



國立高雄應用科技大學  
企業管理系碩士班

碩士論文

探討虛擬品牌社群知覺品質對購買意圖之影響  
-以涉入與產品複雜度為干擾變數

The Influence of Perceived Quality in virtual brand communities  
on purchase intentions-Involvement and Product Complexity as Moderators

研究生：劉致中

指導教授：王崇昱 博士

中華民國 101 年 6 月

探討虛擬品牌社群知覺品質對購買意圖之影響  
-以涉入與產品複雜度為干擾變數

The Influence of Perceived Quality in virtual brand communities  
on purchase intentions-Involvement and Product Complexity as  
Moderators

研 究 生：劉致中

指導教授：王崇昱 博士

國立高雄應用科技大學

企業管理系碩士班

碩士論文

A Thesis Submitted to  
Department of Business Administration  
National Kaohsiung University of Applied Sciences  
In Partial Fulfillment of Requirements  
For the Degree of Master of Business Administration

June 2012

Kaohsiung, Taiwan, Republic of China

中華民國 101 年 6 月

探討虛擬品牌社群知覺品質對購買意圖之影響

-以涉入與產品複雜度為干擾變數

學生：劉致中  
士  
國立高雄應用科技大學  
大學  
企業管理系碩士班  
授

指導教授：王崇昱 博  
國立高雄應用科技  
企業管理系助理教

## 摘要

過去探討有關虛擬品牌社群之研究甚多，但鮮少有學者以「降低不確定性」的角度，探索哪些因素是降低不確定性的來源，以及對購買意向的影響。因此，本研究將以降低不確定性理論（Uncertainty Reduction Theory, URT）為基礎，再整合其他相關文獻，並以資訊品質、關係品質及服務品質為前因變數，購買意願為應變數，涉入程度與產品複雜度為干擾變數，希望從中探討哪些因素是足以降低不確定性，進而發展出與消費者購買意向之間的因果關係。

本研究採用問卷調查法蒐集資料，回收有效問卷共 244 份，並以結構方程模式（Structure Equation Model, SEM）進行資料分析。研究結果分述如下：（1）降低不確定性正向影響購買意圖。（2）資訊品質正向影響降低不確定性。（3）產品複雜度正向干擾關係品質對降低不確定性的影響。根據研究結果，本研究提出相關建議。

關鍵字：資訊品質、關係品質、服務品質、降低不確定性、涉入、產品複雜度

、購買意願

The Influence of Perceived Quality in virtual brand communities  
on purchase intentions-Involvement and Product Complexity as  
Moderators

Student : Chih Chung Liu  
Wang

Advisor : Dr. Chung Ue

Department of Business Administration  
National Kaohsiung University of Applied Sciences

## Abstract

There are numerous studies regarding virtual brand communities, but few scholars try to explore what factors will influence purchase intention via reduce uncertainty. Theory Uncertainty Reduction Theory (URT), that is, information quality, relationship quality and service quality are viewed as antecedent variables, purchase intentions are viewed as the dependent variable, involvement as well as the degree of product complexity are viewed as moderators, and reduce uncertainty is viewed as mediator.

In this study, questionnaire was used to collect data, and finally 244 valid sample are adopted, Using structural equation modeling (SEM) for data analysis, the results are follows: (1) uncertainty reduction positively influence purchase intentions. (2) information quality postvely influence uncertainty reduction. (3) product complexity positively moderates the relationship between quality and uncertainty reduction. Based on the findings of this study relevant recommendations.

Keywords: information quality, relationship quality, service quality, uncertainty reduction, involvement, product complexity, purchase intention.

# 第一章 緒論

## 第一節 研究背景與動機

隨著科技快速且多樣化的發展，資訊可藉由不同形式的傳播媒體進行資訊的交換與散佈 (Kim, 2007)；「網際網路」對於身處二十一世紀的企業與顧客來說，它所代表的意義不只是電子化的虛擬環境，它顛覆企業的傳統行銷觀念，也改變顧客的購買行為。根據台灣網路資訊中心(TWNIC)2011年「台灣寬頻網路使用調查」，台灣地區上網人口已突破 1,695 萬，上網比例為 75.69%，其中曾使用過社群網路服務的比例為 56.30%，而有 61.23% 曾在網路上購物。如此龐大的上網人口蘊含著無限商機，也是各大企業窺視的目標。新興的網路傳播媒介，由於其便利性、互動性、及時更新、個人化、無時間限制與跨地域性等特點，讓許多顧客會選擇透過網際網路來進行資訊搜尋的行為，以及作為自由與他人溝通的傳播媒介 (Hoffman and Novak, 1996；Bauer, Grether, and Leach, 2002；Hennig-Thurau et al., 2002)。

由研究顯示，網路所提供的推薦訊息，其影響力是顯著的(BIG research, 2009)。國外調查顯示，61%的消費者會在購買前參考網路評論、部落格及其他來源的消費者意見 (Opinion Research Corporation, 2008.06)，可見個人口碑與網路口碑已成為全球網路消費者最相信的廣告形式。而在台灣，超過八成五的人會相信網路口碑，其中二成九受訪者傾向相信從知識交流平台 (如知識+／維基百科) 得來的網路口碑；而相信 BBS／論壇／討論區網路口碑的受訪者有 27.5%；另有 26.1%的受訪者相信從專業網站 (如手機王) 得來的網路口碑。參與類型則以「3C 用品」為最多，其次如「美

食類」和「旅遊類」都有不少網友在下消費決策前會先上網瀏覽相關資訊。受訪者表示因為「在購物前會參考虛擬社群的意見」因而加入，也再度證明了網路口碑的影響力量不容小覷(資策會 2010)。

由此可知，越來越多的消費者使用網路做為購買前蒐集口碑資訊的傳達媒介，雖然產品的規格及功能可以從企業網站上得知，但線上品牌社群顯然成為顧客間(C2C)分享產品資訊和經驗的重要管道(Adjei et al., 2010)。Muniz and O'Guinn (2001)的研究確認品牌社群的存在並定義品牌社群為「特定的(specialized)、不受地域限制的社群，其基礎為品牌使用者在網路空間裡分享該品牌的產品或服務感覺、儀式和傳統。」Pralhalad and Hamel (1994)；Willens (1993)也提出「經營線上社群」是電子商務核心競爭力的重要來源。Andersen (2005)亦認為虛擬品牌社群可視為關係行銷的溝通手段，透過網路可以克服時間與空間的限制，發展市場潛能價值，使得虛擬品牌社群日趨重要。目前實務上亦有許多虛擬品牌社群的例子，例如樂高公司在樂高網路社群激發出的各種創意、想法與評論中，蒐集顧客的想法，進而推出符合消費者喜好的玩具，延續品牌的歷史及文化。近年來 Apple 因 iPad 和 iPhone 席捲全球，網路上由其品牌擁護者所成立的社群討論也相當熱烈，Apple 亦藉社群連結客戶，掌握使用者的需求，不斷修正其軟體版本與新產品，發展出緊密的關係將品牌價值延伸，造就許多蘋果狂熱份子對其周邊產品十分支持，這也是為何蘋果企業擁有許多企業所忘塵莫及的高度品牌忠誠原因之一。

