

# 台灣與北美消費者專業化程度對產品購買意願之影響

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## 摘要

本研究問題是探討消費者專業化(specialization)對相關裝備購買意願之影響。作者認為專業化程度，會正向影響消費者對活動相關裝備的購買意願，而文化上的差異則會干擾這個關係。進一步驗證這個關係，將有助於瞭解休閒活動參與者的消費者行為。本研究採用問卷調查法，針對台灣集美國地區過去一年曾參與登山活動者進行資料蒐集，並採用Scott and Shafer 於2001年提出的專業化模型，來衡量消費者的專業化程度。驗證性因素分析結果顯示，專業化模型具有一定的信度及建構效度。在假說檢定方面，則採用迴歸分析及雙因子變異數分析。研究結果證實，消費者專業化程度對於相關裝備購買意願有正向影響，而文化的干擾效果則不顯著。

關鍵詞：專業化，登山，文化，裝備，購買意願

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