

Successful Business Model of Purchasing Agent

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The Study of the Successful Business Model of Purchase Agency

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Abstract

Online shopping gradually become people's daily routine, more and more product can be bought without going abroad. With the purchasing agent have been grew up year by year, not only the product be more easily to buy and also the fierce competition force purchasing agent to use a lot of incentive to attract customer. The author tried to find out the different promotion to the customer and see what kind of promotion activities can occur impulse buying.

The author used online questionnaire to collect customer's feeling of each promotion, the promotion sorted out from the Instagram and Facebook, including conformity, online word-of-mouth, time-limited promotion, lottery promotion, price consciousness and service quality.

In this paper, this research gave the suggestion to the people who work in purchasing agent or just start a business. Hypotheses of this study in the way of SPSS regression analysis. The result indicated that: (1) Consumer's conformity behavior positively influences impulse buying. (2) Limited-time promotion positively influences impulsebuying. (3) Lotteries promotion positively influences impulse buying. According to the result of SPSS analyzing found that only conformity, time-limited promotion and lotteries promotion can be supported.

Keywords: Impulse buying, purchasing agent, conformity, lottery promotion, time-limited promotion

LIST OF CONTENTS

INTRODUCTION	11
Background	11
Motivation	13
Research Purpose.....	13
Research Questions.....	14
Contribution	14
Limits	14
Delimits	15
LITERATURE REVIEW	16
The Difinition of Purchasing Agent	16
The Development of the Purchasing Agent.....	17
The Difference Between Selected store and “Paodanbang”	18
Pandambang (跑單幫).....	19
Select Store (選貨店).....	20
The Factors of Influence Customer’s Buying from Purchasing Agent	23
Case Study	25
Platforms of Purchasing Agent.....	25
Internet Auction- Use Yahoo! internet auction as an example.....	25
Forum-Use Dcard as an example	26
Website of Purchasing Agent- Use MYDAY as an example.....	27
Online Shopping-Use Shopee as an Example.....	27
Common Counting Methods of Purchasing Agent.....	28
The Industry of Japan Purchasing Agent	29
Winnieinjp	30
愛將媽咪-專業日本代購 (Facebook).....	31

米果-日本代購(Facebook).....	31
田媽日本代購小舖(Facebook).....	32
Summary	34
The Sport Industry of Purchasing Agent	34
Fashion.jump.store(Instagram).....	34
Rise7775(Instagram)	35
高雄怪貓(Facebook).....	35
The Process of Transformation from Online Store to Physical store-Use	
Fashion.jump.store as an Example	37
Research Hypotheses	39
H1 Consumer’s conformity behavior positively influences impulse buying.	40
H2 Online electronic word-of-mouth positively influences impulse buying.....	42
H3 Time-Limited promotion positively influences impulse buying.....	43
H4 Lottery promotion positively influences impulse buying.....	44
H5 Price consciousness positively influence impulse buying	44
H6 Service quality positively influences impulse buying	45
METHODOLOGY	46
Research Design	46
Data Collection	47
Measures	48
Dependent Variable.....	48
Impulse buying.....	49
Independent Variables	50
Conformity	50
Online electronic word-of-mouth	51
Price consciousness	52
Limited-time promotion	53
Lotteries promotion	54

Service quality	55
Reliability Analysis	57
DATA ANALYSIS.....	58
 Basic Information of Participants	58
CONCLUSION AND SUGGESTION	65
APPENDIX.....	70

LIST OF FIGURES

Figure 1.2011~1H19 E-commerce Revenue and Annual Growth Rate.	18
Figure 2. TheOrder Way of Winnieinjp in Facebook	22
Figure 3 The Factor of Influence Customer's Buying Product from Purchasing Agent	24
Figure 4 Participants-Gender	59
Figure5 Participants-Age	60
Figure 6 Participants-Job type.....	60

LIST OF TABLES

Table 1 The Comparison of Pandanbang and Select Shop	21
Table 2 The Common Counting Methods of Purchasing Agent	29
Table 3 The comparison of Nike RYZ 365	36
Table 4 Impulse buying of scale.....	49
Table 5 Conformity of scale.....	50
Table 6 Online electronic word-of-mouth of scale	51
Table 7 Price Consciousness of scale	52
Table 8 Limited-time promotion of scale.....	54
Table 9 Lotteries promotion of scale	54
Table 10 Service quality of scale.....	55
Table 11 Reliability analysis.....	57
Table 12 Correlation Matrix	61
Table 13 Regression	61
Table 14 Hypothesis supports Table (N=412).....	64

INTRODUCTION

Background

With the popularity and wireless electronic business, people somehow prefer to go shopping online instead shopping in the physical store which lead to purchasing agent have developed so fast in recent year and brings the fierce competition. According to the MIC's research, they surveyed consumer behavior in daily online shopping and found that Taiwanese frequency of online shopping is equal to brick and mortar store shopping, Namely, out of 10 times of shopping, about 4.5 times are through online shopping and especially the age of 21 to 45 are higher than average.¹ With the increasing of people shopping online and the low cost of online business, more and more people start a business online first and then establish the physical store later. The difference between the competition of Online business and physical store was that online business need to create the more click through rate(CTR) within the less time to let the target customer place an order, And, physical store can try to attract the passerby through create each festival theme, great atmosphere or special offer even use service of membership to create better earnings

¹ "【網購大調查系列一】日常購物頻率 網購已達45%," MIC. 產業情報研究所 (2018).

growth.² With the difference of operation method, how to do the transformation is the problem that purchasing agent facing now. Moreover, the market of purchasing agent is saturated now, how to gain more customer is also the problem need to take it seriously.

From the common promotion nowadays, we can see the store use “lottery”, “limited promotion” and “lowest price” to promote their product and these factors usually occur impulse buying. Recently, researchers found that online shoppers were impulsive approximately accounted for 60% , And, they also reported that impulse buying obviously occurs 40% of online spending.³ Owing to the customer’s impulse buying behavior have an upward trend, some of store will promote the product which endorsed by the celebrity or KOL to improve credibility of the store and also attract some fans to buy. As a result, if purchasing agent can use customer psychology of impulse buying properly, it might bring about the great earnings growth in both online and physical store. Thus, in my study, I explore the successful business model of purchasing agent including their establishment, transformation and the most attractive promotion to the customer.

² "電子商務時代來臨：你真的了解電商和實體零售的差別嗎？," (2017).

³ Yin Xu & Jin-Song Huang, "Effects of Price Discounts and Bonus Packs on Online Impulse Buying," *Social Behavior & Personality: an international journal* 42, no. 8 (2014).

Motivation

With the developing of the purchasing agent, more and more people chose to shop online and wanted to start a business online as well. Since the market of purchasing agent have saturated, we often can see different kind of promotion through the Instagram or Facebook, such as “buy one get one free”, “limited sales” or “Recommended by xxx celebrity”, this promotion usually bring about impulse buying. For me, I will not be attracted by the product endorsed by which celebrity, but I often buying impulse in the promotion of limited time. Therefore, within this promotion, not all the promotion method suitable to any customers and purchasing agent, using the most suitable promotion for different kind of customers can let the market decision more effective.

Research Purpose

In my study, I used qualitative method to explore the variety of promotion that purchasing agent might use and customer might be attracted. Through quantitative method, I find out which kind of promotion method will attract customer. Then, it can give the ideas to the people who want to start a business of purchasing agent as well as can let the purchasing agent know where they need to do the improvement.

Therefore, with knowing the most effective promotions, it can improve their customer loyalty.

Research Questions

1. What are strategies of the purchasing agent?
2. Which kind of promotion are most attractive to the customer?

Contribution

Due to the fierce competition, each purchasing agent's promotion are similar to each other. From my study, it can show which kind of strategies would occur the customer's impulse buying under this kind of situation. Moreover, because of the E-commerce rise abruptly, more and more people want to start a business through the internet, therefore, by doing the questionnaire and interview, it can also give direction to the people who work in the field of purchasing agent.

Limits

Most of the research had the information of the company's turnover so they can do the comparison and analyze. However, due to the author still is the student, it is hard to get this information from the company. Therefore, the author tried to use the number of fans to define the speculate company's turnover. Moreover, the author sent

the questionnaire through her Instagram and the Facebook's club, so the people who filled out the questionnaires are almost young people, therefore, the research result might only suitable to the purchasing agent which target customer are among 16~25 years old.

Delimits

Despite the author couldn't get the company's turnover, the author used "fans" to define the company's turnover and it had three ways to do the speculation. First, the author collected some purchasing agent which were belong the same industry and then compared their sales from the same product, second, read the books of customer behavior to sort out of the common customer behavior, third, collected the common promotion from each purchasing agent through their website's article. Above three way, it can let the author speculate the common strategies and common customer behavior from the internet.

