

團購網站形象、從眾行為、知覺價值與購買意願關係之研究

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摘要

2010年美國Groupon團購網進入台灣市場，設置網路團購平台，網路團購市場產生新的風貌。然而團購網站屢被投訴，信譽頻惹爭議，造成半數以上團購網站慘遭淘汰，國內80%團購市場被三大團購網站瓜分，團購市場趨向集中化，團購網站形象與從眾行為值得關注。本研究目的是探討團購網站形象、從眾行為、知覺價值對消費者參與網路團購意願的影響，以及知覺價值的中介效果。利用線上問卷與紙本問卷發放收集資料，共收集有效問卷432份。經SPSS迴歸分析結果顯示：(1) 團購網站形象正向影響消費者的知覺價值與購買意願；(2)從眾行為正向影響購買意願；(3)在本研究中，知覺價值具有中介效果，商品價值對網站信賴度與購買意願具完全中介效果，其餘皆為部分中介。就此建議團購網站應慎選合作的廠商，著重網站形象的建立。加強社群經營，共同創造產品經驗，建立顧客的信心與忠誠度。

關鍵詞：網站形象、從眾行為、知覺價值、購買意願

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