

Analysis of Consumer Behavior in Online Flower Shops: Study on Involvement and Influencing Factors

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Abstract— This study investigates the level of involvement and influencing factors in consumer purchasing behavior in online flower shops. With the rise of online flower shops in the digital age and increasing market competition, it is crucial for businesses to understand consumer purchasing behavior and its influencing factors. The study uses a questionnaire survey method, targeting university students, flower product consumers, and flower industry practitioners, primarily in Taiwan, who have experience browsing or shopping on online flower websites. The results show that product involvement has the greatest impact on consumer involvement behavior, followed by advertising involvement, with purchasing involvement having the least impact. Consumers place higher demands on the perceived ease of use of websites and relatively lower demands on website appearance. The findings provide empirical evidence for online flower shop operators, helping them design and improve their websites to better meet consumer needs, enhance buying intention and satisfaction, and offer theoretical support for future research.

Index Terms— E-commerce, Online Flower Shops, Involvement Behavior, Technology Acceptance Model

I. INTRODUCTION

In the dynamic digital era, the internet's rapid evolution has not only revolutionized people's lifestyles but also their consumption patterns. The advent of e-commerce has ushered in a new era of online shopping, a trend that traditional retail sectors, including flower shops, are embracing. These flower shops are leveraging online platforms to expand their markets and boost sales efficiency. The emergence of online flower shops has not only broadened consumer choices but also made the process of purchasing flowers and related products a breeze. This shift has also opened up new business models and market opportunities for flower shop operators, albeit with their unique set of challenges in the digital landscape.

However, the proliferation of online flower shops has led to a surge in market competition. In this fiercely competitive landscape, the key to success lies in attracting and retaining consumers and enhancing their buying intentions and behaviors. As consumer demand for shopping convenience, product diversity, and personalized services continues to grow, it becomes imperative for online flower shops to gain a deep understanding of the characteristics and preferences of their target customer base. This understanding is crucial for these businesses to stand out and thrive in the competitive market.

The rapid development of the internet has not only transformed consumer behavior but also provided businesses with a platform to secure more orders. However, catering to the diverse needs of consumers in different regions poses a significant challenge for businesses. They need to provide relevant information on their websites to enhance consumer satisfaction and rebuying intentions, thereby strengthening

their competitive advantage. Therefore, the role of websites in boosting business competitiveness has become a key focus across various industries, including the floral industry.

Since the public listing of the well-known American online flower shop "1-800-Flowers" in 1999, flower shops have been considered highly suitable for e-commerce development. From the initial three founders achieving \$20 million in sales in the first year, the world witnessed the scale economy connected by internet development [1] [2].

This study explores consumer purchasing behavior in online flower shops, examining factors influencing buying intentions such as product involvement, brand image, website usability, price perception, and service quality perception, as well as the impact of online marketing strategies on consumer behavior. By analyzing these factors, this study seeks to provide an empirical foundation for the operation and management of online flower shops and propose specific business strategies and recommendations to promote their sustainable development and advance research in the e-commerce field. The specific research objectives are:

1. To explore consumers' online behavior in online flower shops.
2. To analyze involvement behaviors that influence consumers' buying intentions.
3. To study the impact of consumer purchasing behavior through the Technology Acceptance Model (TAM).
4. To propose specific operational strategies and recommendations for managing online flower shops.

II. LITERATURE REVIEW

2.1. Involvement Theory

[3] first introduced the concept of involvement, exploring individuals' attention levels to different social events and applying it to explain consumers' interest in product purchases. Similarly, [4] understood involvement as the degree of information processing, emphasizing the relationship between the depth of message processing and the level of individual involvement. [5] defined involvement as the extent to which consumers or message recipients focus on the information received. Bowen and [6] pointed out that consumers' responses to advertisements vary with different levels of ad involvement. [7] described involvement as an intangible state of motivation, arousal, or interest evoked by specific stimuli in specific situations, highlighting its significance to the individual. [8] expanded the concept by categorizing involvement into advertising, product, and purchase, illustrating consumer involvement's multidimensionality.

