

The relationships among information asymmetry, risk perception and consumer switching behavior : 以網路

王健安、蔡敦崇

E-mail: 343721@mail.dyu.edu.tw

ABSTRACT

Scientific and technological progress, through the network to become more diverse, consumers should have been more choices, and become more active, more sperm out, but the consumer online shopping through the virtual network, and physical stores, as there are many cases of asymmetric information, causing consumers to buy, there are many risk concerns, but also led to the conversion of many consumers often act. In this study, survey methods, for once in the online store to buy those goods or services for the study, investigated a total of 440 respondents, explore the discussion of asymmetric information on consumer switching behavior caused by the impact; and risk perception by intervention, to discuss switching behavior and consumer information asymmetry between the effects of relationship. The results showed that: (1) information asymmetry on the switching behavior of consumers have a significant effect; (2) information asymmetry on risk perception of consumers have a significant effect; (3) risk perception of their switching behavior of consumers have a significant effect; (4) risk perception does exist intervening results. The study also found that to be discussed and put forward the theory and practice on the meaning, and limitations of the study and future research and recommendations are also been discussed.

Keywords : asymmetric information、 risk perception、 consumer switching

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