

# A Study of Influencing Customers' Intention to Purchase in Sample Websites

謝旻甬、包冬意

E-mail: 9800780@mail.dyu.edu.tw

## ABSTRACT

With the Internet's rapid growth and development, E-commerce has brought a huge business opportunity. Enterprises have been actively involved in the ranks of online shopping which creates a new economic model and business practices. In sample websites, consumers are allowed to use and understand the nature of samples before they buy a new product on the Internet. Experiential Marketing not only helps consumers to be familiar with new products faster, but also promotes consumers' trust on new products. It thus facilitates consumers to order products in the future.

This study has focused on customers' intention to purchase in sample websites. It has based on the Technology Acceptance Model and the Theory of Planned Behavior to build the research model. 228 questionnaires were collected from the internet users. And data were analyzed by SEM methods.

The research result shows: " Perceived Ease of Use " is positively related to " Perceived Usefulness ". " Perceived Ease of Use ", " Perceived Usefulness ", " Trust ", and " Perceived Enjoyment " are positively related to " Attitude toward Purchasing ". " Attitude toward Purchasing ", " Subjective Norm of Purchasing ", and " Perceived Behavior Control on Purchasing " are positively related to " Intention to Purchasing ". Conclusions have been given and managerial implication have been also provided.

Keywords : Sample Website、 Technology Acceptance Model、 Theory of Planned Behavior

## Table of Contents

中文摘要	iii
英文摘要	iv
致謝辭	v
內容目錄	vi
表目錄	viii
圖目錄	ix
第一章 緒論	1
第一節 研究背景與動機	1
第二節 研究目的	8
第三節 研究範圍	9
第四節 論文架構	9
第二章 文獻探討	12
第一節 試用品網站	12
第二節 網路購物	13
第三節 體驗行銷	16
第四節 信任	18
第五節 認知愉悅性	21
第六節 商品價值	23
第七節 計劃行為理論與科技接受模式	25
第三章 研究方法	33
第一節 研究模式與假說	33
第二節 變數的操作型定義	37
第三節 資料蒐集	40
第四節 衡量問項	41
第五節 資料分析方法	45
第四章 資料分析	47
第一節 樣本基本資料分析	47
第二節 信效度之檢驗	52

第三節	結構化方程模式 . . . . .	58
第五章	結論與建議 . . . . .	65
第一節	研究結論 . . . . .	65
第二節	研究建議 . . . . .	67
第三節	研究限制 . . . . .	69
參考文獻	. . . . .	71
附錄	調查問卷 . . . . .	87

## REFERENCES

一、中文部份台灣網路資訊中心TWNIC(2007), 2007年一月「台灣寬頻網路使用調查」[線上資料], 來源:

<http://www.twmic.net.tw/NEWS/1167.html> [2007, February 9]周湘雯(2001), 網路使用者對線上促銷活動態度之研究, 國立中山大學傳播管理學研究所碩士論文。卓憲平(2007), 網路商店購物顧客自發行為之研究, 國立東華大學企業管理學系在職專班碩士論文。邱毓蘋(2001), 資訊豐富?對網?購物意願之研究, 國立交通大學傳播所碩士?文。?美?(2005), 網?購物顧客接受模式之研究, 國?成功大學高階管?碩士在職專班碩士?文。徐振軒(1998), 網際網路上促銷模式之研究, 國立中山大學資訊管理研究所碩士論文。創市際市場研究顧問公司, 台灣網路使用概況[線上資料], 來源: [http://www.insightxplorer.com/specialtopic/crossmedia\\_200809.html](http://www.insightxplorer.com/specialtopic/crossmedia_200809.html) [2008, September]資策會FIND(2008), 2008年6月底止台灣上網人口[線上資料], 來源: <http://www.find.org.tw/find/home.aspx?page=many&id=205> [2008, October 17]資策會MIC(2007), 2008網路購物預估成長37% [線上資料], 來源: [http://cpro.com.tw/channel/news/content/?news\\_id=55460](http://cpro.com.tw/channel/news/content/?news_id=55460) [2007, October 9]陳樺誼、周樹林, 網路購物環境成熟, 電子商店前景看俏[線上資料], 來源:

<http://www.itis.org.tw/rptDetailFree.screen?rptidno=64E5BF66A2ABEDBD482570BA00210D18> [2005, December 16]鄒文恩(2005), 體驗行銷、體驗價值、顧客滿意度與行為意向關係之研究 - 以華納威秀電影院為例, 朝陽科技大學企業管理系碩士論文。鍾育明(2004), 信任機制對於網?交?意圖影響之研究, 國?台?大學企業管?學系博士?文。二、英文部分Abelson, R. P., & Prentice, D. A. (1989). Beliefs As Possessions: A Functional Perspective. In A. R. Pratkanis, S. J. Breckler and A. G. Greenwald(Eds.). *Attitude Structure and Function*, 361-381. Hillsdale, New Jersey: Erlbaum.Adams, D. A., Nelson, R. R., & Todd, P. A. (1992). Perceived usefulness, ease of use, and usage of information technology: a replication. *MIS Quarterly*, 16(2), 227-247.Ailawadi, K. L., Scott, A. N., & Gedenk, K. (2001). Pursuing the value-conscious consumer: Store brands versus national brand promotions. *Journal of Marketing*, 65,71-89.Ajzen, I. (1985). From intentions to actions: a theory of planned behavior, in J. Kuhl & J. Beckmann (Eds.). *Action Control: From Cognition to Behavior*, New York: Springer Verlag, 11-39.Ajzen, I. (1991). The Theory of Planned Behavior. *Organizational Behavior and Human Decision Processes*, 50, 179-211.Alba, J., Lynch, J., Weitz, B., Janiszewski, C., Lutz, C., Sawyer, A., & wood, S. (1997). Interactive Home Shopping: Consumer, Retailer, and Manufacturer Incentives to Participate in Electronic Marketplaces. *Journal of Marketing*, 61, 38-53.Anderson, J. C., & Gerbing, D. W. (1998). Structural equation modeling in practice: A review and recommended two-step approach. *Psychological Bulletin*, 103(3), 411-423.Ba, S., & Pavlou, P. A. (2002). Evidence of the Effect of Trust Building Technology in Electronic Markets: Price Premiums and Buyer Behavior. *MIS Quarterly*, 26(3): 243-268.Bagozzi, R. P. (1981). Attitude, Intention, and Behavior: A Test of Some Key Hypotheses. *Journal of Personality and Social Psychology*, 41, 607-627.Batra, R. & Ahtola, O. T. (1991). Measuring Hedonic and Utilitarian Sources of Consumer Attitudes. *Marketing Letters*, 2(2), 159-170.Bentler, P. M. (1990). Comparative fit indexes in structural models. *Psychological Bulletin*, 107(2), 238-246.Bentler, P. M., & Bonett, D. G. (1980). Significant tests and goodness of fit in the analysis of covariance structures. *Psychological Bulletin*, 88(3), 588-606.Bhattacharjee, A. (2000). Acceptance of e-commerce services: the case of electronic brokerages. *IEEE Transactions on System, Man, and Cybernetics-Part A: Systems and Humans*, 20(4), 411-420.Bhattacharya, R., & Devinney, T. M. (1998). A Formal Model of Trust Based on Outcomes. *Academy of Management Review*, 23(3), 459-472.Bitner, J. B., Dwayne, D. G., & Gwinner, K. P. (1997). Relational Benefit in Services Industries: The Customer ' s Perspective. *Journal of the Academy of Marketing Science*, 26, 101-114.Bollen, K. A. (1989). *Structural equations with latent variables*. New York: Wiley.Buck, R., Chaudhuri, A., Georgson, M., & Kowta, S. (1995). Conceptualizing and Operationalizing Affect, Reason and Involvement in Persuasion: The ARI Model. In *Advances in Consumer Research*, 22, 440-446, Frank R, Kardes and Mita Sujun(Eds.) Provo, Utah: Association for Consumer Research.Bunduchi, R. (2005). Business relationships in internet-based electronic markets: the role of goodwill trust and transaction costs. *Information Systems Journal*, 15(4), 321-341.Chaudhuri, A., & Holbrook, M. B. (2001). The Chain of Effects from Brand Trust and Brand Affect to Brand Performance: The Role of Brand Loyalty. *Journal of Marketing*, 65(2), 81-93.Chen, S. J., & Chang, T. Z. (2003). A descriptive model of online shopping process: some empirical results. *International Journal of Service Industry Management*, 14(5), 556-569.Cheung, M. K., Chan, W. W., & Limayem, M. (2005). A Critical Review of Online Consumer Behavior: Empirical Research. *Journal of Electronic Commerce in Organizations*, 3(4), 1-19.Corritore, C. L., Kracher, B., & Wiedenbeck, S. (2003). On-line trust: Concepts, evolving themes, a model. *International Journal of Human-Computer Studies*, 58(3), 737-758.Coyle, J. R., & Thorson, E. (2001). The Effects of Progressive Levels of Interactivity and Vividness in Web Marketing Sites. *Journal of Advertising*, 30(3), 65-77.Davis, F. D. (1989). Perceived usefulness, perceived ease of use, and user acceptance of information technologies. *MIS Quarterly*, 13(3), 319-340.Davis, F. D. (1993). User acceptance of information technology: system characteristics, user perceptions, and behavioral impacts. *International Journal of Man Machine Studies*, 38(3), 475-487.Davis, F. D., Bagozzi, R. P., & Warshaw, P. R. (1989). User acceptance of computer technology A comparison of two theoretical models. *Management Science*, 35(8),

