

Exploring internet social shopping intention based on utilitarian、 conformity and hedonic perspective

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ABSTRACT

Due to the Popularity of Internet, consumers would like to share their shopping experiences or product reviews onto the social web sites. Many web-based shopping sites start to engage in Internet communities thus the social shopping mode has emerged. In order to gain insights of social shopping intention, this study aims to explore what determinants driving consumer's intention to use social shopping sites from the utilitarian, conformity, and hedonic perspectives. Based on the theory of reasoned action and previous findings, a research framework for social shopping intention including utilitarian, conformity, and hedonic motivations and their antecedents was hypothesized. An online questionnaire was administrated to voluntary participants and totally collected 339 effective samples. A structural equation modeling (SEM) approach was employed to test all hypotheses. Results showed: (1)cost saving and convenience as the antecedents to perceived social shopping value; (2)trust and reference group as the antecedents to conformity toward social shopping; and (3)sociability and enjoyment as the antecedents to hedonic motivation to social shopping. The findings suggests social shopping sites create a social-oriented platform fostering member's access to reference group and word-of-mouth, in order to achieve the social marketing objectives. Besides, the social shopping sites should provide convenient mechanisms for product searching, price comparison, and trading process so that customer's intention toward social shopping could be increased.

Keywords : social shopping、 conformity、 hedonic、 utilitarian、 purchase intention

Table of Contents

內容目錄 中文摘要	iii	英文摘要	iii
iv 致謝詞	v	內容目錄	v
vi 表目錄	viii	圖目錄	viii
ix 第一章 緒論	1	第一節 研究背景	1
1 第二節 研究動機與目的	6	第三節 研究範圍與流程	6
8 第二章 文獻探討	10	第一節 社群購物網站	10
10 第二節 理性行動理論	13	第三節 實用價值與知覺價值	14
14 第四節 享樂動機	18	第五節 社群影響	20
20 第六節 從眾行為	20	第三章 研究方法	23
23 第一節 研究架構	23	第二節 研究假設	26
26 第三節 問卷設計	32	第四節 研究對象與資料收集	35
35 第四章 研究結果	37	第一節 樣本分析	37
37 第二節 測量模型分析	38	第三節 結構模型分析	44
44 第四節 討論	48	第五章 結論與建議	53
48 第一節 結論	53	第二節 意涵與建議	56
53 第三節 研究限制	56	第四節 未來研究方向	59
56 第四節 參考文獻	59	附錄 A 研究問卷	82
82 表目錄 表 3-1 各變數操作行定義	32	表 3-2 各變數測量問項	32
32 表 4-1 測定樣本之受訪者資料	38	表 4-2 測定樣本之量表題目分析	39
39 表 4-3 測量模式的組成信度與收斂效度	42	表 4-4 研究變數之相關矩陣	43
43 表 4-5 模型適配度檢定	44	表 4-6 路徑效果值	47
47 表 4-7 研究假設檢定結果	48	圖目錄 圖 1-1 網站類型排名	3
3 圖 1-2 網友參加虛擬社群動機	4	圖 1-3 費者相信建議來源排名	5
5 圖 1-5 研究流程圖	9	圖 2-1 理性行動理論	13
13 圖 3-1 研究架構	24	圖 3-2 本研究網路問卷	36
36 圖 4-1 結構模型檢定結果	46		

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