

Abstract

Title: A Comparative Study Of Online And Offline Consumer Shopping
Perceived Risk in Clothing Purchasing

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2016 / 9 / 16
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In recent years, with the popularity of computers and the improvement of the Internet's functions, the choices of people on the Internet are increasing. According to 15 years of statistics, Ali trading volume exceeded 3 trillion yuan, the Jingdong trading volume exceeded 400 billion yuan, online shopping has become a mainstream way of shopping.

They can buy the products without leaving home. What's more, as a result of eliminating the need for the store rent, twists and turns of the channel of replenish one's stock, a lot of artificial cost expenditure, and from time to time will have "spike", "buy" and other activities, network commodity prices than the store has very big advantage. But the biggest feature of store is the commodity experience, which can give consumers an intuitive feeling and meanwhile, it is also convenient for consumers to return goods. So, for consumers, the shop and the store has a different degree of risk, thus, the shop and store operators can take some effective measures according to their own advantages and disadvantages.

At present, the research on customer's risk perception on whether the store or the shop has been relatively mature. The study shows that consumers who perceive the

risk at the minimum rate will choose to purchase the commodity, therefore, in order to reduce the perceived risks of the consumer process, based on the existed research, I do a research from the eight dimensions of perceived risk, respectively in the store and shop to carry out the investigation, seeking the most obvious differences and providing marketing suggestions to the business. But due to different characteristics of the goods, the corresponding also has different risks, so it is necessary for a certain kind of commodity. This study takes an example which the price is moderate and the necessary daily products - clothing, which is based on the purchase behavior and make a comparative study on perceived risk between online shopping and offline shopping.

Key words: physical store shopping, online shopping, risk perception.

摘 要

题目: 线上线下购物感知风险对比分析——以购买服装为例

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2016 / 9 / 16

最近这些年,随着电脑的普及和互联网各项网络功能的完善,选择在网络上购物的人日益增多。据15年统计,阿里交易额突破3万亿人民币,京东交易额突破4千亿人民币,网络购物俨然已经成为了一种主流的购物方式。足不出户可以买到来自世界各地的商品,并且由于省去了店面的租金、周折的进货渠道、大量人工费用的支出,以及不时地还会有“秒杀”、“团购”等活动,网络商品的价格较实体店而言有很大的优势。但是实体店最大的特点就是商品体验,能够给消费者一个最直观的感受,同时退换货也比较方便。所以,对消费者来说,网店和实体店都有着不同程度的风险,由此,网店与实体店的经营者可以针对自己的优劣势来采取一些有效的措施。

目前而言,在实体店情境下和网店情境下对顾客感知风险的研究均已较为成熟。研究表明,消费者在感知风险降至最低的时候会选择购买该商品,因此,为了能够在顾客消费过程中降低其感知风险,本文基于已有研究,从感知风险的八个维度出发,分别就实体店和网店开展调查,寻求最明显的差异性,从而给营业者提供营销建议。但是由于不同的商品特性,相应的也会有不同的风险,所以有必要针对某一类商品,本文选取了价格适中且日常必须购买的产品—服装,基于服装产品的购买行为,对网上和网下购物感知风险进行比较研究。

关键词: 实体店购物 网店购物 风险感知