ABSTRACT

In the situation of salary reduction but still want to buy something as the popularity of, with the rise of global Internet usage, it created a sharp increase of on-line shoppers in worldwide. Today, the electronic commerce (e-commerce) has become an important tool for enterprising to improve their reputation and provides their new product information also. In general, e-commerce combines the business activities of buying, selling, product information, and services together through Web. By this way, it can satisfy the demands of corporations, commodities, and consumers, and then achieve the needs of costs reduction (Kalakota, Whinston, 1996). The e-commerce through on-line transactions, it not only can reduce corporations' operating costs and promotes corporations' name brand, but the consumers can get the benefits from this way also, such as: resale, rental, exchange and etc. Consumers can get lots of information by using Internet to help them to make a better decision. It is worth to notice, although there are many literatures in purchased products, the discussions in disposition behavior after purchasing is much less. All of the disposition intentions in old-goods, is gathered from various factors, it is a series of interactive behaviors. Most of the consumers seem to focus on the process of products purchased, but less on the disposal way of old-goods. When sellers are making a decision of old-goods disposition, that is a series of complex process, it included the result of people's psychological factors, products' internal factors, external factors of environment changed, and etc. Based on this view, sellers begin to consider, "you will choose what types of disposition in what situations (e.g., resale intention, rental intention, exchange intention, and giving away intention)." So, this study focus on the study of disposition intentions of consumers' post-purchased, and classify the important dimensions, in order to highlight each sellers...