Exploring Consumer Behavioural Patterns of Shopping Websites through Technology Acceptance Model - A Case Study of Dcard Goodies Lab

Hsin-Yeh, Tsai[1], Tsung-Han, Wu[2*], Chu-Hsuan Lee[3], Pei-Hsuan Chan[4]

[1,3,4]*Shu-Te University, Department of Business Administration, Taiwan*

[2]*National Kaohsiung University of Hospitality and Tourism, Graduate Institute of Tourism Management and Shu-Te University, Department of Business Administration, Taiwan; E-mail: arronwu811105@gmail.com*

Abstracts: The end of 2019 witnessed global impacts from the novel coronavirus pandemic, gradually altering lifestyles and consumption habits. With shifting consumer preferences in shopping habits, factors like interactivity and timeliness gained prominence. Dcard Goodies Lab aligns precisely with these evolving needs. This study aims to investigate the influence of perceived usefulness, perceived ease of use, usage attitude, trust, loyalty, and usage intention within the context of the Dcard Goodies Lab e-commerce platform. A total of 260 questionnaires were collected, with 250 deemed valid and 10 invalidated. Smart PLS and JASP statistical software were utilized for subsequent research analysis, employing methods such as reliability and validity analysis, correlation analysis, fitness indicators, and overall model analysis to validate the proposed theoretical model. According to the results, perceived usefulness and perceived ease of use positively impact consumer usage attitude, trust, loyalty, and usage intention. Both usage intention and consumer loyalty exhibit positive correlations. Finally, the study discusses findings, offers discourse and recommendations, outlines research limitations and future directions, providing empirical insights for e-commerce platform marketing strategies.

Keywords: Online Shopping Eebsites, Technology Acceptance Model, Loyalty, Trust.

1. INTRODUCTION

The e-commerce platform allows consumers to shop without the constraints of time and space, enabling shopping at any time and place (Huang, 2022). According to statistics from the Department of Statistics, Ministry of Economic Affairs in 2022, the sales revenue of the online retail industry in our country surged dramatically due to the rapid escalation of the COVID-19 pandemic, reaching a record high of 430.3 billion Taiwanese dollars in 2021, accounting for 10.8% of the total retail industry. The annual growth rate of the online retail industry (24.5%) significantly surpassed that of the entire retail industry's revenue (3.3%). Compared to the pre-pandemic year of 2019, this represented an increase of 3.3 percentage points.

In the past, e-commerce platforms were relatively straightforward, focusing primarily on simplicity and convenience. However, with evolving consumer preferences, factors such as interactivity and timeliness have gradually gained significance. According to the 2021 survey conducted by BOXFUL e-commerce logistics, numerous social media platforms have recognized this business opportunity. They have concurrently developed interactive e-commerce platforms, leveraging their existing user base for promotion. For instance, in August 2021, Dcard had amassed 5 million registered members in Taiwan, with a monthly count of unique visitors reaching 16 million and a staggering monthly page view of 1.6 billion. Dcard expanded its user demographic from university students to alumni and professionals, venturing into e-commerce in 2018 with the introduction of "Good Stuff Laboratory." This platform sells various items such as delicacies, cosmetics, apparel, and electronics. All products listed undergo personal usage by Dcard contributors who then craft experiential narratives, incorporating comparative analyses with similar items from other brands. Consequently, these reviews align more closely with actual user experiences, thereby attracting young consumers to this e-commerce platform.

The technological prowess of the website allows sellers to track consumer preferences, tailoring distinct marketing content for each consumer without incurring exorbitant advertising expenses. This enables consumers to swiftly find products on the website and search engines. Additionally, the shift in consumer buying behavior due to

the pandemic has welcomed a cohort of "senior online shopping newcomers." Consequently, online shoppers no longer solely seek convenience, affordability, and efficiency. The present-day shopping platforms are evaluated by consumers based on their interactivity, community engagement, and immediacy.

Dcard Goodies Lab aptly meets these contemporary consumer demands. Therefore, the purpose of this study is to comprehend consumer behavior when using Dcard's Good Stuff Laboratory. It aims to explore the perceived usefulness, ease of use, usage attitudes, trust, loyalty, and the impact on usage intentions regarding the technological acceptance model of Dcard's Good Stuff Laboratory. This study further seeks to provide pertinent management departments within Dcard's Good Stuff Laboratory insights to enhance operational management quality, serving as a foundational reference for subsequent design and development endeavors.

