

Predicting Consumer's Intention to Buy Local Specialty Online

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Abstract

The purchases of local specialties were usually seen in conventional physical stores in the past. The potential consumers were the tourists who visited the stores. Renowned products did not necessarily imply big business in this pattern of trading. As online shopping becomes more and more popular, consumers are no longer limited to tourists. Given the purpose of promoting local development and boosting the consumption of local specialties through online shopping, we've directed the focus of this study toward the factors that affect consumers' intention of shopping local specialties online. This study presents a behavior model for online purchase of local specialties, and tries to verify the influence that "purchase intention of local specialties" and "online purchase intention" have over "online purchase intention of local specialties" by using questionnaire survey, and verify the model by using structural equation model (SEM). Six independent variables affect purchase intention of local specialties and online purchase intention. They are consumption values, purchase motivation, self-efficacy of purchasing local specialties, internet self-efficacy, perceived risk, and online experiences. We explored these variables separately. This study expects to verify the fit of the model by using SEM, and even seeks to verify whether independent variables have positive impacts on purchase intention of local specialties and online purchase intention of local specialties. The practical propositions to boost sales and encourage online trading of local specialties are what we expected to find through this study.

Keywords: local specialty, online shopping, purchase intention

1. Introduction

Background and Motivation

There are various well-known local specialties everywhere in Taiwan, when tourists go on a sightseeing tour they will purchase some specialties home with them. Tasting local specialties is becoming a very important part for many tourists. The purchases of local specialties were usually seen in conventional physical stores in the past. The potential consumers were the tourists who visited the stores. Renowned products did not necessarily imply big business in this pattern of trading. However traditional consumer behavior is changing little by little. According to the information of Taiwan Network Information Center (2013), there are nearly 18 million people who use the Internet; the proportion of those who had used the Internet is 77.4%, to be a 2.9% growth compared with 2012. Data of the same year also pointed out that smartphone has replaced notebook to be the major Wi-Fi connecting equipment. People can connect to Wi-Fi at any time and any place they want, that's why there's a growth trend in the frequency and time of using, also means using Internet is becoming an important part of people's lives (TWNIC, 2013). Furthermore, it not only increase the number of Internet users, also increase the output value of online shopping.

In recent years, when customers want to have local specialties, they not really need to spend time, money or effort to purchase locally. He can order them online and pay orders by ATM or even at convenience store, and get the goods via home delivery or also get them at convenience stores. It also make consumers who never been to where the specialties from but purchase the specialties they want online after viewing the introduction on store's website or such medias like magazines and food programs.

The above shows that along with changes in living environment, the public acceptance for online shopping is also increasing. While the data also show that the sales turnover of overall retail grew 4.13% at the end of 2013, for online channel the turnover has increased significantly over 203%, but just 2.1% increase for physical stores (DGBAS, 2013). Under such kind of trend, there is a 3.53% decrease of physical stores in Taiwan, but a significant increase in online stores of 1.9 times in these five years (DGBAS, 2013). It can be seen that relative to physical stores, online shopping market still seems energetic.

Therefore, this study aims to explore the factors that influence consumer online purchase of local specialties by presenting a behavior model for online purchase of local specialties. A well-known statistical method, structural equation modeling (SEM), is used to test the conceptual relational model that whether "purchase intention of local specialties" and "online purchase intention" will affect "online purchase intention of local specialties" or not. SEM analysis also provides the levels of convergent and discriminant reliability of the proposed model. To test the conceptual relationships of the model, this study also raised five independent variables to see if they will affect "purchase intention of local specialties" and "online purchase intention" and will explore the variables separately.

2. Literature Review

2.1 Online Shopping

The rise of online shopping allows consumers to have more purchasing channels to select. Unlike the physical stores, online shopping is a virtual concept. Customers cannot touch the products before purchasing them and there are no personnel that provide face-to-face services in online shops (Zhilin Y. & Peterson, 2003). Furthermore, C. M. Cheung *et al.* (2009) has collated relative research about online shopping theory, and thought online shopping is the behavior for consumers to purchase online (C. M. K. Cheung *et al.*, 2005). According to Haubl and Trifts (2000), potential consumers often use a two-stage process in making purchase decisions. First, consumers will view a variety of products in order to identify appears of a subset of alternatives that meet their needs. Next, they will evaluate the subset deeper and deeper, performing relative comparisons across products that based on some desirable attributes and at last make a final decision. In summary, online shopping is what as long as consumers order products or services after browsing appropriate information online in this study.