The level of involvement affects consumers' purchasing attitudes, brand impressions, and buying intentions, influenced by personal factors, external environment, external stimuli, or specific objectives. The core of involvement lies in self-relevance, with higher personal effort and involvement correlating with higher purchase commitment. For instance, a high-involvement product could be a luxury car, where the consumer invests significant time and effort in research and evaluation before making a purchase. On the other hand, a low-involvement product could be a pack of chewing gum, where the consumer's decision is more impulsive and less thought-out. Products can be classified into high-involvement and low-involvement categories based on the involvement level. [9] noted that when consumers perceive a product to effectively align with their ideal self-image, their involvement with that product increases.

[10] understood involvement as the degree of personal relevance between individuals and products, affecting how consumers process and accept product information. Involvement measures consumers' attention and interest in products, advertisements, and purchasing contexts, reflecting their prioritization of specific matters at different stages. Product involvement focuses on consumers' interest and demand for specific products, with high involvement indicating significant personal importance, driving them to invest more time in research and evaluation. Advertising involvement pertains to consumers' attention to ad content, influencing how they process and respond to ad messages and affecting purchasing decisions. Purchase involvement reflects the degree of consumer engagement in the buying process, with high-involvement decisions often related to high-value or high-risk products requiring careful consideration.

Understanding consumer involvement levels in the target market helps businesses effectively plan product positioning,

advertising creativity, and promotional strategies. For instance, for high-involvement products, such as luxury goods, the marketing strategy should focus on providing detailed product information and creating a sense of exclusivity. On the other hand, for low-involvement products, such as everyday household items, the marketing strategy should aim to create a quick and easy buying process. This tailored approach to consumer involvement levels can significantly enhance the effectiveness of marketing activities. The development and application of involvement theory, particularly in marketing and consumer behavior research, aid in comprehending consumer purchasing behavior and responses under different involvement conditions. [11] identified influential involvement factors, including personal factors and social environment. Personal factors comprise needs, interests, motivations, intentions, or values, all influenced by the level of involvement. Cultural customs and external social environmental factors play significant roles in social contexts.

2.2. Website Design and Consumer Experience

The website is the primary interface for interacting with consumers and the core platform for providing services. According to [12] website design plays a critical role in attracting consumers to engage in online shopping behaviors. An aesthetically pleasing website can significantly enhance consumer purchasing behavior. [13] theory of environmental atmospherics suggests that specific spatial designs can evoke emotional changes in consumers, increasing their likelihood of purchasing. This theory is equally applicable to the environmental design of online stores.

Research by [14] and [15] also indicates that the atmospheric environment of online stores directly influences consumer cognition, which in turn affects their purchasing decisions. The visual aesthetics of a webpage play a crucial role in the online shopping experience. [16] divides aesthetics into symbolic and formal aesthetics, while [17] introduce the concept of perceived attractiveness, suggesting that the aesthetic appeal of a website design positively influences user attraction.

Furthermore, [18] mention that webpage aesthetics are not only related to the practical aspects of design but also involve the emotional responses and hedonic value for users. [19] categorize the visual aesthetics of a website into aesthetic formality and aesthetic appeal, emphasizing the readability of internal information and the overall visual impression of the webpage on consumers. [20] further elaborate on the importance of aesthetic formality in online website design, such as the contrast between text and background colors and the presentation of text appearance, in providing a good user experience.

In summary, the design of a website's appearance is crucial for online retailers as it affects not only the browsing experience but also directly influences consumer purchasing behavior and brand loyalty. An attractive website can enhance consumers' emotional experience by providing a

visually pleasing and easy-to-navigate interface, increasing their buying intentions and satisfaction. E-commerce companies should choose suitable anchors based on different consumer involvement levels to enhance perceived value and improve buying intentions [21].

2.3. TAM and Buying intention

The Technology Acceptance Model (TAM) aims to predict and explain users' acceptance behavior toward new information technologies. As [22] proposed, TAM extends the theory of reasoned action to elucidate the factors that influence users' acceptance of new technological products [22]. TAM identifies perceived usefulness and perceived ease of use as crucial factors affecting users' technology acceptance and usage. Research indicates that perceived usefulness is the primary determinant in adopting a technology product, while perceived ease of use is a secondary factor. This model emphasizes that users' intention to use can effectively predict their future behavior regarding adopting new technology. In practical applications, TAM helps us understand and forecast users' acceptance factors for new information technologies and influences users' internal cognition and beliefs through manipulating external factors, thereby enhancing consumer acceptance and achieving management effectiveness. TAM is also widely used to explore the determinants of consumers' acceptance of new technologies, including attitudes and usage intentions towards technology systems and how perceived usefulness and perceived ease of use influence these attitudes and intentions. The model underscores the direct impact of perceived usefulness and perceived ease of use on usage intentions, subsequently affecting actual usage behavior [22].

