

購後處置意向之研究 = The study of disposition intentions of consumer's post-purchase : 以國際精品為例

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摘要

由於全球經濟成長趨緩，許多人收入減少了，因此延緩了新產品的添購。但由於電子商務的發展，其造就了龐大的二手商品產業。然而，過去以賣家為主體的購後處置研究甚少，因此，我們挖掘影響消費者處置舊品的因素，並進一步探討這些因素是如何影響消費者做最終處置決策。而在實證研究上，我們以國際精品包為研究標的物，運用SEM和Two-Way ANOVA進行假說驗證。其結果發現，知覺折舊性、產品稀有性和交易頻率會對交易參考價格和知覺交易成本有所影響，並依次影響到消費者對舊品的心理溢價。此外，消費者對該舊品的金錢價值和功能性的有無，也會影響他們對最終處置決策的判斷。

關鍵詞：購後處置、知覺折舊性、產品稀有性、心理溢價、知覺無用性

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