

The Study of Relationship among Product Innovation, Product Involvement, Perceive Value and Consumer Satisfaction - A Cas

張倫嚴、蔡源成、唐啟發

E-mail: 365435@mail.dyu.edu.tw

ABSTRACT

Taiwan has competed head-to-head with Korea in international trade for a long time due to sharing the similar economic development and having almost the same export structures and trading partners. Recently, so-called Korean wave, however, has swept across all Asia and a lot of Korean products can be seen everywhere in the world including Taiwan as a result of aggressive promotions conducted by Korean corporations. Taiwan's 3C industry must emphasize more on product innovation to seek new market opportunities and to satisfy the customer's needs while facing Korean fierce competition. The study concentrated on the Korean 3C products and examined the relationships between product innovation, product involvement, perceived value and customer satisfaction. In the study, valid questionnaires were 320 and SPSS as well as Amos were applied as a tool for empirical analysis. By use of descriptive statistical analysis, t-test, one-way ANOVA, Scheffe's test, Pearson's product moment correlation analysis and structural equation modeling fit test, it was concluded that product innovation, product involvement and perceived value have a significant positive effect on customer satisfaction.

Keywords : Product Innovation、Product Involvement、Perceived Value、Satisfaction

Table of Contents

內容目錄 中文摘要.....	iii	英文摘要.....	iv	致謝辭.....	v	內容目錄.....	vii	表目錄.....	ix	圖目錄.....	xi																																																		
第一章 緒論.....	1	第一節 研究背景與動機.....	1	第二節 研究問題與目的.....	5	第三節 研究流程.....	6	第二章 文獻探討.....	7	第一節 產品創新.....	7	第二節 產品涉入.....	17	第三節 知覺價值.....	24	第四節 顧客滿意度.....	30	第五節 文獻綜和評述.....	36	第三章 研究方法.....	38	第一節 研究架構.....	38	第二節 研究假設.....	39	第三節 變數的操作型定義.....	43	第四節 問卷設計.....	45	第五節 抽樣設計.....	48	第六節 資料分析方法.....	49	第四章 研究結果與分析.....	52	第一節 基本資料分析.....	52	第二節 信度與效度分析.....	55	第三節 差異性檢定.....	62	第四節 相關分析.....	70	第五節 結構模型與研究假說驗證.....	72	第五章 結論與建議.....	77	第一節 研究結論.....	77	第二節 建議.....	81	第三節 管理意涵.....	83	第四節 研究限制與未來研究之建議.....	87	參考文獻.....	89	附錄.....	109	表目錄 表 2-1 創新之定義 表 2-2 產品創新之定義 表 2-3 創新之種類 表 2-4 涉入之定義 表 2-5 產品涉入之定義 表 2-6 知覺價值之定義 表 2-7 知覺價值衡量構面 表 2-8 顧客滿意之定義 表 3-1 問卷衡量問項內容 表 4-1 問卷發放及回收狀況表 表 4-2 描述性統計分析表 表 4-3 各構念信度分析表 表 4-4 產品創新驗證性因素分析表 表 4-5 產品涉入驗證性因素分析表 表 4-6 知覺價值驗證性因素分析表 表 4-7 顧客滿意度驗證性因素分析表 表 4-8 AVE 區別效度分析表 表 4-9 性別對各構念之獨立樣本t檢定分析表 表 4-10 不同年齡層之平均數差異分析表 表 4-11 不同學歷之平均數差異分析表 表 4-12 不同職業之平均數差異分析表 表 4-13 不同月所得之平均數差異分析表 表 4-14 人口統計變項之差異分析總表 表 4-15 相關分析表 表 4-16 整體模型配適度指標檢核表 表 4-17 整體理論模式結果 表 4-18 各構念對顧客滿意度影響之效果 表 5-1 研究假設檢定結果彙整表 圖目錄 圖 1-1 研究流程圖 圖 2-1 新產品分類表 圖 2-2 Chandy and Tellis的創新構面 圖 2-3 涉入觀念架構圖 圖 2-4 顧客價值模式 圖 2-5 知覺價值形成模式 圖 2-6 知覺價值模型 圖 3-1 研究架構圖 圖 4-1 整體模型配適度	

