

製造來源國對消費者品牌忠誠度與購買意願影響之研究 = A study on the effects of country of manufacture on consumers' brand

江慧卿、曾清枝

E-mail: 354548@mail.dyu.edu.tw

摘要

隨著全球化現象日益的成熟，跨國企業的興起，為降低生產成本，或為接近市場與分散風險，於是有多國籍產品的出現。消費者在進行消費行為之前，常會搜集產品內、外部線索，外部線索包括品牌、價格及產品來源國等；內部線索則包括產品本身的設計、品質、功能等。內、外部線索的表現會影響消費者對產品或品牌的評價，並形成態度，進而影響購買決策。本研究的目的即在探討製造來源國對於消費者的知覺品質、品牌忠誠度與購買意願的影響。本研究採問卷調查的方式，對有購買國產品牌服飾經驗的女性消費者進行便利抽樣問卷調查。利用SPSS軟體進行t檢定、因素分析、信度分析、皮爾森積差相關分析與迴歸分析。研究結果如下：1.製造來源國形象對消費者知覺品質呈正向影響。2.消費者的知覺品質對品牌忠誠度呈正向影響。3.知覺品質在製造來源國形象與品牌忠誠度間存在中介效果。4.消費者的品牌忠誠度對購買意願有顯著影響。5.製造來源國形象對消費者購買意願有顯著影響。

關鍵詞：製造來源國、知覺品質、品牌忠誠度、購買意願

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