

兩岸筆記型電腦市場品牌聯想、知覺風險與顧客滿意對購買意願影響之研究

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摘要

企業間的競爭日益激烈，有愈來愈多的企業紛紛發展自己的品牌，希望能創造品牌所帶來的價值，並期望能在品牌的投資上得到良好的績效。因此品牌會影響到消費者的購買意願，但是在購買產品的過程中，也會受到知覺風險和顧客滿意度的影響。因此本研究是針對兩岸筆記型電腦消費者的品牌聯想、知覺風險與顧客滿意對購買意願的影響進行研究。研究結果如下：一、上海地區非華人品牌和台灣地區華人品牌的品牌聯想程度愈高，知覺風險的程度就會愈低。二、上海地區華人和非華人品牌和台灣地區華人和非華人品牌的知覺價值程度愈高，顧客滿意度也會愈高。三、上海地區華人和非華人品牌的品牌個性程度愈高，顧客滿意度也會愈高。四、上海地區華人和非華人品牌和台灣地區華人品牌的組織聯想程度愈高，顧客滿意度也會愈高。五、上海地區華人和非華人品牌和台灣地區華人和非華人品牌的財務風險程度愈高，顧客滿意度就會愈低。六、上海地區華人品牌的心理風險程度愈高，顧客滿意度就會愈低。七、台灣地區非華人品牌的時間風險程度愈高，顧客滿意度就會愈低。八、上海地區非華人品牌和台灣地區華人和非華人品牌的知覺價值程度愈高，購買意願程度也會愈高。九、上海地區華人和非華人品牌和台灣地區非華人品牌的品牌個性程度愈高，購買意願程度也會愈高。十、上海地區華人和非華人品牌和台灣地區華人品牌的組織聯想程度愈高，購買意願程度也會愈高。十一、上海地區華人和非華人品牌和台灣地區華人和非華人品牌的財務風險程度愈高，購買意願程度就會愈低。十二、台灣地區華人品牌的時間風險程度愈高，購買意願程度就會愈低。十三、上海地區華人和非華人品牌和台灣地區華人和非華人品牌的顧客滿意程度愈高，購買意願程度也會愈高。

關鍵詞：品牌聯想，知覺風險，顧客滿意，購買意願

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