ABSTRACT
Taiwan has competed head-to-head with Korea in international trade for a long time due to sharing the similar economic development and having almost the same export structures and trading partners. Recently, so-called Korean wave, however, has swept across all Asia and a lot of Korean products can be seen everywhere in the world including Taiwan as a result of aggressive promotions conducted by Korean corporations. Taiwan`s 3C industry must emphasize more on product innovation to seek new market opportunities and to satisfy the customer`s needs while facing Korean fierce competition. The study concentrated on the Korean 3C products and examined the relationships between product innovation, product involvement, perceived value and customer satisfaction. In the study, valid questionnaires were 320 and SPSS as well as Amos were applied as a tool for empirical analysis. By use of descriptive statistical analysis, t-test, one-way ANOVA, Scheffe’s test, Pearson’s product moment correlation analysis and structural equation modeling fit test, it was concluded that product innovation, product involvement and perceived value have a significant positive effect on customer satisfaction.

Keywords : Product Innovation、Product Involvement、Perceived Value、Satisfaction


三、網站部份


