

# A Study of the Consumer Involvement on Consumer Behavior – A Case Study of Professional Travel Website Products

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## ABSTRACT

With the popularity of Internet, the transaction amount of the consumers shopping online grows rapidly. The security and reliability of Internet transactions directly affect the willingness of consumers to order products on line. Therefore, this study takes products on a professional traveling site as the study case. The aim of the study is to explore whether consumers searching on the Internet according to their interests and needs for the information about related products or even referring to network evaluation before purchasing on line can effectively reduce the risks of purchasing network products and then determine the follow-up buying behavior. Based on EKB model, this study explores whether consumer involvement, perceived risk and purchase intention have impact on consumer behavior. This study also analyzes the relationship between consumer involvement and perceived risk. The study utilizes convenient sampling to collect data and analyzes the obtained information by way of descriptive statistics, reliability analysis, Pearson product-moment correlation analysis, regression analysis for statistical value. The results showed that although consumers search information of traveling products through the Internet, the risks arising from subjective and uncertainty are still high. As a result, it is impossible to completely reduce the risk of shopping on line. As for consumer involvement and perceived risk, they do have significant impact on purchase intention which directly affect purchase behavior. The findings will be able to provide online traveling agents some ideas to design marketing strategies. If they integrate network characteristics effectively, construct safe and secure transaction environment, and let online shoppers have more understanding and trust on online transactions, it is definite that consumer purchasing behavior can be surely promoted.

Keywords : consumer involvement ; perceived risk ; consumer behavior ; purchase intention

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