

網路推薦訊息、涉入程度對知覺風險與購買意願影響：以旅遊產品為例

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摘要

根據2008年台灣網路資訊中心(TWIC)調查，台灣線上交易金額達2430億元，成長率為32.3%。調查結果進一步顯示，網路便利性日漸增加，某些產品網路上價格較零售通路便宜，商品種類日益齊全，有許多消費者已轉向線上交易。將近八成消費者進行線上購買行為前習慣上網搜尋商品資訊或參考部落格評價，以降低購買風險，多數學者並認為消費者一旦面臨購買決策問題時，常常需要相關產品訊息幫助制定購買決策。

近年來國內外研究者對於線上購物研究尚缺乏將「推薦訊息」、「涉入程度」、「知覺風險」與「購買意願」結合之研究。因此本研究以知覺風險作為基礎，架構一新的模式，利用結構方程模式(SEM)驗證消費者對於線上購買旅遊產品時的因果關係模式，採便利抽樣調查得350份有效問卷。並以「知覺風險」作為中介變數，以進一步分析推薦訊息、涉入程度對消費者藉由網路購買旅遊產品意願之間的關係。研究結果顯示本研究的假設皆獲得支持。此一研究結果將有助於電子商務平台者，特別是旅行社業者於制定行銷策略的參考。

關鍵詞：網路推薦訊息、涉入程度、知覺風險、結構方程模式

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