2. LITERATURE REVIEW

2.1. Taiwan Electronic Commerce Development

The meaning of Electronic Commerce was initially proposed by Kalakota and Whinston (1997), scholars in the U.S.A., which means e-commerce as the use of the Internet to buy, sell, or trade products and services. Vladimir (2003) considers e-commerce as the use of telecommunications to share information, to maintain business relationships, and to conduct business transactions. While Gupta (2014) proposed a more complete definition of e-commerce as the use of electronic communication and digital information processing technologies in business transactions to create, transform and redefine relationships to create value between organizations or between organizations and individuals. The benefits are reduced transaction costs, improved inventory management and logistics, the ability for suppliers to interact and transact directly with buyers, pricing transparency, and increased quality of service (Shih, 2021). E-commerce platforms provide consumers with personalized marketing through APPs, which record consumers' browsing time, product information, and browsing habits, and push relevant information to the consumers' platform interfaces, so that e-commerce operators can analyze the data and categorize consumers to take purposeful marketing activities to achieve more precise marketing results (Huang, 2022).

With the development of the Internet, newly created e-commerce businesses have also demonstrated different business models in response to the times. In the past 20 years of Taiwan's e-commerce development, e-commerce businesses have used Taiwan's special advantage, the world's second-highest density of chain superstore systems, to "storefront" the logistics and financial flows in e-commerce, allowing virtual online shopkeepers to become the virtual window to the physical (Mohapatra,2013; Mpinganjira,2015) by using the internet as a medium to shorten the process of factories, wholesalers, exporters, retailers and consumers, and constructing online pathways with different pipelines for the sale of goods, and the low-cost but high touch rate of shrimp skin sellers (Cheng Mao Zhen, 2019). As early as 1995, there were many platforms that are still one of the best in the world, such as Ebay, the world's largest auction site, where every user can auction and shop; Amazon, founded by Jeffrey Preston Jorgensen, started as an online bookstore, and has expanded its territory by promoting innovation from the top down and mergers and acquisitions, and has become one of the world's largest online retailers, acquiring one of the world's largest online retailers, and acquiring one of the world's largest online retailers. Amazon, founded by Jeffrey Preston Jorgensen, started as an online bookstore and expanded its business through top-down innovation and mergers and acquisitions, and is now one of the world's largest online retailers.

2-2 Technology Acceptance Model (TAM)

The Technology Acceptance Model (TAM) was developed by Davis (1989) to predict the acceptance and behavioral intention of individuals to use information systems, which consists of perceptual usefulness, perceptual ease of use, attitude toward use, behavioral intention, and actual use. The theory of Technology Acceptance Model (TAM) has been applied to the discussion of Internet users' concerns about IT usage (Davis, 1989). Li (2020) studied the analysis of website popularity and loyalty, using the technology acceptance model of perceived usefulness and ease of use as mediating variables, website popularity will be mediated by the technology acceptance model, consumers shopping through the use of the website is easy to operate, do not need to spend

too much time to learn how to use it, close to the consumer, technological information is easy to learn, easy to use the website to attract more consumers, thus increasing consumer awareness of the website. This will increase the loyalty of consumers to the website. Theoretical basis of Technology Acceptance Model (TAM) is often used to explore the study of IT acceptance behavior. Davis (1986) used TRA as the theoretical basis to explore the relationship between cognitive and affective factors and technology use, and constructed TAM, which originated from the field of social psychology, whose theory suggests that beliefs affect attitudes, and attitudes in turn lead to intentions and therefore behaviors. Revision of the Technology Acceptance Model After the TAM model was proposed, Davis (1989) wanted to explain it more effectively, so he added a new variable of behavioral intention, which was considered to be directly affected by cognitive usefulness and attitudes toward the use of the behavior. Davis (1989) argued that the use of an individual's system is determined by the behavioral intention to use the behavior, and that behavioral intentions are determined by the cognitive usefulness of the behavior to the individual. individual's perceived usefulness of the behavior and attitude towards its use, and for special systems that have been identified as useful, users generally do not have to form an attitude towards their use first, but may directly form a behavioral intention to use the system, thus proposing that perceived usefulness directly influences behavioral intention (Ouyang Dezhuang,, 2018).

