

An Empirical Study of Online Recommendation, Involvement, Perceived Risk on the Purchase Intention of Tourism

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ABSTRACT

According to the 2008 for (Taiwan Network Information Center, TWIC) investigation, the amount of electronic communications in business transactions in Taiwan to 243 billion dollars, the growth rate of 32.3%. Nearly 80% of consumers that their online buying behavior accustomed to find the products' information or bloggers' evaluation before, in order to reduce the purchase risk, the majority of scholars think that consumers often search for product information to help develop decision-making, consumers will usually start with their own degree of involvement of product to carry out an internal search behavior.

In recent years, researchers at home and abroad for the study of online shopping is still lack of "online recommendation", "involvement", "perceived risk" and "purchase intention" combination. In this study, therefore the risk perception as a basis for a new model framework, using structural equation modeling(SEM) to verify the consumers of tourism products for purchase. There were 350 valid questionnaires collected. "Perceived risk" as an intervening variable, and to further analysis the recommendations, involvement how to influence buying tourism products via electronic communications. The results showed that the hypothesize of this study are supported. The results of this study will contribute to e-commerce platform, particularly the travel agency to develop marketing strategies in the reference.

Keywords : online recommendation、involvement、perceived risk、structural equation modeling

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