LITERATURE REVIEW

The Definition of Purchasing Agent

The Research has defined the purchasing agent as commercial enterprises which are consciously engaged and paid by consumers or other interested party to make or facilitate selection decisions on behalf of that consumers; in addition, the definition of purchasing agent was derived into a person, firm, or other entity which are engaged in a business or professional activity based on Hollander and Rassui's research.⁴

Moreover, with the growing of purchasing agent, Qin-bo SHI indicates 5 factors for the emergence of international surrogate shoppers in China: (1) incomplete international electronic commerce; (2) increasing time spent on merchandise selection on internet; (3) unfamiliar language on foreign shopping websites; (4) demand of fancy and exotic merchandise; (5) logistics problems resulted from international shipment.⁵ Among those factors, Taiwan's purchasing agent might be more likely to correspond to the first and third one, that is incomplete international electronic commerce and logistics problems resulted from international shipment.

⁴ Stanley C. Hollander and Kathleen M. Rassuli, "Shopping with Other People's Money: The Marketing Management Implications of Surrogate-Mediated Consumer Decision Making," *Journal of Marketing* 63, no. 2 (1999).

⁵ Tzu-Ning Lee, "Empirical Research on International Surrogate Shopping Business and the Modified Business Model," (2011).

The Development of the Purchasing Agent

With the nearly 20 years development of internet. it cannot be avoided that online shopping would become first choice to purchase goods. Thus, During the expanding and increasing of online store, online customer might enjoy the internet-based window shopping but may find that online store has not yet brought them to purchase the product from overseas so as to many merchant seize the business opportunities to develop their business in the field of the electronic commerce which we call purchasing agent or surrogate shoppers. Additionally, International surrogate shoppers function as communicators and translators in many situations. When consumers browse overseas shopping websites, they need to handle the merchandise description written in non-native languages or consider the problems of spending their scarce time communicating with sellers if they come up with questions.⁶Above this function is enough to explain how fast that purchasing agent develop in recent year. The researcher defined purchasing agent as a commercial enterprise, consciously engaged and paid by the consumer or other interested party on the behalf of the consumer to make or facilitate selection decisions on behalf of the consumer.⁷ In

⁶ Ibid.

⁷ Rassuli, "Shopping with Other People's Money: The Marketing Management Implications of Surrogate-Mediated Consumer Decision Making."

term of purchasing agent getting stronger day by day, Taiwan’s electronic commerce average revenue increased year after year, from the research of Ministry of Economic Affairs of Taiwan, Electronic commerce industry hit record high in the first half of 2019 and they predicted that it will continue growth in the future.



Figure 1.2011~1H19 E-commerce Revenue and Annual growth rate
Source: Ministry of Economic Affairs - Department of Statistic

The Difference Between Selected store and “Paodanbang”

In term of Taiwan’s purchasing agent nowadays, it gradually development and maturity in any field. As a result, with the increasing of online consumer, purchasing agent evolve into two kind of business model, one is selected store, another one is “Paodanbang”. The following I will explain their difference and historic background respectively.

Pandanbang (跑單幫)

In 1950s, because of the convenient location of the Keelung port and large number of ships, it offers the crew or the student who study abroad the opportunity to bring some goods from abroad and then sell in Keelung. In the course of time, people started to take advantage of their identity to bring the special goods which is not produce in Taiwan. Therefore, in the period of that time, those people become the Danbandke(單幫客). In some situation, the less opportunity to inflow the product to domestic, the more chance to come into favor with the customer.⁸ Even the product also be sold domestically, the price of the product will also be cheaper because of the saving of the cost of personnel and tax. As a result, Pandanbang's customer base is either the people who often take advantage of others or the people who already was the regular customer. However, Pandanbang certainly was a grey area beside the formal institution because some of the product did not have the specific brand and just produce directly from the garment manufacture, and some of the mainstream product was international parallel input. That's say, if the brand has the specific owner, that is the parallel importation of genuine goods, if not, it means the product did not through the authored agent instead of importing directly by themselves. Therefore, it often

⁸ 林韋伶, "Trust, Secrets and Value: Geographies of Trading in "Paodanbang" ," (2012).

cause the competition between place licensing (通路授權) and parallel input (平行輸入) and that is what economics call “Gray Market”⁹ Therefore, with the development of large department store and the change of consume habit of the customer, the buying expectation and need can achieve from the department store, Pandanbang started to fall in 1970s.¹⁰

Select Store (選貨店)

Select Shop refer to a shop that sells a variety of styles and brands of products which are chosen then brought back to the store, showing a unique characteristics of arts and creating a cultural value and impact of fashion.¹¹ Most of selected store actually evolved from “Pandanbang” and belong to one of the retail stores. When “Pandanbang” business is getting bigger and bigger, they must need to spend more cost on the employ and the product which was not worthwhile and waste time and money to go abroad and select the product then bring back to the country and finally sell the product. Therefore, with the coordinate logistics company and the factory, more and more “Pandanbang” business chose to stay in the one place and order the product they want to sell from the factory.

⁹Lin,Wei-Ling "Trust, Secrets and Value: Geographies of Trading in “Paodanbang”,” (2012)

¹⁰Wu,吳姿誼, "Online with Korea: The Cultural Labor of Korean Fashion Sellers in the Era of Social Media.," (2018).

¹¹Wu 吳弘舜, "Analysis of Fashion Aesthetic Value Delivery Pattern-a Study of Select Shop," (2014).

Through the literature review of the “Pandanbang” and select shop, I practically do the research on Pandanbang and Select shop which are open nowadays, and the following is the chart which about their difference of business model, target customer and their type of merchandise and I use “Winnininjp” and **Fashion.jump.store** as an example to compare their differences.

Table 1 The Comparison of Pandanbang and Select Shop

	Pandanbang	Select shop
Online Market	Facebook: Winnieinjp	Facebook: Fashion.jump.store
The type of merchandise	Cosmetics and medicine. (Most of product made in Japan)	Shoes, T-shirt, cosmetics. (Most of product made in Korea)
Customer base	Female who over 25 years old	College student
Business Model	People who want to buy the product need to message “+1” below the picture. (See figure 2)	People can directly order the product through the Shopee market.

Source: Edited by the Researcher



Figure 2. The order way of Winnieinjp in Facebook
Source: Facebook of Winnieinjp

From the difference of the Pandanbang and Select shop, we can find that the order way of pandanbang did not have the complete order system to the customer, they just comment “+1” under the product they like and then wait for the respond from the seller, in the opposite, select shop use Shopee market to create their own market and the system will help them to trace the product and count the number of the

product. That's say, the customer base of pandanbang usually would be the regular customer, because they trust the store and willing to buy the product, however, the customer base of select shop might be easier to have the new customer but also easier to lose the customer.

The Factors of Influence Customer's Buying from Purchasing Agent

According to MIC's research indicated that the main factor of influence customer's buying from purchasing agent is "it can buy the product which is not sell domestically", other factors are "cheaper than domestic price", "foreign product have the characteristics of newest", "trust the quality form foreign country".¹²If the customer chose to buy foreign product from foreign website, the first problem might be language. Except for the problem of language, they also might confuse the delivery method. Therefore, they have to search the internet and find the way to understand ordering process, moreover, the price of customer order by themselves would be more expensive than purchasing agent. Thus, convenient and low price attract customer to choose purchasing agent and they are willing to pay extra purchase fee to purchasing agent.

¹² "【網購消費者調查】84.3%消費者願意跨境購物," MIC. 產業情報研究所 (2017).

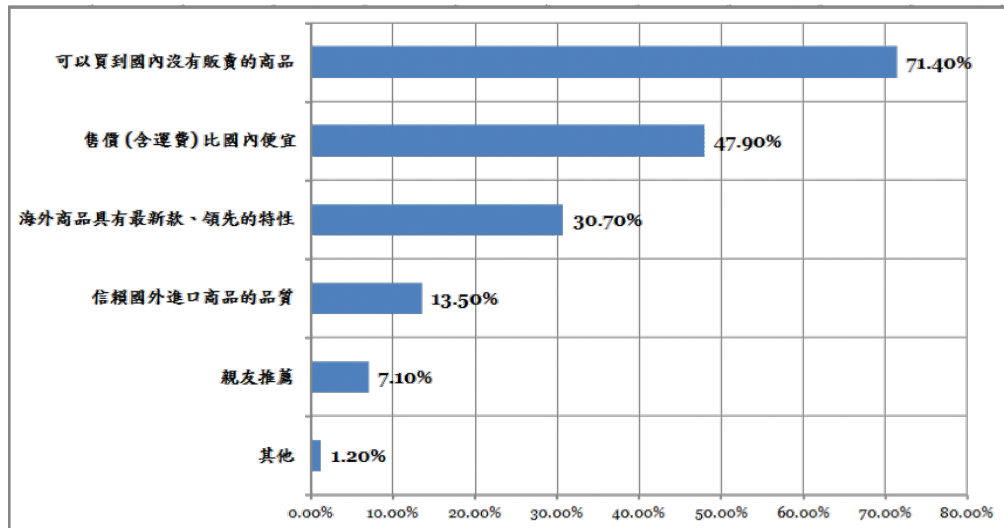


Figure 3 The Factor of Influence Customer's Buying Product from Purchasing Agent
Resource: Mic's Industry Research

Case Study

In the case study, the author tried to find out the basic business model of purchasing agent by comparing different of purchasing agent, including their platform, price's counting method and price strategies.

