

THE EFFECTS OF CONSUMERS' ONLINE SHOPPING GOALS AND THEIR
CHARACTERISTICS ON PERCEIVED INTERACTIVITY AND SHOPPING
BEHAVIORS

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ABSTRACT

The purpose of this study is to examine how consumers' characteristics and their shopping goals influence their perceptions on interactivity of the website; further, the relationship between consumers' perceived interactivity and behaviors was investigated.

A questionnaire was given to 82 college female students at the University of Missouri-Columbia. ANOVA and correlations analysis were used to test the hypothesis.

The results supported the positive relationship between the levels of perceived interactivity, purchasing intentions, revising intentions, and attitudes toward the website as pervious studies. What is more, the results of this study indicated that consumers who have different personality perceived different levels of interactivity from Adidas' *My Virtual Model* website. This study also implies that consumers who tend to be utilitarians may have higher purchasing intentions, revisiting intentions, and positive attitudes toward Adidas' *My Virtual Model* website because they perceived higher interactivity than consumers who tend to be hedonists.