在消費者購買決策過程中，資訊是買賣雙方產生交易的主要目標，意指消費者會注意商品、產生興趣，藉由網路搜尋口碑，採行購買行動，隨後發表自己的經驗與他人分享 (Gebauer and Scharl, 1999)。從另一個角度來看，線上品牌社群雖不受時空限制，但由於網路的獨特匿名特性，使用

者間身份的不真實性，使得彼此缺乏信任，也會對網路上的訊息產生懷疑 (Cole, 1998) 除了彼此無法直接面對面外，整體網路環境亦具有許多不可預測性，導至消費者會知覺到一些決策的風險或不確定性的存在，進而影響購買意向(Cho et al., 2006；Pavlou et al., 2007),因此探如何降低不確定性之因素的研究甚為重要。

回顧虛擬品牌社群的重要性及國內外品牌社群相關研究，近年來相關學者的研究主題包括：顧客參與品牌社群的動機(如 Ouwersloot and Odekerken-Schroder, 2008；陳思潔，2008；吳文經，2008等)、會員特質或社群聚會對凝聚社群意識及社群承諾的影響(McAlexander et al., 2002；陳慶全，2010)等、及品牌社群帶來正面的影響，如建立品牌忠誠度、企業形象、品牌權益等(Algesheimer et al., 2005；Thompson and Sinha, 2008；徐淑如，2009)。然而，先前甚少有研究針對線上環境之"不確定性"因素當作研究焦點，即較少探討哪些因素是足以降低不確定性與購買決策行為間的因果關係，這可能使得線上品牌社群的有效性無法發揮到最大功效。因為在網路交易環境，充滿很多足以影響社群成員購買意願的不確定性因素存在，這將會使消費者產生風險趨避的情況，導致購買猶豫；故本研究將採用 Berger and Calabrese (1975)所提出的降低不確定性理論 (Uncertainty Reduction Theory, URT) 為模型的基礎，並以品牌社群經營者的角度切入，探討在資訊超載的環境中，如何降低不確定性的感覺，進而提高其消費意願，此乃本研究動機之一。

虛擬品牌社群是一個多因子所組成的概念(Ethier et al., 2006；Lowry et al., 2008)。從過去探討網站成功因素的文獻中發現，大多擁有資訊品質與服務品質兩因子，如 DeLone and McLean (2003)；Hwang and Kim (2007)；Zhou et al. (2009)等，而 Hoffman and Novak (1998)認為網際網路的時代將

品質觀念擴大，除了產品、服務支援外，也包括了與顧客長期關係的建立與網路社群的發展等。同時，Crosby、Evans and Cowles, (1990)；Smith, (1998)；Fletcher、Simpson and Thomas, (2000)提出以關係行銷發展出的新概念，透過建立關係品質與顧客維繫良好的互動，以降低顧客對交易的不確定性。而在 Adjei et al. (2010)研究中，雖認為關係品質對於降低不確定性有所影響，但卻只將其列為控制變數，並未進一步和其他品質因子比較對於降低不確定性間之關聯及影響。由此可見，目前對虛擬品牌社群的關係品質探討仍相當缺乏，因此本研究將以較常見的「資訊品質」、「服務品質」，並加入「關係品質」做為衡量虛擬品牌社群知覺品質之因子。

此外，消費者行為領域中，涉入程度及產品複雜度亦被證實與知覺不確定性息息相關，由過去學者 Dowling and Staelin (1994)；Chaudhuri (2000)的研究皆認為當消費者在評估產品屬性時，即對產品有了涉入性，進而會對產品可能產生的不確定後果感到不安，亦即產生了知覺上的不確定性，並適用來解釋顧客決策過程的步驟或程序，這包括資訊搜尋的範圍、決策過程的長短、形成信念、態度、意向與行為結果。Beatty and Smith (1987)；Adjei et al. (2010)也指出 複雜的產品會為消費者帶來較多的風險，因此顧客在購買複雜產品前，會搜尋更多的資訊來降低其不確定性。更進一步地，涉入程度及產品複雜度可能被視為干擾變數，如 Adjei et al. (2010)曾提出產品複雜度對於減少不確定性具有正向干擾效果存在。Kim et al. (2010)研究發現，顧客涉入程度較高時，知覺資訊性(Perceived informativeness)對於購買意圖有較大的影響。另外，Wu et al. (2011)認為在高涉入情況下，會正向干擾電子零售商店聲譽對於知覺風險的影響。故本研究認為，上述干擾效果可能類推至降低不確定性與其前因變數間之關係，亦即涉入及產品複雜度將正向干擾虛擬社群知覺品質(資訊品質、服務品質、關係品質)對於降低成員不確定性間的關係，此乃本研究動機之二。



基於以上的背景與動機，本研究將以品牌經營者的角度出發，針對虛擬品牌社群，以降低不確定性理論為基礎，探討如何藉由社群知覺品質以降低不確定性，進而提升成員的購買意願，並透過探討涉入與產品複雜度兩干擾變數之影響，以釐清上述關係，針對研究結果將提出具體建議供虛擬社群網站及品牌業者參考。

