

# 綠色產品網路服務品質、產品知識、知覺價值與電子口碑關聯性之實證研究

楊玉貞、蔡源成、王學銘

E-mail: 365402@mail.dyu.edu.tw

## 摘要

在環境議題逐漸發酵、科技發達與網際網路普及下，許多企業因應全球市場的變化，除了經營綠色產品實體店面外，還新增了網路商店，而社群間的散播能力與網站內容豐富性，就成為產品行銷成敗關鍵因素之一。綠色產品是順應消費者近年來環保意識抬頭，並開始思索如何關懷環境並付諸行動下所興起之產品。現今臺灣市場上已隨處可見綠色產品的宣傳標語及廣告，而著重低汙染、省資源及健康實用的產品特性，將使綠色產品逐漸成為消費者購買決策過程中的強勢選擇。本研究即以綠色產品為探討主題，研究檢驗網路服務品質、產品知識、知覺價值與電子口碑間之關聯。本研究有效回收問卷566份，並使用SPSS與Amos作為實證分析之工具，透過敘述性統計分析、信效度分析、t檢定、單因子變異數、Bonferroni事後比較、皮爾森相關積差分析、結構方程模型配適度檢驗，我們發現網路服務品質、產品知識、知覺價值與電子口碑間具有顯著正向影響。因此，針對本研究之結論、建議與限制均有進一步討論。

關鍵詞：網路服務品質，產品知識，知覺價值，電子口碑

## 目錄

中文摘要	iii	英文摘要	iii
iv 致謝辭		v 內容目錄	
vii 表目錄		ix 圖目錄	
xi 第一章 緒論		1 第一節 研究背景與動機	
1 第二節 研究目的		3 第三節 研究流程	
4 第二章 文獻探討		6 第一節 綠色產品	6
第二節 網路服務品質	8	第三節 產品知識	16
知覺價值	20	第五節 電子口碑	27
論	30	第六節 文獻綜合評	
3 第三章 研究方法		第一節 研究架構	
33 第二節 研究假設		第三節 研究變數與衡量工具	
38 第四節 問卷設計		第五節 抽樣設計	
47 第六節 資料分析方法		48 第四章 研究結果與分析	
51 第一節 基本資料分析		51 表目錄 表 2-1 綠色產品的定義	
6 表 2-2 綠色產品分類表		8 表 2-3 網路服務品質的定義	
9 表 2-4 「e-SERVQUAL」量表構面與內容		12 表 2-5 E-S-QUAL 構面	
13 表 2-6 E-RecS-QUAL 構面		13 表 2-7 網路服務品質構	
面相關文獻整理	14	表 2-8 產品知識論述彙整表	18
表 2-9 知覺價		表 2-10 知覺價值衡量構面	26
值的定義	21	表 2-11 電子口碑的定義	28
表 2-11 電子口碑的定義		表 3-1 問卷衡量問項內容	
42 表 4-1 問卷發放及回收狀況表		52 表 4-2 描述性統計分析表	
52 表 4-3 各構念信度分析表		55 表 4-4 網路服務品質驗證性因素分析	
表	56	表 4-5 產品知識驗證性因素分析表	58
表 4-5 產品知識驗證性因素分析表		表 4-6 知覺價值驗證性因素	
分析表	59	表 4-7 電子口碑驗證性因素分析表	60
表 4-7 電子口碑驗證性因素分析表		表 4-8 AVE區別效	
度分析表	61	表 4-9 性別對各構念之獨立樣本t檢定分析表	62
表 4-9 性別對各構念之獨立樣本t檢定分析表		表 4-10	
不同年齡層之平均數差異分析表	63	表 4-11 不同學歷之平均數差異分析表	
65 表 4-12 不同職業之平均數差異分析表		67 表 4-13 不同月所得之平均數差異分析表	
69 表 4-14 人口統計變項之差異分析總表		71 表 4-15 相關分析表	
72 表 4-16 整體模型配適度指標檢核表		74 表 4-17 整體理論模式結果	
76 表 4-18 各構念對電子口碑影響之效果		77 表 5-1 研究假設檢	
定結果彙整表	83		

