The Study of the Influence of Product Involvement & Perceived Risk on Internet Purchase Intention of Ornamental Fish Virtual Community’s Visitors

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摘要

觀賞魚虛擬社群為水族商品愛好者之訊息交流平台，可成為觀賞魚產業相關業者與顧客接觸的管道之一。許多水族商品業者已依附於觀賞魚相關的虛擬社群。提供網路訂購水族商品之服務。觀賞魚虛擬社群瀏覽者經由社群與其相關虛擬通路購買水族商品的影響因素很多，為能探究實際影響觀賞魚虛擬社群瀏覽者經由虛擬社群與其相關虛擬通路購買水族商品的因素，本研究採用立意抽樣方式，以觀賞魚虛擬社群瀏覽者為研究對象，以網路問卷調查回收396份有效樣本。研究結果發現每月平均可支配所得不同之瀏覽者對認知涉入與網路購買意願有明顯差異，不同年齡層之瀏覽者對網頁購買意願亦有顯著差異。平均瀏覽次數、平均瀏覽時間與網頁購買水族商品最高金額等虛擬經驗皆與產品涉入有顯著正相關，虛擬經驗與網頁購買意願亦有顯著正相關。瀏覽者的產品涉入程度越高，經由觀賞魚虛擬社群與其相關虛擬通路購買水族商品的意願越高，若瀏覽者感受的知覺風險程度越低時，經由觀賞魚虛擬社群及其相關虛擬通路購買水族商品的意願亦越高。根據研究結果，本研究建議觀賞魚產業相關業者可考慮與觀賞魚虛擬社群合作，共同發展電商品務與網路行銷策略，攜手塑造訊息內容更專業化、多元化與全球化的交流平台，以吸引更多愛好水族商品者長期瀏覽，為多年來傳統商業經營模式開創新通路與行銷模式。

關鍵字：產品涉入、知覺風險、觀賞魚虛擬社群
Abstract

An Ornamental Fish Virtual Community (O.F.V.C.) is a communication platform for the enthusiasts of aquarium products to exchange information between each other, and it also can be a channel for the relative operators of Ornamental Fish Industry to make contact with the customers. Besides, many operators of aquarium products have been attached to those relative virtual communities of Ornamental Fish to provide web ordering services for aquarium products. However, the influencing factors of the browsers’ purchasing aquarium products through O.F.V.C. and the relative virtual channels are numerous. Thus, the study adopted the purposive sampling method, took the browsers of O.F.V.C. as the research object, and used online survey tool to receive 396 valid samples in overall returned questionnaires ultimately. The study found that the differences of the respondents’ average monthly disposable incomes consequently make a significant difference on the cognitive involvement levels and the internet purchase intention for the respondents. Furthermore, the different age groups of the respondents also make a significant difference on their internet purchase intentions. The virtual experiences of the average visiting times, average visiting frequencies, and the maximum amounts of purchasing aquarium products on the internet, all have a significant positive correlation with the product involvement levels for the browsers; moreover, those virtual experiences also have a significant positive correlation with the internet purchase intention for the browsers. The higher the involvement levels for the browsers, the higher intention of purchasing aquarium products through O.F.V.C. and the relative virtual channels. The lower perceived risk levels for the browsers, the higher the intention for them to purchase aquarium products through O.F.V.C. and the relative virtual
channels. According to the results of the empirical study, this study suggests that the relative operators of Ornamental Fish Industry can cogitate to cooperate with O.F.V.C. They can collectively develop the E-commerce and E-marketing strategies. Moreover, they can jointly build a communication platform with more professional, multivariate, and globalized information contents, which can attract more enthusiasts for a long-term browsing. Thus, they can open up a new channel and marketing strategies for the traditional business model.

**Key words:** Product Involvement, Perceived Risk, Ornamental Fish Virtual Community