

比較兩岸消費者品牌偏好、產品價格對購買意願影響之研究

許瓊文、王學銘

E-mail: 324872@mail.dyu.edu.tw

摘要

本研究主要在探討兩岸消費者在購買汽車的品牌偏好、產品價格對購買意願間之影響。本研究以台灣及中國大陸(上海地區)的一般消費者為研究對象，共發放問卷 600份，回收有效問卷527份，有效回收率為87.83%。使SPSS統計軟體，經因素分析、T檢定、皮爾森相關及簡單線性迴歸進行實證分析，實證結果如下：兩岸消費者在汽車的品牌偏好方面對於知覺價值及購買意願都是有顯著的正向影響；兩岸消費者在汽車的產品價格方面對於知覺價值及購買意願都是有顯著的負向影響。且以整體而言，兩岸消費者品牌偏好對於知覺價值與購買意願的影響程度，皆高於產品價格對知覺價值與購買意願的影響程度。與本研究先前預期大陸都會區消費者較重視價格而非品牌偏好有所出入。顯示出中國大陸消費者水準之提升與進步與台灣不相上下，因此汽車製造商不能以價廉但低品質的產品來吸引顧客。藉由本研究可以讓供應商瞭解，在競爭如此激烈之國內汽車市場的情況下，品牌行銷乃提升本身競爭力之重要機制。因此，供應商應該積極朝消費者品牌偏好較高之廠商學習，方能提升買方之購買意願。

關鍵詞：汽車業、品牌偏好、產品價格、購買意願

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