Platforms of Purchasing Agent

Internet Auction- Use Yahoo! internet auction as an example



- History

Yahoo! established in 1994 and now have 9 platforms and 26 different version. In 2006, they started to charge the transaction fee and then decided to transform their headquarter from California to Taiwan in 2013.

- Characteristics

- a. They have strict certification of self-information
- b. The website's windows are easy and obvious
- c. Great social interaction

Forum-Use Dcard as an example



- History

Dcard established by two college students from NTU and most users are college students. The reason they established Dcard was because founder thought that students are hard to meet other friends and have no chance to meet more people. In the beginning of founded, they only allow student who study NTU and NTHU to sign up and then gradually open to other colleges.

- Characteristics

- a. Every user can receive friend invitation randomly from system every day, the users can decide whether they want to accept or not.
- b. Users can post product to ask for group buying and the common situation was that if the comment have over 20 “+1”, the poster will put the google form to let the commenter fill in and all group buying depend on trust to the poster.

Website of Purchasing Agent- Use MYDAY as an example



- History

Established In 2004, considering the growing of electronic commerce, the website only offers “daigou” service. The website also cooperated with Yahoo!- Japan’s daigou platform, the website of American-ebay and the website of Japan- Rakuten global market.

- Characteristics

- a. Customer can buy foreign products which is limited, newest, cheapest.
- b. focusing on Japan, American and Korea’s product.

Online Shopping-Use Shopee as an Example

- History

Shopee have shortest establishment compare to above platforms. Shopee was established from Singapore in 2015 and became the most used website by Asians. In the beginning, Shopee attracted user by launching “free shipping” and started to have handling charge in 2017.

- Characteristics
- a. The product will be shipped within 24 hours
- b. Brand ambassador was Black pink, BamBam and Cristiano Ronaldo.
- c. Only need one product picture can start to sell.

Common Counting Methods of Purchasing Agent

The purchasing agent offer service to purchase product on customer's behalf, they have different kind of counting method, the author sorted out different kinds of counting method from purchasing agent found that the purchase fee can according to the numbers of product, price of product, size and weight of product and times of checkout.

Table 2 The Common Counting Methods of Purchasing Agent

Counting Method	Description
Number of products	Each product times the fixed percentages or plus fixed fee.
Price of product	Counting by the amount of price and set the standard to charge the different fee.
Size of product	Each product's price counted by the size or weigh of products
Times	No matter how many products the customer buy, the purchase fee would be counted for the number of checkout.

Source: Purchasing Network Terrace Lane Clothing

The author research the two difference industries of purchasing agent and did the comparison, including Japan's product of purchasing agent and sport industry.

Second, the author focused on one of the purchasing agents and sorted out their transformation process of online store to the physical store to find out the advantages and disadvantages.

The Industry of Japan Purchasing Agent

The author found four purchasing agent which sell Japan's product and did the comparison of their business model.

Winnieinjp

Store	Winnieinjp (Facebook)
Date of founded	2018/1/5
Physical store	No
Followers	1376
Target customer	Women, fans of Disney
Type of product	Cosmetic, daily necessities, Disney's product, Japan's snack.
Characteristics	<ul style="list-style-type: none"> ● The store offer variety of product to choose. ● The store ha the line group to let customer easily to order the product.
Business model	As author's observation, the store just started for two years and they didn't have the lottery or lucky draw to attract customer, they use online word-of-mouth to increase their customer

愛將媽咪-專業日本代購 (Facebook)

Store	愛將媽咪-專業日本代購(Facebook)
Date of founded	2011/12/23
Physical store	No
Followers	55141
Target customer	Women, especially for mother
Type of product	Children's product, daily necessities and Home appliances
Characteristics	<ul style="list-style-type: none"> ● They have established company. ● Their products are more unify which focus on children's product.
Business model	They have different kind of promotion to attract the customer, including lucky draw, time-limited promotion.

米果-日本代購(Facebook)

Store	米果-日本代購(Facebook)
Date of founded	2012/3/21
Physical store	No
Followers	23031
Target customer	Women
Type of product	Any product from Japan's website (ex: Amazon, Toridory, Adidas)
Characteristics	<ul style="list-style-type: none"> ● Customer can directly know the price in the Japan's website that let customer have more trust to the store.

	<ul style="list-style-type: none"> ● Uniform price: Each product adds \$20 purchase fee
Business model	<p>They will focus one Japan's website in each week, Customer just choose whatever they want in the website to the store.</p> <p>The store benefits from it by earning shopping fee and purchase fee.</p>

田媽日本代購小舖(Facebook)

Store	田媽日本代購小舖 (Facebook)
Date of founded	2010/5/8
Physical store	No
Followers	110608
Target customer	Women
Type of product	Cosmetic, daily necessities, Disney's product, Japan's snack.
Characteristics	<ul style="list-style-type: none"> ● They established their own website to let customer order the product. ● Their price is cheaper than other purchasing agent.
Business model	<p>They main store are their own website not like other purchasing agent have to order the product by replying "+1" in the article.</p> <p>Also, they have much more product in stock than other purchasing agent.</p>

From the different purchasing agent above, the author tried to find out their price strategies. Although the author did not work in their company, she did the analysis from their product's price and their sales volume.

Store	Price strategies
Winnieinjp	Their price lower than other purchasing agent because the store belongs to “Pandangbang”. They don’t have the product in stock, they sell the product only the customer comment “+1”.
愛將媽咪-專業日本代購(Facebook)	Because they have established the company, they need to have extra cost such as business tax so that their price are more expensive than other purchasing agent.
米果-日本代購(Facebook)	<p>Their price is openness and transparency.</p> <p>Each product * 0.315(exchange rate)</p> <p>Purchase fee: \$20 /Each product</p> <p>International shipping fee: 100g/\$30</p> <p>Domestic shipping fee: \$80</p>
田媽日本代購小舖 (Facebook)	As author’s observation, their price based on their quantity because their website has the product in stock and the product have to pre-order. The author compared the price of same product which need to pre-order with other purchasing agent found that the price higher than others.

Summary

From the industry of Japan's purchasing agent, most of the store are using Facebook as their platforms and their target customer mainly are women. And, because their business model can be divided into two parts which price strategies also different. According to the chart above, I found that the purchasing agent which belongs to Pandanbang, their price is cheaper and openness, Also, their customer almost less than select shop. Instead, the purchasing agent which belongs to select shop, their price is fixed and more expensive. Thus, with the more expensive price, they have more funds to have the lottery promotion to attract customer.

The Sport Industry of Purchasing Agent

Fashion.jump.store(Instagram)

Store	Fashion.jump.store (Instagram)
Date of founded	2016
Physical store	Yes
Followers	98000
Target customer	College student, Women
Type of product	Shoes (Adidas, Nike, Reebok...) , Sport clothes, Cosmetic.
Characteristics	<ul style="list-style-type: none">● Cheaper than other purchasing agent● The store held the Lucky draw each month.

Business model	Because the store has the physical store and near the college so that their price is lower that college student can be accepted. Also, they usually combine online store and physical store together to have the discount promotion.
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Rise7775(Instagram)

Store	Rise7775 (Instagram)
Date of founded	2016
Physical store	No
Followers	130000
Target customer	College student,
Type of product	Shoes (Adidas, Nike, Reebok...), Sport clothes.
Characteristics	<ul style="list-style-type: none"> ● The store has high interaction with customer, because the store owner is a singer, he sometime would have a live stream and sing for their followers.
Business model	Each week would have the time-limited promotion for 2-3 major product to attract customer.

高雄怪貓(Facebook)

Store	高雄怪貓(Facebook)
Date of founded	2010
Physical store	Yes
Followers	21000
Target customer	Shoes collectors, social people
Type of product	Shoes (Adidas, Nike, New balance)
Characteristics	<ul style="list-style-type: none"> ● The store specially sells the product to the shoe collectors and the products' price are among \$2000~20000.

Business model	The store started from the physical store and established the online store in recent year. But they seldom have the promotion in online store.
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From the sport industry of purchasing agent, because they are using Shopee online store as their website, it is hard to know the exact number of sale volume.

Therefore, the author focused on one of the shoes-Nike RYZ 365 which have sold in three purchasing agents above and did the price and sale volume comparison.

