

參考文獻

一、中文部分

中華民國消費者文教基金會(2010)，電視購物美妝及食品抽查
100%廣告誇大不實！消基會要求主管機關及檢察機關應速
查辦！。

台灣網路資訊中心(2010)，2010 年台灣網路寬頻網路使用狀況調查。

何雍慶，霍志強，呂佳茹(2005)，虛擬通路對顧客價值之研究—以
電視購物通路為例，中華管理評論，8(4)。

林淑惠(2010, August 2)，大陸電視購物市場 10 年後暴增 20 倍，工商時報 [線上資料]，來源：http://reader.chinatimes.com/forum_73776.html [2010, August 2]。

財團法人資訊工業策進會系統工程處編輯(1997)，電子商業答客
問，台北：經濟部商業司。

黃欣怡(2007)，電視購物代言人廣告效果之研究，臺灣大學國際企
業管理研究所未出版之碩士論文。

劉奕棋(2003, August 6)，創意高手/王令麟靈光一閃 生出集團金雞
母，時報週刊 [線上資料]，來源：<http://blog.yam.com/nredgreen34/article/22335633> [2009, July 26]。

戴國良(2003)，國內三合一「虛擬通路」與「實體通路」零售業市
場規模、市場競爭、市場佔有率與未來展望比較分析，台
北：東森媒體科技集團。

謝安田(2006)，企業研究方法論(3 版)，台北：著者發行。

韓豐年，邵治平(2006, November)，電視購頻道在傳播效果階層與媒體使用與滿足之研究，傳播管理學刊，7(3)。

簡竹書，錢志勇，陳慧敏(2003)，「這種購物頻道簡直就像一條鈔票運輸帶」，新新聞，第 495 期。



二、英文部分

- Alba, J., Lynch, J., Weitz, B., Janiszewski, C., Lutz, R., Sawyer, A., & Wood, S. (1997). Interactive home shopping: Consumer, retailer, and manufacturer incentives to participate in electronic marketplaces. *The Journal of Marketing*, 61(3), 38-53.
- Arnold, S. J., Kozinets, R. V., & Handelman, J. M. (2001). Hometown ideology and retailer legitimization: The institutional semiotics of Wal-Mart flyers. *Journal of Retailing*, 77(2), 243-271.
- Aronson, E. (1969). The theory of cognitive dissonance: A current perspective. *Advances in Experimental Social Psychology*, 4, 1-34.
- Assael, H. (1998). *Consumer Behavior and Marketing Action*, Cincinnati, OH: South: Western College Publishing.
- Baker, J. (1986). The role of the environment in marketing services: The consumer perspective. *The services challenge: Integrating for competitive advantage*, 79-84.
- Balasubramanian, S., Raghunathan, R., & Mahajan, V. (2005). Consumers in a multichannel environment: Product utility, process utility, and channel choice. *Journal of Interactive Marketing*, 19(2), 12-30.
- Beatty, S. E., & Elizabeth F. M., (1998). Impulse buying: Modeling its precursors. *Journal of Retailing*, 74(2), 169-191.

Bilkey, W., & Nes, E. (1982). Country-of-origin effects on consumer evaluations. *Journal of International Business Studies*, 8(1), 89-99.

Birch, A., Gerbert, P., & Schneider, D. (2000). *The Age of E-Tail: Conquering the New World of Electronic*. Oxford: Capstone.

Bitner, M. J., Booms, B. H., & Tetreault, M. S. (1990). The service encounter: Diagnosing favorable and unfavorable incidents. *The Journal of Marketing*, 54(1), 71-84.

Bourne Jr, L. E., & Russo, N. F. (1998). *Psychology: Behavior in context*, WW Norton & Co.

Bowersox, D. J., & Cooper, M. B. (1992). *Strategic marketing channel management*. New York: McGraw-Hill.

Brocas, I., Carrillo, J. D., & Dewatripont, M. (2004). Commitment devices under self-control problems: An overview. *The Psychology of Economic Decisions*, 2(4), 49-65.

Burke, R. R. (1997). Do you see what I see? The future of virtual shopping. *Journal of the Academy of Marketing Science*, 25(4), 352-360.

Burke, R. R. (2002). Technology and the customer interface: What consumers want in the physical and virtual store. *Journal of the Academy of Marketing Science*, 30(4), 411.

