

# The influence of the environmental factor on the consumer attitudes and purchase intention: in the case of on line ...

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## ABSTRACT

With the the ripper of network technology, consumers surf the Internet and do shopping improves gradually too, the environment that consumers face is transfered from entity's environment to a fictitious environment, but in the environment of retail , the influence on the persons is obvious, but it influences consumers to some extent that the environmental factor is same in the fictitious environment, so research this choose tourist industry for example now, the ones that probe into the environment of the net-work to consumer's attitude and intention are related. The research utilize the conception of convenience sampling, is it use consumer, travel of website to look for on every travel area. Granting 400 questionnaires altogether, the effective questionnaire retrieved is 304, in the research approach, utilize the factor analysis that simplify the question one, and name it again; The ones that examined and each constructed among the surfaces are related with correlation analysis; Utilize regression analysis finally and analyse that probe into the environmental impact on the attitude and intention of buying of retail shop of the network. This result of study shows, most network environment construct have influence on consumer attitude and intention, and different network environment construct in the face of intention to be influence degree all different to some extent on consumer attitude. The persons who proposed the travel website industry finally should focus on the offer-ing of information and response to customer, is it construct easy to use having a look around smooth home and guest is it take arrangement, travel of journey to make to build, consumers that make can avoid the miscellaneous homework, therefore has lost enjoyment of travelling.

Keywords : store environment ; atmosphere ; travel site

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