

以社會影響的觀點來探討影響辦公室合購因素

**A study on factors influencing office group-buying
from the perspective of social influence**

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摘要

因為網際網絡的影響，我們身處在快速變遷的時代，合購是一個以網際網路為基礎且迅速成長的新興商業模式，廠商與消費者已熟知，透過大量的購買以取得相對較低價格的商品或服務（例如：利用購買規模來增加議價能力）。以往消費者難以整合需求以擴大購買的數量。然而，透過網際網路以及線上合購的幫助，消費者的力量大為增加，而令人驚訝地，網際網路的社會連結使消費者可能且容易地聚集需求。因此，現今線上合購仍交易盛行；如 Groupon，且未來能預料合購市場會依舊蓬勃發展。

在本研究中，我們首先區別出合購之類別。再經由文獻探討，我們發現先前研究較著重於線上合購，鮮少研究其他類型之合購，大多僅了解一種類型的合購（B2B2C），而未考慮其他類型之合購，是無法清楚地了解與知道合購。因此本研究主要目的為填補此研究缺口。

本研究主要在探討 C2B 之類型的合購，而本研究對於透過網路來合購之辦公室合購，雖然辦公室合購並非一個新的現象且已存在許久，除此之外，辦公室合購亦是一個有效率且普遍的存在 C2B 合購，但是先前研究忽略了。因此，為了更了解此現象，本研究以社會影響理論為基礎，並發展一研究架構以探討何種因素能夠影響消費者參與辦公室合購。兩種社會影響與其所相對應之構面：可信度、認同與社會比較。本研究架構主要著重於了解辦公室裡的人參與以網路合購為基礎之辦公室合購動機為何。因此，我們發展出以社會影響理論為基礎之研究假說

來探討之。

為了實證本研究架構，本研究採紙本問卷施測。排除無效問卷後，共有 631 份有效問卷，並且利用結構方程模式來驗證本研究架構，最後研究結果為：

(1) 在可信度部分，平台與主購可信度皆對參與合購意圖有正向之影響，但廠商可信度對參與合購意圖並無直接影響。此外，本研究意發現了可信度轉移。主購可信度對於平台與廠商可信度皆有正向之影響，且平台可信度正向影響到廠商的可信度。

(2) 在規範性社會影響方面，社會比較與認同皆對參與合購意圖有正向影響。

根據本研究結果，管理意涵與實務意涵討論將討論於後。

關鍵詞：辦公室合購、社會影響、可信度轉移



A study on factors influencing office group-buying from the perspective of social influence

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ABSTRACT

We are all in an era of change resulting from the impact of the Internet. One emerging and rapid growing of the Internet-based business is group-buying. Firms and consumers have known very well to acquire goods or services with a relative lower price by enlarging their purchasing volume (i.e., to increase bargaining power by their purchasing scale). In the past, it was hard for consumers to enlarge their purchasing volume by demand aggregation. However, with the aids of the Internet and online group-buying, the power of consumers increases dramatically. The amazing social connectivity of the Internet makes demand aggregation possible and easier for consumers. As a result, online group-buying businesses such as Groupon are popular now and are predicted to prosper in the future.

In this thesis, we first elaborate various types of group-buying in the market. With a thorough literature review, we find that previous studies of group-buying almost focus on one type of online group-buying: business-to-business-to-consumers (B2B2C). Almost no studies investigate other types of group-buying. It is arguable that without considering other types of group-buying, what we know and understand are incomplete. It is the purpose of this thesis to fulfill this gap.

We aim at investigating group-buying of consumer-to-business (C2B). We are

interested in the group-buying through the aids of Internet in working places (we will term it as office group-buying). Although office group-buying is not a new phenomenon and it may exist for years, we are surprised by the fact that it has been overlooked since it is an effective and prevailing C2B group-buying. Thus, in order to have a better understanding the phenomenon, we employ the theories of social influences to develop a model investigating the factors influencing office workers to join office group-buying. Two types of social influences and their corresponding constructs were derived from the theories: credibility, identification, and social comparison. Our model aims to having a better understanding of how office workers are motivated to join the Internet-based group-buying. We developed a series of hypotheses grounded on the social influence theories.

To test the model empirically, formal questionnaires were distributed through a paper-based survey. The survey resulted a sample of valid 631 cases after excluding incomplete responses. With the analysis with a SEM tool, the results showed that

- (1) In terms of credibility, both platform and initiator credibility had a positive effect on coalition formation intention, and vendor credibility had no direct effect on coalition formation intention. As our model predicted, we found credibility transfer. Initiator credibility had a positive effect on both platform and vendor credibility, and platform credibility affected vendor credibility.
- (2) In terms of normative social influences: both social comparison and identification affected coalition formation intention.

From the results of this study, the implications for theory and practice are further discussed.