Buying intention, a fundamental concept in consumer behavior research, plays a pivotal role in shaping consumers' future actions. It represents consumers' propensity and likelihood to engage in specific behaviors, serving as a critical predictor of future actions. [23] define buying intention as the anticipated likelihood of consumers engaging in particular behaviors. [24] emphasize that buying intention is a crucial indicator for evaluating future consumer behavior, noting that actual experiences, service quality, and attitudes significantly contribute to forming this intention. [25] highlight that consumers' rebuying intentions are based on their actual service experiences, showcasing the direct connection between buying intention and consumer attitudes, emotions, and beliefs.

[26] further refine the concept of buying intention into several dimensions, each offering a unique perspective on consumer behavior. These dimensions include search intention, procurement intention, consumption intention, buying intention, and rebuying intention, aiding in a more detailed understanding of consumer purchasing behavior. [27] measure consumer behavior intention by considering rebuying intention and the intention to recommend products to others who have not used them. [28] propose five dimensions to predict consumer behavior intentions: paying

more, switching, loyalty, internal response, and external response. In-depth research into buying intention enables businesses to accurately grasp consumer needs and develop corresponding marketing strategies and service improvements to enhance consumer loyalty and satisfaction, fostering long-term customer relationships. Therefore, buying intention is a crucial indicator for understanding consumer behavior and an essential basis for businesses to formulate market strategies and improve service quality [29] [30].

III. RESEARCH METHODOLOGY

3.1. Research Hypotheses

Based on the analysis of involvement theory, consumer involvement in products, advertisements, and purchasing contexts is influenced by personal characteristics, external environmental factors, external stimuli, or specific goals. These factors include the information provided by the product itself, the quality of the advertisement, and consumer involvement in different purchasing decisions, which indirectly affect the outcome of involvement. [9] further divides involvement into product involvement, advertising involvement, and purchase decision involvement. [31] found that product characteristics such as perceived risk, price, and symbolic value influence consumer involvement. [32] confirmed that symbolic and hedonic values trigger consumer involvement. Based on these findings, the following hypotheses are proposed:

H1: Post-purchase involvement has a significant positive impact on involvement.

H2: Product involvement has a significant positive impact on involvement.

H3: Advertising involvement has a significant positive impact on involvement.

[33] explored the application of TAM in mobile shopping and found that perceived usefulness and perceived ease of use significantly impact consumers' buying intentions [34]. According to the TAM usability and perceived ease of use are key factors influencing user acceptance of new technology, leading to the following hypotheses:

H4: Involvement levels have a significant positive impact on perceived usefulness.

H5: Involvement levels significantly positively impact perceived ease of use.

In TAM, perceived ease of use has a significant positive impact on perceived usefulness. When consumers find a website easy to use, they are more likely to perceive it as applicable, further enhancing their buying intentions [35]. [12] found that attractive web design can significantly enhance consumer online purchasing behavior. Therefore, the following hypotheses are proposed:

H6: Involvement have a significant positive impact on website appearance.

H7: Perceived ease of use has a significant positive impact on perceived usefulness.

[12] pointed out that an attractive web design can significantly enhance consumer buying intentions. Their research found that the quality of a website, including information quality, system quality, and service quality, directly affects consumer satisfaction and buying intentions. Given that the website is the primary interface through which online retailers interact with consumers, the webpage experience significantly influences whether consumers continue to use the website for shopping and browsing. Based on this, the following hypotheses are proposed:

H8: Perceived ease of use has a significant positive impact on website appearance.

H9: Perceived usefulness has a significant positive impact on buying intention.

H10: Perceived ease of use has a significant positive impact on buying intention.

H11: Website appearance has a significant positive impact on buying intention.