2.2 Consumption Values

Sheth *et al.* (1991a) proposed theory of consumption or called TCV to integrate different models and frameworks of consumption. TCV is based on the composition of an extensive literature review and includes five different types of values that provide a comprehensive understanding of consumer experience according to consumer choice. The five values are briefly described as follows:

2.2.1 Functional Value

Functional value follows economic utility theory and assumes economic rationalism to concern the utilitarian functions and services that a product can offer. According to Sheth *et al.* (1991a), functional value is composed by the ability of product to perform its functional, utilitarian, or physical purpose and while it may be based on any outstanding physical property, sometimes price is the most important functional value.

2.2.2 Social Value

Social value has been defined as the “perceived utility acquired from an alternative’s association with one or more specific social groups” (Sheth *et al.*, 1991a). Things like highly visible products or services and objects to be shared with others are often driven by social value (Sheth *et al.*, 1991a, 1991b). Therefore, Social value related to the approval of social and self-image enhancing among others (Jillian C Sweeney & Soutar, 2001). The motivation of purchasing and using products depends on how you want to be seen by others and how you want to be seen (Sheth *et al.*, 1991b; Jillian C Sweeney & Soutar, 2001). The purchasing behavior can be a way for an individual to express his self-image socially to others.

2.2.3 Emotional Value

Emotional value is a social-psychological dimension that is dependent on the ability to arouse feelings or emotional states by a product (Sheth *et al.*, 1991a). That is to say, Feelings that people get after purchasing products or services, and other positive or negative feelings are all emotions. Thus, A product will have the value when related to some specific feelings or when precipitating or continuing those feelings. (Morris B Holbrook & Hirschman, 1982).

2.2.4 Emotional Value

Epistemic value applies when consuming or experiencing new products or services. That means the value is created when a product or service arouses consumers' curiosity, provides them novelty and satisfies their desire for knowledge. Therefore, factors of this value will be in decisions when consumer is bored with a current product, curious about something different, or just wants to experiment with something new. In some contexts, it could refer as novelty value and the value from learning new ways to do things. (Sheth *et al.*, 1991a)

2.2.5 Emotional Value

Conditional value is defined as the perceived utility acquired by an alternative as the result of the specific situation or set of circumstances facing the choice maker (Sheth *et al.*, 1991a). In addition, M. B. Holbrook (1994) presumes that conditional value depends on the context in which the value occurs and exists only when a specific situation happens. Therefore, conditional value applies to products or services whose value is strongly tied to use in a specific situation. It might be caused by temporary functional or social value (Sheth *et al.*, 1991a). Thus, conditional value could be described as a specific case of other types of value (Jillian C Sweeney & Soutar, 2001).

2.3 Purchase Motivation

Motivation would not necessarily trigger behaviors, but if the stimulate demand enhance to a certain extent, it will encourage consumers to take appropriate behaviors to solve the demand problem. That is if sellers can grasp consumers' purchase motivation, in order to do corresponding response to different purchase motivation, and provide greatest satisfaction for their consumers, the sales volume would be increase. Henry (1998) thought purchase motivation is a driving force that leads consumers to behavior in order to meet their needs. Lyles and Gilbert (1991) proposed a decision-making model for tourists that consumers' purchase decisions will be influenced by intrinsic factors such as motivation, personality, and cognition. Thus, purchase motivation is important, and will influence consumers' subsequent purchase decisions and behaviors. In summary, this study attempts to depth analysis by three aspects that are culture, products, as well as sellers.

