

產品知識對品牌權益與消費者購買意願關係之干擾效應-以全球手機品牌為例

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摘要

面對消費者追求個人化及差異化的時代，品牌已成為企業最具競爭力及影響力的資產之一時，左右顧客消費的考量因素不再僅著重於產品功能，品牌亦成為一大考量因素；而品牌權益之意涵涵蓋了消費者對於品牌之整體觀感及態度，如何建立更高的品牌權益實為品牌經營者之重大課題。為擴展品牌權益的知識領域，本研究以品牌權益為自變項，探討品牌權益(brand equity)與購買意願(purchase intention)之關係，並透過產品知識(product knowledge)干擾機制作用，以進一步釐清此二變數之關係。本研究是以台灣地區之消費者作為樣本對象，總計回收樣本數為518份，透過階層回歸模式之整體分析結果顯示，品牌權益對購買意願產生顯著之正向影響，此外，產品知識對於品牌權益與購買意願關係之干擾效果成顯著且負向之關係。

關鍵詞：品牌權益，購買意願，產品知識

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