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智慧型電子商務線上消費者評論對消費者購買意圖影響之研究

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摘要

近年來，隨著社交網路與網站內容分析的發展，智慧型電子商務產業蓬勃發展，許多企業紛紛加入競爭行列，線上購物則成為各家廠商的兵家必爭之地，而線上購物存在著許多挑戰與發展的不確定因素。消費者透過網路發表評論，而電子商務網站利用網路分析了解消費者的購買體驗，並採取行動來影響消費者的購買行為。

本研究從電子商務網站內容的角度出發，運用 Pee (2016)與 Cui, Lui, & Guo (2012)的研究模型，探討線上消費者評論的「評論數量」、「評論評分」如何影響消費者的「線上評論感知有用性」，以及後續影響「購買意圖」。並且導入電子商務網站中行銷組合 4P's 的「產品資訊」與「產品推廣」兩項構念，作為本研究之調節變數，檢驗兩者是否以及如何減輕「線上評論感知有用性」對於「購買意圖」的影響。

本研究以線上消費者評論呈現形式作為研究主體，透過分組實驗設計的方式，引導受測者進入不同的情境設計，以評估不同呈現形式對於線上評論感知有用性的影響，以及對於筆記型電腦的購買意圖與調節效果的與否。本研究採用線上隨機發放問卷的方式，在 Facebook 社群平台共回收了 590 份樣本。

資料分析結果顯示，消費者對於評分高的產品所產生的線上評論感知有用性大於數量多的產品，而且線上評論感知有用性正向的影響了對於產品的購買意圖，但是對於兩項調節因素，則是只有產品推廣存在調節效果。

最後提出本研究的建議，期望能夠幫助台灣的電子商務業者更了解消費者，並針對這些結果提出更好的網頁內容架構，協助產品在線上的銷售。

關鍵字：線上消費者評論、電子商務、行銷 4P、消費者行為

Abstract

In recent years, with the development of social network and website content analysis, the intelligent e-commerce industry has flourished, and many companies have joined the ranks of competition. Online shopping has become a battleground for manufacturers, and there are many uncertainties in the development of online shopping. Consumers make reviews via the internet, and e-commerce retailer use content analytics to understand the consumer's buying experience and take action to influence consumer buying behavior.

This study, based on the content of e-commerce websites, uses the research model by Pee (2016) and Cui, Lui, & Guo (2012) to explore how the “volume of reviews” and “valance of reviews” of online consumers influence consumer's "perceived usefulness of online reviews" and the subsequent "purchase intentions." The study also introduces the ideas of "product information" and "product promotion" from the marketing theory of 4P's commonly seen in the e-commerce website, serving as the moderating variables of this study, and verifying whether and how the two ideas reduce the influence of "perceived usefulness of online reviews" on the "purchase intentions".

This study uses how the online consumers present their comments as the main body in the research, and guides the research subjects into differently designed scenarios through the grouped experiment design to evaluate the influence of different presentation forms on perceived usefulness of online reviews, and verify whether consumers' intention of purchasing laptops and moderating effects truly exist. In this study, a total of 590 samples were collected from the Facebook community platform using a random questionnaire.

The results of the data analysis show that the consumers had greater perceived usefulness of online reviews targeted at highly rated products than the products with high sales, and the perceived usefulness of online reviews positively influenced the purchase intentions of products. However, out of the two moderating factors, only product promotion featured moderating effects.

Finally, the study proposes some suggestions in the hope to help those in the Taiwan's e-commerce industry to better understand consumers and propose better web content structures to assist the online sales of products.

Key words: Online customer review, E-commerce, Marketing mix, Consumer behavior