參考文獻

一、中文部分 王蓉莉(2001), 消費者對組合產品的知覺評估 - 以產品知識、產品涉入為調節變數, 義守大學管理研究所碩士論文。王添成(2010), 產品知識、知覺風險、知覺價值、顧客滿意度與購買意願之研究 - 以投資理財商品為例, 國立彰化師範大學企業管理學系未出版之碩士論文。孔方正、張超銘(2010), 消費者產品涉入、產品知識對購買意願之影響 - 以替代能源車為例, 休閒與社會研究, (5), 37-50。古宗育(2009), 網路下單之服務品質與網路口碑對價格敏感度影響之研究 - 以忠誠度為中介變數, 高雄師範大學科技管理研究所未出版之碩士論文。李正文、王懿德(2012), 對綠色產品生態購買行為之研究:以兩岸大學生為例, 先進工程學刊, 7(3), 125-134。李雅靖、吳忠翰(2011), 網路口碑訊息對消費者信任的影響, 傳播與管理研究, 10(2), 69-106。林俊毅(1996), 「行銷理論與網路商機 - 網路行銷的現況與未來」, 台北:全錄文教基金會主辦。杜瑞澤(2003), 綠色消費與行銷觀點探討消費性電子產品環境化設計, 工業污染防治, 85, 75-102。杜瑞澤、徐傳瑛(2008), 分析網路程序法(ANP)運用於綠色產品開發之設計決策研究, 高雄師大學報, 24, 57-79。杜瑞澤、徐傳瑛、邱瑞鵬(2011), 網通產業綠色產品設計開發之模式要項評估分析, 人文暨社會科學期刊, 7(2), 25-34。胡天鐘、簡秋婷(2011), 產品知識、產品通路影響消費者態度及購買意願之研究 - 以中草藥保健食品暨科學中藥為例, 聯大學報, 8(1), 201-224。范懿文、方毓賢、蔡明峰(2012), 探討綠色產品消費意願:環保標章之調節效果, 電子商務學報, 14(2), 257-280。郭怡君(2007), 影響網路顧客價格容忍度因素之探討, 國立東華大學企業管理學系碩士論文。張天相(2009), 網路行銷影響消費者購買意願 - 以產品知識、自我監控及自信為干擾變數, 銘傳大學國際企業學系碩士在職專班未出版之碩士論文。張孝銘(2009), 遊客對海域運動觀光吸引力認知、旅遊體驗、知覺價值與行?意向之研究, 休閒產業管理學刊, 2(3), 31-55。張琬琪(2010), 影響線上拍賣成交價格之研究 - 競標者特質之調節效果, 輔仁大學資訊管理學系未出版之碩士論文。陳光榮(1999), 二十一世紀行銷:綠色行銷, 科技天地, 3(5), 101-106。陳治文(2006), 網路拍賣競標意願之實證研究, 東吳大學企業管理學系未出版之碩士論文。陳冠元(2010), 關係行銷、產品知識、知覺價值與再購意願之影響 - 以智慧型觸控式手機為例, 義守大學管理碩士在職專班未出版之碩士論文。陳寬裕、王正華(2010), 論文統計分析實務SPSS與AMOS的運用, 五南圖書出版公司。陳書林、梁世安(2006), 探討影響網路負面口碑因素之研究, 第10屆國際整合管理研討會, 東吳大學。許盟雪(2002), 網路產品評鑑訊息之有用性與模糊性對消費者消費決策之影響, 元智大學管理研究所碩士論文。黃芳銘(2002), 結構方程模式理論與應用, 台北:五南。黃俊英(1999), 綠色管理:企業因應環保壓力的對策, 中國行政, 90(55), 1-16。楊正瑀(2002), 不同程度產品知識及多重外在提示對網路購物意願之影響, 國立交通大學管理科學研究所碩士論文。楊英賢、錢佩君、葉珊妘、王嘉苓、陳淑樺(2012), 綠色產品消費之研究 - 以清潔劑為例, 商業職業教育, (124), 57-63。劉家璋(2010), 消費者綠色產品信任度之研究, 逢甲大學國際貿易學系碩士論文。劉越(2010), 綠色產品設計技術與低碳經濟, 天府新論, 5, 58-64。鄭雯雯(2004), 綠色行銷模式之研究, 大葉大學事業經營研究所碩士論文。蔡璧如、陳冠利(2011), 促銷與通路之組合對消費者知覺價值的影響, 管理研究學報, 11(1), 131-155。鄭宇翔(2010), 台灣網路購物服務品質、知覺價值、顧客滿意度與顧客忠誠度之關係探討, 國立屏東商業技術學院經營管理研究所未出版之碩士論文。鄭源錦(1994), 綠色設計技術參考手冊, 中華民國對外貿易發展協會, 台北。廖述賢、鐘鈺鈞、胡大謙(2011), 品牌形象、品牌信任與網路口碑關聯性之研究 - 以線上遊戲「魔獸世界」為例, 創新與管理, 8(1), 25-48。蕭文龍(2009), 多變量分析最佳入門實用書, 台北:碁?]資訊。MUJI 無印良品。取自 <http://www.muji.tw/intro.aspx> 經濟部國際貿易局(2012), 「2011-2012 台灣綠色產品型錄」。環保署(2011), 環保署綠色消費指南。環保署(2012), 環保署綠色生活資訊網。

