

結合結構方程模式與分析網路程序法探討消費者選擇團購網站之決定因素

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摘要

近年來，台灣的網路團購市場蓬勃發展，但消費糾紛卻頻傳，使得消費者在挑選團購網站時愈趨謹慎，如何選擇理想的團購網站成為消費者與業者共同關心的議題。歸納先前研究探討影響消費者參與網路團購的因素有價格、認知風險、從重行為等，然而，針對消費者評選團購網站的因素及其排序則較少探討。基於上述，本研究探索消費者選擇團購網站的決定因素及其重要性關係。針對台灣團購網站的消費者，利用問卷收集受測者選擇該網站的考量因素。資料分析採兩階段進行，首先使用結構方程模式(SEM)建立團購網站評選因素的結構，驗證性因素分析(CFA)結果顯示團購網站的決定因素包括：效率、客戶服務、商品因素與網站形象等4個構面，共13項因素；接著應用分析網路程序法(ANP)計算各構面及因素的權重關係。ANP結果顯示各構面權重排序：商品因素(0.32)、客戶服務(0.30)、效率(0.21)與網站形象(0.15)。各構面的首要決定因素為：商品構面的品質(0.134)、客戶服務構面的隱私(0.130)、效率構面的訂單履行(0.082)與網站形象構面的特色(0.057)。全部決定因素的前五項為：商品品質(0.134)、隱私權(0.130)、商品價格(0.110)、訂單履行(0.082)與顧客回應(0.080)。綜合上述，消費者選擇團購網站是以商品為首要考量，包括：價格、品質與選擇性；其次是顧客服務，包括隱私權保護及客服。團購業者若能提供有價值商品、完善客服與快速送貨，將吸引消費者選擇業者的網站。最後，討論各項研究結果的管理意涵，作為團購網站經營之參考。

關鍵詞：團購網站、決定因素、結構方程模型、分析網路程序

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