

# 品牌知名度、知覺風險、產品知識與消費者購買意願關係之研究-以平板電腦為例

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## 摘要

自2010年1月Apple公司推出iPad後，平板電腦捲土重來，顛覆了消費者使用電子產品的方式與習慣，造成的熱潮迫使各國大廠紛紛進軍平板電腦市場。消費者在眾多品牌中，如何挑選出適合自己的產品？品牌知名度高的產品真的讓消費者比較放心，而提高購買意願？本研究之目的在探討品牌知名度對消費者平板電腦購買意願的影響，並探討知覺風險在品牌知名度與購買意願間是否具有中介的影響效果？此外，亦探究產品知識是否對品牌知名度與知覺風險間具有干擾效果？本研究以會上網瀏覽資訊或收發e-mail的消費者為對象，採用網路問卷調查方式取得研究樣本，共回收357份問卷，去除無效問卷32份後，回收的有效問卷為325份；資料分析方法包括描述性統計、信度分析、因素分析、Pearson相關分析與階層迴歸分析。研究結果發現：1.品牌知名度對購買意願有顯著正向影響。2.品牌知名度對知覺風險有顯著負向影響。3.知覺風險對購買意願具有顯著負向影響。4.知覺風險在品牌知名度與購買意願間具有中介的影響效果。5.產品知識對品牌知名度與知覺風險間具有干擾效果。最後依研究結果提出建議，以供實務上應用之參考。

關鍵詞：品牌知名度、知覺風險、產品知識、消費者購買意願、平板電腦

## 目錄

中文摘要 i 英文摘要 ii 謝誌 iv 內容目錄 vi 表目錄 viii 圖目錄 ix 第一章 緒論 1 第一節 研究背景 1 第二節 研究動機 2 第三節 研究問題 4 第四節 研究目的 5 第五節 研究流程 6 第二章 文獻探討 7 第一節 品牌知名度 7 第二節 知覺風險 9 第三節 產品知識 12 第四節 購買意願 14 第五節 各構念間之關係 16 第三章 研究設計 20 第一節 研究架構 20 第二節 研究假說 21 第三節 變數操作性定義及衡量 21 第四節 前導研究 25 第五節 問卷設計與資料蒐集 26 第六節 資料分析方法 28 第四章 資料分析與研究結果 30 第一節 敘述性統計分析 30 第二節 信效度分析 34 第三節 相關分析 39 第四節 迴歸分析 40 第五章 結論與建議 47 第一節 結論 47 第二節 管理意涵與建議 49 第三節 研究限制與後續研究建議 51 參考文獻 53 附錄 65

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