二、英文部分 Alba, J. W., & Hutchinson, J. W. (1987). Dimensions of Consumer Expertise. *Journal of Consumer Research*, 13(4), 411-454. Aladwani, A. M., & Palvia, P. C. (2002). Developing and Validating An Instrument for Measuring User-Perceived Web Quality. *Information & Management*, 39, 467-476. Anderson, J. C., & Gerbing, D. W. (1988). Structure Equation Modeling in Practice: A Review and Recommended Two-Step Approach. *Psychological Bulletin*, 103, 411-423. Arndt, J. (1967). Role of Product-Related Conversations in the Diffusion of a New Product. *Journal of Marketing Research*, 4(3), 291-295. Armstrong, G., & Kotler, P. (2000). *Marketing: An Introduction* (5th ed.). New Jersey: Prentice-Hall. Awad, N. F., & Zhang, J. (2006). A Framework for Evaluating Organizational Involvement in Online Ratings Communities. Paper Presented at the 1st Midwest United States Association for Information Systems Conference (MWAIS - 01), Grand Rapids, Michigan. Babin, B. J., & Attaway, J. S. (2000). Atmospheric Affect as a Tool for Creating Value & Gaining Share of Customer. *Journal of Business Research*, 49(2), 91-99. Bagozzi, R. P., & Yi, Y. (1988). On the Evaluation of Structural Equation Models. *Academic of Marketing Science*, 16(1), 74-94. Barry, B. (1985). Word of Mouth: The Indirect Effects of Marketing Efforts. *Journal of Advertising Research*, 25(3), 31-39. Bentler, P. M., & Bonett, D. G. (1980). Significant Tests and Goodness of Fit in the Analysis of Covariance Structures. *Psychological Bulletin*, 88(3), 588-606. Betty, S., & Smith, S. M. (1987). External Search Effort: An Investigation across Several Product Categories. *Journal of Consumer Research*, 14(1), 83-95. Bickart, B., & Schindler, R. M. (2001). Internet Forums as Influential Sources of Consumer Information. *Journal of Interactive Marketing*, 15(3). Bilkey, W., & Nes, E. (1982). Country of Origin Effects on Product Evaluations. *Journal of International Business Studies*, 13(1), 88-89. Blackwell, R. D., Miniard, P. W., & Engel, J. F. (2006). *Consumer Behavior*, 10th Edition, New York: South-Western. Bollen, K. A. (1989). *Structural Equations with Latent Variables*, New York: Wiley. Bone, P. F. (1995). Word-of-Mouth Effects on Short-Term and Long-Term Product Judgment. *Journal of Business Research*, 32(3). Boyer, K. K., Hallowell, R., & Roth, A. V. (2002). E-Services: Operating Strategy-A Case Study and a Method for Analyzing Operational Benefits. *Journal of Operations Management*, 20(2), 175-188. Browne, M. W., & Cudeck, R. (1993). Alternative Ways of Assessing Model Fit. In Bollen, K. A., & Long, J. S. (Eds.). *Testing Structural Equation Models*, 136-162. Newsbury Park, CA: Sage. Brucks, M. (1985). The Effects of Product Class Knowledge on Information Search Behavior. *Journal of Consumer Research*, 12(1), 1-16. Bussiere, D. (2000). Evidence and Implications of Electronic Word-of-Mouth. *Marketing Science*, 23, 321-2. Buttle, F. A. (1997). I Heard It through the Grapevine: Issues in Referral Marketing, In *Proceedings of the 5th International Colloquium in Relationship Marketing*, School of Management, Cranfield University, England. Chang, T. Z., & Wildt, A. R. (1994). Price, Product Information, and Purchase Intention: An Empirical Study. *Journal of the Academy of Marketing Science*, 22(1), 16-27. Chatterjee, P. (2001). Online Reviews: Do Consumers Use them? *Advances in Consumer Research*, 28, 129-133.

