

兩岸行動電話來源國形象與品牌形象對產品評價影響之研究

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摘要

台灣加入世界貿易組織之後，面對市場國際化及貿易自由化的影響，國內產業界面臨開放世界各國產品進口的衝擊，如何在激烈的國際競爭環境下得到勝利，將是一個嚴肅的課題。因此，從降低成本的角度考量，對產品生產及行銷改以國際分工模式進行，衍然成為一股潮流。在國際專業分工的發展趨勢之下，產生了同樣的產品卻有著不同的品牌來源國及製造來源國的現象。本研究以行動電話為例，目的在探討品牌來源國形象、製造來源國形象及品牌形象對消費者產品評價的影響，同時以知覺品質與購買意願做為衡量產品評價的研究構面，並就兩岸消費者進行問卷調查。本研究共獲得484份有效樣本，研究方法上以簡單迴歸測量變數之間相互的影響關係，並以單因子變異數分析測試兩岸消費者在變數構面的認知是否存在差異。本研究發現：行動電話品牌來源國形象、製造來源國形象及品牌形象，對消費者產品評價、知覺品質、及購買意願亦均具有正面影響。

關鍵詞：品牌來源國形象、製造來源國形象、品牌形象、知覺品質、購買意願

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