

運用知覺折舊與資源基礎觀點探討二手商品轉售意願

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摘要

由於電子商務的蓬勃發展，讓二手商品的交易日益平凡，然而過去關於以賣家為主體的二手商品轉售行為的研究較少，因此本研究以二手商品的折舊原因與交易過程中的知覺風險，發展知覺折舊的定義與其五大種類，並以資源基礎觀點，探討產品稀有性對於二手商品價值的影響；其次，探討在轉售意願參考價格與知覺交易成本的中介影響下，賣家對於二手商品的轉售意願與新品的再購意願。本研究以當季限量的國際級精品皮包為研究標的，並根據6個研究變數發展出35題問項；利用環島鐵路抽樣法，針對乘客進行分層抽樣實施問卷發放，共計發放300份問卷，實際回收250份卷，問卷回收率為83%，運用線性結構方程模式進行假說驗證。其結果顯示如下：一、知覺折舊性並不會降低賣家的轉售參考價格，但有助於降低知覺交易成本。二、產品稀有性雖然有助於賣家提高轉售參考價格，但也會造成知覺交易成本的增加。三、轉售參考價格的高低將影響二手商品的轉售意願與新品再購意願。四、知覺交易成本的高低將影響二手商品轉售意願，但對新品再購意願並無明顯影響。五、當賣家具有較高的二手商品轉售意願將增加其對於新品的再購意願。本研究實證結果顯示，購買者本身對於二手商品的偏好將決定轉售參考價個的多寡，知覺折舊性與產品稀有性雖然可以透過轉售參考價格與知覺交易成本，影響賣家對於二手商品的轉售意願，然而當賣家對商品具有高知覺折舊性時並不會降低心中的轉售參考價格；另外，當賣家具有較高的二手商品轉售意願時，會增加其對於新品的再購意願。

關鍵詞：知覺折舊性、產品稀有性、心理溢價、交換意願

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