

# The Influence of Product Price, Online Word - of - Mouth and Consumer Trust on Shopping Mode Selection

蕭楹薰、邱創鈞

E-mail: 374600@mail.dyu.edu.tw

## ABSTRACT

Internet has virtually changed consumers' shopping behaviors and has brought an impact upon the manner of business operation. Consumers get Internet as the new choice in their shopping manner. Enterprises have, as a natural result, gradually focused on Internet business transaction. As a matter of fact, nevertheless, shopping by consumers through Internet has not significantly increased. In an attempt to help business concerns better realize consumers' inclination in shopping manner, we in the present study take prices, online word-of-mouth and consumer trust level as the key factors of impact, to look into the impact level of these three factors upon consumers' choices in shopping manners. In the present study, we take questionnaire as the tool for the survey in the empirical research, with SPSS statistical software adopted for examination. The outcome of the data statistics and analyses indicate: (1) Highly pricing sensitive consumers tend to shop through megastores or Internet. (2) Highly public praise sensitive consumers tend to shop through special counters or outlets. (3) Only consumers who have used and got oriented to Internet would shop through Internet. On the grounds of the results of data analyses, we would offer three practical suggestions to entrepreneurs: (1) Online shopping providers should set up a safety protection system and mechanism, enhance education over consumers about the relevant know-how to pep up their desires to shop through Internet. (2) Online shopping providers should strengthen warranty, after-sales services related messages to enable consumers to better understand that the commodities they shop through Internet would be under equally sound quality and warranty services compared with the commodities they shop through physical stores. (3) Sellers in Internet shopping channels should team up with Internet advertising, discussions or buyer feedback to enable consumers to better understand Internet channels and commodities, to make Internet channels and commodities win better trust and, in turn, to stimulate consumers into shopping through Internet.

Keywords : commodity prices、online word-of-mouth、trust、shopping manner

## Table of Contents

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 購物方式概述：6 第二節 消費者購物方式選擇：9 第三節 價格敏感度：14 第四節 網路口碑：18 第五節 信任：23 第六節 小結：25 第三章 研究方法：26 第一節 研究架構：26 第二節 研究假設：27 第三節 研究變數的定義及衡量方法：29 第四節 問卷設計：34 第五節 問卷前測：35 第六節 研究對象與資料收集：38 第七節 資料分析方法：38 第四章 研究結果分析與討論：40 第一節 樣本人口特徵描述：40 第二節 價格敏感度、網路口碑與信任之信效度分析：44 第三節 消費者關注特性與購物時主要考量因素之交叉分析：47 第四節 購物時主要的考量因素之卡方檢定：56 第五節 購物方式選擇之統計分析：62 第六節 購物考量因素與購物方式選擇之分析：65 第五章 結論與建議：77 第一節 研究結論：77 第二節 研究貢獻：79 第三節 研究限制：80 第四節 建議：80 參考文獻：82 附錄一 實驗問卷：94 附錄二 正式問卷：98