2.4 Self-Efficacy

Self-efficacy was proposed from Social Cognitive Theory (Bandura, 1977), refers to the cognitive that whether a person has the ability to do a particular behavior or not, people may trust their abilities to engage in a particular behavior thus obtain a favourable result, resulting in behavior intention or actual behavior. Bandura (1982) considered self-efficacy as a belief of people who want to measure their performance in a particular field. Individuals have inner perception and judgment for their own work ability, the perception and judgment will influence the degree to involve in work, and the status of ongoing work for individuals. Bandura (1977) argued the self-efficacy is the cognitive of organizational ability and behavior capacity that an individual need when finishing a specific outcome or achievement. This study divides self-efficacy into two parts that are "Internet Self-Efficacy" and "Self-Efficacy of Purchasing Local Specialty."

2.5 Perceived Risk

Perceived risk will be higher when shopping at home, such as telephone shopping (Cox & Rich, 1964) or mail order (Spence *et al.*, 1970). Cox and Rich (1964) pointed out that consumers' perceived risks of telephone shopping is from the fear of if they can't get what they want. Spence *et al.* (1970) considered that consumers cannot check products before purchasing and the difficulty to return products after purchasing is why consumers will aware of high risks. Furthermore, consumers may aware of risks like time loss or unsuccessful purchase. Similarly, consumers may aware of higher risk when purchasing online (Tan, 1999). Cox and Rich (1964) conceptualized perceived risk as the considerations and the uncertainty results that consumers may face in a particular purchase decision. Julian C Sweeney *et al.* (1999) defined perceived risk as the subjective expectations of loss. It can be seen that there are two ways to define perceived risk; one is the uncertainty that consumers aware, another one is the subjective expectations of loss to consumers. After reviewing relevant literatures, this study defines the perceived risk as the considerations and the uncertainty results that consumers may face in a particular purchase decision.

2.6 Purchase Intention

Morwitz and Schmittlein (1992) pointed out that in many marketing studies; purchase intention is usually used as the predictive measurement of purchase behavior. Axelrod (1968) analysed purchase intention with attitude to predict the actual purchase behaviors. Silk and Urban (1978) have put purchase intention into a new product model as an input factor. With the rise of e-commerce, purchase intention can also be used in the Internet field. Jarvenpaa and Todd (1997) found out that product perception, shopping experience and customer service will affect consumers' purchase intention online. Brown *et al.* (2003) thought the factors that influence purchase intention online shopping are product categories, previously purchased experience, and even the gender. And for Liaw *et al.* (2005) found out the higher brand awareness and the richer the product information will lead to lower perceived risks and higher purchase intention for consumers. In summary, purchase intention is defined as whether consumers want to purchase online or to purchase local specialties online.

By examining the sources of purchase intention involved in online purchase local specialty, we believe the factors have influences on purchase intention and hence this study proposes the hypotheses below to test the relation of the factors.

Table 1. The proposed hypotheses

No.	Description
H1	Consumption values positively influence purchase intention of local specialty.
H2	Purchase motivation positively influence purchase intention of local specialty.
H3	Self-efficacy of purchasing local specialty positively influence purchase intention of local specialty.
H4	Internet self-efficacy positively influence online purchase intention.
H5	Perceived Risk positively influence online purchase intention.
H6	Purchase Intention of Local Specialty positively influence Online Purchase Intention of Local Specialty
H7	Online purchase intention positively influence Online Purchase Intention of Local Specialty.

3. Methodology

3.1 Framework and Measurements

The main concept of this research is to find out the factors that will influence purchase intention and form a structural model by using SEM to test each of the hypotheses. Each variable are latent variables thus are necessary to deploy observable constructs to measure the scale of each latent variable and examine the hypothesized framework. Measures used in this research are derived from existing literatures. Figure 1 depicts the framework of this study.