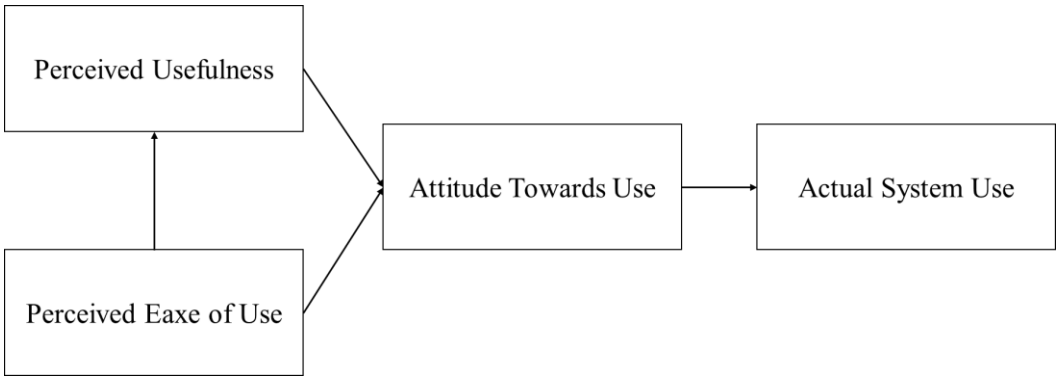

Fig 2-1 Technology Acceptance Model, TAM

2-3 Loyalty and Trust

Jacoby and Olson (1970) have a complete definition of customer loyalty, that customer loyalty is a non-random behavioral response, and that this response exists over a long period of time, and that it is a psychological (decision-making, evaluation) process of commitment to a brand that is formed by a decision-making unit after considering one or more different brands. Scholars Jones and Sasser (1995) point out that customer loyalty is a customer's willingness to repurchase a particular product or service, and categorize customer loyalty into long-term and short-term loyalty. Long-term loyalty means that customers buy for a long period of time and do not easily change their choices, while short-term loyalty means that when customers have better choices of vendors or products, they will immediately brush them off (Ouyang Dezhuang, 2018). Customer loyalty not only saves the company's spending, but also creates long-term and sustainable profits for the company, with the basic goal of building a solid and loyal customer base, and the loyalty brings The results of loyalty are long term and cumulative. According to Marketingprofs.com, it is estimated that a 5% increase in a company's customer retention rate will result in a 70% increase in profits (EMBA 118, p.80), and a study by Reichheld & Sasser (1990) found that when a company can maintain a 5% increase in loyal customers, the company's profits will increase by 70% (EMBA 118, p.80). of loyal customers, the company's profits would increase by 25% to 85%. Chang (2022) defined brand loyalty as the behavior of customers who will repurchase more than once or more than once after making a purchase, or the positive behavior of customers who are accustomed to using the same brand's goods or are satisfied with the services provided by it, and who will take the initiative to recommend it or introduce it to other people.

Trust is very important in interpersonal relationships, whether at the psychological, social, or economic level. In particular, buyer-seller (consumer-business) trust, Cannon (1997) pointed out that a high degree of consumer trust can enhance the competitiveness of enterprises and reduce transaction costs, Liu (2018) that trust is the willingness

of both parties to the transaction of the other party's confidence and reliance on the other party, which is very important to the success of the sale of the factor, Lee (2007) that trust is the most important factor for the success of the sale. Kim & Tadisina(2007) suggest that trust is a customer's perception of the competence and goodwill of a provider of goods; trust in online shopping is a risk-tolerant psychology in which Internet users have positive expectations about the behavior of the provider of goods or services (the online seller). Karahanna & Straub (1999) propose that the trustor believes that the trustee will not harm the trustor with speculative behavior because online shopping lacks direct contact with the goods and has a high degree of uncertainty (Li, 2020). Lin (2021) points out that the online shopping environment creates a division of time and space for the consumer. In other words, consumers do not receive the goods they ordered immediately after they have successfully paid for them, and they are asked to provide personal information and various financial information first. In 1999, Hoffman, Novak and Peralta pointed out that the concerns of online consumers are in themselves numerous, and that they arise from distrust of e-commerce. Dontje and Olthof (1999) suggest that there are many other considerations that consumers have when shopping online, including security, consumer privacy protection, etc., which can be summarized in one reason, that is, consumers do not trust e-commerce, which leads to the reluctance to use e-commerce (Wu, 2022). This can be summarized in one reason, which is that consumers do not trust e-commerce, which makes them reluctant to use it (Wang, 2021).

