

旅遊網站促銷因素、信任與購買意圖相關之研究

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摘要

本研究旨在探討旅遊網站的促銷因素、消費者的信任以及購買方式(搜尋購買、經驗購買、信用購買)對消費者購買意圖之影響。由於業者在旅遊網站上推出各式促銷產品以說服消費者購買，但旅遊網站上常發生詐欺情況，也更加突顯出信任之重要性。此外，消費者搜尋到的旅遊資訊、以往的購買經驗和旅遊網站的信用，皆是影響購買意圖之重要因素。因此，消費者的購買意圖究竟受哪些因素影響，也成為一個重要的課題。本研究透過相關分析、迴歸分析，以瀏覽過旅遊網站或在旅遊網站有購物經驗者為研究對象，進行網路問卷調查方式，探討線上信任、線上促銷、購買方式與購買意圖各變數間有何關聯，期望能對實務界提供建議。研究結果顯示：線上信任受到購買方式之影響；購買方式受到線上促銷之影響；線上信任與線上促銷相互影響；但同時考量線上信任、線上促銷及購買方式對購買意圖之影響，則購買意圖與線上促銷關係不明顯。

關鍵詞：旅遊網站、線上信任、線上促銷、購買意圖

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