REFERENCES

- 一、中文部分 丁重光(2006), 產品創新、行銷創新、知覺品質與消費者購買意願關係之研究 - 以行動電話產業為例, 育達商業技術學院企業管理碩士論文。 王俊朗(2007), 台灣與韓國中間財在美日市場之競爭力分析, 東吳大學國際貿易學系在職專班碩士論文。 司徒達賢、李仁芳、吳思華(1995), 企業概論, 台北:建華。 朴銀河(2005), 韓國三星集團創新策略與研發管理之探討, 中山大學企業管理碩士論文。 李正文、陳煜霖(2005), 服務品質、顧客知覺與忠誠度間關係之研究 - 以行動通訊系統業為例, 顧客滿意學刊, 1(1), 51-84。 李季隆(2004), 服務品質、顧客價值、顧客滿意度與行為意圖之關聯性探討-以屈臣氏連鎖藥妝店為例, 高雄第一科技大學行銷與流通管理碩士論文。 何雍慶、林美珠(2007), 電子商務顧客網路購物知覺價值因果關係之研究-以國內大專生為例。 顧客滿意學刊, 3(1), 61-96。 吳思華(2002), 從製造台灣到知識台灣, 台北:天下遠見。 吳挺鋒(2011), 韓國挺進前九大貿易國俱樂部, 天下雜誌487期。 林靈宏(2006),

