

An empirical study the relationships among e-service quality, product knowledge, perceived value and ewom on green produc

楊玉貞、蔡源成、王學銘

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

ABSTRACT

Due to the increased importance of environmental issues, with the advanced technology and the widespread of the internet, many firms have started internet stores, in addition to their physical stores to cope with the global market change. Moreover, the spreading ability of networking and diversity of the website have become one of the keys to successfully market the product. Green products arose from the customers' environmental awareness. Nowadays, advertisements of green products can be seen everywhere in Taiwan. Because of their characteristics of low-pollution, energy-saving and being healthy, green products have gradually become the primary choice in customers' purchasing decision. This study aims to investigate the association among e-service quality, product knowledge, perceived value and eWOM in buying green products. 566 valid questionnaires have been collected. SPSS and Amos are used for empirical analysis. Through the use of descriptive statistical analysis, reliability and validity analysis, t-test, ANOVA number, Bonferroni post hoc comparisons, Pearson correlation plot analysis of variance and structural equation model fit test, we found that there is significant positive influence among e-service quality, product knowledge, perceived value and eWOM. Finally, the suggestions and limitations based on the conclusion are further discussed.

Keywords : e-Service Quality, Product Knowledge, Perceived Value, eWOM

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