Table 3 The comparison of Nike RYZ 365

Purchasing agent	Price (Nike RYZ 265)	Sale volume
Rise7775	\$3780	145
Fashion.jump.store	\$3680	126
高雄怪貓	\$4000	10

Source: Edited by the Author

From the table above, the author found that although Fashion.jump.store has the lowest price, its sale volume still less than Rise7775. That's say, the sale volume could be influenced by the number of followers. The store of Rise7775 have 130000 follower which higher than fashion jump store (98000 followers). Moreover, The price of 高雄怪貓 is the highest price and lowest sale volume, the author deduce that because 高雄怪貓's average price have already higher than normal sport purchasing

agent and their followers are less than others, it is hard to let them use quantity to lower their price.

The Process of Transformation from Online Store to Physical store-Use Fashion.jump.store as an Example

When the online store has a certain scale, the store might try to establish the physical store, and the process of transformation might encounter some difficulties and advantages, the author sorted out the information from her boss’s experience of the store’s transformation.

Advantages	Disadvantage
<ul style="list-style-type: none"> ● Increasing of customer base: the store has another place to attract customer ● Experience store: online store can't try the product, instead, the physical store offer customer to try on the product. 	<ul style="list-style-type: none"> ● Increasing of personnel costs: the store needs to hire new employee to look after the store. ● Becoming “try on” store: Some customers will just try on the product but not intend to buy instead of finding cheaper price on internet. ● The spot goods need to increase because the customer who go to the physical store would like to buy the product in stock. However, it is hard to control the number of spots

	good because the store won't know how much the customer need.
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From the disadvantages above, the store owner of fashion jump store mentioned some solution to improve these problems:

- The physical store needs to have more promotion than before: Because people now rely on online shopping, they would rather buy the product online than going to the physical store. If the store can have more promotion, it can be the incentive to attract customer.
- According to the online store's promotion: because when the online store have the promotion, some customer who used to see the product entity before buying them would like to buy in the physical store, so the product need to be more in stock.

Research Hypotheses

With the Increasing of online purchasing agent and more and more promotion have been created, how to correctly and rapidly catch customer's eye is what purchasing agent keep working on. From the literature review of different kind of promotion, researcher founded that most of promotion basically are creating the opportunities to let the customer impulse buying. Regret research suggests that if a particular behaviour is followed by regret, consumers are unlikely repeat the same behaviour. Yet, work in the area of impulse buying advocates that this is not always the case, such that many consumers feel post-impulse purchase regret yet reengage in this buying behaviour.¹³ That's say, purchasing agent can use customer's impulse buying behavior as a target center and created more interesting promotion. Therefore, unless visitors of the online shop can be converted into buyers and be kept by creating value for them, online transactions will not be profitable.¹⁴

Previous studies have founded that consumers prefers to believe personal recommendations more than product's information and defines conformity as a

¹³ Lara Spiteri Cornish, "Why Did I Buy This? Consumers' Post-Impulse-Consumption Experience and Its Impact on the Propensity for Future Impulse Buying Behaviour," *Journal of Consumer Behavior* 19, no. 1.

¹⁴ "Pricing and Promotion Strategies of an Online Shop Based on Customer Segmentation and Multiple Objective Decision Making," *Journal of Expert Systems with Applications* 38, no. 12.

change in consumer's product evaluation, purchase intentions or purchase behavior as a result of exposure to the evaluations, intention, or purchase behavior of referent others.¹⁵ In some situation, individual decisions just reflect the previous decision of most people¹⁶ and the customer would follow most people's decision when they in doubt about buying something. So the author deduced that the customer conformity would improve their impulse buying behavior.

H1 Consumer's conformity behavior positively influences impulse buying.

People now buying the things by following the other customer's recommendation. Because some of purchasing agent did not have the physical store so that they have to rely on the people's recommendation to help them advertise their store. In addition, in order to increase the popularity of the store, some purchasing agent will give the voucher to the customer who willing to comment the positive review as the discount for next visit. From the research found that the more trust of customer for the online word-of-mouth, the more influence for their attitude and buying behavior. Thus, online world-of-mouth can be seen as the significant

¹⁵ Dana-Nicoleta Lascu & George Zinkhan, "Consumer Conformity: Review and Applications for Marketing Theory and Practice," *Journal of Marketing Theory and Practice* 7, no. 3 (2015).

¹⁶ 謝秉諭, "Exploring the Influence of Message Framing and Conformity on Consumers' Impulse Buying," (2013).

factor to the store. Kersten Hart said that Word-of-mouth marketing is important because 92 percent of students rely on recommendations from friends over any other form of advertising, and 75 percent of students identify word-of-mouth as a key influencer when choosing a college.¹⁷ In term of people trust more on the recommendation than the product information, the impulse buying it created can be underestimated. The researchers found that if the product's positive reviews more than negative review, it would rationalize customer's buying decision, they would tell themselves "most of people are buying this product, this product must be popular". They would think the product are popular according to the online customer's review and then it would increase the sales volume.¹⁸That's say, when the customer receives more positive review, they would think the product are more popular and occur the desire to buy the product. Therefore, the following hypothesis can be deduced.

¹⁷ Joan Hope Ph.D., "Focus on the 5 Ts for Effective Word-of-Mouth Marketing," *Recruiting & Retaining Adult Learners* 19, no. 10 (2017).

¹⁸ 鄭子慧, "the Study of Positive and Negative Electronic Word-of-Mouth on Goal-Directed and Impulsive Buying Behavior," (2011).

H2 Online electronic word-of-mouth positively influences impulse buying

As literature review mentioned, time-limited let customer have the time-pressure so that they will have less time to make a consideration. According to the research, a time- limited promotion, which would expire in a week's time or earlier, provides strong motivation to accelerate the purchase in order to benefit from the promotion.¹⁹ Inman and McAlister demonstrated that when consumers know of the expiration date of an offer, there is an increase in redemptions close to that expiration date. ²⁰In order to get benefits from the product as soon as possible, consumer will be easier buying good without hesitation, What's more, with the promotion are near the end, under the situation of time pressure, customer might think the product will be sold out soon which obviously accelerate their buying decision so it can be deduced time-limited promotion positively influence impulse buying.

¹⁹ Praveen Aggarwal & Rajiv Vaidyanathan, "Use It or Lose It: Purchase Acceleration Effects of Time-Limited Promotions," *Journal of Consumer Behavior* 2, no. 4 (2002).

²⁰ P. Aggarwal, & Vaidyanathan, R, "Use It or Lose It: Purchase Acceleration Effects of Time-Limited Promotions.," *Journal of Consumer Behaviour* 2, no. 4 (2003).

H3 Time-Limited promotion positively influences impulse buying

Giveaways just like the free gift, it can offer customer the rise of their value and the increasing of their benefit, whereas price promotion is the decrease of loss.²¹ In our daily life, when we shop in the supermarket, we can see lots of goods with the giveaway and it mostly increase our purchase intention. “What customers want is not cheap, whereas they feel that they are taken advantage of it”, this sentence is famous in the field of sales and it totally indicated that if customer feel they are taken advantage of it. Using a lottery prize giveaway may increase direct marketing response for products and services as well²² and the promotion mainly offer customers the incentive and attract them to order the product. When the company doing the incentive promotion can not only attract new customer and loyal customer but also can attract the customer who often change the brand of free customer. therefore, when the company use lotteries as a promotion might rise customer’s perceived value and let them willing to buy immediately²³. Base on the finding, we dare to raise a hypothesis: Lottery promotion positively influence impulse buying

²¹ 陳士華, "免費贈品促銷形式對消費者整體評價及知覺操作意圖之影響," (2007).

²² P. V. Sundar Balakrishnan, Chawla, S. K., Smith, M. F., & Michalski, B. P., "Mail Survey Response Rates

Using a Lottery Prize Giveaway Incentive," *JOURNAL of Direct Marketing* 6, no. 3 (1992).

²³ 王玟茵, "組合價格促銷、產品訊息內容 對衝動性購買行為之影響," (2004).

H4 Lottery promotion positively influences impulse buying

In the past study found that customer influenced strongly by the price, when the price higher, the less possibility to buy the product. Combined with the above hypothesis of promotion, because of the lottery promotion and limited-time promotion would let customer feel they save money or they get the benefit on it. Also, Parsuraman et al. indicated that when the customers are making buying decision, they would have positive perceive value of buying decision when they think the product are valuable.²⁴ That's say, more consumers are trying to maximize value for money spent, demanding better quality at lower prices²⁵ with the higher price consciousness of customer, the higher possibility of impulse buying might occur. So, the author dares to raise a hypothesis: price consciousness positively influence impulse buying.

H5 Price consciousness positively influence impulse buying

A good service quality regard as basic service in the store, it was the abstract concept but greatly influence customer's feelings. The researchers argued that there have relationship between customer loyalty and service quality. Moreover, customer

²⁴ 張詠筑, "The Influences of Price Bundling Promotion Types on Online Impulsive Purchase Behavior-an Example of Women's Underwear," (2010).