3-2. Research Steps

This study employs a questionnaire survey method, targeting university students, flower product consumers, and flower industry practitioners to explore the impact of consumer involvement on flower shop purchasing behavior. The selected sample primarily resides in Taiwan and has experience browsing or shopping on online flower websites. The research methodology comprises three parts: sample and data sources, questionnaire design and distribution, and data analysis methods. The sample for this study includes university students, consumers of floral products, and professionals related to the floral industry, primarily residing in Taiwan. Participants must have experience browsing or shopping on online floral websites. The questionnaire was administered via Google Forms, ensuring anonymity, protecting respondents' privacy, and emphasizing that the collected data is for academic research. The research procedure is as follows: literature review: collect and analyze relevant studies to support the theoretical foundation of this research.

Questionnaire design, distribution, and collection based on the literature; the questionnaire was designed to cover all necessary variables for the study. It includes three sections: basic information (gender, education level, age, occupation, etc.), dimension items (post purchase involvement, product involvement, advertising involvement), and dimension items (perceived usefulness, perceived ease of use, website appearance, buying intention).

Pre-test: Before the official distribution, a pre-test survey was conducted to collect preliminary data and ensure the clarity and accuracy of the questions.

Distribution: Emphasize the anonymity and confidentiality of responses to minimize psychological interference. The questionnaire was distributed online, and responses were collected.

CMV Reduction: Multiple revisions were made to the questionnaire design to reduce Common Method Variance

(CMV) and mitigate common source bias.

Data Analysis

After collecting the questionnaires, data were organized, and the completeness and consistency of the responses were checked. The following statistical analyses were performed using SPSS and SmartPLS. This study using Descriptive Statistical Analysis, Factor Analysis, Reliability and Validity Analysis and Cronbach's alpha. Partial Least Squares (PLS) Modeling: Following [36] recommendations for PLS-SEM applications, the model analysis was conducted in two steps: Measurement Model: Test the reliability and validity of the measurement model by confirming factor loadings, Composite Reliability (CR), Average Variance Extracted (AVE), and discriminant validity. CR and Cronbach's alpha must exceed 0.7, indicating high internal consistency. [37] recommend a threshold of 0.6; however, this study sets the threshold at 0.7 for prudence [38]. Structural Model: Test the significance of path coefficients and predictive ability of the structural model using Bootstrapping to examine mediation effects. Following [39] method, the significance of mediation effects must be checked. Interpret the relationships between variables based on analysis results, validate hypotheses, and propose corresponding conclusions and recommendations.

IV. RESEARCH ANALYSIS

4.1. Research Data and Analysis

This study, which focused on consumers in Taiwan, gathered data through a questionnaire survey. A total of 500 questionnaires were distributed, and after careful screening, 467 valid responses were collected, resulting in an impressive response rate of 93.4%. This substantial sample size and high response rate underscore the credibility and robustness of the data. The respondents were fairly balanced in terms of gender, with 47.1% male and 52.9% female. The age distribution was diverse, with 24.4% aged 18-25, 35.3% aged 26-35, 27.2% aged 36-45, and 13.1% aged 46 and above. In terms of education, 62.5% held a university degree or higher, while 37.5% had a high school education or below. The detail see the following

Table1: Loading of Questionnaire Items

No.	Content	Loading
A1	I am interested in using the internet to select products.	.684
A2	I am interested in using the internet to select floral products.	.716
A3	Shopping online is important to me.	.779
A4	I would rather spend more time searching on the web for items that meet my price and quality needs.	.750
A5	Promotional messages that appear while browsing the web often catch my attention.	.643
A6	I use the web to select products, even for simple or relatively inexpensive items.	.707

A7	When selecting floral products with commemorative significance, using the store's website will be my first choice.	.674
A8	Reading information on floral product websites helps me choose products.	.730
A9	I might consider prioritizing purchasing products on the website (compared to physical stores).	.675
B1	Products on floral websites are important to me.	.757
B2	I am concerned about updates on product information on floral websites.	.763
B3	Customer reviews on floral websites are important to me when selecting products.	.792
B4	Recommendations of related products on floral websites are useful to me.	.849
B5	A comprehensive and easy-to-operate web system on floral websites is important to me.	.730
B6	Promotions and event information on floral websites attract me.	.830
B7	I believe products purchased through floral websites can meet my needs.	.806
C1	Advertisements on floral websites provide meaningful information.	.765
C2	New products on floral websites catch my attention.	.802
C3	Advertisements on floral websites attract my attention.	.826
C4	I believe the time cost of browsing floral websites is lower compared to visiting physical stores.	.730
C5	Frequent events on floral websites attract me to browse more.	.851
C6	I hope floral websites can provide personalized product information according to my needs.	.613
C7	I believe floral websites provide comprehensive and rich product information.	.758
C8	Floral websites are an important source of information for me.	.74
D1	I find it easy to locate the products I need on floral websites.	.777
D2	If relatives or friends need floral products, I will prioritize recommending the store's website (compared to physical stores).	.790
D3	In the future, I will try to use the store's website to select floral products.	.801
D4	I think using floral websites helps me get product information.	.845
D5	I think ordering through floral websites is convenient.	.858
D6	I find using floral websites useful.	.864
E1	I find the interface of floral websites easy to	.880