Chen, Z., & Dubinsky A. J. (2003). A Conceptual Model of Perceived Customer Value in e-Commerce: A Preliminary Investigation. *Psychology and Marketing*, 20(4), 323-347.

Chu, S. C., & Kim, Y. (2011). Determinants of Consumer Engagement in Electronic Word-of-Mouth (eWOM) in Social Networking Sites. *International Journal of Advertising*, 30(1),47-75.

Coleman, J. E., Katz & Menzel H. (1966). *Medical Innovation:A Diffusion Study*. New York: Bobbs-Merrill.

Cronbach, L. J. (1951). Coefficient Alpha and the Internal Consistency of Tests. *Psychometrika*, 16, 297 – 334.

Cronin, J. J., & Taylor, S. A. (1992). Measuring Service Quality:A Reexamination and Extension. *Journal of Marketing*, 56(3), 55-68.

Cronin, J. J., Brady, M. K., & Hult, G. T. (2000). Assessing the Effects of Quality, Value and Customer Satisfaction on Consumer Behavioral Intentions in Service Environments. *Journal of Retailing*, 76(2), 193-218.

Cuieford? J. P. (1965). *Fundamental Statistics in Psychology and Education*. N.Y.: McGraw-Hill.

Day, G. (1990). *Market-Driven Strategy: Processes for Creating Value*. New York: The Free Press.

Dellarocas, C. (2003). The Digitization of Word of Mouth: Promise and Challenges of Online Feedback Mechanisms. *Management Science*, 49(10), 1407-1424.

Dodds, W. B., Monroe, K. B., & Grewal, D. (1991). Effects of Price,Brand, and Store Information on Buyers ' Product Evaluation. *Journal of Marketing Research*, 28(3), 307-319.

Engel, J. E., Blackwell, R. D., & Miniard, P. W. (1993). *Consumer Behavior*, 7th ed., Chicago Dryden Press.

Etzel, M. J., Bruce, W., & William, J. S. (2001). *Marketing Mangement*, 12th Ed., McGraw-Hill / Irwin, MA.

File, K. M., Judd, B. B., & Prince, R. A. (1992). Interactive Marketing:The Influence of Participation on Word-of-Mouth and Referrals. *Journal of Service Marketing*, 6(1), 5-14.

Fornell, C. & Larcker, D. F. (1981). Structural Equation Models with Unobservable Variables and Measurement Errors. *Journal of Marketing Research*, 18 (2), 39-50.

Francis, B. (1997). ISO 9000: Marketing Motivations and Benefits.*International Journal of Quality & Reliability Management*, 14(9), 936.

Gale, B. T., & Wood, R. C. (1994). *Managing Customer Value:Creating Quality and Service that Customers Can See*. New York: The Free Press.

95 Gelb, B. D., & Sundaram, S. (2002). Adapting to Word of Mouse.*Business Horizons*, 45(4), 21-25.

Godes, D., & Mayzlin, D. (2004). Using Online Conversations to Study Word-of-Mouth Communication. *Marketing Science*,23(4), 545 – 560.

Goldsmith, R. E., & Horowitz, D. (2006). Measuring Motivations for Online Opinion Seeking. *Journal of Interactive Advertising*,6(2), 3-14.

Granitz, N. A., & Ward, J. C. (1996). Virtual Community:A Sociocognitive Analysis. *Advances in Consumer Research*,23, 161-166.

Gronoors, C. (1992). *Strategies Management and Marketing in the Service Sector*. Swedish School of Economics and Business Administration, Helsingfors, Sweden.

Gronroos, C., Heinonen, F., Isoniemi, K., & Lindholm, M. (2000). The Netoffer Model: A Case Example from the Virtual Marketplace.*Management Decision*, 38(4), 243-252.