## REFERENCES

一、中文部分 Kenneth C. Laudon, Carol Guercio Traver (2010), 電子商務(曹承礎編審), 台北:培生教育出版股份有限公司。 Kotler, Armstrong, Gray (2010), 行銷管理(廖淑伶編譯), 台北:培生教育出版股份有限公司。 MIC研究報告(2010), 團購將成為網友未來的主要互動模式[線上資料]。來源: [http://mic.iii.org.tw/aisp/pressroom/press01\\_pop.asp?sno=225&cred=2010/10/18&type1=2](http://mic.iii.org.tw/aisp/pressroom/press01_pop.asp?sno=225&cred=2010/10/18&type1=2)[2011, October 28]。 MIC研究報告(2011), 2011年團購快速成長 手機購物潛力商機[線上資料]。來源: [http://mic.iii.org.tw/aisp/pressroom/press01\\_pop.asp?sno=243&cred=2011/1/25&type1=2](http://mic.iii.org.tw/aisp/pressroom/press01_pop.asp?sno=243&cred=2011/1/25&type1=2) [2011, October 28]。 MIC研究報告(2011), 2012網路商店朝虛實通路並存發展[線上資料]。來源: [http://mic.iii.org.tw/aisp/pressroom/press01\\_pop.asp?sno=293&cred=2011/12/7&type1=2](http://mic.iii.org.tw/aisp/pressroom/press01_pop.asp?sno=293&cred=2011/12/7&type1=2)[2011, December 20]。 王慈憶(2011), 媒介類型與搜尋動機對網路口碑效果之影響:以消費性電子產品為例, 世新大學公共關係暨廣告學研究所碩士論文。 尼爾森公司(2008), 尼爾森消費者購物行為調查:2007年量販店回春)[線上資料]。來源: <http://tw.nielsen.com/site/news/20080416.shtml>[2011, October 28]。 尼爾森公司(2009), 台灣消費者購物兩大考量因素:物超所值與價廉)[線上資料]。來源: <http://tw.nielsen.com/site/news/20090402-2.shtml>[2011, October 28]。 尼爾森公司(2011), 全球消費者:我要物超所值![線上資料]。來源: <http://tw.nielsen.com/site/news/ShoppingTrip20111019.shtml>[2011, October 28]。 尼爾

