

Open Access Article

<https://doi.org/10.55463/issn.1674-2974.51.1.14>

Antecedents of Intention to Purchase Online Microculture Souvenirs: The Role of Perceived Risk

Yanuar E. Restianto, Suliyanto*, Lina R. Naufalin, Aldila Krisnaresanti, Nur Chasanah

Economics and Business Faculty, Jenderal Soedirman University, Banyumas Regency, Indonesia

* Corresponding author: suliyanto@unsoed.ac.id

Received: October 13, 2023 / Revised: November 15, 2023 / Accepted: December 11, 2023 / Published: January 31, 2024

Abstract: Research on online shopping is generally conducted on standard and branded products, rather than on custom and unique artistic products. This research aims to analyze the influence of perceived price, product uniqueness, perceived ease of use, and information quality on the online purchasing intention of microfloriculture souvenirs with perceived risk as a moderating variable. This research is quasi-experimental using an online questionnaire with 170 respondents. The variable measurement uses five Likert scales. To test the causal relationship, structural equation modeling (SEM) with smart PLS was used. Based on the results of the analysis, it was concluded that perceived price, product uniqueness, perceived ease of use, and information quality had a positive effect on online buying intention for microfloriculture souvenir products, but perceived risk did not moderate the relationship between perceived price, and did not moderate the relationship between product uniqueness and online buying intention for microfloriculture products, souvenirs.

Keywords: perceived price, product uniqueness, online purchasing intention, perceived risk, microfloriculture souvenir.

购买在线微文化纪念品意向的前因：感知风险的作用

摘要：网上购物的研究通常针对标准和品牌产品，而不是定制和独特的艺术产品。本研究旨在以感知风险为调节变量，分析感知价格、产品独特性、感知易用性和信息质量对小花纪念品网上购买意愿的影响。这项研究是准实验性的，使用了170名受访者的在线调查问卷。变量测量使用五个李克特量表。为了测试因果关系，使用了带有智能偏最小二乘法的结构方程模型(扫描电镜)。分析结果表明，感知价格、产品独特性、感知易用性和信息质量对微花纪念品产品的在线购买意愿有正向影响，但感知风险并不能调节感知价格之间的关系，并且没有调节微花卉产品的独特性和在线购买意愿之间的关系，纪念品。

关键词：感知价格、产品独特性、在线购买意愿、感知风险、微型花卉纪念品。

1. Introduction

The digital business provides various conveniences in selling products both tangible and intangible, one of

which is selling souvenirs based on websites and online stores. According to [1] Souvenirs have two roles, first from the consumer's perspective, where souvenirs are a

symbol of an experience they have had, and second from the seller's perspective, where souvenirs are found in handicraft shops. Souvenirs can trigger positive memories about someone's experiences, so their role is essential [2]. However, little attention is still given to souvenir products to make them more valuable, even though their role is to contribute to future consumer behavior [3]. Souvenirs have various forms on offer, such as clothing, toys, replicas, decorations, paintings, and various other objects [1].

Souvenir products that are the result of handicrafts, whether intended as souvenirs for tourism or simply as souvenirs, often do not have a special brand listed on the product. Although expectations toward a brand are an effective predictor of affective outcomes [4]. Generally, the value of online purchases tests more about the benefits and convenience of the information system [5]-[6], but does not test the products offered. Therefore, it is necessary to conduct research on the antecedents of online buying intention by combining the factors of the information system used and the products offered in the context of souvenir products that are varied, unique, and unbranded.

Online purchase intention reflects a person's desire to shop on the internet. If the e-commerce site provides satisfactory features, including a product/service catalog, search function, trust in the website, price comparison, shopping cart, online payment system, and general information about the product or service, customers are more likely to shop at the online store [7]-[10]. Therefore, in doing business online, it is very important to pay attention to every factor that can attract consumers and maintain sales.

Consumers tend to compare the original price of the product set by the company with the price that they are willing to spend on a product. Consumers' purchasing intentions increase when the product price matches or is lower than what they expected [11]-[13]. Based on research [14]-[17], price perception was found to have a significant impact on consumer purchase intentions. [18]-[20] In his research, he found empirical evidence that price perceptions can influence the online buying intention of organic products. Based on research [21]. It was found that price perception significantly influences purchase intention. Perceived price is an important factor that can increase the intention to buy private labels [22].

H₁: Perceived price has a positive effect on online buying intention.

When consumers are looking for something rare, they often look for uniqueness. Product uniqueness, according to research [23], is closely related to attitudes, intentions, and choice of luxury or prestige brands [24]-[27]. Research results [28] confirmed a positive relationship between perceived uniqueness and consumer intention to consume a product. Perceived uniqueness and the need for uniqueness have a positive effect on consumers' purchase intentions for rare

products [29].

H₂: Product uniqueness has a positive effect on online buying intention.

Based on research results [30], the quality of website information significantly impacts consumer purchase intentions. In research results [31], it is stated that the quality of information is an essential factor that can influence the emergence of intention to purchase. As confirmed in [32], information quality is a determining factor in purchasing intention. Information quality significantly influences online purchase intentions via mobile applications in Indonesia [33].

H₃: Information quality has a positive effect on online buying intention.

Research results [34] stated that ease of use positively influences online purchase intentions. Ease of use significantly influences online purchase intentions via mobile apps in Singapore [33]. Based on research [35] Perceived ease of use has a positive effect on a person's buying interest, although the effect is not as large as the perceived usefulness variable.

H₄: Perceived ease of use has a positive effect on online buying intention.