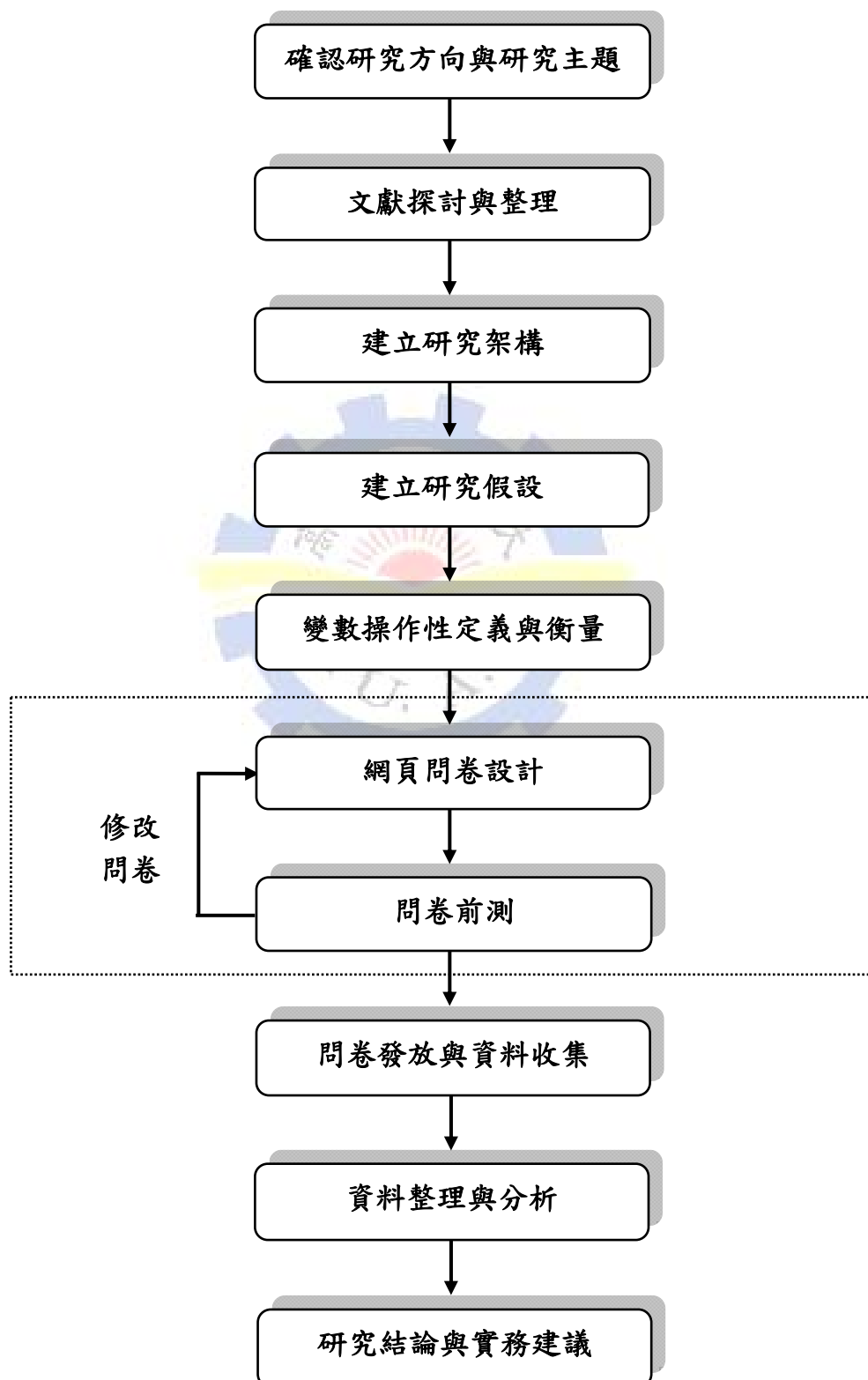
## 第二節 研究目的

本研究引用 Berger and Calabrese (1975)所共同提出的降低不確定性理論(URT)為模型基礎，探討虛擬品牌社群的資訊品質、關係品質、服務品質對於降低成員不確定性的影響，以及不確定性對於購買意願之關係；此外，更加入涉入程度與產品複雜度作為本研究之干擾變數，期望藉由相關文獻之探討與整理，及實地收集資料來做為實證研究之分析幫助企業發展出虛擬品牌社群的經營模式，據以擬定最佳的行銷策略，以提高消費者購買意願。綜合上述觀點，本研究欲探討之研究目的如下：

- (一) 探討「降低不確定性」對於「購買意願」之影響性。
- (二) 探討「資訊品質」、「關係品質」、「服務品質」對於「降低不確定性」之關係。
- (三) 涉入程度是否干擾知覺品質(資訊品質、關係品質、服務品質)對降低不確定性之關係。
- (四) 產品複雜度是否干擾知覺品質(資訊品質、關係品質、服務品質)對降低不確定性之關係。



### 第三節 研究流程



# 參考文獻

## 中文文獻

- James G. Barnes(2001)著，陳正芬，林宜萱譯。「跟顧客搏感情—街坊小店學來的顧客關係管理」。美商麥格羅·希爾（McGraw-Hill）國際出版公司。
- Lamb, Charles W., Joseph F. Hair, Carl McDaniel (魏上凌等譯，2005)。行銷管理。新加坡湯姆生國際出版有限公司 台灣分公司，7th ed.
- 方世榮譯，Kotler 著。行銷管理學。台北：東華書局，2000。
- 吳文經(2007)。品牌社群參與行為之研究—以台灣自發性攝影品牌虛擬社群為例。私立元智大學碩士論文
- 吳孟芸(2008)。拍賣網站之購物行為研究：買方之不確定性與資訊瀏覽初探。國立中正大學碩士論文
- 沈婉婷(2011)。行動入口網站使用者滿意度衡量。國立台灣大學碩士論文
- 孫珮嘉(2006)。探討蘋果社群的品牌忠誠度-品牌關係演進觀點。國立台灣大學碩士論文
- 徐淑如(2009)。虛擬品牌社群關係對忠誠度之影響—知覺社群價值之中介效果。 *Electronic Commerce Studies* ，七卷一期
- 財團法人資訊工業策進會。台灣線上購物市場調查，  
[http://www.iii.org.tw/Service/3\\_1\\_4\\_c.aspx?id=127](http://www.iii.org.tw/Service/3_1_4_c.aspx?id=127)
- 張淳喬(2009)。以動態網絡分析探討網路社群口碑 與購買態度之關係：以批踢踢 nb\_shopping 板為例。國立交通大學碩士論文
- 張愛華(2010)。品牌社群關係、顧客與公司關係品質對產品知識及品牌忠誠的影響。 *行銷評論*，2010 年冬季第 7 卷，第 4 期，頁 497-524

- 許士軍 (1987)。「新加坡消費者對不同來源地產品之知覺及態度」。管理評論，第六卷，頁 5-23
- 陳玫融(2009)。產品品牌熟悉度對於網路購物推薦機制輔助消費者購物決策滿意度之影響。國立中正大學碩士論文
- 陳思潔(2008)。虛擬品牌社群意識形成與影響因素。國立台北大學碩士論文
- 陳慶全(2010)。線上品牌社群特性對社群承諾和顧客忠誠影響研究 — 兼論產品涉入的調節效果。國立台北大學碩士論文
- 創市集。創市際口碑篇，  
[http://www.insightxplorer.com/specialtopic/2010\\_09\\_24.htm](http://www.insightxplorer.com/specialtopic/2010_09_24.htm)
- 黃俊英 & 賴文杉(1990)。產品涉入與使用情境交互作用之研究。國科會研究成果報：NSC77-0301-H110-008R。
- 資策會(FIND)。網路口碑調查，  
<http://www.find.org.tw/find/home.aspx?page=board&id=1133>
- 潘彥廷(2007)。部落格的品牌社群經營與購買意願之關係研究。國立政治大學碩士論文
- 蕭宗憫(2006)。虛擬品牌社群之研究。國立中興大學碩士論文