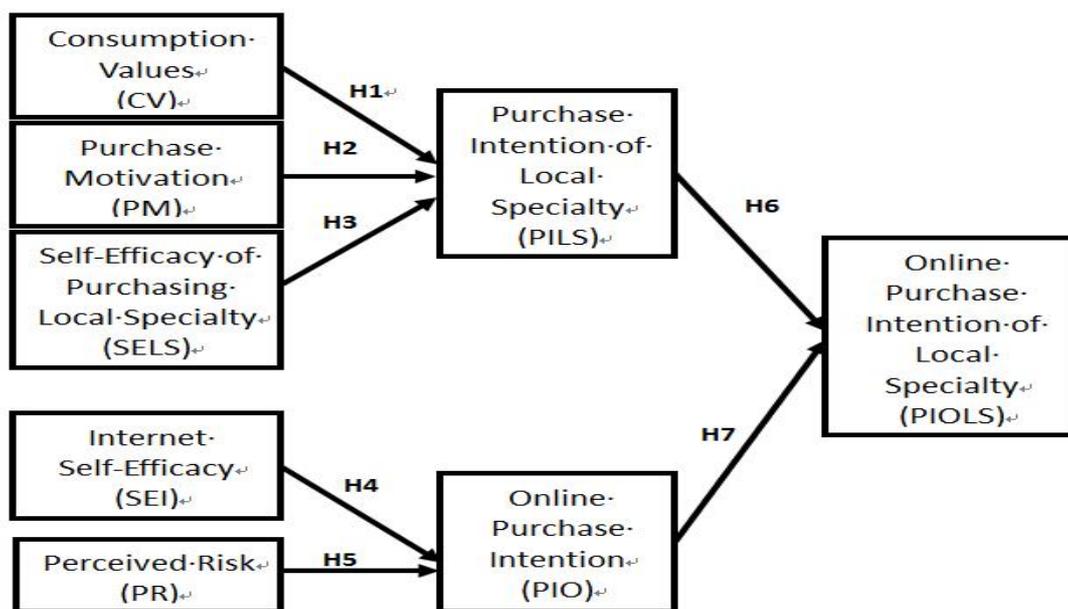


Figure 1. Research Framework

3.2 Questionnaire development

Based on a comprehensive literature review, we developed a self-administered questionnaire. The questionnaire was divided into eight sections. The first section measured the five consumer values and the self-efficacy of purchasing local specialty on the basis of an extensive review of the relevant literature. The five values are: social value, epistemic value, functional value, emotional value, and conditional value (Ajzen, 1991; Sheth *et al.*, 1991a). The respondents evaluated each criterion based on a 5-point Likert-type scale where 1 = very unlikely and 5 = very likely. The second section asked respondents to rate the motivations that they will consider when purchasing by using a 5-point Likert-type scale. These 9 questions were translated into 9 statements influencing them when purchasing local specialties. The third section measured the consumer's usage of the Internet. 3 questions were put in this section and measured by 5-point Likert-type scale. The fourth section is about the perceived risk that consumers will face when purchasing, and can be divided in three parts: financial risk, psychological risk, and time risk. There are 3 questions for each part and evaluated based on a 5-point Likert-type scale. The section 5 to 7 measured the intention of consumers when purchasing local specialties or purchasing online, and also evaluated by a 5-point Likert-type scale. The final section elicited relevant personal information, including their age, sex, education, income, and the other information we need.

To ensure that the questionnaire was clear and understandable, and to test the validity and reliability of the measuring instrument, a pre-test was conducted prior to administration of the actual survey. Moreover, in order to improve the convenience of sampling, save time and money and to eliminate the geographical limitation, the survey conducted online is more desirable than offline survey (Granello & Wheaton, 2004). Hence, the data in this study was collected by questionnaire placed on "my survey" website.