Burnett, J. J., & McCollough, M. (1994). Assessing the characteristics of the non-store shopper. *The International Review of Retail, Distribution and Consumer Research*, 4(4), 443-463.

Chin, E. (1997). *Social inequality and the context of consumption, Servicescape: The concept of place in contemporary markets*. Chicago: NTC Business Books.

Chiou, W. B., & Wan, C. S. (2007). Using cognitive dissonance to induce adolescents' escaping from the claw of online gaming: The roles of personal responsibility and justification of cost. *CyberPsychology & Behavior*, 10(5), 663-670.

Chisnall, P. M. (1985). *Marketing: A behavioural analysis*. New York: McGraw-Hill.

Culnan, M. J. (2000). Protecting privacy online: Is self-regulation working? *Journal of Public Policy & Marketing*, 19(1), 20-26.

Cummings, W. H., & Venkatesan, M. (1976). Cognitive dissonance and consumer behavior: A review of the evidence. *Journal of Marketing Research*, 13(3), 303-308.

Dabholkar, P. (2000). *Handbook of Services Marketing and Management*. California: Sage Inc, 103-110.

Dechawatanapaisal, D., & Siengthai, S. (2006). The impact of cognitive dissonance on learning work behavior. *Journal of Workplace Learning*, 18(1), 42-54.

- Elliot, A. J., & Devine, P. G. (1994). On the motivational nature of cognitive dissonance: Dissonance as psychological discomfort. *Journal of Personality and Social Psychology*, 67(3), 382.
- Engel, J. F., Warshaw, M. R., Kinnear, T. C., & Reece, B. B. (2000). *Promotional strategy: An integrated marketing communication approach*. Ohio: Pinnaflex Educational Resources Inc.
- Eroglu, S. A., Machleit, K. A., & Davis, L. M. (2003). Empirical testing of a model of online store atmospherics and shopper responses. *Psychology and Marketing*, 20(2), 139-150.
- Farag, S., Dijst, M., & Lanzendorf, M. (2003). Exploring the use of e-shopping and its impact on personal travel behavior in the Netherlands. *Transportation Research Record: Journal of the Transportation Research Board*, 1858(7), 47-54.
- Festinger, L. (1957). *A theory of cognitive dissonance*. California: Stanford University Press.
- Fetto, J. (1999). Twas long before Christmas. *American Demographics*, 21(8), 12-14.
- Fiske, J. (1987). *Television culture: Popular pleasures and politics*. New York : Methuen.
- Grant, A. E., Guthrie, K. K., & Ball-Rokeach, S. J. (1991). Television shopping. *Communication Research*, 18(6), 78-86.

- Gray, T. (2005). *Consumers' online security concerns rising* [Online]. Available: www.internetnews.com/security/article.php. [2005, August 18].
- Grewal, D., & Levy, M. (2007). Retailing research: Past, present, and future. *Journal of retailing*, 83(4), 447-464.
- Gur, R. C., & Sackheim, H. A. (1979). Self-deception: A concept in search of a phenomenon. *Journal of Personality and Social Psychology*, 37(2), 147-169.
- Hardy, M. A. (1993). *Regression with dummy variables*. California: Sage Publications Inc.
- Harmon-Jones, E. E., & Mills, J. E. (1999). *Cognitive dissonance: Progress on a pivotal theory in social psychology*. Washington: American Psychological Association.
- Hawkins, D. I., Best, R. J., Coney, K. A., & Koch, E. C. (1998). *Consumer behavior: Building marketing strategy*. New York: McGraw-Hill.
- Haynes, P. J., & Taylor, V. A. (2006). An examination of strategic practices in online retailing. *Journal of Internet Commerce*, 5(3), 1-26.
- Hof, R. D. (2001). Don't Cut Back Now. *Business Week*, p.EB34.

Hoffman, D. L., & Novak, T. P. (1996). Marketing in hypermedia computer-mediated environments: Conceptual foundations. *Journal of Marketing*, 60(3), 50-68.

Holt, D. B. (1997). Poststructuralist lifestyle analysis: Conceptualizing the social patterning of consumption in postmodernity. *The Journal of Consumer Research*, 23(4), 326-350.

Kaefer, F., Heilman, C. M., & Ramenofsky, S. D. (2005). A neural network application to consumer classification to improve the timing of direct marketing activities. *Computers & Operations Research*, 32(10), 2595-2615.