982-1003. Davis, F. D., Bagozzi, R. P., & Warshaw, P. R. (1992). Extrinsic and intrinsic motivation to use computers in the workplace. *Journal of Applied Social Psychology*, 22, 1111-1132.

Dhar, R., & Wertenbroch, K. (2000). Consumer Choice Between Hedonic and Utilitarian Goods. *Journal of Marketing Research*, 37(1), 60-72.

Dickson, P. R. & Sawyer, A. G. (1990) The price knowledge and search of supermarket shoppers. *Journal of Marketing*, 54, 42-53.

Dittmar, H. (1992). *The Social Psychology of Material Possessions: to Have is To Be*. New York: St. Martin's.

Dodds, B. W., Monroe, K. B., & Grewal, D. (1991). Effect of Price, Brands and Store Information on Buyers' Product Evaluation. *Journal of Marketing Research*, 28(August), 307-319.

Doney, P. M., & Cannon, J. H. (1997). An examination of the nature of trust in buyer-seller relationships. *Journal of Marketing*, 61(2), 35-51.

Donthu, N., & Garcia, A. (1999). The Internet Shopper. *Journal of Advertising Research*, 39(3), 52-58.

Einwiller, S. (2003). When reputation engenders trust: An empirical investigation in business-to-consumer electronic commerce. *Electronic Markets*, 13(3), 196-209.

Fishbein, M., & Ajzen, I. (1975). *Belief, attitude, intention and behavior: an introduction to theory and research reading*, Boston, Massachusetts: Addison-Wesley.

Fornell, C., & Larcker, D. F. (1981). Evaluating structural equation models with unobservables and measurement error. *Journal of Marketing Research*, 18(1), 39-50.

Gambetta, D. (1988). *Can we trust trust? Trust: Making and Breaking Cooperative Relations*, UK: Basil Blackwell.

Ganesan, S. (1994). Determinants of long-term orientation in buyer-seller relationships. *Journal of Marketing*, 58(2), 1-19.

Gefen, D., Karahanna, E., & Straub, D. W. (2003). Trust and TAM in Online Shopping: An Integrated Model. *MIS Quarterly*, 27(1), 51-90.

Grewal, D., Monroe, K. B., & Krishnan, R. (1998). The effects of price-comparison advertising on buyers' perceptions of acquisition value, transaction value, and behavioral intentions. *Journal of Marketing*, 62(2), 46-59.

Guiltinan, J. P., Grewal, Schoell, W. F. (1995). *Marketing* (6th ed.). New Jersey: Prentice-Hall.

Hairs, Jr. F., Anderson, R. E., Tatham, R. L., & Black, W. C. (1998). *Multivariate Data Analysis* (5th ed.). New York: Macmillan.

Hawes, J. M., Mast, K. E., & Swan, J. E. (1989). Trust earning perceptions of sellers and buyers. *Journal of Personal Selling and Sales Management*, 9(1): 1-8.

Hayduk, L. A. (1987). *Structural equation modeling with LISREL: Essentials and advances*. Baltimore: Johns Hopkins.

Heijden, H., Verhagen, T., & Creemers, M. (2003). Understanding Online Purchase Intentions: Contributions from Technology and Trust Perspectives. *European Journal of Information Systems*, 12, 41-48.

Hirschman, E. C., & Holbrook, M. B. (1982). Hedonic Consumption: Emerging Concepts, Methods and Propositions. *Journal of Marketing*, 46, 92-101.