Table 2. Research variables and measurement items

Variable	Items
Social Value	Purchase local specialties consistent my identity and image.
	Purchase local specialties can get agreement of families.
Epistemic Value	I want to know the difference between local specialty & others.
	I'd be attracted by local specialties which are special packaging.
Functional Value	I think is more assurance to purchase famous local specialties.
	Famous local specialties have unique flavors.
Emotional Value	Purchasing local specialties made me love this land.
	Purchasing local specialties made me feel satisfied.
Conditional Value	I will purchase local specialties as gifts during festivals.
	I will purchase local specialties due to promotional activities.
Culture Motivation	Local cultural characteristics
	Limited local selling products
	History of the businesses
Product Motivation	Packaging design
	Convenient to carry
	Product prices
Store Motivation	Brand awareness
	Decorations of the store
	Service attitude
Self-Efficacy of Purchasing Local Specialty	I can distinguish which products are famous local specialties.
	I know where to buy local specialties.
	I have ample time to buy local specialties.
Internet Self-Efficacy	I think I have the ability to shop online.
	I can easily find the product I want on the Internet.
	I can easily find someone to help or teach me to use the net.
Financial risk	I am worried the product will not have the value that I imaged.
	I am worried about information of the credit card will be stolen.
	I am worried the delivery costs of online shopping are too high.
Psychological risk	Online shopping makes me have unnecessary worries.
	I am worried of the goods purchased online do not meet my.
	I am worried about the effect of online shopping is not good.
Time Risk	I am worried I have to spend time to browse related products.
	I am worried to spend time understanding the product.
	I am worried that I need to spend time waiting for the product.
Purchase Intention of Local Specialty	I will purchase local specialty with combination of local culture.
	I will purchase local specialty which has a story.
	I will purchase local specialty which provide inspection report.
Online Purchase Intention	I will shop online under this kind of network transaction stage.
	I am will shop online for online shopping is the worthy to use.
	I think I will still purchase the things I need online in the future.
Online Purchase Intention of Local Specialty	I think the experience to purchase local specialty online is good.
	I think the service of online is good compare with the cost I paid.
	Online shop is my first choice when purchasing local specialty.

3.3 Data Analysis Approach

We propose a Confirmatory Factor Analysis (CFA) and use the software AMOS 20 to investigate the reliability of the constructs and items. Next, the correlation analysis will be performed to check the mutual relationship between variables. Thirdly, we employed SEM to analyse the proposed hypotheses. This study included 327 respondents meeting the recommendation of prior studies that we need more than 200 respondents for accurate SEM (Anderson & Gerbing, 1991). In addition, the descriptive statistics of this study will analysis include gender, age, education, industry, place of residence, income and other demographic variables. And also analysis online experience, channels to purchase, and sources of information.

4. Results

4.1 Sample Structure

A total of 327 out of 358 people completed the questionnaire, representing a response rate of 91.3. Table 4.1 illustrates the demographic characteristics of the respondents. When employing SEM, the sample size must not be smaller than 200, nor must be greater than 400 because some indicators of model misspecification are sensitive to sample size. As the sample size in this study is 327 that falls within that range (J. F. Hair *et al.*, 1998; Pla-Barber & Alegre, 2007; Shook *et al.*, 2004).

Table 3. Sample Structure

Attribute	Distribution	Frequency	Percentage
Gender	Male	126	39%
	Female	201	61%
Age	Under 20	6	1.8%
	21-30	241	74%
	31-40	57	17%
	41-50	13	4%
	Over 51	10	3.2%
Education	High School	23	7.1%
	College/University	221	67.5%
	Institute	83	25.4%
Marriage	Unmarried	268	82%
	Married	59	18%
Profession	Teachers & Public servants	42	12.8%
	Business	30	9.2%
	Manufacturing	29	8.9%
	Service Industry	58	17.7%
	Others	7	2.1%
	Student	139	42.5%
	Retired	3	0.9%
Unemployed	19	5.9%	
Monthly incomes	Under 20,000	147	45%
	20,001-40,000	122	37.3%
	40,001-60,000	40	12.2%
	60,001-80,000	11	3.4%
	Over 80,001	7	2.1%

4.2 The Measurement Model

The general fit indices of the measurement model were all accepted, $\chi^2/df = 2.75$, IFI = 0.972, NFI = 0.954, NNFI = 0.904, CFI = 0.962, GFI = 0.983, AGFI = 0.914, SRMR = 0.038, and RMSEA = 0.073 (Bonnet, 1980; J. Hair *et al.*, 2006; Hoelter, 1983; Hu & Bentler, 1999). Values of Cronbach's alpha and composite reliability of the constructs were computed to test the reliability and validity of the measurements. Previous studies have indicated that Cronbach's alpha values greater than 0.70 and factor loading values higher than 0.50 indicate internal and convergent reliability (Cronbach, 1971). Therefore, the present study satisfied the recommended values for reliability (Table 4). Examining discriminant reliability, previous research of SEM has indicated that the square root of the average variance extracted (AVE) of all constructs should be greater than the correlation values between two constructs. All values met these recommendations for discriminant validity (Table 5).

