

# 國立成功大學統計學系暨數據科學研究所

## 專題演講

演講者: Prof. Wei-Shiun Chang (張巍勳 教授)  
國立成功大學國際經營管理研究所 (IMBA)

時 間: 2020年12月10日 (星期四) 15:30 - 16:30

地 點: 統計學系三樓視聽教室 (62331)

茶 會: 15:00 - 15:25 (統計學系二樓教師休息室)

題 目: Using laboratory experiments in operations research

### 摘 要

Most of e-commerce platforms provide some sort of consumer protection policies e.g. repairs, returns, and refunds, among others, to build up structural assurance. Unlike the inconsistent qualities in a platform with low structural assurance, one with high structural assurance is expected to deliver high-quality products. Prior studies have not explored consumers' repurchase behavior within the same platform and compare it across platforms with different levels of structural assurance. This paper attempts to fill this gap and posits that the structural assurance along with personal purchase experience and other consumers' product review affect consumers' repurchase behaviors in e-commerce platform. We design an experiment with two manipulations-product quality of a previous purchase and structural assurance-to induce consumers' sentiments and cognitions regarding their shopping experience. We ran 12 sessions with 192 university students. We have two striking findings among other results. First, consumers in a platform with high structural assurance have a lower tendency to repurchase compared to those in a platform with low structural assurance. Second, when encountering an unpleasant shopping experience, consumers in a platform with low structural assurance are more likely to switch to other merchants than they were in a platform with high structural assurance. We associate these results to switching cost, status quo bias and psychological inertia.

敬請公佈 歡迎蒞臨

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敬邀

協辦單位: 國立成功大學附設醫院巨量科學中心

統計學系: <http://www.stat.ncku.edu.tw/>

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