

網路負面口碑對知覺品質、知覺價值、再購意願、消費者抵制為干擾之相關研究 = Internet negative word of mouth on the perceive

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摘要

本研究以寶路事件為例，探討網路中的負面口碑訊息強度是否會隨著時間被沖淡，影響消費者的知覺品質和知覺價值，進一步改變消費者再度購買的行為，又以消費者抵制做干擾，探討消費者是否會因為他人或社會的抵制，而改變再度購買的行為。本研究之有效問卷共有250份，採實體和網路發放，並以SPSS進行分析，研究結論表示網路負面口碑訊息對知覺品質有負相關，知覺品質對知覺價值有正相關，知覺價值對再購意願有正相關，網路負面口碑對再購意願有負相關，網路負面口碑訊息對知覺價值有負相關。

關鍵詞：知覺品質(Perceived Quality)、再購意願(Repurchase Intentions)、負面口碑 (Negative Word of Mouth)、知覺品質 (Perceived Value)、消費者抵制 (Consumer Boycott)

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