Table 4. Discriminant results with the square roots of average variance extracted

	CVS O	CVE P	CVF U	CVE M	CVC O	PMC	PMP	PMS	SEL S	SEI	PRF	PRP	PRT	PILS	PIO	PIO LS
CVS O	0.836															
CVE P	.180**	0.829														
CVF U	.314**	.280**	0.802													
CVE M	.377**	.343**	.419*	0.824												
CVC O	.285**	.275**	.305**	.477**	0.858											
PMC	.109*	.255**	.236**	.178**	.181**	0.853										
PMP	.277**	.257**	.112*	.199**	.207**	.239**	0.830									
PMS	.195**	.277**	.261**	.251**	.292**	.171**	.539**	0.833								
SEL S	.263**	.228**	.368**	.500**	.458**	.183**	.091	.269**	0.851							
SEI	.088	.168**	.181**	.094	.215**	.235**	.056	.110*	.332**	0.864						
PRF	.018	.136*	.053	.083	.045	.124*	.265**	.139*	.038	.034	0.797					
PRP	.128*	.003	.054	.216**	.032	.059	.195**	.173**	.109*	.125*	.475**	0.808				
PRT	.102	.083	.069	.149**	.111*	.098	.240**	.226**	.082	.002	.425**	.565**	0.816			
PILS	.259**	.266**	.441**	.286**	.321**	.429**	.304**	.349**	.324**	.216**	.154**	.111*	.226**	0.891		
PIO	.152**	.274**	.143**	.120*	.172**	.185**	.181**	.132*	.153**	.483**	.052	.162**	.081	.253**	0.908	
PIO LS	.291**	.170**	.294**	.262**	.341**	.043	.088	.219**	.306**	.270**	.029	.013	.010	.184**	.231**	0.855

Table 5. Factor loading, Composite Reliability, and Cronbach's Alpha

Construct	Items	Factor Loading	Cronbach's α	CR
Social Value	CVSO1	0.837	0.748	0.836
	CVSO2	0.767		
Epistemic Value	CVEP1	0.842	0.732	0.829
	CVEP2	0.728		
Functional Value	CVFU1	0.758	0.707	0.799
	CVFU2	0.737		
Emotional Value	CVEM1	0.831	0.761	0.824
	CVEM2	0.751		

Conditional Value	CVCO1	0.761	0.704	0.858
	CVCO2	0.824		
Culture Motivation	PMC1	0.871	0.816	0.853
	PMC2	0.731		
	PMC3	0.830		
Product Motivation	PMP1	0.764	0.730	0.830
	PMP2	0.749		
	PMP3	0.832		
Store Motivation	PMS1	0.805	0.805	0.833
	PMS2	0.637		
	PMS3	0.816		
Self-Efficacy of Purchasing Local Specialty	SELS1	0.739	0.748	0.851
	SELS2	0.795		
	SELS3	0.889		
Internet Self-Efficacy	SEI1	0.793	0.766	0.864
	SEI2	0.799		
	SEI3	0.878		
Financial Risk	PRF1	0.805	0.751	0.797
	PRF2	0.788		
	PRF3	0.763		
Psychological Risk	PRP1	0.728	0.811	0.808
	PRP2	0.864		
	PRP3	0.694		
Time Risk	PRT1	0.716	0.806	0.816
	PRT2	0.718		
	PRT3	0.877		
Purchase Intention of Local Specialty	PILS1	0.737	0.719	0.891
	PILS2	0.767		
	PILS3	0.765		
Online Purchase Intention	PIO1	0.868	0.908	0.908
	PIO2	0.890		
	PIO3	0.869		
Online Purchase Intention of Local Specialty	PIOLS1	0.738	0.775	0.855
	PIOLS2	0.744		
	PIOLS3	0.841		

4.3 Hypothesis testing

This study tested the hypotheses in the research model to investigate the relationships in the structural. As summarized in Fig. 2 and Table 6. , five of the proposed causation were statistically supported and 2 of them were not. Without CV (H1, $\beta = 0.090$, CR = 0.882, $p < .001$); PM, and SELS significantly affected PILS (H2, $\beta = 0.358$, CR = 3.741, $p < .001$; H3, $\beta = 0.325$, CR = 3.215, $p < .001$). Also compared to the moderate effects of PR (H5, $b = 0.003$, CR = 2.058, $p < .001$), SEI had notable and positive effects on PIO (H4, $\beta = 0.622$, CR = 7.908, $p < .001$). And PIOLS was significantly determined by PILS and PIO (H6, $\beta = 0.157$, CR = 2.406, $p < .001$; H7, $\beta = 0.349$, CR = 5.501, $p < .001$).