Keywords: office group-buying, social influence and credibility transfer.

第一章 緒論

第一節 研究背景與動機

合購，也稱為團購、集購，常常發生在我們的生活中。合購的主要目的就是消費者聚集在一起並藉由大量購買來提高議價能力以壓低商品價格或節省運費。此種現象常常發生在我們生活週遭，例如：學校與辦公室中；一群朋友或辦公室裡的同仁有相同的需求後，聚集此需求後以提高對廠商的集體議價能力來達到較低的價格或節省運費。此種以量制價的合購模式，以往總是受到地理環境的限制，但隨著網際網路的興起，許多商業模式也逐漸的發展，網際網路具有即時性、便利性、降低交易成本的特性，因而造成網路商店的興起，許多傳統實體店家也紛紛的開設網路商店，而對於消費者而言，網際網路提供了消費者搜尋、傳遞產品或服務等相關資訊，並提供了一個方便且受歡迎的線上交易環境來讓消費者能夠即時購物。而也因網路商店的普及化與網路便利性，促使線上合購成為現今熱門的購物管道之一。

有鑒於網際網路的發展，越來越多東西商品或服務可利用合購來取得，例如：糕點、服飾、3C 產品...等。對於廠商而言，利用合購來銷售商品可以節省顧客獲得成本、減少交易成本，甚至是廣告成本 (Kauffman et al., 2010)，另一方面，對消費者而言，他們可以節省運費之外，也可得到數量折扣。總括而言，合購對於消費者與廠商皆是有利的，進而創造雙贏的局面 (Li et al., 2004; Tsvetovat et al., 2001)。

根據資策會產業情報研究所 (MIC)於 2010 年針對台灣網購市場的調查,2010 年台灣線上購物市場成長率為 21.5%，並預估 2011 年線上購物市場可達新台幣 4,300 億元的規模。而在此研究報告也指出，台灣網友有 11% 會利用合購網站來購物，其中，每個月至少合購一次的網友比例更是達 18.5%，由此可知，合購的成長潛力是不容小覷的。而網友進行合購的動機則是價格、特賣活動或贈品、朋友號召為主。除此之外，同一場域的團體為主要合購族群，例如：企業辦公室、

社區大樓、縣市地區與各級學校等。

根據上述的研究背景，越來越多的學者開始注意這新興的網路合購模式，因此開始著手進行網路合購模式的研究。以往合購相關文獻，大多著重研究於消費者參與線上合購的因素，然而，在日常生活當中，傳統的合購依然非常盛行，特別是辦公室裡的合購，但先前研究鮮少關注於參與辦公室合購的因素；依據資策會產業情報研究所 (MIC)於 2011 年分析台灣網友網路購物消費者行為發現，在線上合購中，以 20 歲至 29 歲的單身上班族為主要消費族群。而上班族除了在辦公室之外就是在家，再加上近年來經濟不太穩定，因此，合購的以量制價吸引了他們參與或發起合購，而辦公室的同事一起合購，除了一起分享合購的趣味，亦可一起節省運費，是一個辦公室裡不可缺少的活動。總括而言，辦公室合購是一個不可缺少的現象，因此本研究將探討影響辦公室合購之因素。

Kauffman and Wang (2001)年分析了合購網站的消費者特性，發現了「正向需求外部性 (positive network externality effect)」、「價格下降效果 (price drop effect)」、「價格層級效果 (price-level effect)」與「終止效果 (cycle-ending effect)」。Anand and Aron (2003)探討了在不同需求不確定性的情況下，比較了動態價格和固定價格機制策略下的獲利。Lai et al. (2006)亦探討了價格離散對於參與合購意圖的影響。由此可知，以往合購相關文獻，較多探討於價格折扣影響消費者的參與意圖，但價格利益並非影響消費者的重要因素之一 (Kannan et al., 2001)，消費者亦會受到參考群體或其他情境因素的影響，因此，本研究欲將從其他社會觀點探討消費者在辦公室裡的合購行為會受到哪些因素影響。

當消費者在線上購買商品時，面臨到了許多風險，例如：品質的好壞或資訊正確性等。因此消費者會衡量來源可信度來幫助他們做購物決策(Cheung et al., 2009)。Cheung et al. (2009)指出，當口碑的可信度越高，消費者會願意採用口碑並且參考此做購買決策。當消費者在進行合購時，面臨到了許多利害關係人；利害關係人係指：團體或個人會影響到目標的達成或管理行為 (Freeman, 1984)。消費者參與合購時，會面臨到主購、廠商與平台。因此，本研究要探討平台、廠商與主購的可信度是否會影響消費者參與辦公室合購意願，因此，本研究將綜合過