²⁵ 吳俐蓉, "The Influences of Price Consciousness, Service Sensitivity, and Brand Sensitivity on Purchase Intention for Full Service Carriers," (2018).

loyalty is increased by providing better service quality.²⁶ Moreover, service quality can be measured by whether it meet the customer's expectation, with the good service quality can prompt customer occur positive buying behavior.²⁷ Furthermore, Sharma indicated that if the customer positively feel the sales are having positive expression, it could be more convincing. With the positive buying behavior, when the customer feels great about the store's service quality, it has high possibilities to buying impulse.

H6 Service quality positively influences impulse buying

²⁶ 1 Hung-Fan Chang Benjamin J. C. Yuan, 2 and Gwo-Hshiang Tzeng2, "Evaluation of Service Quality Continuous Improvement in Coffee Shops," *Human Factors and Ergonomics in Manufacturing & Service Industries* 25, no. 1 (2012).

²⁷ 陳彥仔, "香氛產品專賣店店面美學與服務品質對顧客購買意圖的影響," (2020).

METHODOLOGY

In this research, the author wants to find out how purchasing agent different with the past store and which kind of strategies they use can truly influence customer's buying behavior. Because the market of purchasing agent are saturated, every store keeps creating different promotion to attract the customer and their same goal are increase their customer loyalty and new customer. However, under the situation of many similar promotion, store and choice, which purchasing agent can really stand out is what this research tried to find out.

Research Design

In this research, the author would go through the literature review, including purchasing agent and customer buying behavior to understand the different kind of customer behavior. Also, the author collected the data about the process of entrepreneurship by interviewing one of the purchasing agent "Fashion.jump.store".

The research would apply quantitative research method to analyze the data and collect the data. The questionnaire would be divided into nine part, except for the first part had the open questions to let the customer filled in the store they buy often, other part used nominal scale and based on the Likert's 7-point scale to measure. Furthermore, the part of 2 to 9 of questionnaire be designed to the common promotion to let the respondent think how they feel in each promotion, the result would help the author understand the most attracted promotion to the purchasing agent and it could be the insight to the people who want to start a business of purchasing agent.

Data Collection

The author collected data by reviewing different purchasing agent's promotion including compare their price, market and their target market. In the case study, I collected two industry of purchasing agent, one is sport's purchasing agent, another one is Japan's purchasing agent. I also collected three purchasing agents which mainly business in Instagram and Shopee and did the comparison. Then, in the industry of Japan's purchasing agent, I collect four purchasing agents including pandanbang and select shop, they mainly business in Facebook and their own website. Except for this data, I also interviewed with the supervisor of Fashion jump store-one of the purchasing agent. From the interview, the author knew about the most promotion they use often and the process of purchasing agent's business. The author also compared the differences between purchasing agent of Facebook and Instagram and then tried to find out the different promotion.

The content of the questionnaire based on the literature review and the books of customer behavior then combine with different kind of promotion strategies. For the first part was the basic information about the experience of buying purchasing agent and let the customer fill in the store they buy often to keep the question continue. From the second part to the ninth part was the promotion strategies the purchasing

agent use often, including bandwagon effect, word-of-mouth, price consideration, limit-time promotion, lotteries promotion and service quality. The last part was the basic information including gender, age, education and salary which can let author know which kind of people would buy things through the purchasing agent.

To collect more questionnaire, the author used the online questionnaire, the grand total provides 465 questionnaires, recycling effective questionnaire 412, the effective questionnaire recycling a rate 88.6%. After collecting the data, the author started to use the software of SPSS to process the collected data from the questionnaire.

Measures

Dependent Variable

The author chose the Impulse buying as the dependent variable. By going through the literature review and observing the promotion strategies, the author found that almost every promotion strategy can stimulate the desire of buying behavior, especially for those promotion had limited-time or limited-quota, it easily occur customer's desire to buy. Additionally, from the literature review, impulse buying influence most of product's sales volume. Therefore, the author wanted to research

which promotion can occur impulse buying to help purchasing agent have the direction to run their business.

Impulse buying

Impulse buying refers to whether the customer would have the sudden, strong and irresistible feeling of buying behavior. With the developing of online shopping, buying behavior can create amazing sale volume beyond our imagination. The question took Rook, D. W., & Fisher, R. J.²⁸ as a reference. The respondents were asked about their feeling of impulse buying from 7 (strongly degree) to 1 (strongly disagree) and all of the questions are positive. The higher scores mean the customer with higher possibility to buying impulse.

Table 4 Impulse buying of scale

Impulse buying
1. I often buy things spontaneously.
2. "Just buy it" describe the way I buy thing.
3. I often buy things without thinking.
4. "I see it, I buy it" describes me.
5. "Buy now, think about it later" describe me.
6. Sometimes I feel like buying things on the spur of the moment.
7. I carefully plan most of my purchases.
8. Sometimes I am a bit reckless about what I buy.

²⁸ D. W. Rook, & Fisher, R. J., " Normative Influences on Impulsive Buying Behavior," *JOUrnal of Consumer Research* 22, no. 3 (1995).

Independent Variables

In this study, the author collected the independent variable by following popular purchasing agent in recent year and observe their promotion strategies and put it in the questionnaire. Most of the promotion method's final goal was let the price as lower as better which can motivate the customer's buying behavior. Besides, by analyzing the questionnaire, the author can know which are effective promotion and which are not to the customer. The following tables was the process of designing the questionnaire.

Conformity

Conformity refer to "Majority effect". When the customers are making buying decision, they would notice more on other thinking. The customer showed they meet the social fashion by buying the same product. The questions were took 朱珮君²⁹ as a reference. The respondents were asked about their buying behavior of conformity from 7 (strongly degree) to 1 (strongly disagree), higher scores mean the respondents with higher level of conformity. As for the question in reverse order (questionnaire 2), the lower scores mean the respondents with higher level of conformity.

Table 5 Conformity of scale

Conformity
1. Before buying the new product, I would ask my friend or other customers who have been bought the same product.

²⁹ 朱珮君, "The Study of the Effects on Conformity for Purchasing Decision of Leisure Food and Drinks of Elementary School Students," (2004).

2.	I would not be influenced just because of a few people have bought some product.
3.	I like to ask other's opinion before buying the product.
4.	I have been satisfied because of buying something from friend's opinion.
5.	I usually would like the product which my friends like, too.
6.	I would not buy the product which are not recommended by my friend.
7.	I would buy the product which a lot of people would buy, too.

Online electronic word-of-mouth

The online electronic word-of-mouth refers to whether the customer would see the product's reviews or not when they are making buying decision. The question took 劉玟秀³⁰ as a reference which developed by the researchers of 王如鈺、王仁宏 and 莊濟任³¹. The respondents were asked about their buying behavior of online electronic word-of-mouth from 7 (strongly degree) to 1 (strongly disagree), higher scores means the respondents with higher level of online electronic word-of-mouth.

Table 6 Online electronic word-of-mouth of scale

Online electronic word-of-mouth	
1.	I would check the store's review before buying their product.
2.	When I am going to buy something from the store which have many positive reviews, I would have a sense of trust from it.
3.	When I am looking at the customer's review of the product, I would look as many as possible then do the decision.

³⁰ 劉玟秀, "Effects of the of Electronic Word of Mouth Dissemination Online on Decision of Purchasing Cosmetics," (2016).

³¹ 王如鈺、王仁宏、莊濟任, "網路口碑對網路團購意圖之影響," 10, no. 1 (2012).

Price consciousness

The price consciousness refers to whether the customer would care the price or not when they are buying the product. The price is quite important factor of influence the people's buying behavior. The question took 鍾弘益 (2014)³² as a reference. According to the illustration of Urbany, Kalapurakal & Dickson³³, customer would compare and observe the price between two competitive stores, their final target was the lowest price. The respondents were asked about their buying behavior of price consideration from 7 (strongly agree) to 1 (strongly disagree), higher scores means the respondents with higher level of price consciousness

Table 7 Price Consciousness of scale

Price consciousness
1. I would compare store's price before buying the product.
2. It is important for me to buy the product with the lowest price.
3. I usually buy the product from different store in order to gain the benefits from the low price.
4. I would notice the price when I am buying the product.

³² 鍾弘益, "The Impact of Service Quality, Product Quality, Price, Word of Mouth on Customer Satisfaction and Customer Purchasing Behaviors - a Case Study in Cai Feng Restaurant", (2014).

³³ & P.R. Dickson Urbany J.E. R. Kalapurakal, "Price Search in the Retail Grocery Market. Journal of Marketing," 60, no. 2 (1996).

5. I am very care about the quality and the price when buying something.
6. I try to spend money which can gain the best quality on it.
7. I would not give up to buy the better product with the lower price.