3. RESEARCH METHODOLOGY

3-1 Research Hypothesis

Based on the technology acceptance model proposed by Davis (1989) as the foundation, this study has been modified by incorporating variables of trustworthiness and loyalty as moderators. Research hypotheses have been formulated to establish the research framework, depicted as Figure 3-1.

H1: The "Perceived Eaxe of Use " significantly influences the " Perceived Usefulness " of Dcard Goodies Lab.

H2: The "Perceived Usefulness " significantly influences the " Attitude Towards Use " of Dcard Goodies Lab.

H3: The " Perceived Eaxe of Use" significantly influences the " Attitude Towards Use" of Dcard Goodies Lab.

H4: The " Attitude Towards Use" significantly influences the " Behavioral Intention to Use " of Dcard Goodies Lab.

H5: The " Trust" significantly influences the " Behavioral Intention to Use " of Dcard Goodies Lab.

H6: The " Behavioral Intention to Use" significantly influences the " Loyalty " of Dcard Goodies Lab.

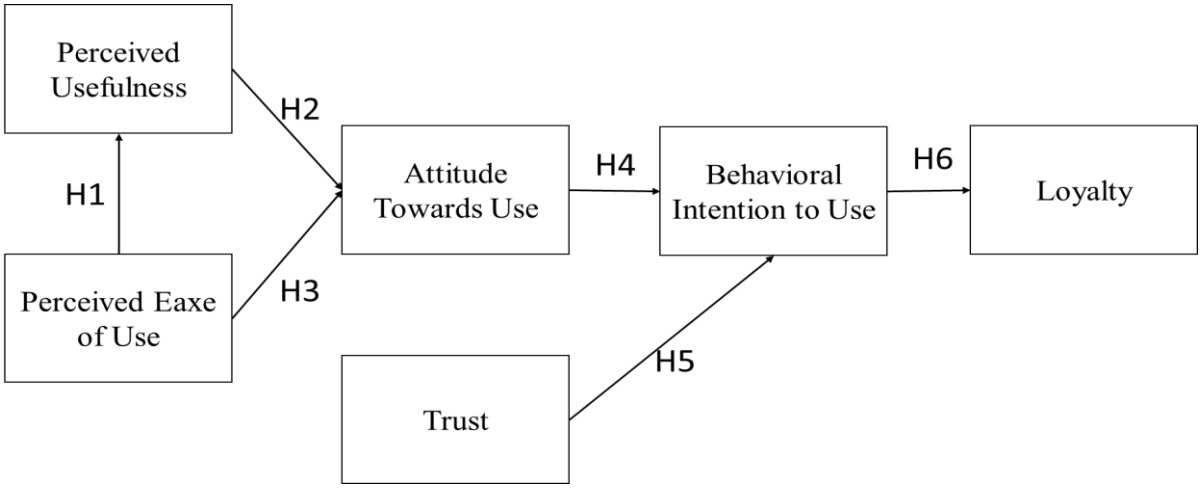

Fig 3-1 Research Organization Chart

3-2 Research Design

This study examines the effect of six constructs, namely Perceived Eaxe of Use, Perceived Usefulness, Attitude Towards Use, Behavioral Intention to Use, Trust, and Loyalty, on the purchase intention of retail products on the Internet community platform. First, the study examines the impact of the six dimensions on the purchase intention of online social platforms. First, the study collected relevant literature from domestic and international research data, and then analyzed and organized the literature. Secondly, this study compiled references from the literature and designed the questionnaires, which were distributed through the Internet using the purposive sampling method. The questionnaires in this study were distributed to those who have the habit of shopping on online social platforms. The questionnaires were distributed online on Dcard forums, Facebook, and Instagram social platforms, and a total of 260 questionnaires were collected, with 250 valid questionnaires and 10 invalid questionnaires. In this study, there were 4 questions on perceived usefulness, 3 questions on perceived ease of use, 4 questions on attitude toward use, 2 questions on trust, 3 questions on loyalty, 3 questions on intention to use, and a total of 19 questions in the questionnaire.