Furthermore, this study explores the role of perceived risk as a moderating variable on online purchase intentions. Consumers with low-risk perceptions tend to have higher purchase intentions [36]. In the context of online purchasing, consumers' perceived risk significantly negatively impacts their online purchasing intentions [37]. Risk perception makes consumers subjectively assess the negative possibilities that can arise from internet use [38]. As stated in [39], risk perception likely mediates the relationship between price dispersion and attitudes when buyers are concerned about the causes of different price offers for a product.

H₅: Perceived risk has a negative effect on online buying intention.

Previous research suggests that perceived risk moderates the relationship between extrinsic cues and behavioral intentions [40]. Perceived risk acts as a moderator that can reduce the positive relationship between trust and purchase intention [41]. Perceived risk acts as a moderating effect between hedonic motivation and purchase intention [42]. Based on the context explained previously, this study examines the moderating role of perceived risk on the relationship between perceived price, product uniqueness, and online buying intention. Therefore, it can be concluded that if the level of perceived risk is high, then the influence of other variables on purchase intentions is reduced or changed. In this case, the level of risk perceived by consumers will influence their decision to purchase a product or service.

H₆: Perceived risk moderates the relationship between perceived price and online buying intention.

H₇: Perceived risk moderates the relationship between product uniqueness and online buying

intention.

2. Methods

The population in the research consists of website users (<https://shop.brotherindonesia.id/>). The sample in the research was taken using a quasi-experimental approach because it compares user interest after respondents visit the website to observe the variables studied [43], while the sample size in the study was 170 and data was collected collectively through questionnaires distributed online.

The instrument in the research was adopted from research that has been carried out in measuring the perceived price variable using 4 items from research [44], product uniqueness adopts 6 items from research [45], Perceived Ease of Adopting 6 Items from the Research [46], the quality of information from research [47], which can be adopted as many as 6 items, perceived risk adopts 4 items from research [48], and online purchase intention can adopt 3 items from research [49]. Respondents' answers were measured on a 5-point Likert scale, with a value of 1 being strongly disagree and 5 being strongly agree.

Data analysis was performed using a descriptive approach using Excel software while testing causality between variables using structural equation modeling (SEM) with Smart PLS software. The advantages of SEM include explicit assessment of measurement error, estimation of latent (unobserved) variables via observed variables, and model testing, where a structure can be imposed and assessed to fit the data [50]. A summary of the stages of this research is shown in the flowchart shown in Figure 1.

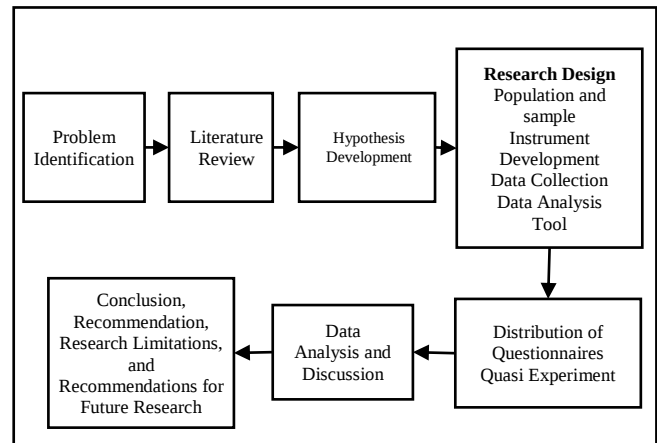


Fig. 1 Flowchart of the research methodology (Developed by the authors)

3. Results

In research, the respondent profile is important information [51]. Based on the results of the data collection carried out, this research obtained 171 respondents with 167 of them being the younger generation aged less than 25 years or 98%, adults aged 26-35 years or 1%, and older adults aged 36-45 years as much as 1%. In general, research respondents were dominated by women (74%), while the number of male respondents was 26%. Based on education level, most respondents were high school graduates (86%), undergraduate graduates (8%), postgraduate graduates (approximately 3%), diploma graduates (2%), and junior high school graduates (1%). Respondents in the research were 96% students, 2% entrepreneurs, 1% traders, 1% police/army/civil servants, and 1% from other professions.

Table 1 Instrument validity and reliability testing (Developed by the authors)

Variables	Indicators	Loading Factor	Cronbach's Alpha	Composite Reliability	AVE
Perceived Price (PP)	PP_1	0.854	0.883	0.919	0.740
	PP_2	0.858			
	PP_3	0.863			
	PP_4	0.866			
Product Uniqueness (PU)	PU_1	0.798	0.940	0.953	0.771
	PU_2	0.900			
	PU_3	0.908			
	PU_4	0.894			
	PU_5	0.907			
	PU_6	0.857			
Information Quality (IQ)	IQ_1	0.867	0.942	0.954	0.776
	IQ_2	0.883			
	IQ_3	0.896			
	IQ_4	0.917			
	IQ_5	0.877			
	IQ_6	0.843			
Perceived Ease of Use (PEoU)	PEoU_1	0.893	0.951	0.961	0.804
	PEoU_2	0.924			
	PEoU_3	0.921			
	PEoU_4	0.915			
	PEoU_5	0.915			
	PEoU_6	0.806			
Perceived Risk (PR)	PR_1	0.772	0.830	0.883	0.654
	PR_2	0.836			
	PR_3	0.844			
	PR_4	0.781			
	OBI_1	0.946			

Continuation of Table 1					
Online Purchase Intention (OBI)	OBI_2	0.929	0.930	0.920	0.792
	OBI_3	0.933			
	PR*PU	1,000			
	PR*PP	1,000	1,000	1,000	1,000

Information regarding the validity and reliability tests of the instruments used in this study is shown in Table 1. Internal consistency measurement in this study used Cronbach's alpha [52]. Meanwhile, to measure convergent validity in this research, it is based on factor loading values, composite reliability (CR), and using average variance extracted (AVE) [53]. All indicators in this study are accepted because the factor loading value of all variables is more than 0.5 [54]. The Cronbach's alpha value produced in this study was more than 0.6 [55], and the composite reliability (CR) value in this study is more than 0.7, so the instrument

in the study is reliable [56]. The average variance extracted (AVE) value is more than 0.5, indicating that the reliability of this research is good [56].