Limited-time promotion

Limited-time promotion refers to whether the customer’s buying behavior would be influence under the time pressure. The questions took Yu-Fan Lin³⁴ as a reference and it was developed by Hahn et al 、Wright and Putrevu & Ratchford³⁵. Considering the author’s target respondent, the questionnaire was designed by the hypothesis promotion to let the respondent fill in their feeling from the hypothesis promotion. Also, The respondents were asked about their feeling of limited-time promotion from 7 (strongly degree) to 1 (strongly disagree) and most of the questions are positive except the sixth question. The higher scores mean the customer with higher influence from the limited-time promotion.

Limited-time promotion
 The following is the hypothesis promotion:
 According to the purchasing agent you fill in in the first part. The store are going to have three days of all-item 30% sales, fill in the questions by your feelings.

³⁴ Yu-Fan Lin, "The Effect of Time Pressure and Discount Strategy on Consumers’ Purchase Intention —a Study on Location-Based Mobile Coupons," (2014).
³⁵ Urbany J.E. R. Kalapurakal, "Price Search in the Retail Grocery Market. Journal of Marketing."

1. It would influence your opinion if the product is 30% discount,
2. I think the buying time is limit.
3. I think I buy the goof quality of the product under the 30% discount.
4. I would doubt the quality of the product if the discount rate is too high
5. This promotion let me have to make the decision hasty.
6. This promotion let me have enough time to shop.
7. If I don't buy from this promotion, I would be disappointed.
8. I think I can't buy If I am too late.

Table 8 Limited-time promotion of scale

Lotteries promotion

Lotteries promotion refers to whether the customer would be influence from the lotteries promotion. More and more purchasing agent are using lotteries promotion to increase new customers. This question took 陳柏綦³⁶ as a reference and revised the hypothesis promotion by the author. The author designed the hypothesis promotion by observing the purchasing agent's promotion in recent year. The respondents were asked about their feeling of lotteries promotion from 7 (strongly degree) to 1 (strongly disagree) and all of the questions are positive. The higher scores mean the customer with higher influence from the lotteries promotion.

Table 9 Lotteries promotion of scale

<p>Lotteries promotion</p> <p>The following is the hypothesis promotion:</p>

³⁶ 陳柏綦, "The Influence on Consumers' Behavior by Department Store's Premium Promotion with Department Stores in Taipei as Example," (2004).

An airpod pro lotteries (only 50 pieces) ticket will be given away if your spend over \$3,000 in the store! We will draw the lucky winner on the 6th/13th. Get it quickly!
1. I feel “It’s bargain” from this promotion.
2. I doubt the quality of product from this promotion
3. I want to have the giveaway from this promotion.
4. I think the giveaway from this promotion is reliable.
5. If there have the limited giveaway (ex: 50 lottery tickets), it would be more attracted.
6. I feel satisfied with having the giveaways which cannot buy in the market by consuming the requested spend.

Service quality

Service quality refers to whether the customer would be influenced their buying behavior from the store’s service. From the purchasing agent’s customer, the author think that the customer satisfaction was through the reliable logistics service quality. The question took 杜林燊³⁷ as a reference and it mainly developed by Mentzer LSQ model³⁸. The respondents were asked about their feeling of service quality from 7 (strongly degree) to 1 (strongly disagree) and all of the questions are positive. The higher scores mean the customer with higher satisfaction from the store ‘s service quality which they filled in.

Table 10 Service quality of scale

Service quality

³⁷ 杜林燊, "Research on the Influence of Logistics Service Quality of Cross-Border E-Commerce Platform on Customer Loyalty", (2019).

³⁸ J. T. Mentzer, & Flint, D. J., "Logistics Service Quality as a Segment-Customized Process.," *Journal of Marketing* 65, no. 4 (2001).

1. The purchasing agent provides fast logistics.
2. The purchasing agent has fixed logistics freight.
3. The purchasing agent provides the complete return and exchange policy.
4. The purchasing agent provides the information of logistics tracking system.
5. The purchasing agent takes effective measure and feedback immediately when they make a mistake.
6. The product was complete from the purchasing agent when I received it.
7. When the product has the problem, the purchasing agent would provide return and exchange base on the rules.
8. The purchasing agent provides different way to return or exchange the product.
9. The employees have a great service.

Reliability Analysis

Reliability analysis is an evaluation of consistency of the sample. Guieford suggested that Cronbach's α higher than 0.7 can be regard as highly valid, between 0.6~0.7 can be acceptable, and if α lower than 0.35 means not valid.

The variables of conformity, online word-of-mouth, price consciousness, lottery promotion, time-limited promotion and service quality was highly valid because coefficient α was higher than 0.7. Therefore, the questionnaire has high reliability.

Table 11 Reliability analysis

Variables	Cronbach's α	Results
Conformity	0.786>0.7	Highly Valid
Online word-of-mouth	0.767>0.7	Highly Valid
Price consciousness	0.716>0,7	Highly Valid
Lottery promotion	0.893>0.7	Highly Valid
Time-limited promotion	0.706>0.7	Highly Valid
Service quality	0.712>0.7	Highly Valid

Source:Edited by the author

DATA ANALYSIS

The result of the study would present in this chapter, first of all, the author would sour out of the participants' basic information and presented through the chart.

Second, the author will test the research hypothesis and illustrate their relationship.

Basic Information of Participants

The basic information of participants was presented below. First of all, we can know that most of respondents was female, among the total questionnaires 412, 54 were male and 357 were female, which constituted 13% and 87% of the sample respectively. Secondly, from the age of all participants, most of them are between the age of 16~20 and the age of 21~25, which constituted 48% and 47% of the sample. Also, with the increasing of the age, fewer and fewer people are using purchasing agent which only occupied 5% of the age of 26~41. This result showed that the industry of purchasing agent are getting younger because of it disrupted the traditional way of buying the goods from abroad and provided variety of products to attract the people. In term of most of respondent was among the age of 16~25, their job type were basically student which constituted 76% of the sample, the other 24% including

service (8%), merchant (5%), others (4%), medical care (2%), education (1%),

Industry (1%), civil servant (1%) and military guard (1%).

