

# 日韓汽車品牌之來源國印象對消費者購買意願的影響：以知覺價格與產品涉入程度為干擾變數

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## 摘要

本研究以消費者觀點，針對在臺灣市場上市的日本、韓國汽車品牌，探討消費者對來源國印象與消費者購買意願之關係，並加入干擾變數知覺價格與產品涉入，驗證其是否產生干擾效果並其進一步影響消費者之購買意願。本研究提出三項假設，並透過問卷調查方式來進行驗證，研究結果發現消費者在日韓汽車品牌選擇上，第一，來源國印象對消費者購買意願有正向影響；第二，知覺價格對來源國印象與消費者購買意願間有正向的干擾效果，第三，產品涉入程度對來源國印象與消費者購買意願間的干擾效果在本研究是不支持的。

關鍵詞：來源國印象、購買意願、知覺價格、產品涉入程度

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