森公司 (2012), 尼爾森:全球消費者對於免費媒體廣告的信任度日增[線上資料]。來源 <http://tw.nielsen.com/site/newsTrustInAd0412.shtml>[2012, January 18]。尼爾森行銷研究顧問 (2010), 影響消費者購物決策 口碑行銷力量大[線上資料]。來源: [http://tw.cn.acnielsen.com/news2010\\_0628.shtml](http://tw.cn.acnielsen.com/news2010_0628.shtml)[2012, January 18]。吳忠翰 (2008), 網路口碑的訊息訴求與情緒對消費者信任與購買意圖的影響, 國立中山大學傳播管理研究所碩士論文。呂諒如 (2008), 消費者信任對拍賣網站購買意願影響之研究-網站品牌形象、網站技術能力與個人信任傾向之應用, 台中中興大學碩士行銷學系研究所碩士論文。林豪鏘 (2010), 電子商務與企業電子化: 從Web2.0到U化商務, 台北:旗標出版股份有限公司。唐嘉鴻 (2009), 網路口碑說服效果之研究, 國立嘉義大學行銷與流通管理研究所碩士論文。涂焜銘 (2006), 顧客觀點行銷組合對消費者信任與線上購買行為意圖影響之研究, 國立高雄第一科技大學行銷與流通管理系碩士論文。張淳喬 (2009), 以動態網絡分析探討網路社群口碑與購買態度之關係, 交通大學傳播研究所碩士論文。張淑慧 (2010), 網路口碑與傳統口碑對消費者購買決策的影響, 國立交通大學管理科學系所碩士論文。郭俊宏(2006), 影響消費者購物通路選擇關鍵因素之研究, 國立成功大學企業管理研究所碩士論文。陳美樺 (2007), 網路推薦訊息來源對消費者信任、知覺風險、知覺品質以及購買意願之影響, 成功大學電信管理研究所碩士論文。陳鈺婷 (2007), 實體與虛擬通路顧客購物價值之比較及其對通路選擇之研究, 國立高雄第一科技大學行銷與流通管理研究所碩士論文。創市際市場研究顧問 (2010), 創市際口碑篇【線上資料】。來源: [http://www.insightxplorer.com/specialtopic/2010\\_09\\_24.htm](http://www.insightxplorer.com/specialtopic/2010_09_24.htm)【2011, December 20】廖哲民 (2007), 網站服務品質、價格和信任對消費者忠誠度的影響, 國立中央大學資訊管理研究所碩士論文。劉文良 (2010), 電子商務與網路行銷 (第三版), 台北:碁?資訊股份有限公司。閻俊彥, 周嘉俊 (2008), 不同網路購物型態下知覺風險、信任對購買意願影響之研究, 北商學報, (13), 61-80。蘇哲煌 (2006), 消費者對虛實通路選擇決策因素之研究, 國立臺北大學資訊管理研究所碩士論文。二、英文部分 Alba, J., Lynch, J., Weitz, B., Janiszewski, C., Lutz, R., Sawyer, A., and Wood S. (1997). Interactive home shopping: consumer, retailer and manufacturer incentives to participate in electronic marketplaces. *Journal of Marketing*, 61(3), 38-53. Ba, S., and Paul, A. P. (2002). Evidence of The Effect of Trust Building Technology in Electronic Markets: Price Premiums and Buyer Behavior. *MIS Quarterly*, 26(3), 243-268. Bansal, H. S., & Voyer, P. A. (2000). World - of - mouth processes within a services purchase decision context. *Journal of Service Research*, 3(2), 166-177. Bei, L., Widdows, R., & Chen, E. (2004). Consumers ' online information search behavior and the phenomena of search versus experience products. *Journal of Family and Economic Issues*, 25(4), 449-467. Bickart, B., & Schindler, R. M. (2001). Internet forums as influential sources of consumer information. *Journal of Interactive Marketing*, 15(3), 31-40. Bloch, P. H., Sherrell, D. L., et al. (1986). Consumer Search : An Extended Framework. *Journal of Consumer Research*, 13(1), 141-154. Bristol, J. M. (1990). Enhanced Explanations of Word of Mouth Communications: The Power of Relationships. *Research in Consumer Behavior*, 4, 51-83. Brynjolfsson, E. & Smith, M. D. (2000). Frictionless Commerce? A comparison of Internet and Conventional Retailers. *Management Science*, April, 563-585. Carol Kaufman-Scarborough, Jay D. Lindquist. (2002). E-shopping in a multiple channel environment. *Journal of Consumer Marketing*, 19(4), 333-350. Chatterjee, P. (2001). Online reviews: Do consumers use them?. *Advances in Consumer Research*, 28(1), 129-133. Chen, Y.-F. (2008). Herd behavior in purchasing books online. *Computers in Human Behavior*, 24(5), 1977-1992. Cheong, H. J., & Morrison, M. A. (2008). Consumer ' s reliance on product information and recommendations found in UGC. *Journal of Interactive Advertising*, 8(2), 38-49. Das, T. K. & Teng, B. S. (1998). Between trust and control: developing confidence in partner cooperation in alliances. *Academy of Management Review*, 23(3), 491-512. Garbarino, E., & Johnson. M. S. (1999). The different roles of satisfaction, trust and commitment in customer relationship. *Journal of Marketing*, 63(2), 70-87. Gefen, D. (2000). E-commerce: the role of familiarity and trust. *Omega*, 28(2000), 725-737. Gefen, D. (2002). Reflections on the dimensions of trust and trustworthiness among online consumers. *ACM SIGMIS Database*, 33(3), 38-53. Godes, D., & Mayzlin, D. (2004). Using online conversations to study word-of-mouth communication. *Marketing Science*, 23(4), 545-560. Grabner-Krauter, S., & Kaluscha, E. A. (2003). Empirical research in on-line trust: a review and critical assessment. *International Journal of Human-Computer Studies*, 58(6), 783-812. Graham, J., & Havlena, W. (2007). Finding the - missing link: Advertising ' s impact on word of mouth, web searches, and site visits. *Journal of Advertising Research*, 47(4), 427-435. Gremler, D. D., Gwinner, K. P., & Brown, S. W. (2001). Generating positive word - of - mouth communication through customer - employee relationships. *International Journal of Service Industry Management*, 12(1), 44-59. 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. Jarvenpaa, S. L., & Tractinsky, N. (1999). Consumer Trust in an Internet Store : A Cross - Cultural Validation. *Journal of Computer Mediated Communication*, 5(2), 1-36. Jiang, P. and Rosenbloom, B. (2005). Customer intention to return online : price perception, attribute - level performance, and satisfaction unfolding over time. *Journal of European Marketing*, 39(1), 150-174. Jones, S., Wilkens, M., Morris, P., & Masera, M. (2000). Trust Requirements in E-Business. *Communications of the ACM*, 43(12), 81-87. Keller, E. (2007). Unleashing the power of world of mouth: Creating brand advocacy to drive growth. *Journal of Advertising Research*, 47(4), 448-452. Koppelman, F., Salomon, I. and Proussaloglou, K. (1991). Teleshopping or store shopping ? A choice model for forecasting the use of new telecommunications-based services. *Environment and Planning B: Planning and Design* (18), 473-489. Lau, G. T. and Ng, S. (2001). Individual and Situational Factors Influencing Negative-Word-of-Mouth Behaviour. *Journal of Consumer Research*, 9(3), 301-310. Lee, J., Park, D. H., & Han, I. (2008). The effect of negative online consumer reviews on product attitude: An information processing view. *Electronic Commerce Research and Applications*, 7(3), 341-352. Manski, C.F. and I. Salomon. (1987). The Demand for Teleshopping-An Application of Discrete Choice Models. *Regional Science and Urban Economics*, 17, 109-121. Mayer, R.C., Davis, J.H., & Schoorman, F.D. (1995). An Integration Model of Organizational Trust. *Academy of Management Review*, 20(3), 709-734. Menon, N. M., Konana, O., Browne, G. J. and Balasubramanian, S. (1999). Understanding trustworthiness beliefs in electronic brokerage usage. In P. De and J. I. DeGross (eds.), *Proceedings of the Twentieth International Conference on Information*