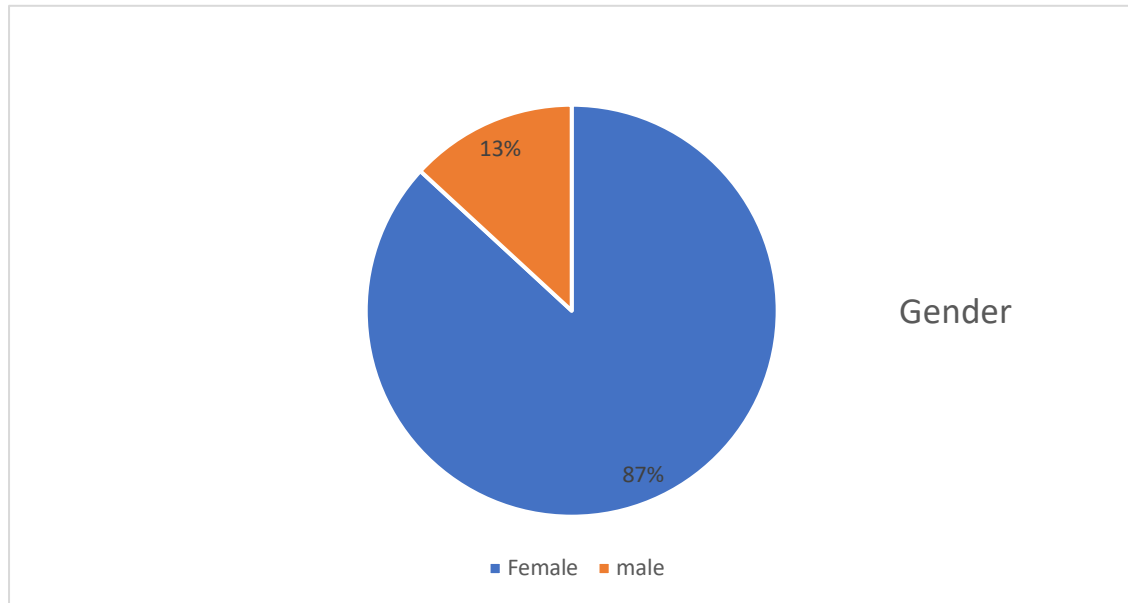


Figure 4 Participants-Gender

Sources: Edited by the author

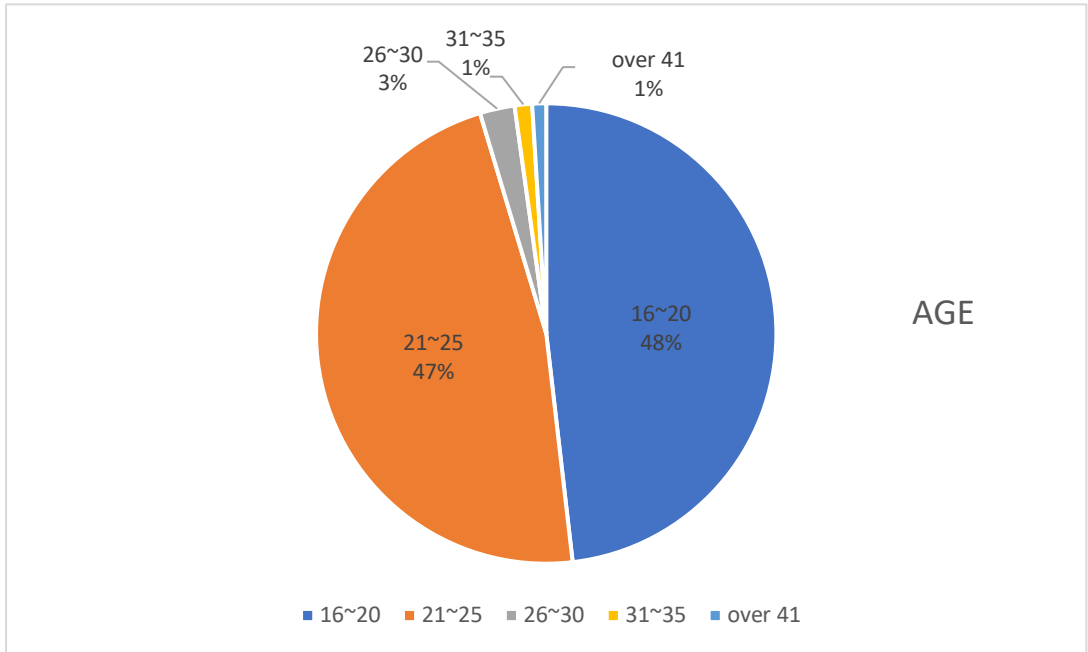


Figure 5 Participants-Age

Sources: Edited by the author

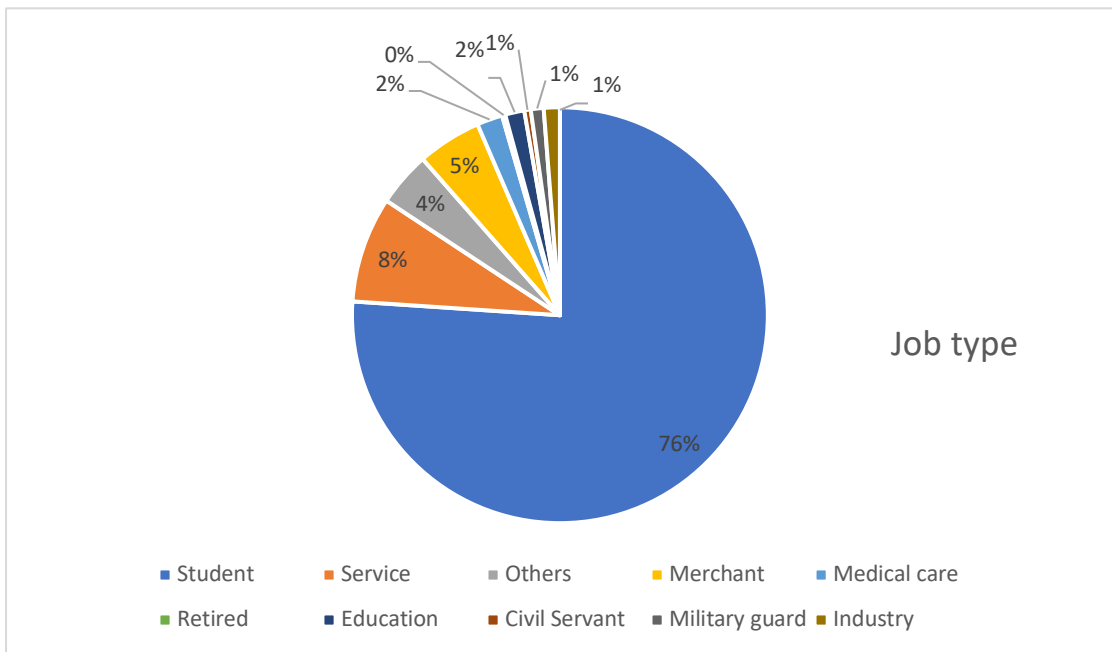


Figure 6 Participants-Job type

Sources: Edited by the author

Table 12 Correlation Matrix

Means, Standard Deviations, and Correlation (N=412)								
Variable	Mean	S.D.	1	2	3	4	5	6
Conformity	4.9847	0.68954						
Online E-wom	6.5216	0.58590	0.355**					
Price consciousness	5.9041	0.75635	0.330**	0.400**				
Lotteries Promotion	4.4761	0.82707	0.297**	0.101**	0.135**			
Limited-time Promotion	4.7172	0.60472	0.291**	0.148**	0.181**	0.412**		
Service Quality	5.8567	0.82191	0.314**	0.385**	0.194**	0.220**	0.207**	
Impuse Buying	3.9887	0.98211	0.157**	-0.035	0.013	0.308**	0.348**	0.075
P<0.1+ ; P<0.05* ; P<0.01** ; P<0.001***								

Table 13 Regression

Standardized Regression Coefficients from Analyses Predicting Impulse Buying (N=412)	
Independent Variable	Model 1
Conformity	0.076*
Online E-Wom	-0.128*
Price consciousness	-0.037
Lotteries promotion	0.197***
Limited-time promotion	0.260***
Service Quality	0.017
F	13.263
ΔF	13.263
R ²	0.168
ΔR ²	0.168
AR ²	0.155
P<0.1+ ; P<0.05* ; P<0.01** ; P<0.001***	

The result showed in the table 10 and table 11, from the conformity of the table 10, it showed the relationship between conformity positively influence impulse buying. Therefore, the store using the product which endorsed by the superstar can occur “major effect” and then attract customer want to buy immediately, the customer might change their buying behavior by following other people. When the customer has conformity behavior would increase their impulse to buy the product which means hypothesis 1 was supported. ($\beta=0.076^*$, $p<0.05$).

The relationship between online electronic word-of-mouth and impulse buying showed in the table 10 and table 11 which was not influence from each other. From the table 11, the result of online electronic word-of-mouth showed $\beta= -0.128$ which was opposite from the hypothesis. According to the result, online word-of mouth might be the little information to the customer but it might not have too much persuasion to let customer buying impulse. That’s say, Online word-of-mouth might let the customer have the positive feeling to the product but cannot go so far to buying impulse. Thus, H2 was not be supported.

According to the Table 10, the price consciousness (model 3) was not influence impulse buying. From the table 11, the result of impulse buying was $\beta=-0.037$. It might because of the customer who have price consciousness would be more rational.

They are sensitive to the price so that they will think more and compare more before buying the product which have less possibility to impulse buying. Thus, H3 was not be supported.

The result of lotteries promotion was $\beta=0.197^{***}$, $p<0.001$ and the limited-time promotion was $\beta=0.260^{***}$, $p<0.001$, which mean the lottery promotion and time-limited promotion positively influence impulse buying. From the lotteries and time-limited promotion, both of them let customer feel they get benefits on it. Therefore, when the store has these promotion would decrease customer's time to think and increase their impulse to order the product. Because the "benefits" are "time-limited" and also "limited quantities". Therefore, H4 and H5 was be supported.

From the result of service quality, it showed no influence on the impulse buying. According to the table 11, the service quality was $\beta=0.017$, $P>0.01$. The result might because not too much people really care about the importance of service. If the store has the lowest price but the worst service, it would still attract the customer, because they just want the product not the service, Therefore, H6 was not be supported.

Table 14 Hypothesis supports Table (N=412)

Hypothesis		Result
H1	Consumer's conformity behavior positively influence impulse buying.	Support
H2	Online electronic word-of-mouth positively influence impulse buying.	Not support
H3	Limited-time promotion positively influence impulse buying.	Support
H4	Lotteries promotion positively influence impulse buying.	Support
H5	Price consideration positively influence impulse buying.	Not support
H6	Service quality positively influence impulse buying.	Not support

CONCLUSION AND SUGGESTION

In the end of the study, the author wants to conclude the result and give some suggestions to the people who want to start a business of the purchasing agent and the people who already have ran the business of purchasing agent.

From the author's research question, when the store wants to establish the physical store, having more promotion and spot goods in the physical store can attract more customers because people now rely on online shopping and they want to get the product soon. Therefore, promotion could be the incentive to let customer be willing to spend money in the physical store, Also, spot goods can let customer more satisfied because they don't have to pre-order and wait.