This research tests the hypothesis, which is analyzed using structural equation modeling with the Smart PLS 3.2.9 program. The R Square value in Online Buying Intention (OBI) is 0.850, and the Adjusted R Square value for the OBI variable is 0.843. The Q Square value is 0.7225 and is included in the moderate category [57]. Calculations of the R Square and Q Square values are shown in Table 2.

Table 2 R squares, R adjusted, and Q squares

Variables	R Squares	R Adjusted	Q Square
Online buying intention	0.850	0.843	0.7225

Discriminant validity in this study uses Fornell-Larcker's [53] limit values; acceptance of discriminant validity can be achieved if the correlation ratio value is less than 1 [58]. The AVE value that has been rooted is shown on the diagonal side of Table 3, while the Fornell-Larcker value is on the triangular side below the diagonal side, based on the results shown from the root AVE value, which is greater than the Fornell-

Larcker value. From these results, it can be seen that the discriminant validity value is acceptable. The results of the discriminant validity calculation are shown in Table 3. Of the seven hypotheses that have been tested in this research, five are accepted, while the other 2 are rejected. The results of the hypothesis testing are shown in Table 4.

Table 3 Discriminant validity testing

	Information Quality	Online Buying Intention	Perceived Ease of Use	Perceived Price	Perceived Risk	Perceived Risk*Perceived Uniqueness	Perceived Risk*Perceived Price	Product Uniqueness
Information Quality	0.881							
Online Buying Intention	0.844	0.936						
Perceived Ease of Use	0.796	0.820	0.897					
Perceived Price	0.826	0.852	0.761	0.860				
Perceived Risk	-0.307	-0.308	-0.217	-0.209	0.809			
Perceived Risk*Perceived Uniqueness	-0.267	-0.308	-0.250	-0.250	0.473	1,000		
Perceived Risk*Perceived Price	-0.262	-0.290	-0.242	-0.244	0.396	0.825	1,000	
Product Uniqueness	0.758	0.833	0.773	0.773	-0.160	-0.211	-0.232	0.878

Table 4 Hypothesis test results

Hypothesis	Independent Variables	Dependent Variables	Standardized estimated	T value	P-value	Results
H1	Perceived Price	Online Buying Intention	0.298	4,423	0,000	Support
H2	Product Uniqueness	Online Buying Intention	0.291	4,917	0,000	Support
H3	Information Quality	Online Buying Intention	0.195	3,279	0.001	Support
H4	Perceived Ease of Use	Online Buying Intention	0.187	3,243	0.001	Support
H5	Perceived Risk	Online Buying Intention	-0.084	2,456	0.014	Support
H6	Moderating Effects (PR*PU)	Online Buying Intention	-0.050	0.863	0.389	Unsupported
H7	Moderating Effects (PR*PP)	Online Buying Intention	0.021	0.391	0.696	Unsupported

The proposed hypothesis was then tested based on the results of the tests that had been carried out from the 7 hypotheses tested, 2 of which had no effect. The test results for the first hypothesis of PP have a positive effect on OBI with a T-value of 4.423, whereas the P-value is 0.000. Similar results are also shown from hypothesis 2, which shows a positive influence of PU on OBI, where the T-value value is 4.917 and the P-

value is 0.000. Hypothesis 3, which tests the influence of IQ on OBI, also shows a significant influence with a T-value of 3.279 and P-value of 0.001. Hypothesis 4, which tests the influence of PEOU, is proven to significantly determine OBI as shown by the T-value of 3.243 and P-value of 0.001. Hypothesis 5 shows a positive influence of PR on OBI with a T-value of 2.456 and P-value of 0.014. Contradictory results are

shown from hypotheses 6 and 7, which show that PR does not moderate the influence of PU or PP on OBI. The rejection of this hypothesis is shown by the P-value value in hypothesis 6 of 0.389, while the P-value in hypothesis 7 is 0.696.

4. Discussion

Based on the results of the data analysis, it can be concluded that of the six hypotheses proposed, all hypotheses are accepted.

The results of the analysis show that hypothesis 1, perceived price has a positive effect on online buying intention. This is because price is one of the most important factors in purchasing decisions; therefore, consumers are more inclined to buy a product if they consider the product price to be reasonable or as expected. This follows the research results [11]-[13].

Hypothesis 2: Product uniqueness has a positive effect on online purchasing intention. This is because the uniqueness of the product can attract consumer attention. Unique products have advantages that make the product different and cannot be compared with competing products; therefore, consumers are more interested in buying the product. This agrees with the research results [28]-[29].

Hypothesis 3: Information quality has a positive effect on online buying intention. This is because accurate, complete, and easy to understand information can help consumers make the right purchasing decisions. In the context of online shopping, the quality of information reflects the quality of the product or service; therefore, information is a determining factor in purchasing intentions. This agrees with the research results [30]-[32].

