

A study of the relationships among word of mouth, trust, perceived risk and purchase intention / 李淑芬 撰.- 彰化縣大村

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ABSTRACT

Along with cultural creative industry prompting out, the visual art industry has been one of the important industries to a nation development. While for the past few years, the issue of fine artworks marketing has been less researched in consumer behaviors. For this reason, the study focuses on the fine artworks marketing in the visual art industry, intending to examine the impact of word of mouth, trust, and perceived risk on purchase intention. Based on the related literature, the study adopted the concept of Stimulus-Organism-Response (S-O-R) Theory as research framework to give operational definitions of variables and to design the questionnaire. Furthermore, the study has taken fine art creators from Taiwan as the sample objects, amounts to receive effective 186 samples. After the analysis of statistical softwares with SPSS12.0 and AMOS18.0 that were adopted, the relationships among variables were tested, and the main conclusions drawn by this study are word of mouth has a significant positive effect on trust, and trust has a significant positive effect on purchase intention. Moreover, there exists full mediation effect between word of mouth and purchase intention. The study has manifested the truth of word of mouth as the stimulus, trust as the organism of a mediator, and purchase intention as the response that S-O-R model has adopted. Finally by the results of this thesis, the study provides some academic and practical management implications, in addition, a few futures research directions.

Keywords : S-O-R Theory、word of mouth、trust、perceived risk、purchase intention

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