

產品知覺、從眾行為與購買意願間關係之研究-以北部大學生購買智慧型手機為例

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摘要

本研究旨在探討北部大學生購買智慧型手機的消費者行為，及產品知覺與從眾行為對購買意願的影響。研究者參考文獻並經本研究彙整修改編製成之「產品知覺、從眾行為與購買意願間關係之研究問卷」為研究工具，以便利抽樣的方式選取北部的大學生來進行研究，有效樣本共401人。所得資料以描述性統計、獨立樣本 t 考驗、單因子變異數分析、皮爾森積差相關及簡單迴歸分析等方式進行量化資料分析。研究結果為：(1)不同個人背景變項之消費者在產品知覺上有顯著差異。(2)不同個人背景變項之消費者在購買意願上有顯著差異。(3)不同個人背景變項之消費者在從眾行為上有顯著差異。(4)消費者的產品知覺對購買意願具有正相關。(5)從眾行為對消費者購買意願具有正相關。(6)產品知覺與從眾行為對購買意願有預測力。期望研究結果能夠用來驗證智慧型手機購買行為，並提供給相關企業行銷決策人員在行銷策略上參考。

關鍵詞：智慧型手機、產品知覺、從眾行為、購買意願

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