Hypothesis 4: Perceived ease of use has a positive effect on online purchasing intention. Perceived ease of use is the consumer's perception of the ease of use of a product or service. Products or services that are easy to use will be preferred by consumers. This is consistent with the research results [33]-[35].

Hypothesis 5: Perceived risk harms moderating the relationship between perceived price and online buying intention. This hypothesis shows that the influence of perceived price on online buying intention can be influenced by perceived risk. This means that the higher the perceived risk felt by consumers, the less likely they are to buy the product, even if the price of the product is considered reasonable or profitable. The results of this research are in line with those of research conducted by [37]-[38].

Testing Hypotheses 6 and 7 in this study proves that perceived risk does not moderate the relationship between uniqueness and perceived price with online purchasing intention. These two hypotheses show that the influence of uniqueness and perceived price on online buying intention cannot be influenced by perceived risk. The non-moderating results of perceived risk in this study contrast with the research

conducted [40]-[42]. Thus, of the seven hypotheses that have been proposed in the research, two hypotheses were proven to be rejected, and all of them were hypotheses from the moderating variable.

5. Conclusion

The research results prove that perceived price, product uniqueness, information quality, and ease of use have a positive effect on online purchasing intention for Microfloriculture souvenir products, whereas perceived risk does not moderate the relationship between perceived price and product uniqueness on online buying intention for Microfloriculture souvenir products.

Looking from a theoretical perspective, this research completes the research gap that has occurred so far, namely only focusing on testing the antecedents of online purchase intentions in information systems, without testing the products provided. Therefore, this research was carried out to test these two aspects simultaneously. The significant results from the antecedent factor testing that has been carried out provide information that online purchasing intentions do not only look at the information system, but the product provided is also a determining aspect in it, and the perceived risk does not tend to change in online purchasing intentions.

These studies can provide a more comprehensive understanding of the factors that influence online purchasing decisions. This understanding can be useful for online sellers to increase the likelihood of making online purchases. Based on the recommendations of this research, online sellers should focus on improving consumer perceptions of price, uniqueness, information quality, and ease of use. By understanding these factors, online sellers can increase the likelihood that consumers will purchase products online. For further research, it is necessary to conduct research that focuses on other factors that can influence online purchasing decisions. These factors can be demographic, psychological, or environmental. You can also test the hypotheses that have been accepted in this research in a different context, for example, a different product or culture. This will provide a more comprehensive understanding of the factors that influence consumer decisions in the online marketplace.

Acknowledgments

The Researchers are thankful to the Ministry of Education, Culture, Research and Technology of the Republic of Indonesia, for Funding Support in this Research through the Matching Fund (MF) Program at LPPM Jenderal Soedirman University.

References

[1] SWANSON K K, and TIMOTHY D J. Souvenirs: Icons of meaning, commercialization and commoditization.

