

產品來源國形象、消費者自信心對價格敏感度影響之研究：以美、日、韓、德汽車產業為例

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摘要

本研究主要在探討不同來源國形象之下，消費者購買汽車產品後之消費者自信心對價格敏感度的關係，並以美、日、韓、德等四國的汽車產品為研究標的，探討消費者自信心對價格敏感度的影響效果，及來源國形象對消費者自信心對價格敏感度的干擾效果。本研究以問卷調查實際消費經驗，共發放600份問卷，回收355份，在剔除填答不全的問卷後，剩下250問卷。研究結果發現消費者自信心的總效果對價格敏感度會有負向影響，且其子構面中，則只有資訊取得與處理、個人決策及市場介面等三個因素與價格敏感度呈現負向影響效果。在來源國形象的干擾效果方面，則只有在子構面中的說服知識對於價格敏感度的影響效果會被來源國形象所干擾。

關鍵詞：來源國形象；消費者自信心；價格敏感度

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