Hoffman, D. L., & Novak, T. P. (1996). *Marketing in Hypermedia Computer-Mediated Environments: Conceptual Foundations*. *Journal of Marketing*, 60, 50-68.

Holbrook, M. B. (2000). The millennial consumer in the texts of our times: Experience and Entertainment. *Journal of Macromarketing*, 20, 178-192.

Hsu, C. L., & Lu, H. P. (2007). Consumer behavior in on-line game communities: a motivational factor perspective. *Computer in Human Behavior*, 23, 1642-1659.

Hu, P. J., Chau, P. Y. K., Liu, S. O. R., & Tam, K. Y. (1999). Examining the technology acceptance model using physician acceptance of telemedicine technology. *Journal of Management Information Systems*, 16(2), 91-112.

Igarria, M., Zinatelli, N., Cragg, P., & Cavaye, A. (1997). Personal computing acceptance factors in small firms: a structural equation model. *MIS Quarterly*, 21(3), 279-302.

Jarvenpaa, S. L., & Todd, P. A. (1997). Consumer reactions to electronic shopping on the World Wide Web. *International Journal of Electronic Commerce*, 1(2), 59-88.

Jones, S., Wilikens, M., Morris, P., & Masera, M. (2000). Trust Requirements in e-Business. *Communications of the ACM*, 43(12), 81-87.

Kai, H. L. (2004). Is Ecommerce Boundary-less? Effects of Individualism-Collectivism and Uncertainty Avoidance on Internet Shopping. *Journal of International Business Studies*, 35(6), 547-559.

Keaveney, S. M., & Hunt, K. A. (1992). Conceptualization and Operationalization of Retail Store Image: A Case of Rival Middle-Level Theories. *Academy of Marketing Science Journal*, 20(2), 165-175.

Kim, H. W., Xu, Y. & Koh, J. (2004). A comparison of online trust building factors between potential customers and repeat customers. *Journal of the Association for Information Systems*, 5(10), 392-420.

Lee, M. K. O. & Turban, E. (2001). A trust model for consumer internet shopping. *International Journal of Electronic Commerce*, 6(1), 75-91.

Lee, M., Cheung, C., & Chen, Z. (2005). Acceptance of Internet-based learning medium: the role extrinsic and intrinsic motivation. *Information and Management*, 42(8), 1005-1104.

Lewicki, R. J., Mcallister, D. J., & Bies, R. J. (1998). Trust and distrust: New relationships and realities. *Academy of Management Review*, 23(3), 438-458.

Lim, K. H., Leung, K., Sia, C. L., & Lee, M. K. O. (2004). Is Ecommerce Boundary-less? Effects of Individualism-Collectivism and Uncertainty Avoidance on Internet Shopping. *Journal of International Business Studies*, 35(6), 547-559.

McDonald, R. P., & Ho, M. R. (2002). Principles and practice in reporting structural equation analysis. *Psychological Methods*, 7(11), 64-82.

Malone, T. W. (1981). Toward a theory of intrinsically motivating instruction. *Cognitive Science*, 4, 333-369.

Mano, H., & Oliver, R. L. (1993). Assessing the Dimensionality and Structure of the Consumption Experience: Evaluation, Feeling, and Satisfaction. *Journal of Consumer Research*, 20, 451-465.

Mayer, R. C., Davis, J. H., & Schoorman, F. D. (1995). An integrative model of organizational trust. *Academy of Management Review*, 20(3), 709-733.

Mishra, D. P., Heide, J. B., & Cort, S. G. (1998). Information Asymmetry and Levels of Agency Relationships. *Journal of Marketing Research*, 135, 277-295.

Moon, J. W., & Kim, Y. G. (2001). Extending the TAM for a World-Wide-Web context. *Information and Management*, 38(4), 217-230.

Moorman, C., Zaltman, G. & Deshpande, R. (1992). Relationships between providers and user of market research: The dynamics of trust within and between organizations. *Journal of Marketing Research*, 29(3), 314-328.

Morgan, R. M. & Hunt, S. D. (1994). The commitment-trust theory of relationship marketing. *Journal of Marketing*, 58(3), 20-38.

Morris, M., & Organ, C. (1996). The internet as mass medium. *Journal of Communication*, 46(1), 39-50.

