

An analysis of consumer behavior for buying high-tech product on internet.

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ABSTRACT

This research investigated the consumer's personal traits that would affect the consumer's buying behavior through the channel of WWW . These personal traits include demography, personality and lifestyles. Especially, we focused on investigating the relationships between the consumer lifestyle, personality, perceived risk and purchase intention. Cooperating with a commercial Website, we introduced a high-tech telecommunication product on the Web page as the experiment product. After the product having being introduced on the Web page, internet users were requested to fill out the questionnaire about purchase intention and other questions. The contents of the questionnaire included on line purchase intention and perceived risks, the contents of VALS 2 lifestyle questionnaires from SRI , the contents of CAD personality questionnaires from Cohen and usage questionnaires. During a month's survey, there were 688 net users who filled out the questionnaire, among whom 590 samples were valid. The results indicated that such personal traits as income, education and age might be related to the consumer's on-line purchase intention as well as perceived risks. Moreover, personality and lifestyle were related to each other, and were related to WWW usage, too. In conclusion, the research discovered that such factors as consumer education, income, age, personality and lifestyle might affect on-line consumer behavior

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