## 英文文獻

- Adams, J. (1995). Risk. UCL Press, London.
- Adjei & Stephanie M. Noble & Charles H. Noble(2010) , The influence of C2C communications in online brand communities on customer purchase behavior , *J. of the Acad. Mark. Sci.* 38,634–653.
- Ahn, T(2007). The impact of Web quality and playfulness on user acceptance of online retailing, 44(1) ,263-275.
- Aladwani, M. A. and Palvia, C. P. (2002), “Developing and validating an instrument for measuring user-perceived web quality,” *Information and Management*, Vol. 39, No. 6, pp. 467-476.
- Algesheimer, R., Dholakia, U. M., & Herrman, A. (2005). The social influence of brand community: evidence from European car clubs. *Journal of Marketing*, 69, 19–34.
- Andersen, P.H. (2005). Relationship marketing and brand involvement of professionals through web-enhanced brand communities: The case of Coloplast. *Industrial Marketing Management*, 34, 285-297.
- Anderson, J.C. and Gerbing, D.W.(1988).Structural equation modeling in practice:A review and recommended two-step approach.*Psychological Bulletin*,103(3),411-423
- Anderson, S. W. and Lanen, W. N. (2002).Using electronic data interchange (EDI) to improve the efficiency of accounting transactions. *Accounting Review*, 77(4),703-730.
- Andrews, Durvasula and Akhter (1990) A framework for conceptualizing and measuring the involvement construct in advertising research, *Journal of Advertising*, 19(4), 27 - 40.
- Anton, C. C. & Carrero M. (2005),Analysing firms’ failures as determinants of consumer switching intentions.*European Journal of Marketing*,41(1/2)

- Armstrong, Arthur & John III Hagel (1996), The Real Value of On-line Communities. *Harvard Business Review*, 74(3), 134-141.
- Babin, B. J., & Boles J. S. (1998). Employee Behavior in a Service Environment: A Model and Test of Potential Differences between Men and Women. *Journal of Marketing*, 62(2), 77-91.
- Babrow, A. S., Hines, S. C., & Kasch, C. R. (2000). Managing uncertainty in illness explanation: An application of problematic integration theory. In B. B. Whaley (Ed.), *Explaining illness: Messages, strategies and contexts* (pp. 41-67). Hillsdale, NJ: Erlbaum.
- Bagozzi, R. P., & Yi, Y. (1988). On the Evaluation for Structural Equation Models. *Journal of the Academy of Marketing Science*, 16(1), 74-94.
- Balasubramanian, S. and Mahajan, V. (2001). The Economic Leverage of the Virtual Community. *International Journal of Electronic Commer*, 5(3), Spring , 103 – 138.
- Ball, D., Coelho, P. S. and Machas, A. (2004), The role of communication and trust in explaining customer loyalty: An extension to the ECSI model. *European Journal of Marketing*, 38(9/10), 1272-1293.
- Ballou, D.P. & Pazer, H.L. (1982). The Impact of Inspector Fallibility on the Inspection Policy Serial Production System, *Management Science*, 28(4), 387-399.
- Bauer, H. H., M. Grether, and M. Leach, (2002), Building customer relations over the Internet. *Industrial Marketing Management*, 31, 155-163.
- Beatty S. E. & Smith S. M., (1987), External search effort: an investigation across several product categories, *Journal of Consumer Research*, 14, 83-95.
- Beatty, S. E., Homer, P. & Kahle, L. R. (1988). Alternative Hierarchies of the Attitude-Behavior Relationship: The Impact of Brand Commitment and Habit. *Journal of Academic Marketing Science*, 16, 1-10.
- Beatty, Sharon E. & Ferrell, M. Elizabeth ( 1998 ) . Impulse buying: Modeling its precursors. *Journal of Retailing*, 74(2), 169-191.
- Belanger France, Hiller, J. S. & Smith W. J. (2002). Trustworthiness in Electronic Commerce: the Role of Privacy, Security, and Site Attributes. *Strategic Information Systems*, 11, 245-270.

- Bem, S. L. (1981). Gender schema theory. *Psychological Review*, 88 (4), 354–364.
- Bender, T. (1978), *Community and Social Change in America*, Maryland: The Johns Hopkins University.
- Berger, C. R. & Calabrese, R. J. (1975). Some explorations in initial interaction and beyond: Toward a development theory of interpersonal communication. *Human Communication Research*, 1, 99-112.
- Berger, C. R. (1979). Beyond initial interaction: Uncertainty, understanding and the development of interpersonal interactions. In H. Giles & R. St. Claire (Eds.), *Language and Social Psychology*, 122-144. Oxford, UK:Blackwell.
- Berry, L. L. (1983), “Relationship marketing,” in Berry, L. L., Shostack, G. L. and Upah, G. D. (Eds.), *Emerging Perspectives*
- Berry, L. L. (1995), Relationship marketing of services-growing interest, Emerging perspectives, *Journal of the Academy of Marketing Science*, 23(4), 236-245.
- Best, S. J., B. Krueger, C. Hubbard, & A. Smith (2001), An Assessment of the Generalizability. *Social Science Computer Review*, 19(2), 131-145.
- Biggs, S.F., Bedard, J.C., Gaber, B.G., Linsmeier, T.J. (1985), The effects of task size and similarity of the decision behavior of bank loan officers. *Management Science*, 31(8).
- BIGresearch, LLC. (2008). Shoppers say word of mouth is biggest influence on purchase of electronics, apparel Items. Retrieved December 05, 2010, from <http://www.bigresearch.com/news/bignrf112108.htm>
- Bloch, P. H. & M. L. Richins(1983), A theoretical Model for The Study of Product Importance Perceptions. *Journal of Marketing*, 47,69-81.
- Bloch, Peter H., Daniel L., Sherrell , and Nancy M. Ridgeway (1986), Consumer Search:An Extended Framework. *Journal of Consumer Research*,.13,119-126
- Brashers, D. E.(2001). Communication and uncertainty management. *Journal of Communication*, 51(3): 477-Blackwell and Engel, *Consumer Behavior*,9th ed., Harcourt, Inc..



- Brashers, D. E., Neidig, J. L., Hass, S. M., Dobbs, L. K. & Russell, J. A. (2000). Communication in the management of uncertainty: The case of persons living with HIV Or AIDS. *Communication Association*. 67 ,63-84
- Brooker, Peter (1984), Aircraft Collision Risk in the North Atlantic Region, *The Journal of Operational Research Society*, 35, 695-704.
- Brown, Erika (2000) “Surfing With CEOs and Other Notables,” *Forbes*, 84
- Burnham, T.A., Frels, J.K., & Mahajan, V. (2003). Consumer switching costs: a typology, antecedents, and con-sequences. *Journal of Academy of Marketing Science*, 31(2), 109–126.
- Celsi, R. L. & J. C. Olson (1988), Role of Involvement in Attention Comprehension Processes. *Journal of Consumer Research*, 15,210-224.
- Chatterjee, Patrali (2001), Online Review: Do Consumers Use Them? *Advances in Consumer Research*, 28 (1), 129-133.
- Chaudhuri, A. (2000), A macro analysis of the relationship of product involvement and information search : the role of risk. *Journal of Marketing*, 64, 1-1.
- Chevalier, Judith A. and Dina Mayzlin (2006), The Effect of Word of Mouth on Sales: Online Book Reviews. *Journal of Marketing Research*, 43 (3), 345-354.
- Chiles, T. H., & McMackin, J. F. (1996). Integrating Variable Risk Preference, Trust, and Transaction Cost Economics. *Academy of Management Review*,21, 73-99.
- Cho, C.-H., Kang, J., & Cheon, H. J. (2006). Online Shopping Hesitation. *Cyberpsychology & Behavior*, 9(3), 261-274.
- Cho, J. (2004). Likelihood to abort an online transaction influences from cognitive evaluations, attitudes, and behavioral variables *Information and Management* 41(7), 827-838
- Clarke, K. & R. Belk (1978), The Effects of Product Involvement and Task Definition on Anticipated Consumer Effort. *Advances in Consumer Research*,5 ed. H. Keith Hunt, Ann Arbor: MI Association for Consumer Research.,313-325.