Mulaik, S. A., James, L. R., Alstine, J. V., Bennett, N., Lind, S., & Stilwell, C. D. (1989). Evaluation of goodness-of-fit indices for structural equation models. *Psychological Bulletin*, 105(3), 430-445.

Nunnally, J. C. (1978). *Psychometric theory*. New York: McGraw-Hill.

Pavlou, A. P., & Fygenson, M. (2006). Understanding and Predicting Electronic Commerce Adoption: An Extension of the Theory of Planned Behavior. *MIS Quarterly*, 30(1), 115-143.

Pine, J., & Gilmore, J. (1999). *The experience economy: Work is theatre and every business a state*. Massachusetts: Harvard Business School Press, 25-42.

Richins, M. L. (1994). Valuing Things: The Public and Private Meanings of Possessions. *Journal of Consumer Research*, 21(3), 504-521.

Rondeau, B. David. (2005). For mobile

applications, branding is experience. *Communications of the ACM*, 48(7), 61-66.

Rousseau, D. M., Sitkin, S. B., Burt, R. S. & Camerer, C. (1998). Not so different after all: A cross-discipline view of trust. *Academy of Management Review*, 23(3), 393-404.

Ryan, R. M., & Deci, E. L. (2000). Intrinsic and extrinsic motivations: classic definitions and new directions. *Contemporary Educational Psychology*, 25, 54-67.

Schmitt, B. H. (1999). *Experiential Marketing: How to Get Customers to Sense, Feel, Think, Act and Relate to Your Company and Brand*. New York: The Free Press.

Seyal, A. H., Rahman, M. N. A., & Rahim, M. M. (2002). Determinants of academic use of the Internet: a structural equation model. *Behaviour & Information Technology*, 21(1), 71-86.

Shamdasani, P. N., & Balakrishnan, A. A. (2000). Determinants of Relationship Quality and Loyalty in Personalized Services. *Asia Pacific Journal of Management*, 17, 399-422.

Sheth, J. N., Newman, B. I., & Gross, B. L. (1991). *Why We Buy What We Buy: A Theory of Consumption Values*. *Journal of Business Research*, 22, 159-170.

Shih, C. F. (1998). Conceptualizing consumer experience in cyberspace. *European Journal of Marketing*, 32, 655-663.

Shimp, T. A. (1993). *Promotion Management and Marketing Communications*. Chicago, Illinois: Dryden Press.

Shimp, T. A., & Kavas, A. (1984). The Theory of Reasoned Action Applied to Coupon Usage. *Journal of Consumer Research*, 11(3), 795-809.

Strahilevitz, M., & Myers, J. G. (1998). Donations to charity as purchase incentives: How well they work may depend on what you are trying to sell. *Journal of Consumer Research*, 24(4), 434-446.

Swan, J. E., & Nolan, J. J. (1985). Gaining Customer Trust: A Conceptual Guide for the Salesperson. *Journal of Personal Selling and Sales Management*, 15, 39-48.

Taylor, S., & Todd, P. A. (1995). Assessing IT Usage: The Role of Prior Experience. *MIS Quarterly*, 19(2), 561-570.

Teo, T. S. H. (2001). Demographic and Motivation Variables Associated with Internet Usage Activities. *Internet Research: Electronic Networking Applications and Policy*, 11(2), 125-137.

Teo, T. S. H., Lim, V. K. G., & Lai, R. Y. C. (1999). Intrinsic and Extrinsic Motivation in Internet Usage. *Omega, The International Journal of Management Science*, 27(1), 25-37.

Tucker, L. R., & Lewis, C. (1973). The reliability coefficient for maximum likelihood factor analysis. *Psychometrika*, 38(1), 1-10.

Vallerand, R. D. (1997). Toward a hierarchical model of intrinsic and extrinsic motivation. *Advance in Experimental Social Psychology*, New York, San Diego: Academic Press, 29, 271-360.

Voss, K. E., Spangenberg, E. R., & Grohmann, B. (2003). Measuring the Hedonic and Utilitarian Dimensions of Consumer Attitude. *Journal of Marketing Research*, 40(3), 310-320.

Wang, Y. D., & Emurian, H. H. (2005). An overview of online trust: Concepts, elements, and implications. *Computers in Human Behavior*, 21(1), 105-125.

Wu, I. L., & Chen, J. L. (2005). An extension of Trust and TAM model with TPB in the initial adoption of on-line tax: An empirical study. *International Journal of Human-Computer Studies*, 62(6), 784-808.