal of Retailing & Consumer Services*, Vol.14, No.2, pp.123-136. 53.Sternthal, B., L. W. Phillips, and R. Dholakia. " The Persuasive Effect of Source Credibility: A Situational Analysis, " *Public Opinion Quarterly* (42:3), Fall, 1978,pp. 285-314. 54.Swan, J. E., & Oliver, R. L. (1989) , " Postpurchase Communications by Consumers, " *Journal of Retailing*, Vol.65,No.4, pp.516-533. 55.Tan,S.J. (1999) , " Strategies for Reducing Consumers ' Risk Aversion in Internet Shopping, " *Journal of Consumer Marketing* (Vol.16 No.2) ,pp.163-180. 56.Tsvetovat, M., Sycara, K., Chen, Y., and Ying, J. (2000) " Customer Coalitions in the Electronic Marketplace. " ,*Proceedings of the 3rd Workshop on Agent Mediated Electronic Commerce (AMEC)* , 2000, pp. 263-264. 57.Vijayarathy, L.R., & Jones, J.M. (2001) , " Do Internet shopping aids make a difference? An empirical investigation. " , *Electronic Markets*, 11 (1) , pp.75-83. 58.Wirtz, J., & Chew P. (2002) , The Effects of Incentives, Deal Proneness, Satisfaction and Tie Strength on Word-of-MouthBehaviorer, *International Journal of Service IndustryManagement*, Vol.13, No.2, pp.141-162. 59.Zeithaml, V. A. (1988), *Consumer Perceptions of Price, Quality and Value: A Means-End Model and Synthesis of Evidence*,*Journal of Marketing*, Vol. 52,pp. 2-22.