ABSTRACT
This study developed a research model based on the tricomponent attitude model and explored factors influencing e-shoppers' real purchase behaviors. The research sample consisted of 385 valid respondents who are experienced users on Books.com.tw. This research study adopted the structural equation modeling to test the proposed model and the alternative models. The proposed model showed a good fit. In the proposed model, we found that both perceived risk and perceived value indirectly influence affective trust via cognitive trust. Both cognitive trust and affective trust enhance two commitment outcomes (calculative commitment and affective commitment). In addition, affective trust mediates the relationship between cognitive trust and affective commitment, and affective commitment mediates the relationship between affective trust and behavioral intention. Besides, satisfaction is the mediator between trust and commitment. In the moderating effect, we find satisfaction also moderates both the effects of cognitive trust on calculative commitment and the affective trust on affective commitment. This study also provides conclusions and practical implications to marketers.

Keywords: Internet bookstore, Tricomponent attitude model, Commitment-trust theory, Relationship qual...