

# 數位相機製造來源國與品牌知名度及價格對購買意願之影響

劉超凡、封德台

E-mail: 9418211@mail.dyu.edu.tw

## 摘要

隨著全球化(globalization)的浪潮，企業的營運活動將不僅侷限於母國的市場。即企業可以透過跨國投資、策略聯盟、代工等方式在世界各地尋求有利產品的價值鍊，因而衍生出產品可擁有兩個不同來源國形象所組成之混合產品。學者Chao(1993)將策略的觀點帶入來源國的相關研究中，並提出混合產品的概念。而本研究針對企業進入到他國市場，消費者除了受製造來源國印象的優、缺點影響外，增加品牌和價格等外在線索將使消費者對產品評價與購買意願產生影響作探討。研究結果顯示：(一)製造來源國形象、品牌知名度與價格對產品評價與購買意願之交互作用是顯著的。(二)其中發現不同製造來源國形象對產品評價與購買意願之影響，不受價格高低所影響。(三)品牌知名度與價格對購買意願呈交互作用。(四)製造來源國形象、品牌知名度與價格對購買意願之主效果是顯著的。(五)受製造來源國形象、品牌知名度與價格影響下的產品評價與購買意願間呈現正向關係。

關鍵詞：製造來源國形象；品牌知名度；價格；產品評價；購買意願

## 目錄

封面內頁 簽名頁 授權書.....	iii
中文摘要.....	iii
英文摘要.....	v
誌謝.....	vi
目錄.....	vii
圖目錄.....	viii
表目錄.....	xi
第1章 緒論.....	xiii
1.1.1. 研究動機 1.1.2. 研究問題定義 3.1.3. 研究方法與流程 4	
第2章 文獻探討 5.2.1. 製造來源國形象(COUNTRY OF ORIGIN) 5.2.1.1. 來源國形象相關文獻回顧 5.2.1.2. 來源國形象多重線索探討 11.2.1.3. 小結 14.2.2. 品牌知名度 14.2.2.1. 品牌知名度定義 15.2.2.2. 品牌知名度相關研究探討 16.2.2.3. 小結 19.2.3. 價格 20.2.3.1. 價格相關定義 20.2.3.2. 價格相關文獻探討 20.2.3.3. 小結 23	
第3章 研究方法 24.3.1. 觀念性架構 24.3.2. 研究假設 26.3.2.1. 製造來源國形象、品牌知名度與價格對產品評價與購買意願之影響 26.3.2.2. 製造來源國與品牌知名度對產品評價與購買意願之影響.....	27
3.2.3. 製造來源國與價格對產品評價與購買意願之影響 28.3.2.4. 品牌知名度與價格對產品評價與購買意願之影響 29.3.2.5. 製造來源國形象對產品評價與購買意願之影響 30.3.2.6. 品牌知名度對產品評價與購買意願之影響 31.3.2.7. 價格對產品評價與購買意願之影響 32.3.3. 變數定義與操作化說明 32.3.3.1. 自變數(independence variable) 33.3.3.2. 應變數(dependence variable) 35.3.3.3. 控制變數 36.3.4. 前測 37.3.5. 實驗設計與矩陣 38.3.6. 資料分析方法 39	
第4章 研究結果與討論 40.4.1. 問卷回收與樣本結構 40.4.2. 信度分析 43.4.3. 假設驗證 44.4.3.1. 製造來源國形象、品牌知名度與價格對產品評價與購買意願之影響 44.4.3.2. 製造來源國形象與品牌知名度對產品評價與購買意願之影響 49.4.3.3. 製造來源國形象與價格對產品評價與購買意願之影響 53.4.3.4. 品牌知名度與價格對產品評價與購買意願之影響 56.4.3.5. 製造來源國形象對產品評價與購買意願之影響 58.4.3.6. 品牌知名度對產品評價與購買意願之影響 61.4.3.7. 價格對產品評價與購買意願之影響 64.4.3.8. 探討產品評價與購買意願間關係 66	
第5章 結論與建議 67.5.1. 研究發現 67.5.2. 理論意涵與實務意涵上之建議 68.5.3. 研究限制與未來研究方向 70	
參考文獻 72	

