

以實利、從眾與享樂觀點探討網路社群購物意圖之研究

陳聖樺、吳為聖

E-mail: 343623@mail.dyu.edu.tw

摘要

網路社群風行，消費者喜歡在社群網站分享自己的購物心得或產品評論，因此，購物網站業者開始經營網路社群，形成一種新型態的社群購物模式。本研究目的是從實利、從眾與享樂觀點探討消費者使用社群購物網站購物之決定因素。以理性行動理論為基礎，並參考消費者行為研究，發展本研究架構，包含實用價值、從眾行為、享樂動機等三個影響社群購物意圖之因素，並探索這三個變數的前置因子。利用線上問卷收集資料，共收集339份的有效問卷。經結構方程模式驗證研究模型，結果顯示：(1)線上消費者在社群購物時因信任社群成員並參考群體意見，而產生從眾的購買行為；(2)節省成本與便利性與影響其消費者的知覺價值；(3)社交性與娛樂性影響消費者對社群購物的享樂動機。根據上述研究發現，本研究建議社群購物業者讓消費者在平台上與其它網友討論分享，進行線上社交活動，促使消費者參考社群成員群體建議，進而利用社群創造產品口碑與話題性，達到產品的傳播和行銷，以及提供社群購物網站成員能獲得比其他線上購物網站更多的優惠，與便利的購物流程和搜尋比價機制，將能提高消費者使用社群購物網站的意願。

關鍵詞：社群購物、從眾行為、享樂動機、實用價值、購買意圖

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