消費者行為學，台北：五南圖書出版公司。洪世雄、陳曉天、葉欣愷(2010)，行銷知識管理能力、產品創新對顧客滿意度之影響 - 以知覺價值為中介變數，東亞論壇，No.469。胡凱傑、呂明穎、黃美婕(2010)，航空貨運站服務品質、創新能力與企業形象對顧客滿意度與忠誠度之影響，商略學報，2(1)，37-54。侯嘉政、傅柏霖(2008)，產品涉入與品牌涉入對品牌忠誠度之影響 - 以數位相機為例，行銷評論，5(1)，27-56。許士軍(1983)，現代行銷管理，台北：商略。陳一涵(2006)，傑夫衝浪俱樂部會員涉入程度與滿意度關係之個案研究，華南師範大學博士論文。陳永欽(2007)，紡織產業與綠色紡織品概論，雲林：雲林科技大學。張孝銘、高俊雄(2001)，影響職棒比賽觀賞人數之因素研究 - 以中部地區球迷為例，體育學報，32，87-97。郭世榮(2008)，品牌知識對消費者購買意願之影響 - 以3C商店為例探討，朝陽科技大學企管系碩士論文。陳欣榮(2011)，機能性茶飲品牌形象、知覺品質、產品創新與購買意圖對購買行為影響之研究，嘉義大學生物事業管理系碩士論文。陳漢杰(2005)，涉入、產品屬性的評估與購買意願之相關研究 - 以銀行消費者購買理財服務為實證，成功大學碩士論文。陳寬裕、王正華(2010)，結構方程模型分析實務AMOS的運用，台北：五南圖書。黃士滔、鄭竹君、林俞廷、巫旻欣、黃天駿、邱一忠(2010)，以3C產品為例探討消費者購買因素，工程科技與教育學刊，7(1)，106-125。黃亦筠(2011)，全速進攻贏者圈，天下雜誌488期。黃亦筠、賴建宇、陶允芳(2012)，四小龍我薪資最低稅率最高，天下雜誌497期。黃芳銘(2002)，結構方程模式理論與應用，台北：五南。黃孟樵(2008)，有效消費者回應對創新特性及顧客滿意度的影響 - 以家用生物科技產品為例，朝陽大學企管系碩士論文。曾信超、蔣大成、鄭志祥、吳志偉(2001)，都會型形象圈顧客滿意度與顧客滿意度之研究 - 以高雄新堀江商圈為例，長榮學報，5(1)，117-133。葉泉宏(2008)，韓流對東亞觀光行銷的影響，真理大學國際觀光學術研討會，103-112。黃俊英(2004)，行銷學原理，臺北：華泰文化事業股份有限公司。黃啟川(2007)，網路銀行涉入程度與顧客滿意度關係之研究，大葉大學人力資源暨公共關係學系在職專班碩士論文。曾淑君(2007)，來源國效應之跨文化產品置入性行銷之研究 - 以韓國三星手機為例，銘傳大學國際事務碩士論文。楊主行(2007)，獨特性產品之涉入程度與消費者滿意度之關係研究，文化大學國際企業管理博士論文。楊筑鈞(2003)，產品創新、品牌形象、價格對知覺價值影響之研究 - 以女性內衣市場為例，輔仁大學織品服裝碩士論文。廖淑伶(2007)，消費者行為，臺北縣：前程文化。潘明全(2010)，支付機制及購物情境對購買意願的影響 - 以產品涉入為干擾變數，行銷評論，7(1)，25-50。賴士葆(1990)，影響企業產品創新績效內部關鍵因素，中華民國管理科學學會，83-108。蔡文凱(2005)，主題遊樂園服務品質、顧客滿意、知覺價值與行為意向關係之研究 - 以月眉育樂世界探索樂園為例，朝陽科技大學休閒事業管理碩士論文。蔡名融(2007)，創新產品與服務特性、消費者個人特徵對知覺價值和態度影響之研究 - 以數位電視與電子現金為例，東吳大學國際貿易學系碩士論文。蔡啟通(1995)，組織因素、組織成員整體創造性與組織創新之關係。管理學報，18(4)，527-556。蕭文龍(2009)，多變量分析最佳入門實用書，台北：碁?]資訊。謝建德(2008)，3C產品握把創新設計法則之探討，交通大學工學院碩士論文。二、英文部分 Abernathy, W. J. & Clark, K. B. (1985). Innovation: Mapping the Winds of Creative Destruction. *Research Policy*, 14, 3-12. Afuah, A. (2003). *A Innovation Management: Strategies, Implementation and Profits*. New York: Oxford. Ali, A., Krapferl, R. Jr. & LaBahn, D. (1995). Product Innovativeness and Entry Strategy Impact on Cycle Time and Break-Even Time. *Journal of Product Innovation Management*, 12(1), 54-69. Anderson, E. W., Fornell, C. & Lehmann, D. R. (1994). Customer Satisfaction, Market Share, and Profitability: Finding from Sweden. *Journal of Marketing*, 58(July), 53-66. Anderson, E. W. & Sullivan, M. W. (1993). The Antecedents and Consequences of Customer Satisfaction for Firms. *Marketing Science*, 12(2), 125-143. Andrews, J. C. (1988). Motivation, Ability and Opportunity to Process Information: Conceptual and Experimental Manipulation Issues. *Advances in Consumer Research*, 15, 219-225. Anderson, J. C., & Gerbing, D. G. (1988). Structural equation modeling in practice: a review and recommended two-step approach. *Psychological Bulletin*, 103(May), 411-423. Antil, J. H. (1984). Conceptualization and Operationalization of Involvement. *Advances in Consumer Research*, 11(1), 203-209. Athanassopoulos, A. D., Gounaris, S. & Stathakopoulos, V. (2001). Behavioural