Systems, Charlotte, NC. Omnipress, 552-555. Moorman, C, G. Zaltman, and R. Deshpande. (1992). Relationships Between Providers and Users of Marketing Research : The Dynamics of Trust Within and Between Organizations. *Journal of Marketing Research*, 29(2), 314-329. Morgan, R.M. and S. D. Hunt. (1994). The Commitment-Trust Theory of Relationship Marketing. *Journal of Marketing*, 58(3), 20-38. Opinion Research Corporation (2008, June), Online consumer reviews significantly impact consumer purchasing decisions [Online]. Available: Retrieved [http://www.opinionresearch.com/fileSave/Online\\_Feedback\\_PR\\_Final\\_6202008.pdf](http://www.opinionresearch.com/fileSave/Online_Feedback_PR_Final_6202008.pdf) [2010, December 05]. Pattarawan Prasarnphanich and Mark L. Gillenson. (2003). The Hybrid Clicks and Bricks Business Model. *Communications of the ACM - Mobile computing opportunities and challenges*, 46(12), 178. Peterson, Robert A., Sridhar Balasubramanian, and Bart J. Bronnen- berg. (1997). Exploring the Implication of Internet for Customer Marketing. *Journal of the Academy of Marketing Science*, 25, 329-346. Rulac, S.E. (1994). Retail Real Estate in the 21st Century: Information Technology+ Time Consciousness +Unintelligent Stores = Intelligent Shopping? Not!. *The Journal of Real Estate Research*, 9(1), 125-150. 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. Salomon, I. and Koppelman, F. (1988). A framework for studying teleshopping versus store shopping. *Transportation Research, Part A* (22), 247-255. Shapiro, D. L, & Sheppard, B. H. & Cherakin, L. (1992). Business On a Handshake. *Negotiation Journal*, 8(4), 365-377. Sulim Ba & Paul Pavlou. (2002). Evidence OF the Effect of Trust Building Technology in Electronic Markets: Price Premiums and Buyer Behavior. *MIS Quarterly*, 26(3), 243-268. Taher, Ahmed, Thomas W. Leigh and Warren A. French. (1996). Augmented Retail Services: The Lifetime Value of Affection. *Journal of Business Research*, 35(3), 217-228. Tauber, Edward M. (1972). Why do people shop ?. *Journal of Marketing*, 36, 46-49. Yan Huang and Harmen Oppewal. (2006). Why consumers hesitate to shop online : An experimental choice analysis of grocery shopping and the role of delivery fees. *International Journal of Retail &Distribution Management*, 34(4/5), 334 - 353. Yoon Sung-Joon. (2002). The Antecedents and Consequences of Trust in Online Purchase Decisions. *Journal of Interactive Marketing*, 16, 47-63.