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| 論文中文摘要： | 本研究是在探討消費者基於過去購買的經驗對即期品的網路購買行為的影響。由於網路的時代來臨以及技術的創新，使得虛實通路的商業模式在市場上競爭力發揮了作用。我們研究消費者基於過去的購買經驗，如何影響他們在虛實通路選擇上，對即期品的網路購買行為模式。同時，我們也關注消費者的期望調整。本研究總回收460份有效問卷，透過網路發送以及紙本問卷進行調查。再使用SPSS和LISREL進行統計分析。透過消費者購買經驗，有效期定價和產品知識對消費者購買即期品的網路購買行為有顯著的正面影響。在此，可以提供給零售業者一些建議做為參考。 |
| 論文外文摘要： | This study is to investigate the reaction of consumer online purchase behavior of the expiration-dates products according to their purchase experience in on/off-line channel. Currently, we are in the generation of internet and the innovation of technology, due to that online channel business model play a role in competitiveness market. We examine how the effect of expiration-dates product impact on consumers’ probability of on/off-line purchase based on their previous purchase experience and the consequence on online purchase behavior. We also concerned consumers’ adjusted expectation. For our study, we totally collect 460 questionnaires returned, by using website and paper survey. We used SPSS and LISREL to process our statistical analysis. From our empirical result, the expiration date-based pricing and product knowledge has positive and significant impact on online purchase behavior, through consumer purchase experience. In addition, we hope our research result can provide some implication for practitioners. |