URN etd-0407109-183708-610
Author Ming-Ta Chang
Author's Email Address No Public.
Statistics This thesis had been viewed 44 times. Download 0 times.
Department
Year 2007
Semester 2
Degree Master
Type of Document Master's Thesis
Language zh-TW.Big5 Chinese
Title The Relationships among Website Characters and Purchase Intention: An Empirical Study of Online Shopping
Date of Defense 0000-00-00
Page Count 104
Keyword
Electronic shop
Website characteristic
Perceived Risk
Perceived Value
Trust
Purchase Intention
Structural Equation Modeling.

Abstract
Along with the development of Internet and the rapid growth of e-commerce, the habit of human life has been gradually changed. It also created a new business, a new economic model. Thus it is important for enterprise to grasp this opportunity. More and more companies join the Internet network to search for business opportunities. Website managers need to strengthen website characters and reduce perceived risk, hence, perceived value and trust could be increased. Finally, purchase intention could be enhanced.

By convenience sampling, this study adopts survey method to send questionnaires to those subjects who have purchasing experience of online shopping. LIRSEL software package will be used to analyze quantitative data. Depending on the analysis of real evidences, this research results to two main implications:

1. Research Theory Model Fit Discovery

Overall, the entire model fit is acceptable. It is pointed that the whole theory model of this study completes the standard of the fit test. To sum up, the results shows the indeed influential relationship among the five concepts.

2. The Influential Relationship among Constructs

The trust is the most important factor that positive effect purchase intention in the entire model. The second factor is website characters. And perceived value only leads a positive effect on purchase intention via trust and perceived risk.
Advisory Committee - advisor

Files No Any Full Text File.
Date of Submission 2008-07-07