

比較不同山寨手機產品屬性對兩岸消費者創新採用之需求:以精化KANO模式觀點

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摘要

本研究主要針對兩岸消費者來探討對山寨機產品屬性之看法，以精化Kano模式將山寨機品質屬性來分類，並進行改善係數分析與探討消費者對山寨機產品屬性的差異性。首先依據過去文獻找出山寨機的重要產品屬性特性來作為問卷題項；其次將問卷調查方式，運用Kano模式將山寨機的產品品質要素給予歸納後，並分析消費者在創新採用與人口統計變數上，對品質要素的看法是否有顯著差異。根據前述方法之研究結果顯示，在山寨機的重要品質項目中，台灣地區歸類有7個高附加價值要素、2個關鍵要素；大陸地區歸類有8個高附加價值要素、1個關鍵要素與1個高魅力要素。在創新採用與人口統計上，消費者對Kano之品質要素的看法有部分顯著的差異。最後，本研究統整出改善係數分析表以提供業者參考，使業者能了解消費者心中所期待的山寨機品質要素為何，進而設計出更符合消費者產品。

關鍵詞：山寨機、產品屬性、精化Kano模式

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