

羽球拍品牌形象、價格對購買意願之影響

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摘要

本研究以問卷調查方式，探討羽球拍品牌形象、價格對消費者購買意願之影響，根據參考文獻衡量並設計問卷。本研究樣本以台中市六家羽球館從事羽球運動的民眾為對象。共發放問卷420份，扣除無效問卷有效問卷共396份，有效回收率為94.28%。再以SPSS統計軟體實證分析，得到以下結論：(1) 品牌形象對購買意願有顯著影響。(2) 品牌形象對價格有顯著影響。(3) 價格對購買意願有顯著影響。本研究給業者之建議為讓品牌形象深植人心、價格左右購買意願、提升女性消費者的羽球運動人口、與時俱進以符合消費端的行銷策略。

關鍵詞：品牌形象、價格、購買意願、羽球拍

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