- Tourism Management*, 2012, 33(3): 489–499, <https://doi.org/10.1016/j.tourman.2011.10.007>.
- [2] TORABIAN P, and ARAI S M. Tourist perceptions of souvenir authenticity: an exploration of selective tourist blogs. *Current Issues in Tourism*, 2016, 19(7): 697–712, <https://doi.org/10.1080/13683500.2013.820259>.
- [3] STHAPIT E, and BJÖRK P. Relative contributions of souvenirs on memorability of a trip experience and revisit intention: a study of visitors to Rovaniemi, Finland. *Scandinavian Journal of Hospitality and Tourism*, 2019, 19(1): 1–26, <https://doi.org/10.1080/15022250.2017.1354717>.
- [4] GUPTA K, and STEWART D W. Customer satisfaction and customer behavior: The differential role of brand and category expectations. *Marketing Letters*, 1996, 7(3): 249–263, <https://doi.org/10.1007/BF00435741>.
- [5] YIN J, and QIU X. AI Technology and Online Purchase Intention: Structural Equation Model Based on Perceived Value. *Sustainability*, 2021, 13(10): 5671, <https://doi.org/10.3390/su13105671>.
- [6] XIAO L, GUO F, YU F, and LIU S. The Effects of Online Shopping Context Cues on Consumers' Purchase Intention for Cross-Border E-Commerce Sustainability. *Sustainability*, 2019, 11(10): 2777, <https://doi.org/10.3390/su11102777>.
- [7] LIAO Z, and WONG W-K. The determinants of customer interactions with internet-enabled e-banking services. *Journal of the Operational Research Society*, 2008, 59(9): 1201–1210.
- [8] CHEN Y-H, HSU I-C, and LIN C.-C. Website attributes that increase consumer purchase intention: A conjoint analysis. *Journal of Business Research*, 2010, 63(9–10): 1007–1014.
- [9] LIAO Z, SHI X, and WONG W-K. Consumer perceptions of the smartcard in retailing: An empirical study. *Journal of International Consumer Marketing*, 2012, 24(4): 252–262.
- [10] LIAO Z, SHI X, and WONG W-K. Key determinants of sustainable smartcard payment. *Journal of Retailing and Consumer Services*, 2014, 21(3): 306–313.
- [11] AKROUSH M N, ZURIEKAT M I, AL JABALI H I, and ASFOUR N A. Determinants of purchasing intentions of energy-efficient products: The roles of energy awareness and perceived benefits. *International Journal of Energy Sector Management*, 2019, 13(1): 128–148.
- [12] DEDEOĞLU B B, and BOĞAN E. The motivations of visiting upscale restaurants during the COVID-19 pandemic: The role of risk perception and trust in government. *International Journal of Hospital Management*, 2021, 95: 102905, <https://doi.org/10.1016/j.ijhm.2021.102905>.
- [13] YEN Y-S. Exploring the synergy effect of trust with other beliefs in television shopping. *Management Decision*, 2020, 58(3): 428–447.
- [14] LEE WEISSTEIN F, ASGARI M, and SIEW S.-W. Price presentation effects on green purchase intentions. *Journal of Product & Brand Management*, 2014, 23(3): 230–239.
- [15] EUN LEE J, and STOEL L. High versus low online price discounts: effects on customers' perception of risks. *Journal of Product & Brand Management*, 2014, 23(6): 401–412.
- [16] RAI S, and NARWAL P. Examining the impact of external reference prices on seller price image dimensions and purchase intentions in pay what you want (PWYW). *Asia Pacific Journal of Marketing and Logistics*, 2022, 34(8): 1778–1806.
- [17] NISAR T M, HAJLI N, PRABHAKAR G, and DWIVEDI Y. Sharing economy and the lodging websites: Antecedents and mediators of accommodation purchase intentions. *Information Technology & People*, 2020, 33(3): 873–896.
- [18] LODORFOS G N, and DENNIS J. Consumers' intent: in the organic food market. *Journal of Food Products Marketing*, 2008, 14(2): 17–38.
- [19] MICHAELIDOU N, and HASSAN L M. Modeling the factors affecting rural consumers' purchase of organic and free-range produce: A case study of consumers from the Island of Arran in Scotland, UK. *Food Policy*, 2010, 35(2): 130–139.
- [20] O'DONOVAN P, and MCCARTHY M. Irish consumer preference for organic meat. *British Food Journal*, 2002, 104(3-5): 353–370, <https://doi.org/10.1108/00070700210425778>.
- [21] RAMADHAN M D, and MUTHOHAR M. The influence of perceived price, perceived quality, brand image, and store image on the purchase intention of Hypermart private label. *Proceedings of the 16th International Symposium on Management*, Atlantis Press, 2019: 140–143.
- [22] JIN B, and GU SUH Y. Integrating effect of consumer perception factors in predicting private brand purchase in a Korean discount store context. *Journal of Consumer Marketing*, 2005, 22(2): 62–71.
- [23] VIGNERON F, and JOHNSON L W. Measuring perceptions of brand luxury. *Journal of Brand Management*, 2004, 11(6): 484–506.
- [24] CHEN A, and PENG N. Examining Chinese consumers' luxury hotel staying behavior. *International Journal of Hospital Management*, 2014, 39: 53–56.
- [25] KO E, COSTELLO J P, and TAYLOR C R. What is a luxury brand? A new definition and review of the literature. *Journal of Business Research*, 2019, 99: 405–413.
- [26] MILLER K W, and MILLS M K. Probing brand luxury: A multiple lens approach. *Journal of Brand Management*, 2012, 20: 41–51.
- [27] SHUKLA P. The influence of value perceptions on luxury purchase intentions in developed and emerging markets. *International Marketing Review*, 2012, 29(6): 574–596.
- [28] OLSEN S O, SKALLERUD K, and HEIDE M. Consumers' evaluation and intention to buy traditional seafood: The role of vintage, uniqueness, nostalgia and involvement in luxury. *Appetite*, 2021, 157: 104994.
- [29] AYDIN G. Authenticity, uniqueness and intention to buy scarce products. *International Journal of Marketing Studies*, 2016, 8(2): 59–73.
- [30] ZHAO H, MCLOUGHLIN L, ADZHIEV V, and PASKO A. 'Why do we not buy mass customised products?' - An investigation of consumer purchase intention of mass customised products. *International Journal of Industrial Engineering and Management*, 2019, 10(2): 181–190.
- [31] CHEN C-C, and CHANG Y-C. What drives purchase intention on Airbnb? Perspectives of consumer reviews, information quality, and media richness. *Telematics and Informatics*, 2018, 35(5): 1512–1523.
- [32] MILAN G S, BEBBER S, DE TONI D, and EBERLE L. Information quality, distrust and perceived risk as antecedents of purchase intention in the online purchase

context. *Journal of Management Information System & E-commerce*, 2015, 2(2): 111–129.

[33] HANJAYA S T M, KENNY S K, and GUNAWAN S F. Understanding factors influencing consumers online purchase intention via mobile app: perceived ease of use, perceived usefulness, system quality, information quality, and service quality. *Marketing of Scientific and Research Organizations*, 2019, 32(2): 175–205.

[34] MOSLEHPOUR M, PHAM V K, WONG W-K, and BILGIÇLI İ. E-purchase intention of Taiwanese consumers: Sustainable mediation of perceived usefulness and perceived ease of use. *Sustainability*, 2018, 10(1): 234.

[35] CHO Y C, and SAGYNOV E. Exploring factors that affect usefulness, ease of use, trust, and purchase intention in the online environment. *International Journal of Management & Information Systems*, 2015, 19(1): 21–36.

[36] ARIFFIN S K, MOHAN T, and GOH Y-N. Influence of consumers' perceived risk on consumers' online purchase intention. *Journal of Research in Interactive Marketing*, 2018, 12(3): 309–327.

[37] ROSILLO-DÍAZ E, BLANCO-ENCOMIENDA F J, and CRESPO-ALMENDROS E. A cross-cultural analysis of perceived product quality, perceived risk and purchase intention in e-commerce platforms. *Journal of Enterprise Information Management*, 2020, 33(1): 139–160.

