

Effects of Online Crowdfunding on Consumers' Perceived Value and Purchase Intention

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ABSTRACT The emergence of online community services and virtual transaction tempest Crowdfunding for purchasing products in advance. Global crowdfunding platforms, with abundant and diverse styles, will lead the new-style internet startup. For this reason, this study tends to explore the effects of online consumers' crowdfunding behaviors on perceived value and purchase intention as well as the mediating effects of perceived value on the correlations between crowdfunding and purchase intention. The users of Taiwanese Crowdfunding platforms, Flying V, zeczec, and WeProject, were distributed 300 copies of questionnaires. Having deducted invalid and incomplete ones, total 153 valid copies were retrieved, with the retrieval rate 51%. The research results show: 1. the significant affects of crowdfunding on perceived value, 2. the significant effects of perceived value on purchase intention, 3. the significant effects of crowdfunding on purchase intention and 4. the significant mediating effects of perceived value on the correlations between crowdfunding and purchase intention.