

產品來源國形象、知覺風險對價格敏感度影響之研究：美、日、韓家電產品為例

萬智偉、倪家珍

E-mail: 9701161@mail.dyu.edu.tw

摘要

本研究主要在探討不同來源國形象之下，消費者購買產品後之知覺風險對價格敏感度的關係，並以美、日、韓等三國的家電產品為研究標的，探討知覺風險對價格敏感度的影響效果，及來源國形象對知覺風險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540份，回收422份，發現幾個主要現象，首先；知覺風險的總效果對價格敏感度會有正向影響且其子構面中，時間風險和績效風險愈高，價格敏感度愈高。第二，在來源國形象的干擾效果方面，消費者知覺風險對價格敏感度不會被來源國形象所干擾，但在子構面中，來源國形象低時，績效風險愈高，價格敏感度愈高，社會風險愈高，價格敏感度會愈低，但在來源國形像好時，則社會風險與績效風險對價格敏感度無影響。

關鍵詞：來源國形象；知覺風險；價格敏感度

目錄

中文摘要	iii	英文摘要	iii
iv 誌謝辭		V 內容目錄	
vi 表目錄		viii 圖目錄	
xi 第一章 緒論	1	第一節 研究背景與動機	1
1 第二節 研究目的	3	第三節 研究範圍	3
4 第四節 觀念性架構	4	第五節 研究流程	5
第二章 文獻探討	7	第一節 知覺風險	7
18 第三章 研究方法	18	第二節 價格敏感度	13
27 第一節 研究架構	27	第三節 產品來源國形象	18
28 第二節 變數定義	27	第一節 研究架構	28
29 第三節 研究假設	29	第二節 研究假設	28
33 第四節 問卷設計及衡量指標	33	第三節 研究假設	33
38 第五節 資料分析與統計方法	38	第四節 問卷設計及衡量指標	33
39 第一節 樣本基本資料分析	39	第五節 資料分析與統計方法	38
60 第二節 信度與效度分析	60	第一節 樣本基本資料分析	39
65 第三節 價格敏感度的實證資料分析	65	第二節 信度與效度分析	60
68 第一節 結論	68	第三節 價格敏感度的實證資料分析	65
68 第二節 建議	68	第一節 結論	68
68 第三節 研究限制	68	第二節 建議	68
70 中文部份	70	第三節 研究限制	68
70 英文部份	70	第四節 研究限制	68
70 附錄A 問卷	70	第五節 研究限制	68
		參考文獻	68

參考文獻

一、中文部份 于卓民(2000)，國際企業：環境與管理，台北：華泰文化。任立平(2006)，產品來源國、價格敏感度與消費者創新採用之關係研究，中國文化大學國際企業管理研究所出版碩士論文。林怡安(2004)，運用線性結構關係模式探討化妝水購買涉入、品牌權益、知覺風險、顧客忠誠度與消費者生活型態關係之研究，國立東華大學企業管理學系未出版碩士論文。李青峰(1999)，產品涉入、品牌權益與市場特性對品牌評估與選擇的影響，國立成功大學企業管理學系研究所出版碩士論文。李富順(2007)，影響保健食品顧客忠誠度因素之研究，國立成功大學企業管理學系研究所出版碩士論文。周根主(2004)，網路折價券發放形式對於消費者知覺價值、知覺風險及使用意願的影響，國立臺灣師範大學大眾傳播研究所出版碩士論文。周文賢(2002)，多變量統計分析 SAS/STAT使用方法，智勝文化出版。洪朝陽(2005)，銷售者、產品與消費者性別屬性一致性對消費者知覺風險影響之研究，中國文化大學國際企業管理研究所出版博士論文。徐敏嘉(2004)，來源國形象認知與消費者價格敏感度關係之研究，中國文化大學國際企業管理研究所出版碩士論文。陳俊郎(2000)，國家形象效果對產品評估與購買決策之影響，銘傳大學國際企業管理研究所出版碩士論文。陳俊碩(2004)，品牌來源國家形象、產品知識與產品涉入程度對消費者購買決策影響之研究－以保險與餐飲服務為例，真理大學管理科學研究所出版碩士論文。曾瑞媛(2001)，品牌來源國及品牌權益影響消費者購買產品及服務意願之研究，真理大學管理科學研究所碩士論文。曾齡玉(2005)，價格敏感度與知覺主流設計對延遲購買行為影響之研究—以數位相機產品為實證，中原大學企業管理研究所出版碩士論文。詹智翔(1998)，由消費者觀點探討高科技產品特性、知覺風險與購買決策過程之研究，國立成功大學國際企業管理研究所出版碩士論文。楊雅

