

知覺價值與產品知識對品牌形象與購買意願關係之干擾效應:以狗食之國際品牌為例

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摘要

因生活型態不同的改變，由重視物質生活轉為要求精神生活的品質，故寵物在家庭中所扮演的角色也就越來越重要。然而過去文獻在寵物議題上，多著重於現象學、健康醫療及人類、動物間的關係聯結。很少在一般社會科學上有專心致力於寵物所有權的現象和特定的消費者研究。在競爭如此激烈的狀況下何種狗食會吸引飼主購買？在本研究中，將知覺價值分為知覺「產品」價值與知覺「寵物」價值來探討。且過去研究未探討產品知識對品牌形象與購買意願關係之干擾作用。故本研究檢視知覺價值、產品知識與品牌形象對飼主之購買意願的影響。本研究以飼主為研究對象，共回收702份有效問卷。以層級迴歸方法進行分析，結果顯示知覺「寵物」價值與產品知識對品牌形象與購買意願之關係具有干擾效果。最後，本研究亦對研究與管理意涵及未來之研究建議提出討論。

關鍵詞：知覺寵物價值，產品知識，知覺產品價值，品牌形象，購買意願

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