	use.	
E2	I find the functional interface of floral websites clear.	.887
E3	I find floral websites easy to learn.	.883
E4	I can quickly learn how to use floral websites.	.885
E5	I can easily teach others who have not used floral websites to order products.	.842
F1	Floral websites should have easy-to-use interfaces.	.786
F2	The transaction methods on floral websites are reliable.	.841
F3	Floral websites should provide the latest product information.	.868
F4	I believe the reputation of stores on floral websites is good.	.861
F5	Floral websites provide accurate product information.	.886
G1	I will continue to use floral websites in the future.	.902
G2	I will pay attention to relevant information on floral websites.	.854
G3	When ordering products in the future, I will prioritize using the store's website.	.899
G4	I will recommend others to use the store's website (compared to physical stores).	.901
G5	Overall, I have a positive evaluation of ordering products through floral websites.	.853

The study used a standard value of 0.5 as the criterion for deleting items based on factor loadings. The results showed that all items had factor loadings greater than 0.6, meeting the research design requirements and indicating good construct validity for the measured variables. Composite reliability (CR) and Cronbach's alpha values are used to measure the internal consistency of variables. Both need to be greater than 0.7. This study's CR values for each dimension were all greater than 0.8, indicating good internal consistency. Specifically, the CR values for purchase involvement, product involvement, advertising involvement, perceived usefulness, perceived ease of use, website appearance, and buying intention were all well above the 0.7 threshold, with values of 0.888, 0.921, 0.920, 0.926, 0.943, 0.928, and 0.946 respectively. Convergent validity was assessed by measuring the dimensions' construct validity and Average Variance Extracted (AVE). AVE values should be greater than 0.5 to indicate that the percentage of variance explained by the construct variables is high and measurement error is low. In this study, the AVE values for purchase involvement, product involvement, advertising involvement, perceived usefulness, perceived ease of use, website appearance, and buying intention were all above 0.5, precisely 0.530, 0.625, 0.622, 0.677, 0.766, 0.721, and 0.778 respectively. These values indicate good intrinsic quality of the research model. Discriminant validity evaluates the distinctiveness between

dimensions using factor loadings and AVE. The results showed that the correlation coefficients between dimensions were significantly smaller than the square root of AVE, indicating not just good, but unique discriminant validity. This suggests that the constructs are not just unique, but also measure different and insightful concepts. This study's VIF (variance inflation factor) value ranges from 1.502 to 3.664 and is not greater than 10. If the VIF value is ≥ 10 , it is considered that there is a collinearity problem among the independent variables. Therefore, it is determined that the collinearity between independent variables is not severe, and the regression model can effectively predict the dependent variables. Details are as shown in table 2 discriminant analysis and table 3 assessment of the measurement quality of the model's constructs.

Table 2 Discriminant Analysis

	LV	AI	PEOU	PU	PI	WA	PPI	BI
AI	.932	.789						
PE	.749	.713	.875					
PU	.845	.830	.788	.823				
PI	.945	.824	.703	.793	.791			
WA	.730	.714	.838	.782	.697	.849		
PPI	.881	.721	.634	.693	.767	.581	.728	
BI	.777	.755	.735	.841	.722	.764	.660	.882

LV= Latent Variable, AI= Advertising involvement, PEOU= Perceived ease of use, PU= Perceived usefulness, PI=Product involvement, WA= Webpage appearance, PPI=Post-purchase involvement, BI= Buying intention

Table 3. Assessment of the Measurement Quality of the Model'S Constructs.