去學者所提出之基礎理論，以消費者的觀點來探討三者之可信度影響消費者參與合購之重要性。

第二節 研究目的

辦公室合購依然頻繁的發生在我們生活中，但對合購網站來說，如果能順利的利用策略來使更多消費者接受與使用，是在這合購市場競爭激烈中重要的議題。而社會影響，是常被用來在行銷中，人們會受到社會影響進而參與合購，因此，本研究欲利用 Deutsch and Gerard 於 1955 年所提出之「社會影響」為基礎，並輔以 Kelman (1961) 所提出之三過程來探討消費者參與辦公室合購之意圖，並了解各變數之間之因果關係。除此之外，因為網際網路的發展，線上可信度也趨於重要，因此本研究欲探討在辦公室合購的情境中，平台、廠商與主購之可信度是否會對參與意圖有影響，並且探討其是否存在可信度轉移。因此本研究主要研究目的如下：

- (一) 以「社會影響」為基礎來探討影響消費者參加辦公室合購意圖之因素。
- (二) 探討社會影響是否會影響到辦公室合購意圖。
- (三) 探討平台、廠商以及主購三者間之可信度轉移。
- (四) 透過實證的蒐集與分析，對本研究所提出架構進行評估與檢測。
- (五) 由消費者的觀點，提供實務與管理上的建議。

第三節 研究問題

儘管消費者越來越願意參與合購，且國內合購市場越來越大，但關於辦公室合購的相關研究仍然非常的少，因此依然存在著許多研究問題，故本研究試圖回答以下研究問題：

1. 在 C2B 的辦公室合購情境下，規範性社會影響與資訊性社會影響的因素是什麼？
2. 為什麼規範性社會影響與資訊性社會影響會影響到消費者參與辦公室合

購意圖，是如影響到消費者參與辦公室合購意圖？

3. 可信度轉移如何發生於資訊性社會影響？



第四節 研究流程

本研究先擬定研究方向，並根據研究動機與目的來搜尋相關參考理論與文獻來建構研究架構與研究假說。接著進行問卷設計與問卷前測，藉由前測來修正問卷內容，隨即進行正式問卷發放以收集所需之資料。最後根據回收之資料進行整理、進行統計分析與檢定，再根據檢定結果提出研究結論與建議。研究流程如圖 1-1 所示：

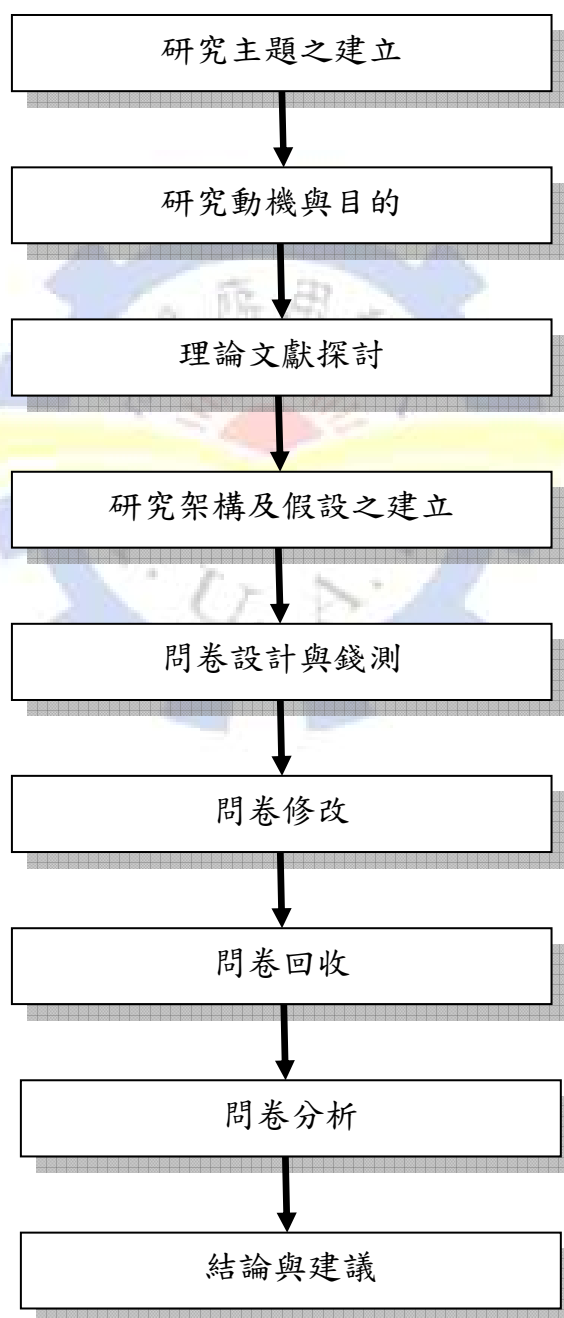


圖 1-1 研究流程圖

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