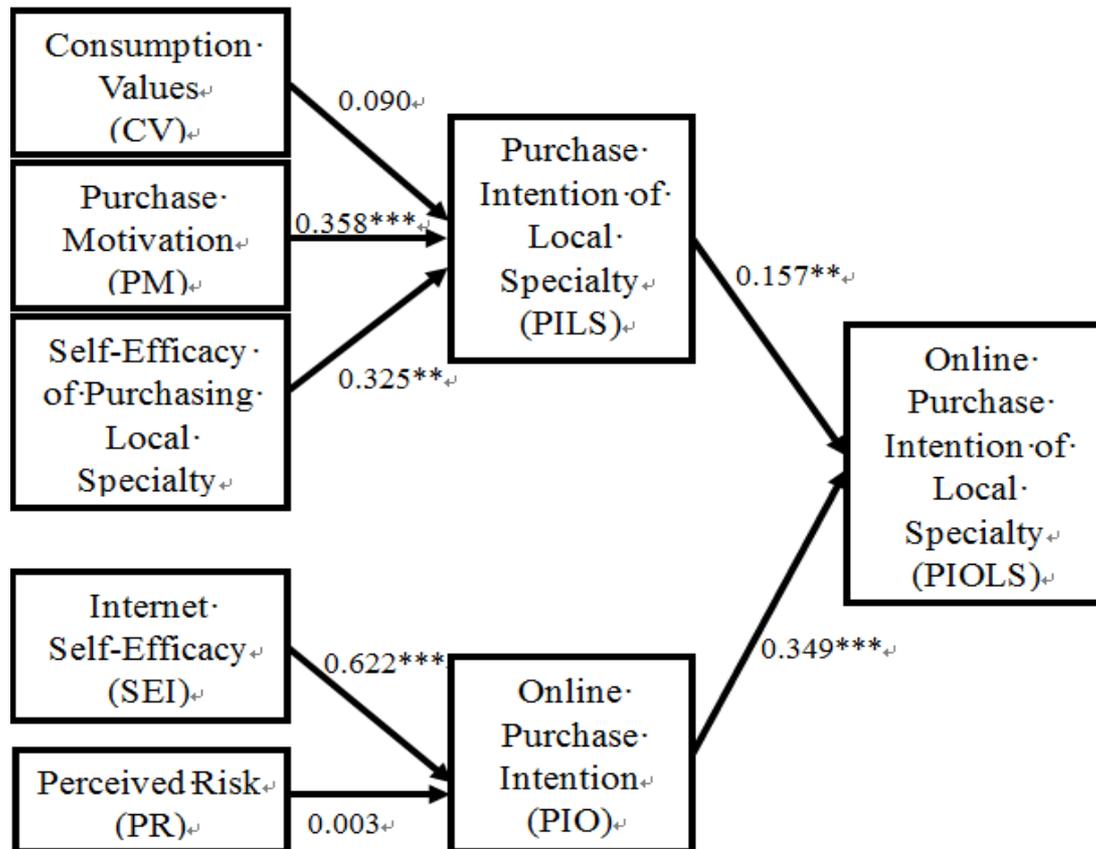


Fig. 2. Results of hypothesis tests; $p < 0.001$

Hypotheses	β	SE	CR(t)	Results
H1.CV→PILS	0.090	0.117	0.882	Non Supported
H2.PM→PILS	0.358***	0.197	3.741	Supported
H3.SELS→PILS	0.325**	0.100	3.215	Supported
H4.SEI→PIO	0.622***	0.102	7.908	Supported
H5.PR→PIO	0.003	0.068	2.058	Non Supported
H6.PILS→PIOLS	0.157*	0.068	2.406	Supported
H7.PIO→PIOLS	0.349***	0.055	5.501	Supported