Responses to Customer Satisfaction: An Empirical Study. *European Journal of Marketing*, 35(5), 687-707. Backman, S. J. (2002). An Examination of the Determinants of Golf Travelers' Satisfaction. *Journal of Travel Research*, 40(1), 252-258. Betra, R. & Ray, M. (1985). Affective Response Mediating Acceptance of Advertising. *Journal of Consumer Research*, 3, 234-249. Beatty, S. E., Homer, P. & Kahle, L. R. (1988). The Involvement-commitment Model: Theory and Implications. *Journal of business research*, 16, 149-167. Bentler, P. M., & Bonett, D. G. (1980). Significant tests and goodness of fit in the analysis of covariance structures. *Psychological Bulletin*, 88(3), 588-606. Betz, F. (1993). *Strategic Technology Management*. New York: McGraw Hill. Birkinshaw, J. & Bouquet, C. & Barsoux, J. L. (2011). The 5 Myths of Innovation. *MIT Sloan Management Review*, 2011(winter), 43-50. Bisbe, J. & Otley, D. (2004). The Effects of The Interactive Use of Management Control Systems on Product Innovation. *Accounting, Organizations and Society*. 29(8), 709-737. Bloch, P. H. (1982). Involvement Beyond the Purchase Process: Conceptual Issues and Empirical Investigation. *Advances in Consumer Research*, 9, 413-447. Bloch, P. H. & Richins, M. L. (1983). A Theoretical Model for the Study of Product Importance Perceptions. *The Journal of Marketing*, 47(3), 69-81. Blythe, J. (1999). Innovativeness and Newness in High-Tech Consumer Durables. *Journal of Product & Brand Management*, 8, 415-429. Boer, H. & During, W. E. (2001). Innovation, What Innovation? A Comparison between Product, Process and Organizational Innovation. *International Journal of Technology Management*, 22, 83-107. Booz, P. S., Allen, T. J. & Hamilton, G. (1982). *New Product Management for the 1980's*. New York: Booz-Allen & Hamilton, Inc. Boyd, T. C. & Mason, C. H. (1999). The Link between Attractiveness of 'Extrabrand' Attributes and the Adoption of Innovations. *Journal of the Academy of Marketing Science*, 27, 306-319. Brentani, U. (2001). Innovative Versus Incremental New Business Services: Different Keys for Achieving Success. *Journal of Product Innovation Management*, 18, 169-187. Browne, M. W., & Cudeck, R. (1993). Alternative ways of assessing model fit. In Bollen, K. A. & Long, J. S. (Eds.). *Testing structural equation models*, 136-162. Newsbury Park, CA: Sage. Bumkrant, R. E. & Sawyer, A. G. (1983). Effects of Involvement and Message Content on Information Processing Intensity. *Information Processing Research in Advertising*, 43-64. Cadotte, E. R., Woodruff, R. B. & Jenkins, R. L. (1987). Expectation and Norms in Models of Consumer Satisfaction. *Journal of Marketing Research*, 24, 127-139. Calantone, R. J., Chan, K. & Cui, A. S. (2006). Decomposing Product Innovativeness and Its Effects on New Product Success. *Journal of Product Innovation*