- Cole, D. A. 1987. Utility of confirmatory factor analysis in test validation research. *Journal of Consulting and Clinical Psychology*, 55, 1019-1031.
- Cole, S. J. (1998). Testimony Befor the Consumer Protection Committee on Commerce, U.S. House of Representatives, Washington D.C. Better Business Bureau.
- Corbin, R. M. (1980). Decisions that might not get made. *Cognitive Processes in Choice and Decision Behavior*, 47-67.
- Coyle, J.J., Bardi, E.J. & Langley, C.J.(2003), *The Management of Business Logistics : A Supply Chain Perspective*, 7th edition, Thomson South-Western
- Crosby,L.A., K.R.Evans, and D.Cowles (1990), Relationship Quality in Services Selling:An Interpersonal Influence Perspective. *Journal of Marketing*, 54, 68-81.
- D'Ambra, J. & Wilson, C. S.(2004). Use of the world wide web for international travel: Integrating the construct of uncertainty in information seeking and the task-technology fit (TTF) model. *Journal of the American Society for Information*
- Daft, L. R., & Lengel, H. R. (1984). Information richness. a new approach to managerial behavior and organization design. *Research in Organizational Behavior*, 6, 191-233.
- Deighton, J. (1996). The future of interactive marketing. *Harvard Business Review*, 74(6), 151–160.
- Dellaert, B. G., & Stremersch, S. (2005). Marketing mass-customized products: striking a balance between utility and complexity. *Journal of Marketing Research*, 42, 219–227.
- DeLone, W. H. & McLean, E. R. (2003), The DeLone and McLean Model of Information Systems Success: A Ten-Year Update. *Journal of Management Information Systems*, 19(4) ,9-30.
- DeLone, W. H. and McLean E. R. (1992). Information Systems Success: The Quest for the Dependent Variable. *Information Systems Research*, 3(1), 60-95
- DeLone, W. H. and McLean E. R. (2004). Measuring e-Commerce Success: Applying the DeLone & McLean Information Systems Success Model.

*International Journal of Electronic Commerce*, 9(1), 31-47.

- Dick, Alan S. and Basu Kunal (1994), Customer Loyal: Toward an Integrated Conceptual Framework. *Journal of Academy of Marketing Science*, 22(.2), 99-113.
- Dodds, W. B., Monroe, K. B. & Grewal, D. (1991). Effects of price, brand, and store information on buyers' product evaluations. *Journal of Marketing Research*. 28(3), 307-319.
- Doney, P.M. and Cannon, J.P. (1997), "An examination of the nature of trust in buyer-seller relationships", *Journal of Marketing*, Vol. 61 No. 2, pp. 35-51.
- Dowling, G. R. and R. Staelin (1994), A Model of Perceived Risk and Intended Risk-handling Activity. *Journal of Consumer Research*, 21, 119-134.
- Dwyer, F. R., Schurr, P. H. and Oh, S. (1987), Developing buyer-seller relationships. *Journal of Counseling Psychology*, 43(4), 34-57.
- Engel, F. and R. D. Blackwell (1982), *Consumer behavior*, 4th ed. New York: The Dryden Press.
- Engel, J. F., & Blackwell, R. (1984). *Consumer Behavior*: Rinehart and Winston Inc.
- Engel, James F., Blackwell, Roger D. & Kollat, David T (1995). *Consumer Behavior*, 8th ed. The International Edition: The Dryden Press, Harcourt Brace College Publisher
- Festinger, L. (1957) "A theory of cognitive dissonance," Stanford: Stanford University Press.
- Fishbein, M. and Ajzen, I. (1975), *Belief, Attitude, Intention, and Behavior: An Introduction to Theory and Research*, Addison-Wesley, Reading, MA.
- Fletcher, J. O., Simpson J. A. and Thomas, G. (2000), The measurement of perceived relationship quality components: A confirmatory factor analytic approach. *Personality and Social Psychology Bulletin*, 26(3), 340-354.
- Fornell, C. and D. E. Larcker, (1981). Evaluating structural equation models with unobservables and measurement error. *Journal of Marketing Research*, 18(1), 39-50.

- Forsythe, S. M., & Shi, B. (2003). Consumer patronage & risk perceptions in Internet shopping. *Journal of Business Research*, 56, 867- 875.
- Garbarion, Ellen and Mark S. Johnson (1999), The Different Roles of Satisfaction, Trust and Commitment in Consumer Relationships. *Journal of Marketing*, 63 (2), 70-87.
- Gebauer, J. & Scharl, A (1999) . Between flexibility and automation: An evaluation of web technology from a business process perspective, *Journal of Computer Mediated Communication*, 5 ( Dec ) , 2.
- Gefen, D., Karahanna, E., & Straub, D. W. (2003b). Trust and TAM in online shopping: *An integrated model. MIS Quarterly*, 27(1), 51-90.
- Grover, V. (1993) An Empirical Derived Model for the Adoption of Customer-based IOS. *Decision Science*, 24(3), 603-640.
- Grover, V. and Saeed, K. A. (2007). The impact of product, market, and relationship characteristics on interorganizational system integration in manufacturer-supplier dyads. *Journal of Management Information Systems*, 23(4), 185-216.
- Gruen, T. W., Summers, J. O. and Acito, F. (2000).Relationship marketing activities, commitment and membership behaviors in professional associations. *Journal of Marketing*, 64(3), 34-49.
- Gummesson, E. (1987). The new marketing developing long-term interactive relationships. *Long Range Planning*, 20(4), 10-20.
- Hahha and Wozniak ( 2001 ) , Consumer Behavior.1th, Prentice-Hall,Inc.
- Hair, j. f., Anderson, R. E., Tatham R. L., and Black,W. C. (1998),Multivariate data analysis, UK:Prentice Hall International.
- Hair, J. F., William, C. B., Barry, J. B., Anderson, R. E. & Tatham, R. L. (2006). *Multivariate Data Analysis*. 6th Edition. Englewood Cliff, NJ: Prentice Hall
- Hanson, W. A., *Principles of Internet Marketing*, (2000), Ohio: South-Western College Publishing
- Hennig-Thuran, T. and A.Klee (1997).The Impact of Customer Satisfaction and Relationship Quality on Customer Retention:A Critical Reassessment and

Model Development. *Psychology & Marketing*, 14(8), 764-797.

