網拍認知與服務之探討
A Study for Exploring Cognition and Service of Online Auction

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摘要
本研究探討消費者對網路拍賣之認知及網站業者做法對消費者之影響，有關網路購物行為上，消費者最關心的課題，除安全性問題外，對於產品的交易、價格、品質和售後服務也愈來愈重視，即消費者對網路商店的期待已經接近於對一般零售商的要求。經由實證分析結果發現，影響拍賣網站經營決策的重要因素有「瀏覽的難易程度」、「商品品質」、「買家的服務態度」、「可找到自己想要的商品」等；而賣方若要能有效影響消費者之購買行為，則應做到「多元化的經營」、「提供更多的商品服務」與「齐全的商品資訊」；至於在買方決策區隔中，消費者對於「商品品質」、「瀏覽容易度」及「賣方的評價」較為滿意。

關鍵字：網路拍賣、線上拍賣、消費者行為、購買決策。

ABSTRACT
This study mainly focuses on consumer perception of online auction and the effect of website company’s practices to consumers. For online shopping behavior, consumers are most concerned about issues, such as transaction, price, quality of product and after-sales service. That is, consumers’ exceptions of online store are close to the requirements of a general retailer. Through empirical analysis we found that the important factors affecting business decisions include “easy to browse”, “product quality”, “seller’s attitude”, and “finding the goods customer want” etc.; as to if seller wants to effectively influence consumer’s purchase behavior, they should make sure to do the actions including “diversity management”, “to provide more goods and services”, and “complete product information”. Moreover, in the buyer’s decision-making, the consumer satisfies the items including “product quality”, “easy to browse”, and “seller’s evaluation”.

Key words: internet auction, online auctions, consumer behavior, purchase decision.