Management, 5, 408-421. Carbone, L. P. (2004). *Clued in: How to Keep customer Coming Back Again and Again*. New Jersey:Finance Times Prentice Hall. Cardozo, R. N. (1965). An Experimental Study of Customer, Effort, Expectation and Satisfaction. *Journal of Marketing Research*, 2(3), 244-249. Carlsmith, J. M. & Aronson, E. (1963). Some Hedonic Consequences of the Confirmation and Disconfirmation of Expectancies. *The Journal of Abnormal and Social Psychology*, 66, 151-156. Celsi, R. L. & Olson, J. C. (1988). The Role of Involvement in Attention and Comprehension Processes. *Journal of Consumer Research*, 15(September), 210-224. Chandy, R. K. & Tellis, G. J. (1998). Organizing for Radical Product Innovation: The Overlooked Role of Willingness to Cannibalize. *Journal of Marketing Research*, 35, 474-487. Chang, T. Z. & Wildt, A. R. (1994). Price, Product Information, and Purchase Intention : An Empirical Study. *Journal of the Academy of Marketing Science*, 22(1), 16-27. Chauvel, D. (2011). *Leading Issues in Innovation Research*. UK:Academic Publishing International Ltd. Chen, Z. & Dubinsky, A. J (2003). A Conceptual Model of Perceived Customer Value in E-commerce:A Preliminary Investigation. *Psychology Marketing*, 20(4), 323-347. Churchill G. A. Jr. & Surprenant C. (1982). An Investigation Into the Determinants of Customer Satisfaction. *Journal of Marketing Research*, 19 (Nov.), 491-504. Cohen, J. B. (1983). Involvement: Separating the State from its Causes and Effects, Working Paper No.33. Center of Consumer Research, University of Florida. Coulter, R. A., Price, L. L., Feick, L., & Micu, C. (2005). The evolution of consumer knowledge and sources information: Hungary in transition. *Journal of the Academy of Marketing Science*. 33(4), 604-619. Cronbach, L. J. (1951). Coefficient alpha and the internal structure of tests. *Psychometrika*. 16, 297-334. Cronin, J. J., Brady, M. K. & Hult, G. T. M. (2000). Assessing the Effects of Quality, Valus and Customer Satisfaction on Consumer Behavioral Intentions in Service Environments. *Journal of Retailing*, 76(2), 193-218. Cuieford, J. P. (1965). *Fundamental Statistics in Psychology and Education* ,(4th ed.). New York:McGraw Hill. Damanpour, F (1991). Organizational Innovation: A Meta-Analysis of Effects of Determinants and Moderators. *Academy of Management Journal*, 34, 555-590. Day, G. S. (1984). *Strategic Market Planning: the Pursuit of Competitive Advantage*. Minnesota : West Publishing Company. Dick, A. S. & Basu, K. (1994). Customer Loyalty:toward an Integrated Conceptual Framework. *Journal of the Academy of Marketing Science*, 22(2), 99-113. Dodds, W. B., Monroe, K. B. & Grewal, D. (1991). Effects of Price, Brand, and Store Information on Buyers ' Product Evaluations. *Journal of Marketing Research*, 28, 307-319. Dovidow, W. H., & Uttal, B. N. (1989). Service Companies:Focus or Falter. *Harvard Business Review*, 67, 77-86. Drucker, P. (1985). *Innovation and Entrepreneurship*. New York:Harper & Row. Engel, J. F., & Blackwell, R. (1982). *Consumer Behavior*. New York:CBS College Publishing. Engel J. F., Blackwell, R. D. & Miniard P. W. (1995). *Consumer behavior*, (8th ed.). New York:Dryden. Engel, J. F. (1993). *Consumer Behavior*, (7th ed.). New York:Dryden Press. Festinger, L. (1957). *A Theory of Cognitive Dissonance*. New York:Harper & Row. Fishbein, M. & Ajzen, I. (1975). *Belief, Attitude, Intention and Behavior: an introduction to theory and research*. Massachusetts: Addison-Wesley. Fornell, C. (1992). A National Customer Satisfaction Barometer: the Swedish Experience. *Journal of Marketing*, 56(1), 6-12. Fornell, C., & Larcker, D. (1981). Evaluating structural equation models with unobservable variables and measurement errors. *Journal of Marketing Research*, 18(1), 39-50. Fredericks, J. O. & Salter, J. M. (1995). Beyond Customer Satisfaction. *Management Review*, 84(4), 29-32. Freeman, C. A. (1983). *The Economics of Industrial Innovation*. London:Frances Printer. Friedman, M. L. & Smith, L. (1993). Consumer Evaluation Process in a Service Setting. *Journal of Service Marketing*, 7(2), 47-61. Gallouj, F. & Weinstein, O. (1997). Innovation in Services. *Research Policy*, 26, 537-556. Geroski, P. A. (1994). Market Structure, Corporate Performance and Innovative Activity. Oxford:Clarendon Press. Goldsmith, R. E. & Emmert, J. (1991). Measuring Product Category Involvement: A Multitrait-Multimethod Study. *Journal of Business Research*, 123, 363-371. Greenwald, A. G. & Leavitt, C. (1984). Audience Involvement in Advertising: Four Levels. *Journal of Consumer Research*, 11, 581-592. Guiltinan, J. P. (1999). Launch Strategy, Launch Tactics, and Demand Outcomes. *Journal Product Innovation Management*, 16, 509-529. Hair, J. F., Anderson, R. E., Tatham, R. L., & Black, W. C. (1998). *Multivariate data analysis* (5th ed.). Upper Saddle River, New Jersey: Prentice-Hall International. Hanna, N. & Wozniak, R. (2001). *Consumer Behavior: an Applied Approach*. New York:Prentice-Hall, Inc. Harper, S. C. & Porter, T. W. (2011). Innovation or Die. *Industrial Engineer*. 43(9), 34-39. Helson, H. (1964). *Adaptation Level Theory*. New York:Harper & Row. Hempel, D. (1977). Consumer Satisfaction with the Home Buying Process: Measurement. *Conceptualization and Measurement of CustomerSatisfaction and Dissatisfaction*. Cambridge, Massachusetts:Marketing Science. Higgins, J. M. (1995). Innovation: the Core Competence. *Planning Review*, 23(6), 32-36. Holbrook, M. B. (1999). *The Nature of Customer Value*, Thousand Oaks. California:Sage Publications. Holbrook, M. B. (1996). *Consumer Value: A Framework for Analysis and Research*. *Advances in Consumer Research*, 23(1), 138-142. Houston, M. J. & Rothschild, M. L. (1978). Conceptual and Methodological Perspectives in Involvement, *Research Frontiers in Marketing: Dialogues and Directions*. Chicago:American Marketing Association, 184-187. Hovland, C. I. (1957). Assimilation and Contrast Effects in Communication and Attitude Change. *Journal of Abnormal and Social Psychology*, 55, 242-252. Howard, J. A. & Sheth, J. (1969). *The Theory of Buyer Behavior*. New York:John Wiley and Sons. Hsieh, M. H., Pam, S. L., & Setiono, R. (2004). Product-, corporate-, and country-image dimensions and purchase behavior :A multicountry analysis. *Journal of the Academy of Marketing Science*. 32(3), 251-270. Hunt, H. K. (1997). *CS/D-Overview and Future Research Direction*. Cambridge, Massachusetts:Marketing Science Institute. Jackie L. M. T. (2004). Customer Satisfaction, Service Quality and Perceived Value:An Integrative Model. *Journal of Marketing Management*, 20, 897-917. Kamins, M. A., & Marks, L. J. (1991), The perception of Kosher as a third party certification claim in advertising for familiar and unfamiliarbrands. *Journal of the Academy of Marketing Science*, 19(3), 177-185. Kassarijian, H. H. (1981). Low Involvement: A second Look. *Advances in Consumer Research*, 8, 31-34. Kapferer, J. N & Laurent, G. (1985). *Consumer Involvement Profiles: A New Practical Approach to Consumer Involvement*. *Journal of Advertising Research* , 25(6), 48-56. Keller, K. L. (1993). Conceptualizing Measuring, and Managing Customer Base Brand Equity. *Journal of Marketing*, 5(1), 1-22. Knut, H. (1988). *Product Innovation Management : a Workbook for Management in Industry*. London ; Boston : Butterworths. Kotler, P. (1991). *Marketing Management: Analysis,*

