

A Study of Influence of Relationship and Trust on Purchas Intentions of Cross-Border Direct Selling Products

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ABSTRACT

This study inquired into whether the relationships between trust and purchasing intentions were affected by relationship interference as customers buying cross-border direct sell products. Trust can be interpreted into two levels, namely organizational trust and interpersonal trust. This study started at exploring the effect that the various variables have on purchase intentions, then taking the relationship as an extraneous variable to test the moderating effect between the various variables and purchase intentions. Study tool was that a questionnaire survey. Totally 400 copies of questionnaires were sent after pretests, and the valid retrievals were that 312 after deducting from the invalid copies. The effective survey returning rate counted for 78%. Regression analysis was used for data analysis and the general linear model was applied to test each hypothesis. It turns out as customers to the organizational trust increased, the willingness for purchasing direct selling goods also goes up. It also proves that marketplace transaction relationship will enhance organizational trust, and interpersonal trust demonstrates positive effects on purchase intentions as well. There are two suggestions regarding management and practice. For one, the priority for direct selling companies to improve the customer ' s trust on their companies is to seek ways to betterment the bonus system inside the companies, at the same time fulfilling their jobs as a good corporate citizen should do. And the second one is that direct selling companies have to work actively on finding new customers, making them the ordinary direct selling products buyers.

Keywords : trust、organizational trust、interpersonal trust、purchase intentions、relationship、direct selling

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