

# 產品負面口碑對消費者轉換行為之影響

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## 摘要

本研究主要是探討網路負面口碑的負面效果對於消費者轉換行為之影響。由於近幾年興起山寨手機之熱潮，因此本研究以曾在網路上搜尋過山寨手機資訊者為對象，共發放500份問卷，回收418份，本研究結果發現：網路負面口碑訊息強度、訊息傳播者專業程度以及關係強度對於消費者轉換行為均有顯著影響，轉換成本與「網路負面口碑訊息對消費者轉換行為之影響」同樣有影響，而對「專業程度」有減弱之效果。

關鍵詞：網路負面口碑、轉換行為、轉換成本、山寨機

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