	Cronbach α	rho_A	CR	AVE	R2
PPI	0.852	0.853	0.888	0.530	0.812
PI	0.899	0.901	0.921	0.625	0.883
AI	0.898	0.901	0.920	0.622	0.856
PU	0.904	0.906	0.926	0.677	0.765
PE	0.924	0.925	0.943	0.766	0.563
WA	0.903	0.905	0.928	0.721	0.725
BI	0.928	0.929	0.946	0.778	0.736

Composite Reliability (CR), Average Variance Extracted (AVE), rho_A = the most important reliability measure for PLS (Dijkstra & Henseler, 2015)

In summary, the composite reliability values for all dimensions were more significant than 0.8, and the AVE values were above 0.5. These results indicate that the measurement model has good internal consistency and validity, providing a solid foundation for subsequent hypothesis testing and interpretation of results. Overall, the robust reliability and validity of the research model unequivocally confirm that the questionnaire items were meticulously constructed and that the data collected are highly reliable and valid. This sets an unwavering basis for further analysis and hypothesis testing, ensuring that the findings and conclusions drawn from this study are not just

sound, but also highly credible.

The linear structure indicates that purchase involvement, product involvement, and advertising involvement have a significant positive impact on involvement. Involvement has a significant positive impact on perceived usefulness, perceived ease of use, and web appearance. Perceived ease of use has a significant positive impact on usefulness. Usefulness, perceived ease of use, and web appearance significantly positively impact buying intention. This study found that when consumers purchase products on online flower websites, product involvement is the most prominent factor, followed by advertising involvement and purchase involvement. Ease of website use has the highest significant positive impact on buying intention. Therefore, it is recommended that operators should enhance the perceived ease of use and page design of the website to improve consumers' buying intentions. The mediating effect was tested using the bootstrapping method with SmartPLS. The results showed significant path coefficients for involvement behavior to perceived ease of use, involvement behavior to perceived usefulness, and involvement behavior to web appearance. However, the path coefficient for perceived ease of use to buying intention was insignificant ($\beta = .046, t = 0.438, p > .001$). This indicates that perceived ease of use does not have a significant mediating effect on buying intention. This study used SmartPLS to test the path coefficients of the structural model and used the bootstrapping method for significance testing. The results show that most hypotheses are supported, with only one hypothesis (H9) not supported. The specific results are as follows:

H1: Post-purchase involvement has a significant positive impact on involvement behavior, with a path coefficient of $\beta = .901$ ($t = 56.620, p < .001$), supporting the hypothesis.

H2: Product involvement has a significant positive impact on involvement behavior, with a path coefficient of $\beta = .940$ ($t = 92.731, p < .001$), supporting the hypothesis.

H3: Advertising involvement has a significant positive impact on involvement behavior, with a path coefficient of $\beta = .925$ ($t = 75.118, p < .001$), supporting the hypothesis.

H4: Involvement behavior has a significant positive impact on perceived usefulness, with a path coefficient of $\beta = .571$ ($t = 6.639, p < .001$), supporting the hypothesis.

H5: Involvement behavior has a significant positive impact on perceived ease of use, with a path coefficient of $\beta = .751$ ($t = 17.475, p < .001$), supporting the hypothesis.

H6: Involvement behavior has a significant positive impact on web appearance, with a path coefficient of $\beta = .228$ ($t = 3.365, p < .001$), supporting the hypothesis.

H7: Perceived ease of use has a significant positive impact on perceived usefulness, with a path coefficient of $\beta = .359$ ($t = 3.978, p < .001$), supporting the hypothesis.

H8: Perceived ease of use has a significant positive impact on web appearance, with a path coefficient of $\beta = .667$ ($t = 10.567, p < .001$), supporting the hypothesis.

H9: Perceived ease of use does not have a significant impact on buying intention, with a path coefficient of $\beta = .046$ ($t = 0.438, p > .005$), not supporting the hypothesis.

H10: perceived usefulness has a significant positive impact on buying intention, with a path coefficient of $\beta = .610$ ($t = 4.916, p < .001$), supporting the hypothesis.

H11: Website appearance has a significant positive impact on buying intention, with a path coefficient of $\beta = .248$ ($t = 2.363, p < .001$).

The results of the above analysis indicate that the model of this study has good reliability and validity and verifies most of the hypotheses. This provides empirical evidence for online flower websites' design and marketing strategies.

