

# 國立臺北大學九十六學年度第二學期碩士學位論文提要

論文題目：從購買利益觀點探討網路行銷對消費者購買意願之研究  
以臺灣網路書店為例

論文頁數：143

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## 論文提要內容：

鑑於現存的網路書店對於傳統書店帶來的產業衝擊，也讓許多傳統實體書店意識到書店勢必走向數位化的趨勢，台灣目前各大連鎖書店，均已在經營網路書店。在網路書店採取網路行銷之同時，是否對消費者會產生購買意願，此將視消費者的購買利益而定。本研究欲發掘臺灣網路書店採用網路行銷及其對消費者購買意願之影響因素，並進一步從購買利益觀點探討網路行銷對消費者購買意願之關聯，此亦是本研究擬以臺灣網路書店為例，分析其網路行銷、購買利益、購買意願，以做為提供網路書店制定銷售策略以及消費者購買策略擬定之參考。

依據本研究使用因素分析法所獲到的臺灣網路書店採行網路行銷策略主要因素有：「1. 設計、配置、導覽之適當性、2. 分類、文字、圖片之清楚性、3. 討論區、互相分享、專屬網頁之關懷性、4. 最新書訊、預購、購書之反應性、5. 資訊價值、6. 產品價值、7. 顧客滿意度、8. 顧客忠誠度」等八項主要影響因素。

分類、文字、圖片之清楚性對顧客滿意度與忠誠度、討論區、互相分享、專屬網頁之關懷性對顧客滿意度與忠誠度、最新書訊、預購、購書之反應性對顧客滿意度與最新書訊、預購、購書之反應性對顧客忠誠度，皆呈現間接效果大於直接效果，即所謂之反轉效果。本研究實證結果證明由購買利益之資訊價值與產品價值做為中介變數，藉由此中介變數之作用，可以讓網路行銷與購買意願（顧客滿意度、顧客忠誠度）之間建立關聯性。網路行銷與購買意願間存在著仲介變數，即購買利益，所以廠商若要提升其消費者的購買意願，在採取網路行銷之時，須考量到購買利益之中介效果。

關鍵字：網路書店、網路行銷、服務品質、顧客滿意度、顧客忠誠度

## ABSTRACT

### **A Study on the Effects of Internet Marketing and Perceived Purchase Benefits on Consumers' Purchase Intentions: The Case of Taiwanese Internet Bookstores**

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JUNE 2008

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The publishing industry is a long-established industry. It represents the passing on of knowledge and culture from generation to generation. In the era of the Internet, it has become one of the most highly regarded industries. The main purpose of this research is to study the effects of internet marketing and perceived purchase benefits on consumer purchase intentions: for Taiwanese internet bookstores and further explore consumers' main focuses while they shop online for books. Furthermore, the research will discuss the enhancement of the management of online bookstores. The previous research shows that online marketing does, in fact, have a positive effect on consumer purchase intentions. This, however, is not the case. Purchase intentions are based on consumers' awareness of their own purchase intentions. Therefore, the research will focus primarily on online marketing from the point of view of consumer purchase intentions.

The topic has been investigated through the use of questionnaires. Three constructs were examined in the questionnaire. The empirical analysis consisted of an analysis of the respondent population, reliability and validity analyses, importance-satisfaction analysis and LISREL as well. The empirical results prove that perceived purchase benefits need to be included as mediating variables in order to improve the effects of internet marketing on consumer purchase intentions (consumer satisfaction; customer loyalty). Perceived purchase benefits are made up of information value and product value. As internet marketing and consumer purchase intentions were linked through perceived purchase benefits, marketers need to consider the effect these benefits in the creation of Internet marketing strategies. The results of the research will provide marketers with information on how to create effective online marketing programs as well as consumer purchase strategies.

**Keywords:** Online Bookstores; Internet Marketing; Service Quality; Customer Satisfaction; Customer Loyalty