Planning, Implementation and Control, (7th ed.). Englewood Cliffs, New Jersey: Prentice-Hall.

Krugman, H. E. (1965). The Impact of Television Advertising Learning Without Involvement. *Public Opinion Quarterly*, 29, 349-356.

Kuczmariski, T. D. (1992). *Managing New Product: The Power of Innovation*, (2rd.). Englewood Cliffs, New Jersey :Prentice-Hall.

Laroche, M., Kim, C., & Zhou, L. (1996), Brand Familiarity and Confidence as Determinants of Purchase Intention: An Empirical Test in a Multiple Brand Context. *Journal of Business Research*, 37(2), 115-120.

Latour, S. A. & Peat, N. C. (1979), Conceptual and Methodological Issues in Consumer Satisfaction Research. in *Advances in Consumer Research*, 6 Ed. William L. Wikie. Ann Arbor MI: Association for Consumer Research, 431-437.

Laurent, G. & Kapferer, J. N. (1985). Measuring Consumer Involvement Profiles. *Journal of Marketing Research*, 22(1), 41-53.

Lee, J., Graefe, A. R. & Burns, R. C. (2004). Service Quality, Satisfaction, and Behavioral Intention among Forest Visitors. *Journal of Travel & Tourism Marketing*, 17(1), 73-82.

Levitt, T. (1966). *Innovational Imitation*. Harvard Business Review, 44(5), 63.

Locksmith, L. S., Spawton, A. L. & Macintosh G. (1997). Using Product, Brand and Purchasing Involvement for Retail Segmentation. *Journal of Retailing and Consumer Services*, 4(3), 171-183.

Luecke, R. (2004). *Managig Creativity and Innovation*. Harvard:Business School Press.

McDonald, R. P., & Ho, M. R. (2002). Principles and practice in reporting structural equation analysis. *Psychological Methods*, 7, 64-82.

Marquis, D. G. (1982). *The Anatomy of Successful Innovation*. Cambridge, Massachusetts:Winthrop Publishers.

Martin, C. (1998). Relationship Marketing: A High-Involvement Product Attribute Approach. *Journal of Product and Brand Management*, 7, 6-26.

Mathwick, C., Malhotra, N. & Rigdon, E. (2001). Experiential Value: Conceptualization, Measurement and Application in the Catalog and Internet-shopping Environment. *Journal of Retailing*, 77(1), 39-56.

Maxham, J. G. III (2001). Service Recovery's Influence on Consumer Satisfaction, Positive Word-of-Mouth, and Purchase Intentions. *Journal of Business Research*, 54 (1), 6-16.

Mitchell (1981). Dimensions of Advertising Involvement. *Advances in Consumer Reseach*, 8, 25-30.

Monroe, K. B. (2002). *Pricing: Making Profitable Decisions*, (3rd Ed.). New York:McGraw- Hill Book Company.

Monroe, K. B. & Krishnan, R. (1985). The Effect of Price on Subjective Product Evaluations. Lexington, Massachusetts:Lexington Books.

Mulaik, S. A., James, L. R., Altine, J. V., Lind, B. S. & Stilwell, C. D. (1989). Evaluation of goodness-of-fit indices for structural equation models. *Psychological Bulletin*, 105(3). 430-445.

Mukoyama, H. (2011). Newly Emerging Economies Ineasingly Interested in Korea's Experience. *Asia Monthly Report*, 119(4),1-3.

Nijssen, E. J. & Lieshout K. F. M. (1995). Awareness, Use and Effectiveness of Models and Methods for New Product Development. *European Journal of Marketing*, 29(10), 27-44.

O ' Brien, L. & Charles J. (1995). Do Rewards Really Create Loyalty ? Harvard Business Review, May-June , 75-82.

