

社群因素對知覺風險、轉換成本與網站忠誠度關係之研究-以婦幼購物網站為例

江孟涵、蔡翠旭

E-mail: 374602@mail.dyu.edu.tw

摘要

隨著網路日漸普及與消費模式的轉變，電子商務持續不斷的有所演進並迅速發展，配合社群網站的推波助瀾，全球各地興起一股新興的社群經濟(socialnomics)。虛擬網路通路已是未來電子商務發展的必然趨勢，而在這波趨勢中想要脫穎而出具有競爭優勢，便須與虛擬社群相結合。本研究主要針對具備社群互動功能的婦幼商品購物網站，想要探討的社群凝聚力與網路口碑對知覺風險、轉換成本與網站忠誠度的相互關係影響。本研究採用網路問卷方式，透過網路問卷滾雪球效應邀集購物網站成員填答，共收集502份有效樣本，以結構方程模式進行驗證。研究結果發現：一、外部變數「知覺風險」對於「社群凝聚力」有負向的影響。二、「轉換成本」對於「社群凝聚力」有正向的影響。三、「社群凝聚力」皆對於「網站忠誠度」有顯著正向影響。四、「社群凝聚力」對於「知覺風險」、「轉換成本」及「網站忠誠度」間具有中介之影響。

關鍵詞：社群經濟、網站忠誠度、知覺風險、轉換成本

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