棠(2004), 關係品質與知覺風險對顧客抱怨行為影響之研究, 中國文化大學國際企業管理研究所未出版博士論文。 廖安仁(2002), 國家形象對品牌權益影響之研究, 國立中央大學企業管理研究所未出版碩士論文。 潘雅惠(2007), 影響消費者購買銀行理財商品滿意度之研究, 國立東華大學企業管理學系未出版碩士論文。 謝雅菱(2005), 製造來源國與品牌名稱對消費者購買意願影響之研究-以國際性服飾品牌為例, 大葉大學國際企業管理研究所未出版碩士論文。

二、英文部份 Agarwal, Sanjeev. & Sameer Sikri (1996). Country Image: Consume Evaluation of Product Category Extension. *International Marketing Review*, 13(4), 23-39. Ahmed, Sadrudin A. & d ' Astou, Alain (1996). Count-of-Origin and Brand Effects: A Multi- Dimensional and Multi-Attribute Study. *Journal of International Consumer Marketing*, 9(2), 93-115. Ahmed, Sadrudin A. & d ' Astou, Alain (1999). Produc-Country Image in Canada and in the People ' s Republic of China. *Journal of International Consumer Marketing*, 11(11), 5-22. Baird, Inga Skromme, & Howard, Thomas (1985). Toward A Contingency Model of Strategic Risk Taking. *The Academy of Management Review*, 10(2), 230-243. Bauer, & Raymond, A. (1960). Consumer Behavior as Risk Taking. *Dynamic Marketing for a Changing World*, In Robert S. Hancock ed., Chicago: American Marketing Association, 389-398. Bilkey, Warren J, & Nes, Erik (1982). Countr-of-Origin Effect on Product Evaluation. *Journal of International Business Studies*, 13(1), 89-99. Celsi, Richard L, & Olson, Jerry C. (1988). The Role of Involvement in Attention and Comprehension Processes. *Journal of Consumer Research*, 9(15), 210-4. Chao, Paul (1993). Partitioning Country of Origin Effects: Consume Evaluations. *Journal of International Business Studies*, 24(2), 291-306. Cordell, Victor (1991). Competitive Context and Price as Moderators f Country of Origin Preferences. *Journal of the Academy of Marketing Science*, 19(2), 123-128. Cordell, Victor (1992). Effect of Consumer Preferences For Foreign Source Product. *Journal of International Business Studies*, 251-299. Cox, Donald F. (1967). Risk Handling in Consumer Behavior-an Intensive Study of Two Cases. In Cox, Donald F. (Ed.), *Risk Taking and Information Handling in Consumer Behavior*, Harvard Business Press, Boston, MA, 34-81. Crawford, J.C. (1984). How US Buyers View South and East Asia as A Source of Supply. *Proceedings of Academy of International Business International Meeting*, National University of Singapore. Cunningham, Scott M. (1967). The Mjor Dimensions of Perceived Risk. In: Cox, Donald F. (Ed.), *Risk Taking and Information Handling in Consumer Behavior*, Harvard Business Press, Boston, MA, 82-264. Dawar, Niraj. & Parker, P. (1994). Marketing Universals: Consumers ' Use of Brand Name, Price, Physical Appearance, and Retailer Reputation as Signals of Product Quality. *Journal of Marketing*, 4(58), 81-95. Dowling, Grahame, R. (1986). Peceived Risk: The Concept and Its Measurement. *Psychology nd Marketing*, 193-210. Erickson, Gary M., Johansson, Johny K, & Chao, Paul (1984) . Image Variables in Multi-Attribute Product Evaluations: Country of Origin Effects. *Journal of Consumer Research*, 11, 694-69. Erickson, Gary M. & Johansson, Johny K (1985). The Role of Price in Multi-Attribute Product Evaluations. *Journal of Consumer Research*, 9(12), 195-199. Floh, A. & Treiblmaier, H. (2006). What keeps the e-banking customer loyal? A multigroup analysis of the moderating role of consumer characteristics on e-loyalty in the financial service industry. *Journal of Electronic Commerce Research*, 7(2), 97-110. Gatignon, H. (1984). Competition as a moderator of the effect of advertising on sales. *Journal of Marketing Research*, 27(4), 387-398. Goode, M. & Moutinho, L. (1996). The effects of consumers age on overall satisfaction: A application to financial services. *Journal of Professional Services Marketing*, 13(2), 93-112. Grewal, D., Gotlieb, J., & Marmorstein, H. (1994). The Moderating Effects of Message Framing and Source Credibility on the Price-perceived Risk Relationship. *Journal