Kassarjian, H. H., & Cohen, J. B. (1965). Cognitive dissonance and consumer behavior. *California Management Review*, 8(1), 55-64.

Kim, M., & Lennon, S. J. (2000). Television shopping for apparel in the United States: Effects of perceived amount of information on perceived risks and purchase intentions. *Family and Consumer Sciences Research Journal*, 28(3), 301-331.

Koppelman, F., Salomon, I., & Proussaloglou, K. (1991). Teleshopping or store shopping? A choice model for forecasting the use of new telecommunications-based services. *Environment and Planning B: Planning and Design*, 18(4), 473-489.

Korgaonkar, P. K., & Moschis, G. P. (1982). An experimental study of cognitive dissonance, product involvement, expectations,

performance and consumer judgment of product performance.
Journal of Advertising, 11(3), 32-44.

Korner, V., & Zimmermann, H. D. (2000). Management of customer relationship in business media? *The Case of the Financial Industry*, 10(3), 162-168.

Kotler, P., & Armstrong, G. (2008). *Principios de marketing*. New York: McGraw-Hill.

Lee, H. H., & Kim, J. (2008). The effects of shopping orientations on consumers' satisfaction with product search and purchases in a multi-channel environment. *Journal of Fashion Marketing and Management*, 12(2), 193-216.

Levy, M., & Weitz, B. A. (2001). *Retailing Management* (4th ed.). New York: McGraw-Hill.

Liefeld, J. P. (1993). *Experiments on country-of-origin effects: Review and meta-analysis of effect size*. New York: Product-country images: Impact and role in international marketing, 117-156.

Mao, W., Oppewal, H., & Walker, I. (2006). Provision of post-purchase reinforcement results in cognitive dissonance reduction and satisfaction enhancement. *Australian and New Zealand Marketing Academy Conference*, Queensland: Queensland University of Technology.

May, E. G., & Greyser, S. A. (1989). From-home shopping: where is it leading? *Retail and Marketing Channels-Economic and Marketing Perspectives on Producer-Distributor Relationships*. London: Routledge, 216-223.

McCarthy, A. (2001). *Ambient television: Visual culture and public space*. North Carolina: Duke University Press Books.

Menasco, M. B. (1978). A field test of the relationship between cognitive dissonance and state anxiety. *Journal of Marketing Research*, 15(4), 650-655.

Meuter, M. L., Ostrom, A. L., Roundtree, R. I., & Bitner, M. J. (2000). Self-service technologies: Understanding customer satisfaction with technology-based service encounters. *Journal of Marketing*, 64(3), 50-64.

Mokhtarian, P. (2004). The impacts of B2C e-commerce on transportation and urban form. *Transportation*, 31(3), 257-284.

Montgomery, C., & Barnes, J. H. (1993). POSTDIS: A short rating scale for measuring post purchase dissonance. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*, 6, 204-216.

Mulhern, F. J. (1997). Retail marketing: From distribution to integration. *International Journal of Research in Marketing*, 14(2), 103-124.

Nunnaly, J. C. (1978). *Psychometric theory* (2nd ed.). New York: McGraw Hill.

O'Sullivan, P. B. (1999). Bridging the mass interpersonal divide synthesis scholarship in HCR. *Human Communication Research*, 25(4), 569-588.

Odom, M. D., Kumar, A., & Saunders, L. (2002). Web assurance seals: How and why they influence consumers' decisions. *Journal of Information Systems*, 16(2), 231-250.

Oliver, R. L. (1997). *A behavioral perspective on the consumer atisfaction: A Behavioral Perspective on the Consumer*. New York: McGraw-Hill.

O'Neill, M., & Palmer, A. (2004). Cognitive dissonance and the stability of service quality perceptions. *Journal of Services Marketing*, 18(6), 433-449.

Oshikawa, S. (1969). Can cognitive dissonance theory explain consumer behavior? *Journal of Marketing*, 33(4), 44-49.

Pan, M. (2010). The effects of payment mechanism and shopping Situation on purchasing intention - the moderating effect of product involvement. *Marketing Review*, 6(4), 529-548.

Peter, J. P., & Olson, J. C. (1987). *Consumer Behavior: Marketing Strategy Perspective*. Illinois: Irwin.

