URN etd-0407109-183715-1184
Author Jitima Saksriboworn
Author's Email Address No Public.
Statistics This thesis had been viewed 42 times. Download 28 times.
Department
Year 2007
Semester 2
Degree Master
Type of Document Master's Thesis
Language English
Title The study of relationship among value, attitude and online purchasing intention-moderating effect of the real store
Date of Defense 0000-00-00
Page Count 87

Keyword
3C product
Utilitarian value
Hedonic value
Attitude
Online shopping intention

Abstract
Taiwan is the well-known country for the world leading manufacturer in electronic product. But the consumption of 3C products (Communication, Computer, and Consumer electronic) represented only 17 % of the total volume in electronic commerce market. The major objectives of this study are to identify the interrelationship among utilitarian and hedonic value, attitude, and online purchasing intention. Moreover, this research also study the influence of moderating factors such as the awareness of real store, negative experience and negative word-of-mouth, and the relational bond strategies which might affect to consumer attitude or their value perception
Total of 232 survey questionnaires were collected. The analysis result shown that consumer who perceives positively in value perception, whether utilitarian or hedonic value, tend to have the positively attitude, and the positively attitude will cause the positively online purchasing intention. For the study of moderating effect, the result has shown that the interaction between the awareness of real store and attitude had a positively significant effect on consumer online purchasing intention, but not shown any significant in the negative experience and negative word-of-mouth moderating factor. In addition, the interaction between relational bond strategies and consumer value perception also has shown the positively significant effect on consumer attitude, especially utilitarian value. It means that consumer would rather to shop with internet retailer who provides them the strategies which relate to their utilitarian perception.
Advisory Committee Lee, Kuo-Wei - advisor

Files etd-0407109-183715-1184-001.pdf

indicate access worldwide
Date of Submission 2008-07-09