of Consumer Research*, 7(21) , 145-153. Hampton, Geralk M. (1977). Perceived Risks in Buying Products Made Abroad by American Firms. *Baylor Business Studies*, October , 53-64. Han, C. M. (1989). Country Image: Halo or Summary Construct. *Journal of Marketing Research*, 26(2), 222-229 Han, C. M., & Terpstra, Vern (1988). Countr-of-Origin Effects for Uni-National and Bi-National Products. *Journal of International Business Studies*, 19(2), 235-256. Han, C. M. (1990). Test the role of Country Image in Consumer Choice Behaviour. *European Journal of Marketing*, 24(6), 24-40. Hoch, Stephen J., & Young-Won Ha (1986). Consumer Learning: Advertising and the Ambiguity of Product Experience. *Journal of Consumer Research*, 9(13), 221-33. Huber, J., Holbrook, M. B., & Kahn, B. (1986). Effects of competitive context and of additional information on price sensitivity. *Journal of Marketing Research*, 23(3), 250-260. Hullard, J. S. (1999). The Effect of Country-of-Brand and Brand Name on Product Evaluation and Consideration: A Cross-Country Comparison, *Journal of International Consumer Marketing*, 11(1), 23-40. Hsieh, A. T., & Chang, W. T. (2004). The effect of consumer participation on price sensitivity, *Journal of Consumer Affairs*, 38(2), 282-296. Jacoby, J., Olson, J. C., & Haddock, R.A. (1971). Price, Brand Name and Product Composition Characteristics as Determinants of Perceived Quality. *Journal of Applied Psychology*, 55(6), 570-9. Jacoby, J., & Kaplan, L.B. (1972). The Components of Perceived Risk. in *Advance in Consumer Research*, M. Venkatesan, ed. Chicago: Association for Consumer Research, 383-393. Johansson, J.K, Douglas, S.P, & Nonaka, I. (1985). Accessing the impact of Country of Origin on Product Evaluations : A New Methodological Perception. *Journal of Marketing Research*, 11(2), 388-396. Kamen, J. M., & Nelson, P. (1974). The economic consequences of advertising, *Journal of Business*, 48(2), 213-241. Kanetkar, V., Weinberg, C. B., & Weiss, D. L. (1992). Price sensitivity and television advertising exposures: Some empirical findings, *Marketing Science*, 11(4), 359-371. Kaplan, L.B., Szybillo, G.J., & Jacoby, J. (1974). Components of Perceived Risk in Product Purchase: A Cross- Validation. *Journal of Applied Psychology*, 6(59), 287-291. Kotler, Philip (2003). *Marketing management* 11th ed. Prentice Hall International, Inc. Li, Z., Murray, L., & Scott, D. (2000). Global Sourcing, Multiple Country-of-Origin Facets, and Consumer Reactions. *Journal of Business Research*, 47(2), 121-133. Li, Zhan G., & Dant, Rajiv P. (1997). Dimension of Product Quality and Country- of-Origin Effects Research. *Journal of International Consumer Marketing*, 10(7, 8), 93-115. Lumpkin, J. R., Crawford, J. C., & Kim, G. (1985). Perceived risk as a factor in buying foreign clothes. *International Journal of Advertising*, 4(2), 157-71. Martin, I. M., & Eroglu, S. (1993). Measuring a Multi-Dimen-Tional Construct. *Journal of Business Research*, 28,191-210. McConnell, D. J. (1968). An experimental examination of the price-quality Relationship. *Journal of Business*, 41(6), 439-444. Mitchell, V.W. (1999). Consumer Perceived Risk: Conceptualizations and Models. *European Journal of Marketing*, 33(1/2), 163-195. Monroe, K.B. & Petroschius, S.M. (1981) . Buyers' Perceptions of Price: An Update of the Evidence. *Perspectives in Consumer Behaviour*. In Kassarian, H. H. and

T. S. Robertson, (Eds.) (3rd ed.) Glenview, IL: Scott, Foresman & Company. Murray, K.B., & Schlacter J.L. (1990). The Impact of Services versus Goods on Consumers: Assessment of Perceived risk and Variability. *Journal of the Academy of Marketing Science*, 18, Winter, 51-65

Nagashima, A. (1970). A Comparison of Japanese and U. S. Attitudes Toward Foreign Products. *Journal of Marketing*, January, 34, 68-74.