- Richins, M. L., & Bloch, P. H. (1991). Post-purchase product satisfaction: Incorporating the effects of involvement and time. *Journal of Business Research*, 23(2), 145-158.
- Rook, D. W. (1987). The buying impulse. *The Journal of Consumer Research*, 14(2), 189-199.
- Rubin, A. M., & Perse, E. M. (1987). Audience activity and soap opera involvement a uses and effects investigation. *Human Communication Research*, 14(2), 246-268.
- Rutledge, K. (2000). On-line shopping a success despite holiday glitches. *Discount Store News*, 39(4), 16-20.
- Salomon, I., & Koppelman, F. (1988). A framework for studying teleshopping versus store shopping. *Transportation Research*, 22A(4), 247-255.
- Schneider, M. J. (1998). The Wal-Mart annual meeting: From small-town America to a global corporate culture. *Human Organization*, 57(3), 292-299.
- Seock, Y. K., & Norton, M. (2007). Attitude toward internet web sites, online information search, and channel choices for purchasing. *Journal of Fashion Marketing and Management*, 11(4), 571-586.

Sharma, A., & Sheth, J. N. (2004). Web-based marketing: The coming revolution in marketing thought and strategy. *Journal of Business Research*, 57(7), 696-702.

Sheth, J. N. (1983). Emerging trends for the retailing industry. *Journal of Retailing*, 59(3), 6-18.

Simon, L., Greenberg, J., & Brehm, J. (1995). Trivialization: The forgotten mode of dissonance reduction. *Journal of Personality and Social Psychology*, 68(2), 247.

Sindhav, B., & Balazs, A. L. (1999). A model of factors affecting the growth of retailing on the Internet. *Journal of Market-Focused Management*, 4(4), 319-339.

Skumanich, S. A., & Kintsfather, D. P. (1998). Individual media dependency relations within television shopping programming. *Communication Research*, 25(2), 200-219.

Sousa, R., & Voss, C. A. (2006). Service quality in multichannel services employing virtual channels. *Journal of Service Research*, 8(4), 356-371.

Soutar, G. N., & Sweeney, J. C. (2003). Are there cognitive dissonance segments? *Australian Journal of Management*, 28(3), 227-250.

Spence, A. M., & Michael, A. (1974). *Market signaling: Informational transfer in hiring and related screening processes*. Massa-

chusetts: Harvard University Press Cambridge.

Stephens, D. L., Hill, R. P., & Bergman, K. (1996). Enhancing the consumer-product relationship: Lessons from the QVC home shopping channel. *Journal of Business Research*, 37(3), 193-200.

Stern, H. (1962). The significance of impulse buying today. *Journal of Marketing*, 26(2), 59-62.

Sweeney, J. C., Hausknecht, D., & Soutar, G. N. (2000). Cognitive dissonance after purchase: A multidimensional scale. *Psychology and Marketing*, 17(5), 369-385.

Tan, S. J. (1999). Strategies for reducing consumers' risk aversion in Internet shopping. *Journal of Consumer Marketing*, 16(2), 163-180.

Taylor, D. G., & Strutton, D. (2010). Has e-marketing come of age? Modeling historical influences on post-adoption era internet consumer behaviors. *Journal of Business Research*, 63(9-10), 950-956.

Thompson, I., Media, F., & Telecoms. (1997). *Home shopping: The revolution in direct sales*. England: Thomson.

Voss, C. A. (2003). Rethinking paradigms of service: Service in a virtual environment. *International Journal of Operations & Production Management*, 23(1), 88-104.

- Warden, C. A., Huang, S. C. T., Liu, T. C., & Wu, W. Y. (2008). Global media, local metaphor: Television shopping and marketing-as-relationship in America, Japan, and Taiwan. *Journal of Retailing*, 84(1), 119-129.
- Warrick, C. S., & Stinson, T. A. (2009). Increasing online purchasing: A study of web assurance and web insurance. *Review of Business Information Systems*, 13(4), 51-58.
- Wood, S. L. (2002). Future fantasies: A social change perspective of retailing in the 21st century. *Journal of Retailing*, 78(1), 77-83.
- Yesil, M. (1997). *Creating the virtual store*. New York: Wiley.
- Zaichkowsky, J. L. (1985). Measuring the involvement construct. *The Journal of Consumer Research*, 12(3), 341-352.