

產品屬性與企業形象對消費者再購意願影響之研究 = A study on the effect of product attributes and corporate image on repurc

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摘要

本研究主要的目的在於探究百貨公司之產品屬性和消費者再購意願之間的關聯。其次，以百貨公司之企業形象為干擾變項，進一步檢測其在產品屬性對再購意願之交互作用中的效果。本研究採用問卷調查法進行探究，以在台中市前三大百貨公司周圍商圈購物之消費者為主，使用便利抽樣為抽樣原則，再以隨機抽選消費者填答問卷。總計發出問卷300份，實際回收300份，有效問卷254份，問卷回收率為100%，有效問卷回收率為84.6%。本研究以獨立樣本T檢定、單因子變異數分析、皮爾遜積差相關以及迴歸分析等方式進行資料處理分析與討論。研究結論如下：1.大台中地區之百貨公司的產品屬性顯著正向影響消費者之再購意願。2.企業形象對百貨公司的產品屬性與消費者再購意願間之關係不具顯著干擾效果。

關鍵詞：產品屬性、企業形象、再購意願

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