Hennig-Thurau, T., K. P. Gwinner, and D. D. Gremler, (2002). Understanding Relationship Marketing Outcomes-An Integration of Relational Benefits and Relationship Quality. *Journal of Service Research* 4(3), 230-247.

Hillery, G.A., Jr. (1955). Definitions of Community: Areas of Agreement. *Rural Sociology*, 20, 111-123.

Hoffman, D. L. and T. P. Novak, 1996 Marketing in Hypermedia computer-mediated Environments: Conceptual Foundations. *Journal of Marketing*, 60, 50-68.

Hoffman, D., Novak, Thomas P., & Peralta, M. (1996) . Building consumer trust in online environment: The case for information privacy. *Communication of the ACM*, 42(4), 80-85.

Houston, Michael J. and Michael L. Rothschild (1978), "Conceptual and Methodological Perspectives in Involvement," Research Frontiers in Marketing: Dialogues and Directions, ed. S. Jain, Chicago: American Marketing Association, p.184.

Howard, J. A. and J. N. Sheth (1969), The theory of Buyer Behavior, N. Y.: John Wiley & Sons.

Hupfer, Nancy and David Gardner (1971), "Differential Involvement with Product and Issues: An Exploratory Study," David M. Gardner ed., Proceedings: Association for Consumer Research, College Park, MD: Association for Consumer Research, p.62.

Infante, D. A., Rancer, A.S., & Womack, D. F. (1993). Building communication theory. (2nd ed.). (288-296). Prospect, Heights, Ill.: Waveland Press, Inc.

Jackson, B. B. (1989), Winning and Keeping Industrial Customers: The Dynamic of Customer Relationship, Lexington Books, Lexington, MA.

James H. McAlexander, John W. Schouten, & Harold F. Koeing, (2002). Building Brand Community. *Journal of Marketing*, 66, 38-55

Jarvelin, A. and U. Lehtinen, (1996). Relationship Quality in Business-to-Business Service Context," Edvardsson, B. B., Johnston, S. W. and E. E. Scheuing, QUIS 5 Advancing Service Quality: A Global Perspective, Warwick Printing Company Ltd, 243-254.

- Jarvenpaa, S. L., & Todd, P. A. (1997). Consumer reaction to electronic shopping on
- Jeong, Miyoung and Carolyn U. Lambert (2001). Adaptation of an Information Quality Framework to Measure Customers' Behavioral Intentions to Use Lodging Web Sites. *International Journal of Hospitality Management*, 20 (2), 129–146.
- Jiang, J., G. Klein and Crampton, S.M., (2000). A note of SERVQUAL reliability and validity in information system service quality measurement. *Decision Science* 31(3), 725-744.
- John Hagel III & Arthur G. Armstrong (1997), NET GAIN, Mckinsey & Company, Inc.
- Johnsen, S. A. (2009). Perfect order: Recognizing complexity in Bali. *The Australian of Anthropology*, 20(3), 388-390.
- Jones, S., Wilikens, M., Morris, P., & Masera, M. (2000). Trust Requirements in e-Business. *Communications of the ACM*, 43(12), 81-87.
- Kassarjian, H. H. & Sheffet, N. J. (1981). Low involvement: A second look. in *Advances in Consumer Research*, Vol. 8, Kent, B. Monroe ed., Ann Arbor, MI: Association for Consumer Research, 31-34.
- Katona, G. and E. Mueller (1955). "A Study of Purchase Decisions," in *Consumer Behavior: The Dynamics of Consumer Reaction*". Ed. L. H. Clark, New York: New York University Press, 30-87.
- Kaushik Mitra, Michelle C. Reiss & Louis M. Capella, (1999), *The Journal of services Marketing*, 13(3), 208-228.
- Keaveney, S.M. and Parthasarathy, M. (2001), "Customer switching behavior in online services: an exploratory study of the role of selected attitudinal, behavioral, and demographic factors", *Journal of the Academy of Marketing Science*, Vol. 29 No. 4, pp. 374-90.
- Kim J.U., Kim W.J., Park S. C., (2010). Consumer perceptions on web advertisements and motivation factors to purchase in the online shopping. *Computers in Human Behavior*, 26, 1208–1222
- Kim, H., Kim, G. J., Park, H. W., & Rice, R. E. (2007). Configurations of relationships in different media: FtF, email, instant messenger, mobile phone, and SMS. *Journal of Computer-Mediated Communication*, 12(4),

26.

Kim, W. G. and Y. Cha, (2002). Antecedents and Consequences of Relationship Quality in Hotel Industry. *Hospitality Management*, 21, 321-338.

Kim, W. G., C. Lee, & S. J. Hiemstra (2004). Effects of an Online Virtual Community on Customer Loyalty and Travel Product Purchases. *Tourism Management*, 25, 343-355.

King, Charles W. and Lawrence J. Ring (1980). Market Positioning Across Retail Fashion Institutions: A Comparative Analysis of Store Types. *Journal of Retailing*, 56(1), 37-55.

Kotler, P. (2000), *Marketing Management: Analysis, Planning, Implementation and Control*, (10th Ed.), Prentice-Hall, Upper Saddle River, NJ.

Kozinets, R. V. (2002). The field behind the screen: using netnography for marketing research in online communities. *Journal of Marketing Research*, 39(1), 61-72.

Krugman, H. E. (1965). The Impact of Television Advertising Learning without Involvement. *Public Opinion Quarterly*, 29, 349-356.

Kumar, N., Scheer, L. K. and Steenkamp, E. M. (1995). The effects of supplier fairness on vulnerable resellers. *Journal of Marketing Research*, 32(1), 54-65.

Kwak, H., Fox, R. J., & Zinkhan, G. M. (2002). What products can be successfully promoted and sold via the Internet? *Journal of Advertising Research*, 42(1), 23-38.

Lagace, R. R., Dahlstrom, R. and Gassenheimer, J. B. (1991). The relevance of ethical salesperson behavior on relationship quality: The pharmaceutical industry. *Journal of Personal Selling and Sales Management*, 11(4), 39-47.

