

網路消費者知覺風險與產品涉入對再購意願影響之研究

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摘要

本研究的主要目的是探討網路消費者知覺風險對再購意願是否有影響，而上述影響是否又會受到產品涉入的干擾而有增強效果。本研究設立二個假說，並分別以因素分析和迴歸分析進行假說檢定，以了解消費者的知覺風險及產品涉入是否會影響再購意願。本研究以實體問卷的方式進行調查，經由統計分析，獲得以下幾點結論：一、網路消費者的知覺風險會負向影響再購意願。其中知覺風險包含有財務風險、心理風險、績效風險、時間風險、身體風險、?私權風險等六個消費者知覺風險。二、產品涉入會對「網路消費者知覺風險會負向影響再購意願」關係中有干擾的效果。這二假設所呈現的網路消費者行為差異，這是本研究的主要目標。最後經過研究結果的討論，提出未來研究及網路行銷策略上的建議。

關鍵詞：知覺風險、產品涉入、再購意願

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