Gruen, T. W., Osmonbekov, T., & Czaplowski, A. J. (2006). eWOM:The Impact of Customer-to-Customer Online Know-How Exchange on Customer Value and Loyalty. *Journal of Business Research*, 59(4), 449 – 456.

Hanson, W. A. (2000). *Principles of Internet Marketing*. Ohio:South-Western College Publishing.

Hair, J. F., Anderson, R. E., Tatham, R. L., & Black, W. C. (1998). *Multivariate Data Analysis* (5th ed.). Upper Saddle River, New Jersey: Prentice-Hall International.

Harris, L. C., & Goode, M. M. H. (2004). The Four Levels of Loyalty and the Pivotal Role of Trust: A Study of Online Service 96 Dynamics. *Journal of Retailing*, 80(2), 139 – 58.

Hartline, D. M., & Jones, C. K. (1996). Employee Performance Cues in a Hotelservice Environment: Influence on Perceived Service Quality, Value, and Word-of-Mouth Intentions. *Journal of Business Research*, 35(3), 210.

Hennig-Thurau, T., & Walsh, G. (2003). Electronic Word-of-Mouth:Motives for and Consequences of Reading Customer Articulations on the Internet. *International Journal of Electronic Commerce*,8(2), Winter, 51-74.

Hennig-Thurau, T., Gwinner, K. P., Walsh, G., & Gremler, D. D.(2004). Electronic Word-of-Mouth Via Consumer-Opinion Platforms: What Motivates Consumers to Articulate themselves on the Internet? *Journal of Interactive Marketing*, 18(1), 38-52.

Hoffman, D. L., & Novak, T. P. (1996). Marketing in Hypermedia Computer-Mediated Environments: Conceptual Foundations. *Journal of Marketing*, 60(3), 50-68.

Howard, J. A. (1989). *Consumer Behavior in Marketing Strategy*.New York: Prentice-Hall.

Ishaq, M. I. (2012). Perceived Value, Service Quality, Corporate Image and Customer Loyalty: Empirical Assessment from Pakistan. *Serbian Journal of Management*, 7(1), 25-36.

Jeong, E. H., & Jang, S. C. (2011). Restaurant Experiences Triggering Positive Electronic Word-of-Mouth (eWOM) Motivations. *International Journal of Hospitality Management*, 30(2),356-366.

Johnson, E. J., & Russo, J. N. (1984). Product Familiarity and Learning New Information. *Journal of Consumer Research*, 11(1), 97 542-550.

Juran, J. M. (1992). *Juran on Quality by Design: The New Steps for Planning Quality into Goods and Services*.

Kotler, P. (1997). *Marketing management: Analysis, Planning, Implementation and Control* (9th ed.), New Jersey: Prentice Hall.

Krause, D. (1993). Environmental Consciousness: An Empirical Study. *Journal of Environment and Behavior*, 25(1), 126-142.

Lien, C. H., Wen, M. J., & Wu, C. C. (2011). Asia Pacific? 歡 Mallengement Review, 16(3), 211-223.

Leong, E. K., Huang, X., & Stanners, P. (1998). Comparing the Effectiveness of the Web Site with Traditional Media. *Journal of Advertising Research*, 38(5), 44-51.

Li, Y. N., Tan, K. C & Xie, M. (2002). Measuring Web-Based Service Quality. *Total Quality Management*, 13(5), 685-700.

Lin, J. C., & Lu, H. (2000). Towards an Understanding of the Behavioural Intention to Use a Website. *International Journal of Information Management*, (20), 197-208.

Litvin, S. W., Goldsmith, R. E., & Pan, B. (2008). Electronic Word-of-Mouth in Hospitality and Tourism Management.*Tourism Management*, 29(3), 458 – 468.

McDonald, R. P., & Ho, M. R. (2002). Principles and Practice in Reporting Structural Equation Analysis. *Psychological Methods*,7, 64-82.

Malhotra, N. K. (1993). *Marketing Research: An Applied Orientation*.New Jersey: Englewood Cliffs.

Monroe, K. B., & Krishnan R. (1985). The Effect of Price on Subjective Product Evaluation, In *Perceived Quality: How Consumer View Stores and Merchandise*, Lexington. MA: Lex98 ington Books, 209-232.