Lastovicka, John L. and David M. Gardner (1979) "Components of Involvement," in John C. Maloney and Bernard Silverman (eds.) *Attitude Research Plays for High Stakes*, Chicago, IL. American Marketing Association, 53-73

Lastovicka, John & David M. Gardner (1978). Components of Involvement in Attitude Research Plays for High Stakes, J. C. Maloney and B. Silverman, eds. Chicago: American Marketing Association, 53-73

- Lawrence, A. C., Evans, K. R., and Cowles, D. (1990). Relationship quality in services selling: An interpersonal influence perspective. *Journal of Marketing*, 54(3), 68-81.
- Lee, K. S., & Tan, S. J. (2003). E-retailing versus Physical Retailing: A Theoretical Model and Empirical Test of Consumer Choice. *Journal of Business Research*, 56, 877-885.
- Levitt, T. (1986) *The Marketing Imagination*, New York : The Free Press
- Levitt, T., 1983. After the sale is over. *Harvard Business Review* 61 (5), 87-93.
- Liang, H., Xue, Y., Laosethakul, K., & Lloyd, S. J. (2005). Information Systems and Healthcare—I: Trust, Uncertainty, and Online Prescription Filling. *Communications of the Association for Information Systems*, 15, 41-60.
- Liang, T. P., & Huang, J. S. (1998). An Empirical Study on Consumer Acceptance of Products in Electronic Markets: A Transaction Cost Model. *Decision Support Systems*, 24, 29-43.
- Liebermann Y. & A. Flint-Goor, (1996), *International Journal of Research in Marketing* 13 (3), 237-249.
- Lim, Nena (2003), Consumers' Perceived Risk: Sources versus Consequences. *Electronic Commerce Research and Applications*, 2, 216-228.
- Liu, C.T. (2011). The effects of relationship quality and switching barriers on customer loyalty, 31, 71-79.
- Maclaran P. and Catterall, M. (2002). Researching the Social Web: Marketing Information from Virtual Communities. *Marketing Intelligence & Planning*, 20(6), 319-326
- McAlexander, J. H., J.W. Schouten, and H. F. Koenig, (2002), Building Brand Community. *Journal of Marketing*, 66(1), 38-54.
- McAlexander, J. H., Schouten, J.W., & Koenig, H. F. (2002). Building brand community. *Journal of Marketing*, 66(1), 38-54.
- McCold, P & Wachtel, B (1998) "Community is not a Place: A New Look at Community Justice Initiatives, *Contemporary Justice Review*, 1(1), 71.



- McWilliam, G. (2000). Building stronger brands through online communities. *Sloan Management Review*, 41(3), 43–54.
- Meyer, J. P. & Herscovitch, L. (2001). Commitment in the workplace : Toward a general model. *Human Resource Management Review*, 11(3), 299-326
- Mitchell, V.W. (2001).Re-conceptualizing consumer store image processing using perceived risk. *Journal of Business Research*, 54( 2), 167-72.
- Mitchell, Vincent-W. (1992). Understanding Consumers’ Behavior: Can Perceived Risk Theory Help?. *Management Decision*, 30(3), 26-31.
- Mittal, B.,(1995), An integrated framework for relating diverse consumer characteristics to supermarket coupon redemption. *Journal fo Marketing Research*, 31, 533-544
- Morgan, R. M. and Hunt, S. D.(1994).The commitment-trust theory of relationship marketing. *Journal of Marketing*, 58(3), 20-38.
- Morwitz, V. G. and Schmittlein, D. (1992).Using segmentation to improve sales forecasts based on purchase intent: Which intenders actually buy? *Journal of Marketing Research*, 29(4), 391-405.
- Muniz, A.T., Jr. & O’Guinn, T.C. (2001). Brand Community. *Journal of Consume Research*, 27(4), 412–432.
- Novak, S. and Eppinger, S. D. (2001). Sourcing by design: Product complexity and the supply chain. *Management Science*, 47(1), 189-204.
- Nunnally, J. C. (1978), *Psycholometric Theory*, NY : McGraw-Hill.
- O’Keefe, R.M., McEachern, T.(1998), Web-based customer decision support systems. *CACM*, 41( 3).
- Oliver, R. L., & Shor, M. (2003). Digital redemption of coupons: satisfying and dissatisfying effects of promotion codes. *Journal of Product & Brand Management*, 12(2).
- Opinion Research Corporation (2008). Online consumer reviews significantly impact consumer purchasing decisions. Retrieved December 05, 2010, from [http://www.opinionresearch.com/fileSave/Online\\_Feedback\\_PR\\_Final\\_6202008.pdf](http://www.opinionresearch.com/fileSave/Online_Feedback_PR_Final_6202008.pdf)

- Ouwersloot, H. & Odekerken-Schroder, G. (2008). Who's who in brand communities –and why? *European Journal of Marketing*, 42(5/6), 571-585.
- P., Andreou, A., Kanellis, P., and Martakos, D. (2001). Trust and relationship building in electronic commerce. *Internet Research: Electronic Networking Applications and Policy*, 11(4), 322-332.
- Parasuraman, A. and Grewal, D. (2000), "The impact of technology on the quality-value-loyalty chain: A research agenda," *Journal of the Academy of Marketing Science*, Vol. 28, No. 1, pp. 168-174.
- Parasuraman, A., Zeithaml, V. A. and Berry, L. L. (1985). A conceptual model of service quality and its implications for future research. *Journal of Marketing*, 49 (3), 41-50.
- Park, C.W. (1976) The effect of individual and situation-related factors on Consumer selection of judgmental models. *Journal of marketing research*, 13, 144-151.
- Pavlou, P. A. (2002). Institutional trust in interorganizational exchange relationships: The role of electronic B2B marketplace. *Journal of Strategic Information Systems*, 11(3/4).
- Pavlou, P. A. (2003). Consumer Acceptance of Electronic Commerce: Integrating Trust and Risk with the Technology Acceptance Model. *International Journal of Electronic Commerce*, 7(3), 101-134.
- Pavlou, P. A., Liang, H., & Xue, Y. (2007). Understanding and Mitigating Uncertainty in Online Exchange Relationships: a Principal-Agent Perspective. *MIS Quarterly*, 31(1), 105-136.
- Payne, J.W. (1976). Task Complexity and Contingent Process in Decision Making: An Information Search and Protocol Analysis. *Organization Behavior and Human performance*, 16, 366-387.
- Petty, Richard E. and John T. Cacioppo (1979). Issue Involvement Can Increase or Decrease Message Relevant Cognitive Responses. *Journal of Personality and social Psychology*, 37, 1915-1926
- Prahalad, C. & Hamel, G. (1994). The Core Competence of the Corporations. *Harvard Business Review*, 68(3), 79-91.
- Qureshi, I., Fang, Y., Ramsey, E., McCole, P., Ibbotson, P., & Comeau, D.

