

The Impact of Consumer Characteristics and Internet Shopping's Environment to Repurchase Intention-A Case of Skin ...

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ABSTRACT

To cope with the increasing demand for skin care products in the global market and to boost the development of skin care product industries, enterprises are striving for a market share on the skin care products, whereas the competition has now entered a state of globalization. In a manifold and e-era of life technology and mass media, consumers can fully enjoy the fun and convenience for shopping at home. The study adopts questionnaire survey to analyze the impact of consumer characteristics and online shopping environment on re-purchase intention, using skin care products as an example. The study designs the questionnaires according to the evaluation on literature review. A total of 450 questionnaires were issued, deducting invalid questionnaire survey of 356 copies, the total effective recovery rate is 90.4. The data then undergo SPSS12.0 empirical analysis to yield the following conclusion: 1. The age difference has significant impact on online shopping environment. 2. The online shopping environment has significant impact on re-purchase intention. 3. Different online shopping experiences have significant impact on re-purchase intention.

Keywords : Consumer Characteristics、Online Shopping Environment、Re-purchase Intention、Skin Care Product s

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