## 參考文獻

- 中文 1. Philip Kotler (1998), 方世榮譯, 行銷管理學-分析、計劃、執行、與控制, 台北東華書局。2. 吳文村, 產品製造來源國之國家形象、價格折扣與品牌知名度對於消費者產品評價之影響, 國立成功大學企業管理學系碩士論文, 2001年。3. 何璋, “超現實表現手法作為圖像表現策略在平面廣告中所發揮非語辭傳播效果研究”, 交通大學應用藝術研究所碩士論文, 2000。4. 林建煌, 消費者行為, 台北:智勝文化, 2002年。5. 湯立群, 「來源國屬性與產品資訊特性搭配一致性之研究-產品類別的干擾效果」, 元智大學管理研究所碩士論文, 2001年。6. 廖安仁, 「國家形象對品牌權益影響之研究」, 國立中央大學企業管理研究所碩士論文, 2002年6月。7. 盧論緯, 「當冷科技遇到熱靈魂--新落成的上海國際賽車場」, 數位時代雙週第91期, 2004年10月。8. 饒光裕, 「顧客關係管理與建立虛擬社群成員忠誠度關係之研究」, 大葉大學國際企業管理學系碩士論文, 2004。英文 1. Ahmed, Sadrudin A. and Alain d' Astous (1996), “Country-of-Origin and Brand Effects: A Multi-Dimensional and Multi-Attribute Study,” Journal of International Consumer Marketing, 9(2), pp.93-115. 2. Ashmore, R. D., & Del Boca, F. K. (1981). Conceptual approaches to stereotypes and stereotyping. In D. L. Hamilton (Ed.), Cognitive processes in stereotyping and intergroup behavior (pp. 1 – 35). Hillsdale, NJ: Lawrence Erlbaum. 3. Asker (1991), Managing Brand Equity:

