

題目	顧客特性、購物網站特性對網路購物顧客價值影響之研究
作者	邱雅萍（中原大學企業管理學系助理教授（通訊作者）） 林孟蓁（元智大學管理學院博士生）
摘要	<p>隨著網路發達，線上購物為網路商店帶來巨大收入與商機。而相較於傳統實體商店，線上購物也提供消費者不同的購物價值。本研究認為顧客特性、網站特性會影響網路購物顧客價值，以及網路購物顧客價值會影響其顧客滿意度。</p> <p>本研究以台灣地區具有網路購物經驗的消費者為研究對象，共獲得有效問卷 413 份，以迴歸分析方法驗證本研究假設。研究結果發現：1. 顧客之衝動性對網路購物顧客價值之功能價值、逃避價值與娛樂價值皆有正向顯著影響。2. 購買頻率愈高之顧客對網路購物顧客價值之功能價值與娛樂價值愈有正向顯著影響。3. 網站特性之互動性對網路購物顧客價值之功能價值有正向顯著影響。4. 網站特性之安全性對網路購物顧客價值之功能價值、逃避價值與娛樂價值皆有正向顯著影響。5. 網路購物顧客價值之功能價值與娛樂價值對顧客滿意度有正向顯著影響。</p>
關鍵字	網路購物；衝動性；網站特性；顧客價值；顧客滿意度
Title	The Effect of Consumer Attributes and Website Features on Customer Value:An Empirical Study of Online Shopping
Author(s)	Ya-Ping Chiu, Meng-Chen Lin
Abstract	<p>As the Internet getting progress, online shopping brings huge revenues and opportunities for online retailers. It can also offer new and different value to customers compared to real stores. This study proposes that customer attributes and website features have influences on customer value. Besides, customer value of online shopping impacts customer satisfaction.</p> <p>The empirical samples were people with online shopping experience in Taiwan. By questionnaire survey, the total number of useful samples is 413. We apply the regression analysis to verify hypotheses. The research findings are as follows: 1.Shopping impulsivity is positively related to function value, avoidance value and entertainment value. 2. Shopping frequency is positively related to function value and entertainment value. 3. Website interactivity is positively related to function value. 4. Website safety is positively related to function value, avoidance value and entertainment value. 5. Function value and entertainment value are positively related to customer satisfaction. The results of the study enable an organization to understand the roles of customer value on Internet shopping and provide directions of increasing customer value.</p>
Key Words	Online Shopping; Impulsivity; Website Feature; Customer Value; Customer Satisfaction