

產品知識與線上購物經驗對於瀏覽行為影響之研究

姜宜廷、林清同

E-mail: 9707187@mail.dyu.edu.tw

摘要

在線上購物環境中，消費者無法直接接觸到有形的商品與其他刺激內容，僅能經由網頁圖片、商品描述等有限資訊以判斷商品品質與尺寸大小等。因此，消費者過去的購物經驗與產品知識認知程度，便成為影響消費者線上行為重要因素之一。由於消費者對於商品的瀏覽行為與其偏好息息相關，而消費者在線上購物網站的瀏覽行為，便成為推測消費者偏好的主要來源。本研究將建構一實驗系統，實際記錄下消費者在系統中的商品瀏覽行為，經由實驗設計法探討消費者本身的產品知識程度與購物經驗有無，對於消費者瀏覽行為之差異。以了解在購物平台上，不同產品知識與購物經驗的消費者在商品瀏覽時，對瀏覽停留時間、點選次數與商品類別瀏覽次數等瀏覽行為所帶來的影響。研究結果發現，消費者產品知識程度對於瀏覽行為呈顯著影響，且在與購物經驗的交叉影響下，在商品停留時間上具顯著影響。本研究結論在業界實務上對於日後建構推薦系統時，提供所需衡量之瀏覽行為權重計算之參考依據，以期提供業者設計個人化產品推薦系統前，消費者行為分析之參考效標。

關鍵詞：產品知識;購物經驗;瀏覽者行為

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