According to the research, the author found out the common strategies that purchasing agent use often including conformity, online word-of-mouth, lottery promotion, time-limited promotion and service quality to research whether those can be the factors of influence impulse buying. Although all the strategies seem to positive influence impulse buying, however, after the analysis of questionnaire. the result showed that only conformity, lottery promotion and time-limited promotion would influence impulse buying. Therefore, the author thought that because people who would buying impulse would be more irrational than others. Conformity, lottery

promotion and time-limited promotion let customer feel they will get the benefits on it soon so that they would be more irrational when they are buying product.

To sum up, for the people who want to start a business of purchasing agent, the more promotion the store has, the faster growing of customer would be, especially lotteries promotion can be a good way to attract new customer, Because people are always greedy. As for the people who want to research customer behavior, the author suggested that it can consider to have the in-depth interview with the people who have ran a business of purchasing agent, because what we think is useful promotion to the customer might not be successful to the practical situation.

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APPENDIX

您好：

我是文藻外語大學國際事務系的學生，首先，感謝您願意參與協助填寫此份問卷，此份問卷為一份學術問卷，目的是調查影響消費者衝動性購買及增加購買意願之購買決策問卷調查，您的填答對本問卷研究非常重要，各題目答案沒有對錯之分，只需要依照您個人的經驗與意願填答即可，此份問卷僅提供本人學術研究使用，全程採匿名方式進行，請放心填寫！謝謝您！

敬祝

平安健康

文藻外語大學 國際事務系

指導教授：吳紹慈 教授

研究生：蔡蕎堦 敬上

一、

1. 請問您有在代購商家購買商品的經驗嗎？

無（結束作答） 有

2. 請問您最常購買的代購店家名稱是：_____

(3~7 題請根據您第二題填的代購店家做填答)

3. 請問此家代購最主要販售商品是？（可複選）

運動潮牌類 婦幼產品 美妝產品 文創商品 居家商品 服飾類 食品 其他：

4. 請問此代購所販售的商品主要來自哪一個國家？

美國 歐洲 日本 韓國 台灣 泰國 新加坡 中國 其它：_____

5. 請問您在過去一年內向此代購商家付款的次數為：

1次 2次 3次 4次 5次 6次 7次 8次 9次 10次 11次以上

6. 請問您在此家代購的購買頻率為：

一星期一次 一個月一次 三個月一次 半年一次 一年一次

7. 請問您在過去一年內在此代購店家購買的平均金額? 1000元以下 1001~3000元

3001~5000元 5001~7000元 7001~9000元 9001~11000元 11001~13000元

13001~15000元 15001~17000元 17001~19000元 19001~21000元 21001元以上

上

一、(從眾行為)	非常不同意 1	有點不同意 2	不同意 3	普通 4	有點同意 5	同意 6	非常同意 7
8. 要買一個新產品前，我會先詢問有買過同樣商品的朋友或是其他消費者這商品值不值得買。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9. 我不會因為只有少數人買某樣產品就影響自己的選擇。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10. 購買新產品前，我很喜歡問別人的意見。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11. 我曾經聽從朋友的意見買某樣商品並覺得滿意。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12. 朋友們喜歡的產品，我通常也會喜歡。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

13. 朋友不推薦的產品，我不會考慮去買。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14. 很多朋友會買的產品，我也會跟著買。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
二、(網路口碑)							
1. 我購買一家店家時，會先確認他的賣場評價好不好。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. 當我要購買的這家店很多好評時，會對這家店產生信任感。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. 當我正在看消費者親身使用產品的心得時，我不會只看一篇就下定論，一定還會看其他消費者的心得再下決策。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

以下題目皆根據您填答第二題的代購店家所帶給您實際的購物經驗與感受，填寫下列問題，
謝謝您！

三、(價格考量)							
1. 我在決定購買之前，我會比較其他代購的價格。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. 以最低價格購買喜歡的商品，對我而言很重要。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. 為了獲得低價格所帶來的利益 我通常不只在一家代購購買。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. 當我購買商品時 我都會注意商品的售價。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. 我購買商品時非常在意價格 同時也在意品質。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. 購買時，我總是會試著讓付出去的錢可以得到最好的品質。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. 我不會放棄以較低的價格買到品質較好的商品。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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<p>四、(有獎銷售)</p> <p>假設您在第一部分所填答的代購店家做了以下促銷活動，根據您的感受，填答以下問題，謝謝!</p> <p>假設情境如下： 今天全館結帳金額滿 3000 元就贈送一張 airpod pro 抽獎券，限量 (50 張)！我們將在 6/13 號抽出幸運得主，要搶要快!</p> <p>請依假設情境中的促銷方式，就您自己的感受填答以下的問題，謝謝!</p>	非常不同意 1	不同意 2	有點不同意 3	普通 4	同意 5	有點同意 6	非常同意 7
1. 此銷售形式使我有物超所值的感受。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. 此銷售方式使我質疑商品的品質。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. 此銷售形式將使我想擁有贈品。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. 我覺得此銷售中的贈品是品質可靠的。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. 若有限制性的贈品(如:限量 50 張抽獎券)較有購買誘因。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. 在消費到一定額度(如:5000 元)後最換到想要的贈品,會因為該贈品無法從市面上購得而有滿足感。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

<p>五、(限時促銷)</p> <p>假設情境如下： 根據您填寫的代購店家，假設此店家將在 6/1~6/3 主打限時三天全館商品限時促銷 <u>7 折</u>，請就此假設情境依照自己的感覺填答以下問題。</p>	非常不同意 1	不同意 2	有點不同意 3	普通 4	同意 5	有點同意 6	非常同意 7
9. 商品打七折會影響您對此商家的品質看法。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10. 我覺得購買的時間是有限的。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11. 商品打七折我覺得在合理的價格下，購買了一個品質佳的商品。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12. 如果折扣幅度太高，我會懷疑商品的品質。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13. 此促銷方案讓我必須匆促地決定是否要購買此商品。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14. 此促銷方案讓我有足夠的時間來完成購物。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
15. 對於此促銷方案，如果我沒有購買，我將會感到失望。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
16. 我覺得如果太慢決定可能會買不到。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

六、服務品質	非常不同意 1	不同意 2	有點不同意 3	普通 4	同意 5	有點同意 6	非常同意 7
根據您第一部分第二小題填答的代購店家回答以下問題！謝謝您！							
1. 此代購商家提供快速的物流。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. 此代購商家有固定的物流運費。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. 此代購商家提供完整的物流退換貨條款。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. 此代購商家及時提供物流追蹤資訊。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. 此代購商家資訊出現誤差時會及時回饋並採取相應措施。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. 從此代購商家收到的貨物完好無損。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. 收到的貨物出現品質等問題時會按規定提供退換貨。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. 此代購商家提供不同的退換貨方式。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9. 此員工服務態度良好。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
七、衝動購買	非常不同意 1	不同意 2	有點不同意 3	普通 4	同意 5	有點同意 6	非常同意 7
1. 我通常不自覺地購買商品。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. 「買吧！」可以形容我買東西時的態度。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. 我通常購買商品沒有經過思考。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. 「我看到什麼就買什麼」可以用這句話形容我。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. 「買吧！等一下再說」可以用這句話形容我。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. 有時候我覺得我想要馬上購買東西。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. 我通常小心計劃每一次的購物。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

8. 有時候我對我購買的商品感到魯莽。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
八、知覺風險	非常不同意 1	不同意 2	有點不同意 3	普通 4	同意 5	有點同意 6	非常同意 7
1. 購買此代購店家的商品，我會覺得花費不值得。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. 花錢去購買此代購店家的商品是項明智的選擇。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. 購買此代購店家的商品，有可能會因瑕疵使我有財務上的損失。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. 購買此代購店家的商品，有可能會有瑕疵的出現。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. 購買此代購店家的商品，會讓我擔心其品質瑕疵	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. 購買此代購店家的商品，會讓我造成心理不適。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. 購買此代購店家的商品，會讓我緊張或是焦慮。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
九、購買意願	非常不同意 1	不同意 2	有點不同意 3	普通 4	同意 5	有點同意 6	非常同意 7
1. 我會考慮在此代購店家購買商品。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. 我會在此代購店家購買商品。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. 有很大的可能我會在此代購店家購買商品。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

1. 性別： 男 女
2. 年齡： 15 歲以下 16-20 歲 21-25 歲 26-30 歲 31-35 歲 36-40 歲 41 歲以上
3. 教育程度： 國小 國中 高中（職） 大專（學） 研究所（以上）
4. 職業： 軍警 公務人員 教育 商 工 農 醫療 服務業 家管 學生
- 退休 無 其他 _____
5. 個人平均月收入：
- 10000 元以下 10001~15000 元 15001~20000 元 20001~25000 元 25001~30000 元
- 30001~35000 元 35001~40000 元 40001~45000 元 45001~50000 元 50001~55000 元
- 55001~60000 元 60001~65000 元 65001~70000 元 70001~75000 元
- 75001~80000 元 80001 元以上

本問卷到此結束，非常感謝您的填寫，祝您有美好的一天！