

知覺風險與產品涉入程度對購買意願關係之研究-以進口美國牛肉為例

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摘要

本研究主要以進口美國牛肉為主要探究的議題，探討消費者在意識到美國牛肉事件的風險後(知覺風險)，對其購買意願影響之研究，同時進一步探討消費者產品涉入程度，對知覺風險與購買意願之間的干擾效果，期望從中發現消費者對於產品涉入程度是否會減緩知覺風險所帶來的負面購買意願。本研究主要採用信、效度分析、Person相關係數及迴歸分析為主要研究方法，抽樣方式採便利抽樣，發放問卷區域主要鎖定在台中市幾個主要賣場內消費者。研究結果顯示身體風險、心理風險與購買意願呈現負向關係，財務風險與購買意願呈現正向關係，由此可知，知覺風險與消費者購買意願負向關係推論僅部分成立；其次，消費者涉入程度與其購買意願存在顯著正向關係；最後，消費者涉入程度對知覺風險與購買意願之干擾效果僅部分成立，即消費者涉入程度將弱化身體風險、心理風險與其購買意願之負向關係，並進一步轉為正向關係。

關鍵詞：知覺風險、產品涉入程度、購買意願、美牛事件

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