Oliver, R. L. (1981). Measurement and Evaluation of Satisfaction Processes in Retailing Setting. *Journal of Retailing*, 57(3),25-48.

Oliver, R. L., & Desarbo, W. S. (1988). Response Determinants in Satisfaction Judgments. *Journal of Consumer Research*,14,495-508.

Parasuraman, A., & Grewal, D. (2000). The Impact of Technology on the Quality-value loyalty chain: A research agenda. *Journal of the Academy of Marketing Science*, 28, 168-174.

Patterson, P. G. & Spreng, R. A. (1997). Modelling the Relationship between Perceived Value, Satisfaction and Repurchase Intentions in a Business-to-business, Services cContext:an Empirical Examination. *International Journal of Service Industry Management*, 8(5), 414-434.

Peppers, D. & Rogers M. (1993). *The One to One Future:Building Relationships One Customer at a time*. New York:Doubleday.

Peter, J. P. & Olson, J. C. (1999). *Consumer Behavior and Marketing Strategy*. Irwin, Illinois:Homewood Company.

Petrick, J. F. & Backman, S. J. (2002). An Examination of Golf Travelers Satisfaction, Perceived Value, Loyalty, and Intentions to Visit. *Tourism Analysis*, 6, 223-237.

Petty, R. E. & Cacioppo, J. T. (1981). Issue Involvement as a Moderator of the Effects on Attitude of Advertising Content and Context. *Advances in Consumer Research*, 8, 20-24.

Ranjbarian, B. & Jafari, S. (2011). The Influence of Consumer's Latitude of Acceptance for Attributes and Emphasis on Brand Equity on Involvement and Consideration Set Size Relationship. *Interdisciplinary Journal of Contemporary Research in Business*. 3(7), 125-134.

Rao, A. R. & Monroe, K. B. (1988). The Moderating Effect of Prior Knowledge on Cue Utilization in Product Evaluations. *Journal of Consumer Research*, 15(September), 253-264.

Ravald, A. & Gr?rroos, C. (1996). The Value Concept and Relationship Marketing. *European Journal of Marketing*, 30(2), 19-30.

Robbins, S. P. (2005). *Organizational Behavior* (11thed.). New Jersey: Pearson Education.

Robertson, T. S. (1976). *Consumer Behavior: Theoretical Sources*. Englewood Cliffs, New Jersey:Prentice-Hall.

Rochford, E. & Linda, H. (1991). Generating and Screening New Product Ideas. *Industrial Marketing Management*, 20, 67-84.

Rogers, E. M., (1962)(1995). *Diffusion of Innovation*. New York:The Free Press , 79-86.

Rothschild, M. L. (1979). Advertising Strategies for High and Low Involvement Situations. *Attitude Research Plays for High Stakes*, 74-93.

Rothschild, M. L. (1984). Perspectives on Involvement:Current Problems and Future Directions. *Advances in Consumer Research*, 11, 216-217.

Rust, R. & Oliver, R. L. (1994). *Service Quality: Insights and Managerial Implications from the Frontier*. New York:Sage Publication.

Schiffman, L. G. & Kanuk, L. L. (2000). *Consumer Behavior* (7th ed.). New York:Prentice Hall, Inc.

Schultz, Schumann, P. A., Prestwood, D. C., Tong, A. H. & Vanston, J. H. (1994). *Innovate:Straight Path to Quality Customer Delight & Competitive Advantage*. New York:McGraw-Hill.

Schumpeter, J. A. (1942). *Capitalism, Socialism and Democracy*. New York:Harper and Brothers.

Scott, J. (1994). In proceedings of the Fifteenth International Conference on Information system, Vancouver. The measurement of information system effectiveness: evaluating a measuring instrument, p.17.

Shen X. X. (2000). An Integrated Approach to Innovative Product Development Using Kano's Model and QFD. *European Journal of Innovation Management*, 3(2), 91-99.

Sherif, M. & Cantril, H. (1947). *The Psychology of Ego-Invlvement*. New York:John Wiley and Sons.

Sheth, J. N., Newman B. I. & Gross, B. L. (1991). *Consumption Values and Market Choices : Theory and Application*. Cincinnati, OH: South-Western.

Simon, A. & Yaya L. H. P. (2012). Improving Innovation and Customer Satisfaction through Systems Integration. *Industrial Management & Data Systems*, 112(7), 1026 -1043.

Sirohi, N. E., McLaughlin, W. & Wittink, D. R. (1998). A Model of Customer Perceptions and Store Loyalty Intentions for a Supermarket Retailer. *Journal of Retailing*, 74 (2), 223-245.

