

口碑、信任、知覺風險與購買意願關係之研究 = A study of the relationships among word of mouth, trust, perceived risk and p

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摘要

隨著文化創意產業興起，視覺藝術產業成了國家發展重要產業之一。然而過去幾年，較少學者探討藝術畫作市場的消費行為，有鑑於此，本研究聚焦於視覺藝術產業中的藝術畫作消費情形，主要目的在探討口碑、信任和知覺風險對於購買意願的影響。根據相關之文獻，本研究依據S-O-R理論為基礎，建構出研究架構，以及各變數之操作型定義，並設計問卷。此外，本研究以臺灣各地區藝術創作者為樣本對象，總計回收有效樣本186份，並運用統計軟體SPSS12.0及AMOS18.0進行資料分析及驗證各變數之關係，本研究之主要結論為口碑對信任有顯著正向影響，信任對購買意願有顯著正向影響，而且口碑會透過信任影響購買意願。研究中也驗證了口碑為刺激、信任是個體中介角色與購買意願是反應的S-O-R模型。本研究最後提出學術與實務上之管理意涵，並提供後續研究建議。

關鍵詞：S-O-R理論、口碑、信任、知覺風險、購買意願

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