

資訊不對稱、風險知覺與消費者轉換行為關係之研究

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摘要

科技進步，通路變得多元化，消費者本來應有更多的選擇，與變得更主動、更精明，但網路購物這個虛擬的消費通路，和實體店面一樣，存在許多資訊不對稱情形，致使消費者在購買上有許多的風險疑慮，也導致消費者常有許多的轉換行為發生。本研究以問卷調查方式，針對曾經在網路商店購買商品或服務者為研究對象，共調查了440位答卷者，探討論資訊不對稱對消費者轉換行為所造成之影響；並藉由風險知覺的中介，討論資訊不對稱與消費者轉換行為之間的影响關係。研究結果顯示：(1)資訊不對稱對消費者轉換行為有顯著影響；(2)資訊不對稱對消費者風險知覺有顯著影響；(3)消費者風險知覺對其轉換行為有顯著影響；(4)風險知覺確存有中介效果。本研究亦對研究發現予以討論，提出在理論上與實務上的意涵，並對研究限制及未來研究建議，同樣也進行探討。

關鍵詞：資訊不對稱、風險知覺、消費者轉換行為

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