Slater, S. F. & Narver, J. C. (2000). Intelligence Generation and Superior Customer Value. *Journal of the Academy of Marketing Science*, 28(1), 120-128.

Song, X. M., & Xie, J. (2000). Does Innovativeness Moderate the

Relationship between Cross-Functional Integration and Product Performance. *Journal of International Marketing*, 8(4), 61-89. Sweeney, J. C., Soutar, G. N. & Johnson, L. W. (1997). Retail Service Quality and Perceived Value: A Comparison of Two Models, *Journal of Retailing and Consumer Service*. 4(1), 39-48. Tang, H. K. (1999). An Inventory of Organizational Innovativeness, *Technovation*. 19(1), 41-51. Thaler, R. (1985). Mental Accounting and Consumer Choice. *Marketing Science*, 4, 199-214. Tidd, J., Bessant, J. & Pavitt, K. (2001). *Managing Innovation: Integrating Technological, Market and Organizational Change*. New York: John Wiley & Sons. Traylor, M. B. (1981). Product Involvement and Brand Commitment. *Journal of Advertising Research*, 21(6), 52-56. Tushman, M. & Nadler, D. (1986). Organizing for Innovation. *California Management Review*, Vol XXVIII(3), 74-92. Warrington, P. & Shim, S. (2000). An Empirical Investigation of the Relationship Between Production Involvement and Brand Commitment. *Psychology & Marketing*, 17, 761-782. Westbrook, R. A. (1991). An Exploratory Study of Nonproduct-related Influences upon Consumer Satisfaction. *Advance in Consumer Research*, 7, 577-581. Woodruff, R. B. (1997). Customer Value: The Next Source for Competitive Edge. *Journal of the Academy of Marketing Science*, 25(2), 139- 153. Woodside, A. G. (1983). Personal Value Influences on Consumer Product Class and Brand Preference. *Journal of Social Psychology*, 58, 193-198. Woodside, A. G. & Daly, R. T. (1989). Response Determinants in Satisfaction Judgments. *Journal of Consumer Research*, 14, 495-507. Wyer, R. S. & Carlston, D. E. (1979). *Social Cognition, Inference and Attribution*, Hillsdale, New Jersey: Lawrence Erlbaum Associates. Zahra, A. S. & George, G. (2002). Absorptive Capacity: A Review, reconceptualization and Extension. *Academy of Management Review*, 27(2), 185-203. Zaichkowsky, J. L. (1985). Measuring the Involvement Construct. *Journal of Consumer Research*, 12(3), 341-352. Zaichkowsky, J. L. (1986). Conceptualizing Involvement. *Journal of Advertising*, 15 (2), 4-34. Zaichkowsky, J. L. (1994). Research Notes: The Personal Involvement Inventory: Reduction, Revision, and Application to Advertising. *Journal of Advertising*, 23(4), 59-70. Zaltman, G., Duncan, R. & Holberk, J. (1973). *Innovations and Organizations*. New York: John Wiley & Sons. Zeithamal, V. A. (1988). Consumer Perception of Price, Quality, and Value: A Means-End Model and Synthesis of Evidence. *Journal of Marketing*, 52(3), 2-22. Zeithamal, V. A. & Bitner, M. J. (2000). *Integrating Customer Focus across the Firm*, *Services Marketing*, (2nd ed.). New York: McGraw-Hill. Zheng, Z. K., Yim, C. K. & Tse, D. K. (2005). The Effects of Strategic Orientations on Technology and Market-based Breakthrough Innovations. *Journal of Marketing*, 69, 42-60. 三、網站部份 Korea.net (2011). Korea in the world seen through statistics [2] Culture and Travel. 網址: <http://www.korea.net/news.do?mode=detail&guid=59571> WTO電子報(2010), 網址: <http://stat.wto.org/CountryProfile/WSDBCountryPFView.aspx?Language=E&Country=JP,KR,TW> 工研院產經中心(2011), 網址: <http://www.itri.org.tw/chi/publication/publication-content.asp?ArticleNBR=3731&p=2> 經濟日報社論(2009), 網址: <http://stat.wto.org/CountryProfile/WSDBCountryPFView.aspx?Language=E&Country=JP,KR,TW> 韓啟賢(2011), 美韓FTA 學者:應關注中長期台韓競爭力消長, 網址: <http://n.yam.com/rti/fn/201110/20111014541136.html>