

跨國網路或本土通路之消費者選擇傾向與網路商店屬性關係之研究

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摘要

本研究主要探討消費者對於網路商店及傳統商店的選擇傾向與網路商店屬性關係之研究。主要的研究目的包括：1.消費者重視哪些商店屬性？2.消費者如何評估商店屬性的重要性及知覺程度？3.探討消費者對商店屬性的知覺程度影響消費者的商店選擇傾向？經過實證之研究分析與探討，結果發現提供商品比價、一次購足，提供流行性商品、在購物時提供適當的建議、印象深刻的網址、折扣、吸引人的廣告及音樂影響消費者選擇網路商店？而消費者對提供商品的比價、互動的溝通及快速購物程序的知覺程度，也影響消費者傾向選擇網路商店？此外，減少消費者對互動式的溝通、展示商品功能及印象深刻網址方面的重視程度及知覺程度，亦影響消費者的商店選擇傾向？根據本研究結果提供網路商店管理者一些實務上的建議：就商品特性方面可提供有吸引力的價格、高品質產品及盡可能提供多樣性的產品？就網路本身的特性可提供讓消費者可比價商品的功能及搜尋最新消費產品的功能佳？就服務本身而言可提供多樣化的付款方式、售後服務及多管道的溝通互動機會？

關鍵詞：商店選擇；商店屬性

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