The Effects of Country-of-Origin Effect, Brand Image and Product Involvement on Consumers' Purchasing Intention

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ABSTRACT
The purpose of this research is to explain the linear relationship about country of origin effects, brand image, product involvement and purchase intention. In the mean time, by utilizing the brand image and product involvement as moderate mechanism. Samples of this study were collected from the consumers who ever conducted purchase behavior in Taiwan area. Total sample size was 759 consumers. According to the analysis done under hierarchical regression model, we find the following several points: First, noticeable positive impact derived from country of origin to consumer's purchase intention was confirmed. Second, remarkable and positive relationship between interference effect of brand image to country of origin and consumer's purchase intention was affirmed. Third, remarkable and positive relationship between interference effect of product involvement to country of origin and consumer's purchase intention was also affirmed.

Keywords: country of origin effect; brand image; product involvement; purchase intention

Table of Contents

中文摘要 ...................... iii 英文摘要 .................... iv 謝謝辭 ...................... v 內容目錄 .................

第1章  緒論........... 1 第一節  研究背景................ 1 第二節  研究問題.......

第2章  文獻探討.................. 3 第一節  來源國效果...

第3章  研究方法.................. 10 第一節  研究架構...

第4章  資料分析.................. 17 第一節  敘述性統計

第5章  結論與建議................. 38 第一節  研究結

附錄A  前測問卷.................. 52

附錄B  正式問卷.................. 54 表目錄 表 3- 1 來源國效果衡量問項 ............ 10 表 3- 2 購買意願衡量問項 ............... 12 表 3- 3 產品涉入程度衡量問項 ....... 13 表 3- 4 品牌形象衡量問項................ 14 表 4- 1 基本資料 ......... 18 表 4- 2 模型適配度指標 ................ 20 表 4- 3 來源國效果構念之信度 ............. 21 表 4- 4 相關係數表 .................. 23 表 4- 5 來源國效果適配度................. 23 表 4- 6 品牌形象構念之信度.............. 24 表 4- 7 品牌形象適配度................. 26 表 4- 8 產品涉入構念之信度.............. 27 表 4-10 購買意願構念之信度............ 29 表 4-11 購買意願適配度................ 30 表 4-12 SE手機品牌之層級迴歸分析...... 33 表 4-13 HTC手機品牌之層級迴歸分析.......... 35 圖目錄 圖 3- 1 研究架構 ........... 9 圖 4- 1 來源國效果模型之驗證性因素分析的測量模型A.. 22 圖 4- 2 來源國效果模型之驗證性因素分析的測量模型B.. 22 圖 4- 3 品牌形象驗證性因素分析之測量模型A ...... 25 圖 4- 4 品牌形象驗證性因素分析之測量模型B...... 25 圖 4- 5 產品涉入驗證性因素分析之測量模型....... 27 圖 4- 6 購買意願驗證性因素分析之測量模型A...... 29 圖 4- 7 購買意願驗證性因素分析之測量模型B...... 30