[38] ZHANG Y, ZHANG M, LUO N, WANG Y, and NIU T. Understanding the formation mechanism of high-quality knowledge in social question and answer communities: A knowledge co-creation perspective. *International Journal of Information Management*, 2019, 48: 72–84, <https://doi.org/10.1016/j.ijinfomgt.2019.01.022>.

[39] CHUNG S. The role of online intermediaries for consumers: A dual perspective about price comparison and information mediation. *Internet Research*, 2013, 23(3): 338–354.

[40] LIU T-L. Moderating influence of perceived risk on relationships between extrinsic cues and behavioral intentions. *Journal of Global Business Management*, 2010, 6(2): 1.

[41] STEWART K. *Transference as a means of building trust in world wide web sites*. 1999

[42] GOZUKARA E, OZYER Y, and KOCOGLU I. The moderating effects of perceived use and perceived risk in online shopping. *Journal of Global Strategic Management*, 2014, 16: 67–81.

[43] MACIEJEWSKI M. L. Quasi-experimental design. *Biostatistics and Epidemiology*, 2020, 4(1): 38–47, <https://doi.org/10.1080/24709360.2018.1477468>.

[44] LIEN C-H, WEN M-J, HUANG L-C, and WU K-L. Online hotel booking: The effects of brand image, price, trust and value on purchase intentions. *Asia Pacific Management Review*, 2015, 20(4): 210–218.

[45] SAROSA P. *Kiat Praktis Membuka Usaha; Mewaralabakan Usaha Anda*. Jakarta: PT. Elex Media Komputindo, 2004.

[46] AMIN M, REZAEI S, and ABOLGHASEMI M. User satisfaction with mobile websites: the impact of perceived usefulness (PU), perceived ease of use (PEOU) and trust. *Nankai Business Review International*, 2014, 5(3): 258–274.

[47] LAUMER S, MAIER C, and WEITZEL T. Information quality, user satisfaction, and the manifestation of workarounds: a qualitative and quantitative study of enterprise content management system users. *European Journal of Information Systems*, 2017, 26(4): 333–360.

[48] BIANCHI C, and ANDREWS L. Risk, trust, and consumer online purchasing behaviour: a Chilean perspective. *International Marketing Review*, 2012, 29(3): 253–275.

[49] CELIK H. Customer online shopping anxiety within the Unified Theory of Acceptance and Use Technology (UTAUT) framework. *Asia Pacific Journal of Marketing and Logistics*, 2016, 28(2). <https://doi.org/10.1108/APJML-05-2015-0077>

[50] KAPLAN D. *Structural equation modeling: Foundations and extensions*, 10. SAGE publications, 2008.

[51] RACHMAWATI E, SULIYANTO, and SUROSO A. Direct and indirect effect of entrepreneurial orientation, family involvement and gender on family business performance. *Journal of Family Business Management*, 2022, 12(2): 214–236, <https://doi.org/10.1108/JFBM-07-2020-0064>.

[52] CRONBACH L. J. Coefficient alpha and the internal structure of tests. *Psychometrika*, 1951, 16(3): 297–334, <https://doi.org/10.1007/BF02310555>.

[53] FORNELL C, and LARCKER D. F. Evaluating Structural Equation Models with Unobservable Variables and Measurement Error. *Journal of Marketing Research*, 1981, 18(1): 39, <https://doi.org/10.2307/3151312>.

[54] HAIR J F, SARSTEDT M, HOPKINS L, and KUPPELWIESER V. G. Partial least squares structural equation modeling (PLS-SEM): An emerging tool in business research. *European Business Review*, 2014, 26(2): 106–121. <https://doi.org/10.1108/EBR-10-2013-0128>.

[55] NUNNALLY J C. *Psychometric theory 3E*. Tata McGraw-Hill education, 1994.

[56] HAIR J F, RINGLE C M, and SARSTEDT M. PLS-SEM: Indeed a silver bullet. *Journal of Marketing Theory and Practice*, 2011, 19(2): 139–152, <https://doi.org/10.2753/MTP1069-6679190202>.

[57] CHIN W W. The partial least squares approach to structural equation modelling. In MARCOULIDES G. A. (Ed.) *Modern Methods for Business Research*, 1998, chapter 10, 295–336.

[58] HENSELER J, RINGLE C M, and SARSTEDT M. A new criterion for assessing discriminant validity in variance-based structural equation modeling. *Journal of the Academy of Marketing Science*, 2015, 43(1): 115–135, <https://doi.org/10.1007/s11747-014-0403-8>.

参考文献:

[1] SWANSON K K 和 TIMOTHY D J. 纪念品：意义、商业化和商品化的图标。旅游管理，2012, 33(3): 489–

499, <https://doi.org/10.1016/j.tourman.2011.10.007>.

[2] TORABIAN P 和 ARAI S M. 游客对纪念品真实性的看法：选择性旅游博客的探索。当前旅游问题，2016, 19(7): 697–

712, <https://doi.org/10.1080/13683500.2013.820259>.