4. FINDINGS

This section summarizes the constructs for data analysis based on the literature review and examines the construct variables and data extraction, including Perceived Eaxe of Use, Perceived Usefulness, Attitude Towards Use, Behavioral Intention to Use, Trust, and Loyalty. Loyalty, this study takes Dcard Goodies Lab consumers as the research target and conducts investigation, organization and analysis based on the usage behaviors of each dimension. This study refers to the five-point scale of Likert, R. (1932), which is categorized into 1 for "strongly disagree," 2 for "disagree," 3 for "average," 4 for "agree," and 5 for "strongly agree," with a total of five levels. After JASP and SEM processing and analysis, this study focused on the basic descriptive statistics of Dcard Goodies Lab, such as gender, age, average monthly use of e-commerce platforms, and amount of money spent, and conducted a frequency distribution analysis to facilitate observation and analysis and to provide a follow-up validation analysis, and the relevant descriptive statistics are as follows:

Table 4-1 Narrative statistics of the sample

Component	Type	Sample	%	Component	Type	Sample	%
Gender	Male	72	28.7%	Number of used per month	Under 3	138	55.0%
	Female	178	71.3%		4-6	70	27.9%
Age	Under 19	24	9.5%		7-9	24	10.0%
	19-25	185	73.8%		Over 10	18	7.2%
	25-29	23	5.6%	Amount of spending per use of e-commerce platform	Under NT$500	93	37.1%
	30-35	3	3.6%		NT$501-1500	122	49.0%
	Over 35	15	4.4%		NT$1501-2500	25	10.0%
					Over NT$2501	10	4.0%

4-1 Reliability and Validity

According to Nunnally (1978), when the Cronbach's α value is less than or equal to 0.35, it is considered low reliability; 0.35-0.7 is medium reliability; 0.7 or more is high reliability, and a reliability level greater than 0.7 or more is considered acceptable. The reliability analyses of this study are shown in Table 4-2. The Cronbach's alpha of Perceived Usefulness is 0.895; the Cronbach's alpha of Perceived Ease of Use is 0.901; the Cronbach's alpha of Attitude Toward Use is 0.915; the Cronbach's alpha of Trust is 0.895; the Cronbach's alpha of Loyalty is 0.911; and the Cronbach's alpha of Intent to Use is 0.895. 0.911; and Intent to Use Cronbach's alpha value of 0.919, the study showed that all alpha values were above 0.7.

The purpose of convergent validity is to test whether multiple items developed from a single construct converge into a single factor. Average Variance Extracted (AVE) measures the average explanatory power of each variable with respect to the preceding variable, and for each question to be able to explain the factor it represents, it needs to have an AVE value of 0.5 (Fornell and Larcker, 1981), with higher AVEs representing higher convergent validity of the preceding variable (Lai, 2021). The higher the AVE value, the higher the convergent validity of the antecedent variable (Yen-Fu Lai, 2021). According to Fornell & Larcker, (1981), if AVE > 0.5 and CR > 0.6, the measure is considered to have an astringent effect. From Table 4-2, it can be seen that all the AVE and CR are above the standard values, so they have a good convergence effect, which is summarized in Table 4-2 as a checklist of suitable indicators for the unified model.

Table 4-2 Reliability and Validity

Component	Cronbach's α	CR	AVE
Perceived Usefulness	0.895	0.686	0.897
Perceived Eaxe of Use	0.901	0.698	0.902
Attitude Towards Use	0.915	0.686	0.916
Trust	0.895	0.686	0.916
Loyalty	0.911	0.744	0.897
Behavioral Intention to Use	0.919	0.794	0.920

4-2 Structural Analysis

Structural equation is a kind of empirical analysis that integrates the combination of two statistical models such as factor analysis and path analysis, which can measure multiple endogenous variables at the same time, and also allows exogenous and endogenous variables to be measured with the existence of errors or residuals (Zhou, Zijing, 2006; Su, Huifang, 2015), therefore, this study will use the structural equation model to conduct the analysis of the overall structure.The CFI indicator reflects the degree of difference between the research model and independent models without any covariate relationship. The CFI index reflects the degree of difference between the research model and the independent model without any covariance relationship Regarding the standard of CFI, Bentler (1995) suggests that CFI should be greater than 0.95, from Table 4-3, the RMSEA and CFI of all the constructs reach above the standard value.

