The Study on the Effect of Customers' Product Knowledge and Online Shopping Experience on Browser Behavior.

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ABSTRACT

In the online shopping, consumers can not contact with tangible goods immediately. They were only through limited information to estimate the size and quality of goods, such as photo and other detail in the web page Therefore, the level of consumer's product knowledge and past shopping experience become an important factor in online behavior. Since visitors' browsing behavior are closely related to their product preferences that can be speculation about the main source of consumer preferences. The study will construct an experimental system. The system will also record consumers' behavior when they are browsing through the commodities. Using the experimental design method, we could explore consumers' difference of browsing behavior, which according to their understanding of products and shopping experience. To understand different effect on the consumer's browsing behavior of knowledge and experience, such as click sequence, browsing time and click sequence of category of goods. The result showed the significant impact for consumers' understanding level of products toward their browsing behavior. Furthermore, beneath the cross interaction of consumers' understanding level of products and shopping experience, the conclusion also appeared the significant impact on the hours which consumers stayed. We hope the conclusion of this study can be provide used as consultation for shopping web business construct product recommendation system reference resources.

Keywords : Product Knowledge ; Shopping Experience ; Browser Behavior

Table of Contents

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