Capitalizing on the Value of a Brand Name, New York: The Free Press. 4. Bannister, J. P. und J. A. Saunders (1978): UK Consumers ' Attitudes Toward Imports: The Measurement of National Stereotype Image. In: European Journal of Marketing, 12 Jg., N ° 8,S. 562-570 5. Bilkey, Warren J. and Erik Nes(1982), " Country-of-Origin Effect on Product Evaluation, " Journal of International Business Studies , 13(1), pp.89-99. 6. Billig, M. (1985). Prejudice, categorization and particularization: From a perceptual to a rhetorical approach. European Journal of Social Psychology,15, 79 – 103. 7. Cattin, P. L. and J. C. Olson ( 1982 ) " A Cross-Cultural Study of " Made in Concepts " , Journal of Consumer Research, vol. 15, Iss. 2, pp. 210-24. 8. Celsi, Richard L. and Jerry C. Olson (1988), " The Role of Involvement in Attention and Comprehension Processes, " Journal of Consumer Research,15 (Sep.), pp.210-4 . 9. Chao (1993), " Partitioning Country of Origin Effects: Consumer Evaluations, " Journal of International Business Studies, 24(2), pp.291-306. 10. Chapman, J., and Russ Wahlers (1999), " A Revision and Empirical Test of The Extended Price-Perceived Quality Model, " Journal of Marketing Theory and Practice, Vol. 7, No. 3, pp. 53-64. 11. Cordell, Victor V. (1992), " Effects of Consumer Preferences for Foreign Sourced Products, " Journal of International Business Studies, Vol. 23, No. 2, pp. 251-269. 12. Cordell, Victor V. (1993), " Interaction Effects of Country of Origin with Branding, Price, and Perceived Performance Risk, " Journal of International Consumer Marketing, Vol. 5, No. 2, pp. 5-20. 13. Dawar, Niraj and Phillip Parker (1994), " Marketing Universals: Consumers ' Use of Brand Name, Price, Physical Appearance, and Retailer Reputation as Signals of Product Quality, " Journal of Marketing, 58(April), pp.81-95. 14. Dodds, William B., Kent B. Monroe and Dhruv Grewal(1991), " Effects of Price, Brand and Store Information on Buyers ' Product Evaluation, " Journal of Marketing Research 28(Aug.), pp.307-319. 15. Ehrlich, H. J. (1973). The social psychology of prejudice. New York:Wiley. 16. Erickson, Johny K. Johansson, and Paul Chao (1984), " Image Variables in Multi-Attribute Product Evaluations: Country-of-Origin Effects, " Journal of Consumer Research.11(Sep.) , pp.694-699. 17. Eroglu, S. A., and Machleit, K. A. (1989).Effects of individual and products pecificv riables on utilizing country of origin as a product quality cue. International Marketing Review, 6(6), 27 – 41. 18. Fishbein, M., & Ajzen, I. (1975). Belief, Attitude, Intention, and Behavior. Chap 1. Reading, MA: Addison-Wesley 19. Grewal Dhruv, , R. Krishnan, Julie Baker and Norm Borin (1998), " The Effect of StoreName, Brand Name and Price Discounts on Consumers, Evaluations and Purchase Intentions, " Journal of Retailing, 74(3) , pp.331-35 20. Grewal, Dhruv, Kent B. Monroe, and R. Krishnan (1998), " The Effects of Price-Comparison Advertising on Buyers ' Perceptions of Acquisition Value, Transaction Value, and Behavioral Intentions, " Journal of Marketing, Vol. 62, No.2, pp. 46-59. 21. Hampton, Geralk M., 1977. Perceived Risks in Buying Products Made Abroad by American Firms, Baylor Business Studies, October:53-64. 22. Han, C. Min (1990), " Country Image: Halo or Summary Construct? " Journal of Marketing Research, 26(May) , pp.222-229. 23. Han, C. Min and Vern Terpstra (1988), " Country-of-Origin Effects for Uni – National and Bi-National Products, " Journal of International Business Studies, 19(2),pp.235-256. 24. Hastak, M. and S. Hong, (1991), " Country of Origin Effects on Product Quality Judgements: An Information Integration Perspective, " Psychology and Marketing, 8(2), pp.129-143. 25. Holbrook, M. B. (1981). Integrating compositional and ecompositional analyses to represent the intervening role of perceptions in evaluative judgments.Journal of Marketing Research, 18, 13 – 28. 26. Hoyer, Wayne D. and Steven P. Brown (1990), " Effects of Brand Awareness on Choice for a Common, Repeat-Purchase Product, " Journal of Consumer Research, Vol. 17, No. 2, pp. 141-148. 27.Jacoby, J., and Kaplan, L. B., ( 1972 ) , " Thecomponents of perceived risk " , in Venkatesan, M. ( Ed. ) , Third Annual Conference of theAssociation for Consumer Research, Associationfor Consumer Research, College Park, MD, pp.382-393. 28. Janda, Swinder, and C. P. Rao (1997), "The Effects of Countryof-Origin Related Stereotypes and Personal Beliefs on Product Evaluation," Psychology and Marketing, 14 (7), 689-702. 29. Johansson, Johny K. and Hans B. Thorelli (1985), " International product positioning " , Journal of International Business Studies, vol. 16 (Fall), 57 – 75. 30. Kashyap, Rajiv and David Bojanic, (2000) "A Structural Analysis of Value, Quality, and Price Perceptions of Business and Leisure Travelers," Journal of Travel Research, 39 (August), 45-51. 31. Keller, Kevin Lane (1993), " Conceptualizing, Measuring, and Managing Customer-Based Brand Equity, " Journal of Marketing, Vol. 57, No. 1, pp. 1-22. 32. Lee, D., Ganesh, G., (1999). Effects of Partitioned CountryImage in the Context of Brand Image and Familiarity.International Marketing Review, 16 (1), 18-39 33. Li, Z. G., R. P. Dant ( 2000 ) " Dimensions of Product Quality and Country ofOrigin Effects Research " , Journal of International Consumer Marketing, Vol. 10 34. Lim, J., W. K. Darley, and J. O. Summers (1994), " An Assessment of Country of Origin under Alternative Presentation Formats, " Journal of the Academy of Marketing Science, 22(3), pp.274-282. 35. Macdonald, Emma and Byron Sharp (2000) "Brand awareness effects on consumer decision making for a common, repeat-purchase product: a replication", Journal of Business Research , Vol. 48 (No.1 April) p.5-15. 36. Martin, I. M. and S. Eroglu. 1993. "Measuring a Multi-Dimensional Construct: Country Image." Journal of Business Research. 28: 191-210 37. Mazursky, D. and Jacoby, J. (1986), " Exploring the development of store image " , Journal of Retailing, Vol. 50 No. 2, pp. 145-65. 38. Monroe, Kent B., (1990), Pricing: Making Profitable Decisions. New York: McGraw-Hill Book Company. 39. Monroe, and R. Krishnan (1985), " The Effect of Price on Subjective Product Evaluation, " In Perceived Quality: How Consumers View Stores and Merchandise. Eds. Jacob and Jerry C. Olson. Lexington. MA: Lexington Books, pp.209-232. 40. Nes, Eric. and Warren J. Bilkey (1993), " A Multiple Cue of Country-of-Origin Theory, " in Product-Country Image Impact and Role in International Marketing, Chap. 7, Nicolas Papadopoulos and Louis Heslop. Eds.,International Business Press. Binghamton.NY. 41. Olson, Jerry C. and Jacob Jacoby (1972), " Cue Utilization in the Quality Perception Process, " in Proceedings of the Third Annual Conference of the Association for Consumer Research. ed. M. Venkatesan, College Park, MD:Association for Consumer Research, pp.167-179. 42. Olson (1977), " Price as an Informational Cue: Effects in Product Evaluation, " in Consumer and Industrial Buying Behavior, Arch G. Woodside, Jagdish N. Sheth, and Peter D. Bennet, eds. New York: North Holland Publishing Company , pp.267-86. 43. Pecotich A. and M. Rosenthal,( 2001) " The Impact of Consumer Ethnocentrism on the Country of Origin Effect, " Journal of Global Marketing, 15, 2, 31-60. 44. Percy, Larry, and John R. Rossiter (1992), "A Model of Brand Awareness and Brand Attitude Advertising Strategies," Psychology

