

# 文創商品之產品創新、體驗行銷、知覺價值與購買意願關聯性研究 以韓國設計雜貨為例

李季芳、蔡源成、唐啟發

E-mail: 365438@mail.dyu.edu.tw

## 摘要

科技始終來自於人性，而生活卻需要更多的創意，因應全球化的風潮來襲，市場上被需要的是具有質感、獨創性且具有設計性的商品，而非僅具功能性的基本需求貨物。韓流是繼日本之後又一次大規模的流行文化勢力，現今臺灣市場上已處處可見韓國商品充斥於日常生活中，獨具風格、設計感、且個性化十足的實用產品特性，將使韓流商品逐漸成為消費者購買決策過程中的強勢選擇。本研究即以韓國設計雜貨為探討主題，研究檢驗產品創新、體驗行銷、知覺價值與購買意願間之關聯。本研究有效回收問卷330份，並使用SPSS與Amos作為實證分析之工具，透過敘述性統計分析、信效度分析、t檢定、單因子變異數、Scheffe事後比較、皮爾森相關積差分析、結構方程模型配適度檢驗，我們發現產品創新、體驗行銷、知覺價值與購買意願間具有顯著正向影響。因此，針對本研究之結論、建議與限制均有進一步討論。

關鍵詞：產品創新、體驗行銷、知覺價值、購買意願

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