

平板電腦涉入程度、產品特性、知覺價值對消費者購買意圖影響之研究

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摘要

本研究主要探討的是消費者在購買平板電腦產品時，涉入程度、產品特性與知覺價值對購買意圖之影響，以台中地區之一般消費者為研究對象進行問卷調查，總計發出483份問卷，回收之有效問卷有396份，有效回收率為82%。以因素分析進行信、效度檢驗，以迴歸分析進行假設驗證。經由研究分析結果，本研究獲得結論如下：一、消費者的平板電腦涉入程度對知覺價值有正向顯著的影響。二、消費者的平板電腦涉入程度對購買意圖有正向顯著的影響。三、平板電腦的產品特性對消費者知覺價值有正向顯著的影響。四、平板電腦的產品特性對消費者購買意圖有正向顯著的影響。五、消費者的平板電腦知覺價值對消費者購買意圖有正向顯著的影響。

關鍵詞：涉入程度、產品特性、知覺價值、購買意圖

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