

# 運動用品品牌知名度、知覺品質、知覺價值對消費者購買意願影響之研究-以NIKE休閒運動鞋為例

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## 摘要

由於運動休閒人口遽增，相對運動用品之需求也大增，隨著運動用品市場的激烈競爭，產品種類與流行趨勢時刻都在創新，運動用品產業科技技術的進步，讓各運動商品間的品質、外型設計和功能差異性減小，使得消費者對於運動用品的品質和價值的感受，甚至購買的意願都有可能直接取決於品牌的知名度。然而過去文獻卻缺乏以品牌知名度為獨立變項，來與消費者的內在因素知覺品質、知覺價值和購買意願三者作全面性的探討，故本文選擇以NIKE休閒運動鞋作為研究產品，來探討品牌知名度、知覺品質、知覺價值對消費者購買意願之影響應用於運動用品市場之可能性。本研究採問卷調查法，以一般休閒運動鞋消費族群為對象，共回收有效問卷371份，以結構方程模式(SEM)作為分析工具。研究結果發現：(1)品牌知名度對知覺品質有直接影響效果；知覺品質對知覺價值有直接影響效果；知覺價值對購買意願有直接影響效果。(2)知覺品質具有品牌知名度與知覺價值之間的中介關係。(3)知覺價值具有知覺品質與購買意願之間的中介關係。本研究並根據研究結果提出相關的建議供業者參考。

關鍵詞：品牌知名度、知覺品質、知覺價值、購買意願

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