

製造來源國與品牌名稱對消費者購買意願影響之研究-以國際性服飾品牌為例

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摘要

企業受專業分工及全球化的影響下，產品的生產及行銷活動改變，使得混血產品的出現。而消費者在購買產品時，會以品牌、價格、製造來源國等外部線索來判斷產品的品質。近年來新興的網路購買也對服飾產品的銷售通路產生了衝擊。因此，本研究的目的即是探討通路、製造來源國、品牌名稱、價格對於消費者對產品評價之影響。本研究以 $2 \times 2 \times 2 \times 2$ 的多因子實驗設計法，將各自變數分組而通路區分為專櫃及網站、製造來源國形象(高/低)、品牌名稱(高/低)、價格(高/低)，以探討產品外部線索對消費者知覺品質之影響。研究對象為在本國消費者及在台之外國消費者，樣本數分別為400人及160人。本研究之結果如下：1. 不同的行銷通路會影響消費者的知覺品質，2. 製造來源國、品牌名稱與知覺品質呈正向關係，3. 價格線索與知覺犧牲呈正向關係，4. 消費者的知覺品質與知覺犧牲分別與知覺價值呈現正向與負向關係，5. 知覺品質與犧牲在外部線索與知覺價值間具有中介效果，6. 消費者的知覺價值與購買意願呈正向關係。

關鍵詞：製造來源國、品牌名稱、知覺品質、購買意願

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