

A Study on Women-Centric On-Line Shopping with the Characteristics of Market Maven : An Example of Skin-Care Products ...

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ABSTRACT

This paper is study on women-centric online shopping with the characteristics of market maven, and take skin-care products and cosmetics for examples. We use TAM model as framework to discuss how the market maven influences the women-centric online shopping. Examine how these three factors of market maven: professional information provider, price perception and social contact influence on TAM model. Use online questionnaire survey to collect initial data, 283 effective samples for quantitative analysis. The empirical results find that all the characteristics: of market maven, have positive influence to attitudes; attitudes strengthen women-centric on-line shopping behaviors; finally, women-centric on-line shopping attitudes have positive relationships to shopping intentions.

Keywords : market maven ; technology acceptance model ; women-centric on-line shopping

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