- (2009). Understanding online customer repurchasing intention and the mediating role of trust – an empirical investigation in two developed countries. *European Journal of Information Systems*, 18, 205-222.
- Reilly, M., Holman, R.H.(1977). Does Task Complexity or cue intercorrelation affect choice of an information processing strategy? An Empirical Investigation. *Advances in Consumer Research*, 3.
- Rheingold, H. (1993). *Virtual Community: Homesteading on the Electronic Frontier*. New York: Addison-Wesley.
- Roberts, K., Varki S. and Brodie, R. (2003). Measuring the quality of relationships in consumer services: An empirical study. *European Journal of Marketing*, 37(1/3), 169-196.
- Robertson J. S., Zielinski, J. & Ward S. (1984). *Consumer Behavior*. Glenview, Illinois: Scott, 279.
- Rogers, Everett M. (1983). *Diffusion of Innovation*. 3rd ed. New York: Free Press.
- Roloff, M. E. and G. R. Miller (1987). *Interpersonal Processes: New Directions in Communication Research*, 14. London: Sage Publication, Inc.
- Rothschild, M. L. (1984). Perspectives on Involvement: Current Problems and Future Directions. in *Advance in Consumer Research*, 11, T. C. Kinnear, ed. Association for Consumer Research.
- Science and Technology*, 55(8): 731-742.
- Sherif and Cantril (1947). *The Psychology of Ego-Involvement*, New York: John Wiley and Sons.
- Slama, M. & Tashchian, A. (1985). Selected Socioeconomic and Demographic Characteristics Associated with Purchasing Involvement. *Journal of Marketing*, 49, 72-82.
- Smith, J. B., (1998). Buyer-seller relationships: similarity, relationship management, and quality. *Psychology and Marketing* 15(1), 3-21.
- Soon Jae Kwon , Namho Chung (2010). The moderating effects of psychological reactance and product involvement on online shopping recommendation mechanisms based on a causal map. *Electronic Commerce Research and Applications* 9 ,522–536

- Spears, N. and Singh, S. N. (2004). Measuring attitude toward the brand and purchase intentions. *Journal of Current Issues and Research in Advertising*, 26(2), 53-66.
- Swinyard, W. R. (1993). The Effects of Mood, Involvement, and Quality of Store Experience on Shopping Intentions. *Journal of Consumer Research*, 20, 271-280.
- Swinyard, William R. and Kenneth A. Coney (1978). Promotional Effects on a High versus Low-Involvement Electorate. *Journal of Consumer Research*, 5, 41.
- Tan, S. J. (1999). Strategies for reducing consumers' risk aversion in Internet shopping. *Journal of Consumer Marketing*, 16(2), 163 -180.
- technology acceptance. *Information Systems Research*, 16(1), 85–102.
- Teo, T. S. H., & Yuanyou Yu. (2005). Online buying behavior: a transaction cost economics perspective. *Omega*, 33, 451 - 465.
- the www. *International Journal of Electronic Commerce*, 1(2), 59–88.
- Thompson, S. A., & Sinha, R. K. (2008). Brand communities and new product adoption: the influence and limits of oppositional loyalty. *Journal of Marketing*, 72, 65–80.
- Todd, P., Benbasat (1999). Evaluating the impact of DSS, Cognitive Effort, and Incentives on Strategy Selection. *Information systems research*, 10(4), 356-374.
- Tönnie, F. (1887), "Community and Society (Gemeinschaft und Gesellschaft)," New Brunswick: the Michigan State University Press.
- Tsung-Chi Liu and Li-Wei Wu(2008). Relationship quality and cross-buying in varying levels of category similarity and complexity. *Total Quality Management* 19(5), 493–511
- Tsuyoshi, K., & Atsushi, K. (2003). Net communities in brand marketing. Nomura Research Institute, 63.
- van der Heijden, H., & Verhagen, T. (2004). Online store image: conceptual foundations and empirical measurement. *Information and Management* 41(5), 609–617.

- Vishwanath, A.(2003). Comparing online information effects. A cross-culture comparison of online information and uncertainty avoidance. *Communication Research*, 30(6): 579-598.
- Wang Qing Yin, Ren Biao, Wang FengLi(2000). Uncertainty information and uncertainty systems. *Kybernetes*. 29(9/10), 1223-1233.
- WANN-YIH WU , PO-CHING HUANG and CHEN-SU FU (2011),The influence of an online auction's product price and e-retailer reputation on consumers' perception, attitude, and behavioral intention.*Scandinavian Journal of Psychology*,52, 290–302.
- Watson, R.T., Akselsen, S., & Pitt, L.F. (1998). Attractors: Building mountains in the flat landscape of the world wide web. *California Management Review*, 40(2), 36–43.
- Weiss, A. M., Lurie, N. H., & MacInnis, D. J. (2008). Listening to strangers: whose responses are valuable, how valuable are they, and why? *Journal of Marketing Research*, 45, 425–436.
- Wellish, H.(1972). From Information Science to Informatics: A Terminological Investigation. *Journal of Librarianship*, 4, 158-187.
- Wellman, B (2005), Community: From Neighborhood to Network, *Communications of ACM*, 48(10), 53-55.
- Wen, I (2009). Factors affecting the online travel buying decision: *a review*, 21(6), 752-765.
- Westbrook, R.A. and C. Fornell(1979).Patterns of Information Source Usage among Durable Good Buyers. *Journal of Marketing Research*, 16,303-312.
- Willens, R. (1993). Amortization of Intangibles: Is a Mergers and Acquisitions Boom Imminent. *The CPA Journal*, 63(11), 46-50.
- Williamson, O. E. (1975). *Markets and Hierarchies: Analysis and Anti-Trust Implications*. New York: Free Press.
- Wilson, T. D.(1999a). Models in information behaviour research. *Journal of Documentation*, 55(3), 249-270.
- Wilson, T. D.(1999b). Exploring models of information behavior: The 'uncertainty' project. *Information Processing and Management*,

35,839-849.

- Wilson, T. D., D. Kraft, and D. S. Dunn (1989). The Disruptive Effect of Explaining Attitude: the Moderating Effect of Knowledge about Attitude Object. *Journal of Experimental Social Psychology*, 25, 379-400
- Wixom, B. H., & Todd, P. A. (2005). A theoretical integration of user satisfaction and technology acceptance. *Information Systems Research*, 16(1), 85-102.
- Wolfinger, M. & Gilly, M. C. (2003). eTailQ: Dimensionalizing, Measuring and Predicting Etail Quality. *Journal of Retailing*, 79, 183-198
- Wright (1973). The Cognitive Processes Mediating Acceptance of Advertising. *Journal of Marketing Research*, 10,53-62.
- Wright, P.(1975).Consumer Choice Strategies: Simplifying Vs. Optimizing. *Journal of Marketing Research*, 12.
- Zaichkowsky, J. L. (1985). Measuring the involvement construct. *Journal of Consumer Research*, 12(3), 341-352.
- Zaichkowsky, J. L. (1986). Conceptualizing Involvement. *Journal of Advertising Research*, 15(2), 4-14.
- Zaichkowsky, J. L. (1994). The personal involvement inventory: Reduction, revision, and application to advertising. *Journal of Advertising*, 23, 59-70.
- Zeithaml, V. A.(1981). How Consumer Evaluation Processes Differ Between Goods and Services. In *The Marketing of Services, Proceedings National Services Conference*. Ed. J. Donnelly. Chicago: American Marketing Association, 186-190.