Table 4-3 RMSEA and CFI Analysis

Component	RMSEA	CFI
Perceived Usefulness	0.073	0.996
Perceived Eaxe of Use	0.075	0.995
Attitude Towards Use	0.057	0.995
Trust	0.000	1.000
Loyalty	0.000	1.000
Behavioral Intention to Use	0.000	1.000

4-3 Hypothesis Verification

In this study, the hypotheses validation results were used to test the hypotheses and corresponding paths using PLS-SEM for least square analysis method, path analysis coefficients, and R-square for structural analysis.

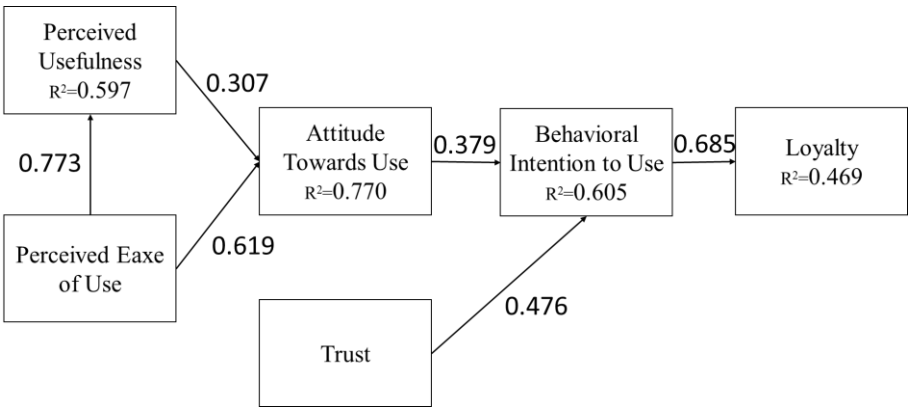

Fig 4-1 Relationship Analysis of Research Structure

In the model path analysis data, the H1 to H8 hypotheses all have significant relationships and positive correlations between the components, thus proving that the hypotheses are all valid.

Table 4-5 Overall Theoretical Model Validation Table

Hypothesis	Implications	index	Hypothesis valid
H1	Perceived Usefulness→Perceived Eaxe of Use	0.773*	Valid
H2	Perceived Eaxe of Use→Attitude Towards Use	0.307*	Valid
H3	Perceived Usefulness→Attitude Towards Use	0.619*	Valid
H4	Attitude Towards Use→Behavioral Intention to Use	0.379*	Valid
H5	Trust→Behavioral Intention to Use	0.476*	Valid
H6	Behavioral Intention to Use→Loyalty	0.685*	Valid

CONCLUSION AND RECOMMENDATIONS

With the advancement of technology and COVID-19 impact, it makes e-commerce platforms bring many business opportunities, in this competitive e-commerce environment, Dcard Goodies Lab has different impacts from other online shopping e-commerce platforms, and Dcard Goodies Lab has been established in 2018 till now, and it has already gained a foothold among consumers. According to the research findings, perceived usefulness affects consumers' attitude towards usage, therefore, from the questionnaire questions, it is known that the increase of products can provide consumers with more choices, so as to prevent consumers from having doubts about whether this e-commerce company has this product at the time of purchase, and if it can provide more and more complete products, it can reduce the points of concern of the consumers and increase the perceived usefulness of the consumers; and perceived usefulness affects the attitude of consumers towards the Therefore, from the questionnaire, we know that the provision of more intimate services, such as real-time customer service, such as product problems, etc. can be directly responded to online customer service, such as the provision of services that meet the needs of consumers, to enhance the usefulness of consumer perceptions.

Due to funding and time constraints, this study only used Google online survey for data collection, which was distributed on Dcard forums, Facebook, and Instagram social media platforms. Therefore, most of the respondents were of the same age group, which resulted in the research results not covering the entire age group, and the study can be conducted to compare the use of e-commerce shopping platforms by different age groups, and can also analyze the behavior of the use of different e-commerce shopping platforms.

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