and Marketing, 9 (4), 263-274. 45. Pecotich, A, M Pressley, and D Roth (1996), " The Impact of Country of Origin in the Retail Service Context, " Journal of Retailing and Consumer Services, Vol. 3, No. 4, pp. 213-224. 46. Rao, Akshay R. and Kent B. Monroe (1989), " The Effect of Price, Brand Name, and Store Name on Buyers ' Perceptions of Product Quality: An Integrative Review, " Journal of Marketing Research, 26(August), pp.351-7 47. Roth, M. S. and J. B. Romeo(1992), " Matching Product Category and Country Image Perceptions: A Framework for Managing Country-of-Origin Effects, " Journal of International Business Studies, Vol.23(3), pp.477-497. 48. Samiee, Saeed (1994), " Customer Evaluation of Products in a Global Market, " Journal of International Business Studies, Vol. 25, No. 3, pp. 579-604. 49. Schooler, R. D. (1965) : Product bias in the Central American Common Market, In: Journal of Marketing Research, 2, november, pp. 394-397 50. Scitovszky, T. (1945), " Some Consequences of the Habit of Judging Quality by Price, " Review of Economic Studies , Vol. 12, No. 32, Winter, pp.100-105. 51. Sirgy, M. J. (1983), Social Cognition and Consumer Behavior, NY: Praeger Publishers. 52. Teas, R. Kenneth and Sanjeev Agarwal (2000), " The Effect of Extrinsic Product Cues on Consumers ' Perceptions of Quality, Sacrifice, and Value " Journal of the Academy of Marketing Science , 28(2), pp.278-90. 53. Thakor, M.V., and Lea Prevel Katsanis (1997), " A Model of Brand and Country Effects on Quality Dimensions: Issues and Implications, " Journal of International Consumer Marketing, Vol. 9, No. 3, pp. 79-100. 54. Thorelli, H. B., L. S. Lim, J. Ye ( 1988 ) " Relative Importance of Country of Origin, Warranty, Retail Store Image on Product Evaluation " , International Marketing Review, Vol. 6, Iss. 1, pp. 35-45. 55. Tse and Gerald Gorn (1993), " An experiment on the Saliency of Country-of-Origin in the Era of Global Brands, " Journal of International Marketing, 1(1), pp.57-75. 56. Wall, Marjorie, John Liefeld, and Louise A. Heslop (1991), " Impact of Country-of-origin Cues on Consumer Judgments in Multi-Cue Situations: A Covariance Analysis, " Journal of the Academy of Marketing Science, Vol. 19, No. 2, pp. 105-113. 57. Zeithaml, Valerie A. (1988), " Consumer Perceptions of Price, Quality, and Value: A Means-End Model and Synthesis of Evidence, " Journal of Marketing 52(July), pp.2 -22.