

# 國人對進口葡萄酒及國產葡萄酒之消費者行為研究

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## 摘要

一般社會大眾通常會參考對標的物所知覺的口碑來評價此標的物。換言之，商品如果擁有優良的口碑，將具有很大的競爭優勢。因為優良的口碑代表一種品質的保證，消費者通常具有較高的意願購買具有良好口碑之產品。在行銷領域中對於口碑的研究並不多見，尤其在今天，消費者同時面對眾多進口產品與國產品牌間做選擇時，口碑是否會影響消費者的購買決策，更是一個值得關心的議題。因此，本研究選擇「消費者口碑」、「知覺品質」與「購買意願」等作為研究變數，並以國產葡萄酒與進口葡萄酒之消費者為研究對象。研究中採用結構方程式模式（SEM）來驗證所提理論架構的合理性以及變項間之因果關係。研究結果發現，消費者面對同樣商品時，商品的類型（進口或國產），會對其消費者口碑與知覺品質具有顯著差異。且就台灣的葡萄酒市場而言，口碑對購買意願不具有顯著的直接影響，其會透過知覺品質對購買意願產生間接的正向影響。

關鍵詞：消費者行為、消費者口碑、知覺品質、購買意願

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