

# A Study of the Effect of Website System Acceptance and Product Value on the Intention to Purchase Website Innovative Com

吳旻諭、包冬意

E-mail: 9806281@mail.dyu.edu.tw

## ABSTRACT

Internet has been blooming very fast, many enterprises was to invest in the internet market. E-Commerce has a large scale business chance. It creates many new business models. In the past, customers go shopping essential to cost many cost for logistics and times. Customers can go shopping and skips these cost via the internet, they can get the purpose in anywhere, anytime. This thesis was major to research the influence of customer 's shopping intention via the internet. We through the literature study, and integrated the TAM of PU, PEOU and IDT, we try to add the product value in this research and to building the structure. Finally, we discuss the related customer shopping intention for new products, PU, PEOU and positive effects shopping intention for product values.

Keywords : technology acceptance model、 innovation diffusion theory、 product value

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