

論文名稱：不同虛擬通路對於消費者購後認知失調的影響

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論文提要內容：

消費者認知失調在行銷領域上是極為重要的理論，而科技進步相對地帶動了虛擬通路的快速發展，使得消費者面臨到更多樣化的選擇；所以本研究目的在探討電視購物與網路購物兩種型態之消費者，對於消費者購後認知失調之關係，本研究欲釐清不同虛擬通路下，是否會造成消費者不同程度的認知失調。

本研究採問卷調查法，分為電視購物以及網路購物兩組虛擬購物型態來衡量消費者購買之後的反應，並對於此兩種購物型態之消費者來進行便利抽樣，其中電視購物消費者發出 130 份，有效問卷 106 份，有效回收率達 81.5%；網路購物消費者發出 270 份，有效問卷 232 份，回收率達 85.2%。實驗結果顯示電視購物與網路購物消費者的認知失調有顯著差異存在；其中電視購物與網路購物消費者在情緒反應構面上有顯著差異存在；電視購物與網路購物消費者在選購智慧構面上無顯著差異；電視購物與網路購物消費者在交易疑慮構面上有顯著差異存在。

關鍵字：電視購物(television shopping)，網路購物(on-line shopping)

，認知失調(cognitive dissonance)。

The influences of customer post-purchase dissonance
between different virtual channels

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ABSTRACT

The consumer cognitive dissonance is an important theory in marketing. Because of technology progress, it brings up the rapid development of virtual channels. Meanwhile, consumers are confronted with more diverse choices. Therefore, the purpose of this study is to explore the different level of influences of consumer post cognitive between two virtual channels—television shopping and online shopping.

An questionnaire was conducted in this study. We divided virtual channels into two categories to evaluate the responses of consumers after purchasing. The data collected with convenience sampling from the television shopping and online shopping consumers. 120 questionnaires of television shopping consumers were sent and returned 106 which were valid, the effective returns-ratio was 88.3% ; 230 online shopping consumer questionnaires were sent and returned 202 which were valid, the returns-ratio reaches 87.8%. The findings show that there were obvious differences between virtual channel consumers in cognition dissonance. In the dimension of emotional reaction, there were significant differences between television and online shopping consumers: In the dimension of wisdom of purchasing, there were not significant differences between television and online shopping consumers: In the dimension of concern of deal, there were significant differences between television and online shopping consumers.

Key Words: television shopping, online shopping, cognitive dissonance.