5. Conclusion

5.1 Discussion

This study identified consumption values, purchase motivation, and perceived risk as key psychological factors that affect consumers' perceptions of purchasing local specialties online. These elements were identified through depth literature review and divided into two groups: purchase intention of local specialty and online purchase intention. And this study proposed an integrated conceptual model that incorporated the selected factors with TAM, using "Perceived Usefulness" and "Perceived Ease of Use" of its constructs to investigate consumers' self-efficacy of Internet and the purchase of local specialties. The statistical results of the SEM analysis indicate that our proposed model is not sufficient enough. Also, this study finds that PILS and PIO are the notable determinants of PIOLS. These determinants reveal the current state of online local specialty market: (1) Consumers will choose local specialties which meet their expectations. (2) Whether consumers will purchase local specialties online or to repurchase or not is still to be considered.

In addition, PILS and PIO each influence consumers intention of PIOLS, and PILS has a more powerful effect on PIOLS than PIO does, suggesting that consumers weight the characteristics of local specialties more heavily than the Internet transactions and experience. Moreover, there are two reasons why the model is not significant enough.

The first one is the consumption value. As the degree of recognition is general high in epistemic value, functional value, and conditional value ($M > 3.5$). And not to say high nor low in social value and emotional value ($3.5 > M > 3$). This is probably because social value is the estimate of the inner image and the social identity that gain by purchasing local specialties. Since local specialty is not a luxury good that can be showed off. Therefore, consumers will not care whether purchase local specialties is fashion or not, but the feeling get from purchasing. In addition, in the part of emotional value, consumers will more emphasis on the current situation when purchasing local specialties, rather than specifically to meet their satisfaction or show the love for the country.

The second one is the perceived risk. As can be seen in this study, the SEI will affect PIO, and thus to enhance the intention of purchasing local specialties online. And the self-efficacy is important to sellers who are trying to expand online shopping. It is because the detailed understanding will indirectly establish a good relationship between consumers and sellers. The originally prediction of this study is the lower the PR, the higher the PIOLS, but the result showed that although the PR of purchasing local specialties online is high to consumers, the PILS is still positive. Therefore we can presume the understanding of Internet plays an important role at this time, the perceived risk of purchasing local specialties online will be inhibited when consumers fully understanding of the usage of Internet.

5.2 Contribution of the Research

With the aim of this study is to understand the factors that are able to affect consumers' purchase intention when purchasing local specialties online, and understanding of what causes consumers to choose the products and repurchase them. Sellers of local specialties could also know how to increase the loyalty and intention of their consumers. This study also suggests that PILS and PIO will both influence PIOLS. Therefore, sellers should improve not only the products but the service online to attract more customers. This study also suggests sellers of local specialties to consider purchase motivation as a main factor to satisfy customers. For example, the good design of the package, the safety materials with certification, the clear way of decoration, and the good service of employee are very important to customers. Moreover, consumers usually get the information of local specialties from their friends and relatives also the Medias like TV program and Internet, sellers need to promote their products by these ways more frequency. Our study shows that if sellers of local specialties could take all this suggestions in mind, they can make their customers to repurchase again.

5.3 Limitation and Future study

The followings are the limitations and how we can improve them in future studies. First, the research target of this study is limited to local specialty, but there are a wide variety of products online. Thus, we hope the proposed model in this study can be used in other products in follow-up studies. Next, this study only discusses the consumption value of local specialty, but not depth discussion the consumption value of online shopping. Therefore, future scholars can investigate consumption value more widely for online shopping. Third, this study has made a complete discussion in the demand side of local specialty. But in reality, the success is caused by the balance of demand side and the supply side, so scholars can try to do more researches on the supply side of local specialty to create a complete supply chain, and make this market more mature. Finally, since the questionnaire of this study is only exposure through "my survey" as the limitation of time and cost, the quantity and the sample representativeness of respondents were also limited. Thus, future scholars can consider to cooperate with large online shopping websites, in order to make more people see their questionnaire, as well as to increase the representativeness of samples.

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