

產品創新、產品涉入、知覺價值與消費者滿意度之關聯性研究 以韓國3C產品為例

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摘要

臺灣和韓國的經濟發展情況相仿，出口結構相近，主要出口貿易國家重疊性高，彼此競爭激烈。然而韓流近幾年幾乎席捲了整個亞洲，在韓國企業大力行銷下，使得韓國產品在臺灣到處可見。面對韓國步步進逼，臺灣尤其在3C產業上更需以產品創新為核心來尋求新的市場機會和滿足顧客需求。故本研究以韓國3C產品為探討主題，並研究檢驗產品創新、產品涉入、知覺價值與顧客滿意度間的關聯。本研究有效回收問卷共320份，透過SPSS和Amos來進行實證分析，包括敘述性統計分析、信效度分析、單因子變異數檢定、雪費事後比較、t考驗、皮爾森積差相關分析、結構方程模型配適度檢驗。本研究發現產品創新、產品涉入、知覺價值與顧客滿意度間具有顯著正向影響，並進一步針對本研究之結論、建議、限制加以討論。

關鍵詞：產品創新、產品涉入、知覺價值、滿意度

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