Mulaik, S. A., James, L. R., Altine, J. V., Lind, B. S., & Stilwell, C.D. (1989). Evaluation of Goodness-of-Fit Indices for Structural Equation Models. *Psychological Bulletin*, 105(3). 430-445.

Neal, W. D. (1999). Satisfaction is Nice, but Value Drives Loyalty.*Marketing Research*, 11(1), 20-23.

Newman, J. W., & Staelin, R. (1972). Prepurchase Information Seeking for New Cars and Major Household Appliances. *Journal of Marketing Research*, 4, 249-257.

Nimse, P., Vijayan, A., Kumar, A. & Varadarajan (2007). A Review of Green Product Database. *Environmental Progress*, 26(2), 131-137.

Parasuraman, A., Zeithaml, V. A., & Berry, L. (1985). A Conceptual Model of Service Quality and its Implications for Future Research.*Journal of Marketing*, 49, 41-50.

Parasuraman, A., &

Grewal, D. (2000). The Impact of Technology on the Quality-Value-Loyalty Chain: A Research Agenda. *Journal of Academy of Marketing Science*, 28(1), 168-174.

Parasuraman, A., Zeithaml, V. A., & Malhotra, A. (2005). E-S-QUAL: A Multiple-item Scale for Assessing Electronic Service Quality. *Journal of Service Research*, 7(3), 213-233.

Palmroth, W. (1991). Always Remember the Six Buyer Benefits; Qualities Buyers Look for in a Product. *American Salesman*, 36(9), 12-18.

Park, C. W., & Lessig, V. P. (1981). Familiarity and its Impact on Decision Biases and Heuristics. *Journal of Consumer Research*, 8, 223-230.

Park, C. W., Feick, L., & Monthersbaugh, D. L. (1992). Consumer Knowledge Assessment: How Product Experience and Knowledge of Brands, Attributes, and Features Affects What We Think We Know. *Advances in Consumer Research*, 19, 193-198.

Park, C. W., Monthersbaugh, D. L., & Feick, L. (1994). Consumer Knowledge Assessment. *Journal of Consumer Research*, 21(1), 71-82.

Park, D. H., Lee, J., & Han, I. (2007). The Effects of On-Line Consumer Reviews on Consumer Purchasing Intention: The Moderating Role of Involvement. *International Journal of Electronic Commerce*, 11(4), 125-148.

Parker, P. (2005). Reach Ad Skippers Via Online Word-of-Mouth. *ClickZ*. Retrieved from <http://www.clickz.com/news/article.php/3551611>

Pearce, D., Barbier, E., & Markandya, A. (2005). *Sustainable Development-Economics and Environment in the Third World*. England: Edward Elgar Publishing Limited.

Peter, J. P., & Olson, J. C. (1993). *Consumer Behavior and Marketing Strategy*, 4th ed., Irwin, Chicago, 81-117.

Petrick, J. F. (2002). Development of a Multi-Dimensional Scale for Measuring the Perceived Value of a Service. *Journal of Leisure Research*, 34(2), 119-134.

Riegner, C. (2007). Word of Mouth on the Web: The Impact of Web 2.0 on Consumer Purchase Decisions. *Journal of Advertising Research*, 47(4), 436-447.

Pitta, D. A., & Fowler, D. (2005). Internet Community Forums: An Untapped Resource for Consumer Marketers. *Journal of Consumer Marketing*, 22(5), 265-274.

Pura, M. (2005). Linking Perceived Value and Loyalty in Location-Based Mobile Services. *Managing Service Quality*, 15(6), 509-538.

Rao, A. R., & Monroe, K. B. (1988). The Moderating Effect of Prior Knowledge on Cue Utilization. *Journal of Consumer Research*, 15(2), 253-264.

Rao, A., & Sieben, W. A. (1992). The Effect of Prior Knowledge on Price Acceptability and the Type of Information Examined? *Journal of Consumer Research*, 19(September), 256-270.

Richins, M. (1983). Negative Word-of-Mouth by Dissatisfied Consumers: A Pilot Study. *Journal of Marketing*, 47(1), 68-78.