[3] STHAPIT E, 和 BJÖRK P. 纪念品对旅行体验记忆力和重游意图的相对贡献：对芬兰罗瓦涅米游客的研究。斯堪的纳维亚酒店与旅游杂

- 志, 2019, 19(1): 1-26, <https://doi.org/10.1080/15022250.2017.1354717>。
- [4] GUPTA K, 和 STEWART D W. 客户满意度和客户行为: 品牌和品类期望的差异作用。营销快报, 1996, 7(3): 249-263, <https://doi.org/10.1007/BF00435741>。
- [5] YIN J, 和 QIU X. 人工智能技术与网络购买意愿: 基于感知价值的结构方程模型。可持续发展, 2021, 13(10): 5671, <https://doi.org/10.3390/su13105671>。
- [6] XIAO L, GUO F, YU F, 和 LIU S. 跨境电商可持续发展中网络购物情境线索对消费者购买意愿的影响。可持续发展, 2019, 11(10): 2777, <https://doi.org/10.3390/su11102777>。
- [7] LIAO Z, 和 WONG W-K. 客户与互联网电子银行服务互动的决定因素。运筹学杂志, 2008, 59(9): 1201-1210。
- [8] CHEN Y-H, HSU I-C, 和 LIN C.-C. 增加消费者购买意愿的网站属性: 联合分析。商业研究杂志, 2010, 63 (9-10) : 1007-1014。
- [9] LIAO Z, SHI X, 和 WONG W-K. 消费者对零售业智能卡的看法: 一项实证研究。国际消费者营销杂志, 2012, 24(4): 252-262。
- [10] LIAO Z, SHI X, 和 WONG W-K. 可持续智能卡支付的关键决定因素。零售与消费服务杂志, 2014, 21(3): 306-313。
- [11] AKROUSH M N, ZURIEKAT M I, AL JABALI H I 和 ASFOUR N A. 节能产品购买意向的决定因素: 能源意识和感知效益的作用。国际能源部门管理杂志, 2019, 13(1): 128-148
- [12] DEDEOĞLU B B 和 BOĞAN E. 新冠肺炎大流行期间访问高档餐厅的动机: 风险认知和对政府信任的作用。国际医院管理杂志, 2021, 95 : 102905, <https://doi.org/10.1016/j.ijhm.2021.102905>。
- [13] YEN Y-S. 探索电视购物中信任与其他信念的协同效应。管理决策, 2020, 58(3): 428-447。
- [14] LEE WEISSTEIN F, ASGARI M, 和 SIEW S.-W. 价格呈现对绿色购买意愿的影响。产品与品牌管理杂志, 2014, 23(3): 230-239。
- [15] EUN LEE J, 和 STOEL L. 高与低在线价格折扣: 对客户风险感知的影响。产品与品牌管理杂志, 2014, 23(6): 401-412。
- [16] RAI S 和 NARWAL P. 检查外部参考价格对卖家价格形象维度和付费购买意向(普瓦伊瓦)的影响。亚太营销与物流杂志, 2022, 34(8): 1778-1806。
- [17] NISAR T M, HAJLI N, PRABHAKAR G, 和 DWIVEDI Y. 共享经济和住宿网站: 住宿购买意向的前因和中介因素。信息技术与人, 2020, 33(3): 873-896。
- [18] LODORFOS G N, 和 DENNIS J. 消费者的意图: 有机食品市场。食品营销杂志, 2008, 14(2): 17-38。
- [19] MICHAELIDOU N, 和 HASSAN L M. 对影响农村消费者购买有机和散养农产品的因素进行建模: 英国苏格兰阿兰岛消费者的案例研究。粮食政策, 2010, 35(2): 130-139。
- [20] O'DONOVAN P, 和 MCCARTHY M. 爱尔兰消费者对有机肉类的偏好。英国食品杂志, 2002, 104(3-5): 353-370. <https://doi.org/10.1108/00070700210425778>
- [21] RAMADHAN M D, 和 MUTHOHAR M. 感知价格、感知质量、品牌形象和商店形象对大卖场自有品牌购买意愿的影响。第十六届国际管理研讨会论文集, 亚特兰蒂斯出版社, 2019年: 140-143。
- [22] JIN B, 和 GU SUH Y. 韩国折扣店环境下消费者感知因素在预测自有品牌购买中的整合效应。消费者营销杂志, 2005, 22(2): 62-71。
- [23] VIGNERON F, 和 JOHNSON L W. 衡量品牌奢侈品的认知。品牌管理杂志, 2004, 11(6): 484-506。
- [24] CHEN A, 和 PENG N. 中国消费者豪华酒店入住行为考察。国际医院管理杂志, 2014, 39: 53-56。
- [25] KO E, COSTELLO J P, 和 TAYLOR C R. 什么是奢侈品牌? 新的定义和文献综述。商业研究杂志, 2019, 99: 405-413。
- [26] MILLER K W. 和 MILLS M K. 探索品牌奢华: 多镜头方法。品牌管理杂志, 2012, 20: 41-51。
- [27] SHUKLA P. 价值观念对发达市场和新兴市场奢侈品购买意向的影响。国际营销评论, 2012, 29(6): 574-596。

