



國立高雄科技大學  
企業管理系碩士班  
碩士論文

消費者選擇網路代購的決策模型

The Consumer Decision Model of Choosing Online  
Shopping Agents

研究生：曾靖雅

指導教授：朱培宏 博士

中華民國 110 年 06 月

**消費者選擇網路代購的決策模型**

**The Consumer Decision Model of Choosing  
Online Shopping Agents**

研究生：曾靖雅  
指導教授：朱培宏 博士

國立高雄科技大學  
企業管理系碩士班  
碩士論文

**A Thesis  
Submitted to  
Department of Business Administration  
National Kaohsiung University of Science and Technology  
In Partial Fulfillment of Requirements  
For the Degree of Master of Business Administration**

**June 2021  
Kaohsiung, Taiwan, Republic of China**

**中華民國 110 年 06 月**

## 消費者選擇網路代購的決策模型

學生：曾靖雅

國立高雄科技大學

企業管理系碩士班

指導教授：朱培宏 博士

國立高雄科技大學

企業管理系副教授

國立高雄科技大學企業管理系碩士班

### 摘要

隨著時代的變遷，網路早已深入我們的生活，也因為網路無國界，國內的消費者要購買國外的商品，會透過代購幫助下購得國外之商品。2020年因為疫情的關係，使得全世界的消費者無法出國購買他國的商品，代購業者在此時，有了不可或缺的位子，但在這競爭激烈的商機中，代購業者要如何脫穎而出，消費者在選擇代購業者時，優先考慮除了是想購買商品外，再來會考慮的是價格、還是商家本身的信譽呢，又或者是代購業者給的優惠呢，在這些種種的條件裡面，哪些會是消費者覺得非常重要的要素？它們之間的優先排序又會是如何呢？

本研究蒐集代購業者所具備的功能，初步擬定的網路代購的功能性需求指標架構，並進行三次的問卷調查，第一次、第二次問卷運用修正式德爾菲法，透過 10 名專家進行指標的篩選，第三次問卷則是透過分析層級程序法，透過計算各個準則的權重與優先順序的排序。利用穩定性及一致性的檢定，了解消費者最重視的前五項功能性需求順序為：優於國內的價格、價格透明、運費優惠、正貨購買證明、付費安全；最不重視的前五項：專屬感、商品運送安全、多件優惠、退貨服務、明確商品分類。

**關鍵詞：**網路代購、跨境電商、修正式德爾菲法、分析層級程序法

# The Consumer Decision Model of Choosing Online Shopping Agents

Student : Ching-Ya Tseng

Advisors : Dr. Pei-Hung Ju

Department of Business Administration

National Kaohsiung University of Science and Technology

## ABSTRACT

With the changes of the times, the Internet has already penetrated into our lives, and because the Internet knows no borders, domestic consumers who want to buy foreign goods will purchase them through purchasing agents. Due to the epidemic in 2020, consumers all over the world will not be able to go abroad to buy goods from other countries. At this time, the agent plays an indispensable role. But in this fiercely competitive business opportunity, how can the agent stand out? When consumers choose a purchasing agent, the priority should be given to not only types of goods they want, but also the price, the reputation of the agent, or the discount given by the purchasing agent. Among these various conditions, which ones will be an important element that consumers find? What will be the prioritization between them?

This research collects the functions of the purchasing agent business, initially drafts the functional requirement index framework for online purchasing agents, and conducts three questionnaire surveys. The first and second questionnaires use the modified Delphi method, conducted by 10 experts. For the screening of indicators, the third questionnaire is to calculate the relative weight and priority of each criterion. Next, through the analysis of hierarchical procedures and verification