Roig, J. C. F., Garcia, J. S., Tena, M. A. M., & Monzonis, J. L. (2006). Customer Perceived Value in Banking Services. *International Journal of Bank Marketing*, 24(5), 266-283.

Rudell, F. (1979). *Consumer Food Selection and Nutrition Information*. New York: Praeger.

Saenen, Y. A., Sol, H. G., & Verbraeck, A. (1999). Snapshots of e-Commerce's Opportunities and Threats. *Electronic Markets*, 9(3), 11-189.

Santos, J. (2003). e-Service Quality: A Modal of Virtual Service Quality Dimensions. *Managing Service Quality*, 13(3), 233-246.

Schlegelmilch, B. B. (1996). The Link between Green Purchasing Decisions and Measures of Environmental Consciousness. *European Journal of Marketing*, 30(5), 35-55.

Schmidt, J. B., & Spreng, R. A. (1996). A Proposed Model of External Consumer Information Search. *Journal of Academy of Marketing Science*, 24(3), 246-256.

Scott, J. (1994). The Measurement of Information Systems Effectiveness: Evaluating a Measuring Instrument. *Proceedings of the Fifteenth International Conference on Information Systems*, 111-128.

Sheth, J. N., Newman, B. I., & Gross, B. L. (1991). Why We Buy What We Buy: A Theory of Consumption Value. *Journal of Business Research*, 22(2), 159-170.

Shirin, K., & Kambiz, H. H. (2011). The Effect of the Country-of-Origin Image, Product Knowledge and Product Involvement on Consumer Purchase Decisions. *Chinese Business Review*, 10(8), 601-615.

Singh, A., & Pandya, S. (1991). Exploring the Effect of Consumers' Dissatisfaction Level on Complaint Behaviors. *European Journal of Marketing*, 25(9), 7-21.

Simon, F. L. (2009). Marketing Green Products in the Triad. *The Columbia Journal of World Business*, Fall and Winter.

Soderlund, M. (1998). Customer Satisfaction and its Consequences on Customer Behavior Revisited. *International Journal of Service Industry Management*, 9(2), 169-188.

Sun, T., Youn, S., Wu, G., & Kuntaraporn, M. (2006). Online Word-of-Mouth (or Mouse): An Exploration of its Antecedents and Consequences. *Journal of Computer-Mediated Communication*, 11(4), 1104-1127.

Swan, J. E., & Oliver, R. L. (1989). Post Purchase Communication by Consumers. *Journal of Retailing*, 65(4), 473-490.

Sweeney, J. C., Soutar, G. N., & Johnson, L. W. (1999). The Role of Perceived Risk in the Quality-Value Relationship: A Study in a Retail Environment. *Journal of Retailing*, 75(1), 77-105.

Sweeney, J. C., & Soutar, G. N. (2001). Consumer Perceived Value: The Development of a Multiple Item Scale. *Journal of Retailing*, 77(2), 203.

Tanimoto, J., & Fujii, H. (2003). A Study on Diffusion Characteristics of Information on a Human Network Analyzed By a Multi-Agent Simulator. *The Social Science Journal*, 40(3), 479-485.

Thaler, R. H. (1985). Mental Accounting and Consumer Choice. *Marketing Science*, 4, 199-214.

Takafumi, I. (2002). *Green-Product Brand Strategy in Japanese Manufacturing and Construction Industries*. Fujitsu Research Institute, Tokyo, Japan.

Teas, D. L., & Sanjeev, A. (2000). The Influence of Extrinsic Product Cues on Consumers' Perception of Quality, Sacrifice, Value. *Journal of the Academy of Marketing Science*, 28(2), 278-290.

Treacy, M., & Wiersema, F. (1993). Customer Intimacy and Other Value Disciplines. *Harvard Business Review*, 71, 88-93.

Van Riel, A. C. R., Liljander, V., & Jurriens, P. (2001). Exploring Consumer Evaluations of e-Services: A Portal Site. *International Journal of Service Industry Management*, 12(4), 359-377.

William, B., Ajay, K., Richard, S., & Zeithaml, V. A. (1993). A Dynamic Process Model of Service Quality: From Expectations to Behavioral Intentions. *Journal of Marketing Research*, 30(1), 11.

Woodruff, R. B., & Gridial, S. F. (1996). Know Your Customer: New Approaches to Understanding Customer Value and Sat