- [28] OLSEN S O, SKALLERUD K, 和 HEIDE M. 消费者对传统海鲜的评价和购买意向：复古、独特、怀旧和参与奢侈品的作用。食欲, 2021, 157: 104994。
- [29] AYDIN G. 真实性、独特性和购买稀缺产品的意图。国际营销研究杂志, 2016, 8(2): 59-73。
- [30] ZHAO H, MCLOUGHLIN L, ADZIEV V, 和 PASKO A. “我们为什么不购买大规模定制产品？”——大规模定制产品消费者购买意愿调查。国际工业工程与管理杂志, 2019, 10(2): 181-190。
- [31] CHEN C-C, 和 CHANG Y-C. 是什么推动了爱彼迎的购买意向？消费者评论、信息质量和媒体丰富度的视角。远程信息处理和信息学, 2018, 35(5): 1512-1523。
- [32] MILAN G S, BEBBER S, DE TONI D, 和 EBERLE L. 信息质量、不信任和感知风险是在线购买环境中购买意向的先决条件。管理信息系统与电子商务学报, 2015, 2(2): 111-129。
- [33] HANJAYA S T M, KENNY S K, 和 GUNAWAN S F. 了解影响消费者通过移动应用在线购买意愿的因素：感知易用性、感知有用性、系统质量、信息质量和服务质量。科研组织营销, 2019, 32(2): 175-205。
- [34] MOSLEHPOUR M, PHAM V K, WONG W-K, 和 BILGIÇLI I. 台湾消费者的电子购买意愿：感知有用性和感知易用性的可持续中介。可持续发展, 2018, 10(1): 234。
- [35] CHO Y C, 和 SAGYN OV E. 探索在线环境中影响有用性、易用性、信任和购买意愿的因素。国际管理与信息系统杂志, 2015, 19(1): 21-36。
- [36] ARIFFIN SK, MOHAN T, 和 GOH Y-N. 消费者感知风险对消费者网络购买意愿的影响。互动营销研究杂志, 2018, 12(3): 309-327。
- [37] ROSILLO-DÍAZ E, BLANCO-ENCOMIENDA F J, 和 CRESPO-ALMENDROS E. 电子商务平台中感知产品质量、感知风险和购买意愿的跨文化分析。企业信息管理杂志, 2020, 33(1): 139-160。
- [38] ZHANG Y, ZHANG M, LUO N, WANG Y, 和 NIU T. 社会问答社区高质量知识形成机制的理解：知识共创视角。国际信息管理杂志, 2019, 48: 72-84, <https://doi.org/10.1016/j.jinfomgt.2019.01.022>。
- [39] CHUNG S. 在线信息对消费者的作用：价格比较和信息中介的双重视角。互联网研究, 2013, 23(3): 338-354。
- [40] LIU T-L. 感知风险对外在线索和行为意图之间关系的调节影响。全球商业管理杂志, 2010, 6(2): 1。
- [41] STEWART K. 转移作为在万维网站上建立信任的一种手段。1999。
- [42] GOZUKARA E, OZYER Y, 和 KOCOGLU I. 在线购物中感知使用和感知风险的调节作用。全球战略管理杂志, 2014, 16: 67-81。
- [43] MACIEJEWSKI M. L. 准实验设计。生物统计学和流行病学, 2020, 4(1): 38-47, <https://doi.org/10.1080/24709360.2018.1477468>。
- [44] LIEN C-H, WEN M-J, HUANG L-C, 和 WU K-L. 在线酒店预订：品牌形象、价格、信任和价值对购买意愿的影响。亚太管理评论, 2015, 20(4): 210-218。
- [45] SAROSA P. 创业的实用技巧；特许经营您的业务。雅加达：PT. 埃莱克斯媒体计算机公司, 2004。
- [46] AMIN M, REZAEI S, 和 ABOLGHASEMI M. 移动网站的用户满意度：感知有用性(聚氨酯)、感知易用性(聚苯醚)和信任的影响。南开国际商业评论, 2014, 5(3): 258-274。
- [47] LAUMER S, MAIER C, 和 WEITZEL T. 信息质量、用户满意度和解决方法的表现：企业内容管理系统用户的定性和定量研究。欧洲信息系统杂志, 2017, 26(4): 333-360。
- [48] BIANCHI C, 和 ANDREWS L. 风险、信任和消费者在线购买行为：智利的视角。国际营销评论, 2012, 29(3): 253-275。
- [49] CELIK H. 接受和使用技术统一理论(UTAUT)框架内的客户在线购物焦虑。亚太营销与物流杂志, 2016, 28(2). <https://doi.org/10.1108/APJML-05-2015-0077>
- [50] KAPLAN D. 结构方程模型：基础和扩展, 10. 智者出版物, 2008。
- [51] RACHMAWATI E, SULIYANTO, 和 SUROSO A. 创业导向、家庭参与和性别对家族企业绩效的直接和间接影响。家族企业管理杂志, 2022, 12(2): 214-236, <https://doi.org/10.1108/JFBM-07-2020-0064>。
- [52] CRONBACH L. J. 系数 α 和测试的内部结构。心理测量, 1951, 16(3): 297-334, <https://doi.org/10.1007/BF02310555>。
- [53] FORNELL C, 和 LARCKER D. F. 评估具有不可观测变量和测量误差的结构方程模型。营

销研究杂志, 1981, 18(1): 39, <https://doi.org/10.2307/3151312>。

[54] HAIR J F、SARSTEDT M、HOPKINS L, 和 KUPPELWIESER V. G. 偏最小二乘结构方程模型(偏最小二乘扫描电镜): 商业研究中的新兴工具。欧洲商业评论, 2014, 26(2): 106–121。 <https://doi.org/10.1108/EBR-10-2013-0128>。

[55] NUNNALLY J C. 心理测量理论3乙。塔塔·麦格劳-希尔教育, 1994。

[56] HAIR J F、RINGLE C M, 和 SARSTEDT M. 偏最小二乘扫描电镜: 确实是一个灵丹妙药。营销理论与实践杂志, 2011, 19(2): 139–152, <https://doi.org/10.2753/MTP1069-6679190202>。

[57] CHIN W W. 结构方程建模的偏最小二乘法。摘自 MARCOULIDES G. A. (主编)《现代商业研究方法》, 1998, 第10章, 295–336。

[58] HENSELER J、RINGLE C M, 和 SARSTEDT M. 基于方差的结构方程模型中评估判别有效性的新标准。营销科学院学报, 2015, 43(1): 115–135, <https://doi.org/10.1007/s11747-014-0403-8>。