

An Empirical Study of the Critical Factors Influencing Users' Intentions on Online Beauty Store

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ABSTRACT

With the rapid development of e-commerce, coupled with increased female Internet population, with product diversification to facilitate online beauty store, can be said to endless business opportunities. This study is based on Technology Acceptance Model joined information system success model, and selecting system quality, information quality and service quality as external variables to measure site quality. The purpose is to explore the quality of its Web site for perceived usefulness, perceived ease of use, and the influence of intention to use.

This study for directly order online or on-line payment of online beauty store, the questionnaire is to facilitate the sampling, the questionnaire approach to network testing, the questionnaire placed in My3q site and placed on its web site for links bbs respondents Station; for 271 copies of valid questionnaires, through empirical data to explore the users of online beauty store for the intention to use of the key factors for analysis and research.

This study is the use of Structural Equation Modeling (SEM) to carry out this mode of analysis and research. The results show that the intention to use is influenced by perceived ease of use; perceived ease of use is influenced by system quality, information quality and the impact of service quality; and perceived usefulness is influenced by information quality and perceived ease of use. The results provide practical proposals as well as improvement in the strategy and direction for online beauty store.

Keywords : online beauty store、technology acceptance model、information system success model、users' intentions、SEM

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