

Effects of Social Factors on Perceived Risk, Switching Cost, and Website Loyalty - Shopping Websites for Maternity and...

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ABSTRACT

Electronic commerce continues to evolve and develop rapidly along with the popularization of the Internet and the transition of consumption patterns. With the boost of social networking websites, socialnomics is now burgeoning all over the globe. Virtual channels online show great promise in the development of future e-commerce. To acquire competing advantage in this trend, company brands should make good use of social networking societies. This study focuses on websites that sell commodities for women and children and provide interacting functions through social networking. We discuss the effects of society cohesion and online word-of-mouth on perceived risk, conversion cost, and website loyalty. This research adopted online questionnaire approach. Participants are those who have online shopping experience, with 502 effective questionnaires collected. The analysis results are verified by structural equation modeling and described as follows. Firstly, external variable perceived risk has a negative impact on society cohesion. Secondly, conversion cost shows positive influence on society cohesion. Thirdly, society cohesion reveals notable positive effects on website loyalty. Finally, society cohesion possesses intermediating effects on perceived risk, conversion cost, and website loyalty.

Keywords : socialnomics、 website loyalty、 perceived risk、 switching cost

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