

耐久性產品外部線索對顧客購買意願影響之研究

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摘要

本研究主要目的是運用實驗設計方法來探討耐久性產品製造來源國之國家形象、產品價格、以及品牌形象對於產品評價之影響，進而探討其對購買意願之影響。其中產品製造來源國區分為高國家形象及低國家形象；產品價格則分別為高價扣及低價格；品牌形象則分別為高品牌形象及低品牌形象，故本研究之實驗設計是屬於 $2 \times 2 \times 2$ 之因子設計，共有8個實驗組，以自宅家用電梯產品做為受測產品。經由研究結果顯示產品製造來源國之國家形象、產品價格與品牌形象對於產品評價及購買意願會存在不同的影響，而本研究所得之結論如下：1. 研究結果得知受測者對自用電梯產品，當製造國家之國家形象愈高時，則消費者會存在愈高的產品評價。此結果和Peterson and Jolibert (1995) 研究中所提出的產品來源國訊息對於消費者評價產品具有重大的影響，以及消費者將趨向於將產品來源國視為判斷產品品質的外部線索是一致的。2. 在研究結果中可得知當電梯品牌形象愈高時，則消費者對於產品的評價會愈高，這與Grewal, Krishnan, Baker, and Borin (1998)與Dodds, Monroe and Grewal(1991)所提出當品牌形象愈高時，消費者對於該產品的品質及評價會隨之愈高的論點是一致性的，這也說明了通常高品牌形象產品會存在較高的市場佔有率及在消費者心中存在較佳的產品評價。3. 當電梯價格愈低時，則消費者會存在愈低的產品評價。在Grewal, Krishnan, Baker, and Borin (1998) 研究中針對大學生對於腳踏車產品研究的結果顯示價格折扣與產品品質存在負向關係。這表示價格愈低消費者對於該產品的知覺品質及產品評價會有愈低的現象。4. 本研究利用迴歸分析以檢定產品評價對消費者購買意願之關係。係數估計的結果指出，產品評價能有效預測消費者的購買意願，產品評價愈高，消費者的購買意願愈高。這與Zeithaml(1988)提出價值的多層次屬性模式，認為消費者的購買意願源自於知覺價值的結果相同。

關鍵詞：產品製造來源國；產品評價；品牌形象；產品價格；購買意願

目錄

封面內頁	簽名頁	授權書	iii	中文摘要	iv	英文摘要	vii	誌謝	viii	目錄	ix	圖目錄	xi	表目錄	xii	第一章 緒論	1.1 研究動機	1	1.2 研究目的	2	1.3 研究範圍	2	1.4 研究限制	3	1.5 研究流程	4	第二章 文獻探討	2.1 產品線索	6	2.2 來源國線索	7	2.2.1 來源國效應	7	2.2.2 多重來源國線索	9	2.2.3 來源國形象與來源國形象效果	10	2.2.4 來源國形象與來源國效應之定義	10	2.2.5 來源國形象分類	11	2.2.6 來源國形象在產品評價中的角色	12	2.3 品牌形象	2.3.1 品牌形象定義	15	2.3.2 品牌的功能	15	2.3.3 品牌形象	16	2.3.4 品牌形象對來源國形象的影響	17	2.4 認知價格	2.4.1 認知價格之定義	22	2.4.2 認知價格之觀點	23	2.4.3 影響認知價格之角色	25	2.5 知覺產品評價的過程	26	2.6 消費者購買行為理論	28	2.6.1 消費者購買行為分析	29	2.6.2 購買者決策過程	30	2.7 來源國形象、認知價格與產品評價及購買意願	32	2.7.1 來源國形象與購買行為	32	2.7.2 認知價格與購買行為	34	2.7.3 產品評價與購買意願	35	第三章 研究方法	3.1 研究架構	36	3.2 研究假設	37	3.2.1 來源國效應與產品評價	37	3.2.2 品牌形象與產品評價	38	3.2.3 產品價格與產品評價	38	3.2.4 產品評價與購買意願	39	3.3 研究設計	39	3.3.1 實驗設計	39	3.3.2 研究標的	40	3.4 變數之操作性定義	42	3.4.1 自變數	42	3.4.2 應變數	42	3.5 問卷設計	43	3.5.1 研究對象	43	3.5.2 研究程序	43	3.6 資料分析方法	44	第四章 研究結果與分析	4.1 前測分析	46	4.2 正式問卷	47	4.2.1 樣本信度分析	47	4.2.2 正式問卷樣本結構分析	48	4.2.3 產品評價及購買意願之變異數分析	50	4.3 操弄變數檢定	51	4.3.1 品牌形象、來源國效應與產品價格對產品評價影響之檢定	51	4.3.2 產品評價與購買意願關係之檢定	53	第五章 結論與建議	5.1 研究結論	55	5.2 實務上之建議	57	5.3 未來研究之建議	58	參考文獻	中文部份	60	英文部份	62	附件	前測問卷	71	問卷(1)	80	問卷(2)	83	問卷(3)	86	問卷(4)	89	問卷(5)	92	問卷(6)	95	問卷(7)	98	問卷(8)	101
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