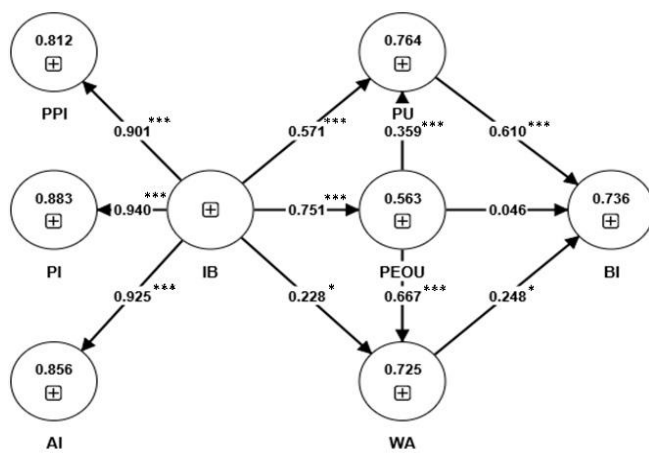


Figure1: Structural equation path coefficients

V. CONCLUSION

5.1. Practical Implications

The primary objective of this study is to explore consumers' experiences when browsing or purchasing products on online floral websites. It examines the impact of "purchase involvement," "product involvement," and "advertising involvement" on the level of "involvement". 'Involvement' in this context refers to the level of personal relevance and importance a consumer attaches to a product or service. It investigates the effects of "perceived usefulness," "perceived ease of use," and "web appearance" on "buying intention." The study's participants mainly consist of consumers living in the Pingtung and Tainan regions of Taiwan who have experience browsing or shopping on online floral websites. After conducting a literature review, questionnaire design, and data analysis, the results indicate that product involvement, or the level of personal relevance consumers attach to the products they are considering, has the greatest impact on involvement behavior when consumers purchase products on online floral websites. Therefore, it is recommended that operators enhance the provision of product information, enabling consumers to gain a deeper understanding of product details, thereby increasing buying intention and usage intention. Additionally, the study finds that the perceived ease of use of the website significantly impacts buying intention. It is suggested that operators focus

on improving the website's ease of use to enhance consumer favorability towards the website and their intention to use it. This could include simplifying the navigation, optimizing the search function, and ensuring a smooth checkout process. The results of this study can assist operators in better meeting consumer needs when designing and improving websites, thereby enhancing buying intention and satisfaction. Moreover, this study provides foundational data and theoretical support for future related research.

In practical terms, operators should provide detailed and helpful product information, improve website ease of use, and pay appropriate attention to the website's aesthetic design. These recommendations can serve as references for decision-making and be integrated with relevant marketing strategies to create a favorable consumer experience, enhancing consumer satisfaction. Furthermore, operators are encouraged to research consumer usage behavior to identify the correlation between their behavior and the products, which can serve as reference material for future promotions. This study finds that when consumers purchase products on online floral websites, product involvement has the most significant impact on involvement behavior, followed by advertising involvement, with purchase involvement having the most negligible impact. Consumers have higher requirements for website Perceived ease of use and relatively lower requirements for website appearance. These findings have practical reference value and can help operators adjust website design and configuration to meet consumer needs, leading to increased benefits and providing a basis for future research.

5.2. Research Limitations

This study explores the impact of consumer involvement on purchasing behavior in floral shops and acknowledges several limitations. Firstly, the sample is primarily concentrated in the Pingtung and Tainan regions of Taiwan and consists mainly of students, floral product consumers, and individuals involved in the floral industry who have experience browsing or shopping on online floral websites. This limited sample range may restrict the generalizability of the findings and may not fully represent consumer behavior in other regions or countries. Additionally, the reliability of the results may be influenced by respondents' memory bias or social desirability effect. Furthermore, while the study investigates the effects of product, advertising, and purchase involvement on purchasing behavior, other potential influencing factors such as social influence, cultural background, and economic conditions were not considered. These factors impact consumer behavior to varying degrees. Moreover, the study's cross-sectional nature, with data collected at a specific time, does not capture the dynamic process of changes in consumer purchasing behavior over time. Future research could address these limitations by conducting longitudinal studies to provide a more comprehensive understanding of the trends and changes in consumer behavior, thereby building on the findings of this

study and enhancing the understanding of consumer behavior in the context of online floral shops.

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