Nes, Eric., & Warren J. Bilkey (1993). A Multiple Cue of Country-of-Origin Theory. Nicolas Papadopoulos and Louis Heslop. Eds. In *Product-Country Image Impact and Role in International Marketing*, Chap. 7, International Business Press. Binghamton, NY.

Olson, J.C. (1977). Price as an Informational Cue: Effects on Product Evaluations. In A. G Woodside, J. D. Sheth, and P. D. Bennett (eds.). *Consumer and Industrial Buying Behavior*, New York " Elsevier, 267-286.

Olson, Jerry C., & Jacoby, J. (1972). Cue Utilization in the Quality Perception Process. In M. Venkatesan (Ed.), *Proceedings of the Third Annual Conference of the Association for Consumer Research*. ed., College Park, MD: Association for Consumer Research, 167-179.

Osgood, C. E., & Tannenbaum, P. H. (1957). The Principle of Congruity in the Prediction of Attitude Change. *Psychological Review* , 62, 42-55.

Pereira, A., Hsu, C.C., & Kundu, S.K. (2005). Country-of-Origin Image: Measurement and Cross-National Testing. *Journal of Business Research*, 58(1), 103-106.

Peterson, Robert A., & Jolibert, A. (1995). A Meta-Analysis of Country-of-Origin Effects. *Journal of International Business Studies*, 26(4), 883-900.

Rao, Akshay R., & Monroe, Kent B. (1988). The Modernizing Effect of Prior Knowledge on Cue Utilization in Product Evaluations. *Journal of Consumer Research*, 9(15), 253-264.

Roselius, Ted (1971). Consumer Rankings of Risk Reductions Methods. *Journal of Marketing* , 35(1), 56-61.

Roth, M. S., & Romeo, J.B. (1992). Matching Product Category and Country Image Perceptions: A Framework for Managing Country-of-Origin Effects. *Journal of International Business Studies*, 64(3), 477-497.

Saeed, S. (1994). Consumer Evaluation of Products in a Global Market. *Journal of International Business Studies*, 25(3), 579-604.

Samiee, S. (1994). Customer Evaluation of Product in a Global Market. *Journal of International Business Studies*, 25(3), 579-604.

Schooler, Robert D. (1971). Bias Phenomena Attendant to the Marketing of Foreign Goods in the U.S.. *Journal of International Business Studies*, Spring, 71-80.

Shapiro, B. P. (1968). The Psychology of Pricing. *Harvard Business Review*, 46, 14-25.

Stone, R. N. & Gronhaug, Kjell. (1993). Perceived risk: Further Considerations for the Marketing Discipline. *European Journal of Marketing*, 27, 39-50.

Sweeny, J.C., Soutar, G. N. & Johnson, L.W. (1999). The Role of Perceived Risk in the Quality/Value Relationship: A Study in a Retail Environment. *Journal of Retailing* , 75(1), 77-105.

Taylor, J. (1974). The Role of Risk in Consumer Behavior. *Journal of Marketing* , 4(39), 54-60.

Teas, K. R. & Agarwal, S. (2000). The Effect of Extrinsic Product Cues on Consumers ' Perceptions of Quality, Sacrifice, and Value. *Journal of the Academy of Marketing Science* , 28(2), 278-290.

Tse, David K., & Gerald Gorn (1993). An experiment on the Salience of Country-of-Origin in the Era of Global Brands. *Journal of International Marketing*, 1(1), 57-75.

Tse, D.K., & Gorn, G.J. (1993). Removing Negative Country Images: Effects of Decomposition, Branding, and Product Experience. *Journal of International Marketing*, 1(4) , 25-48.

Verlegh, P. W. J., & Steenkamp, J. B. E. M. (1999). A Review and Meta-analysis of Country-of-Origin Research. *Journal of Economic Psychology*, 20, 521-546.

Witt, J. & Rao, C. (1992). The Impact of Global Sourcing on Consumers Country-of-Origin Effects on Perceived Risk. *Journal of Global Marketing*, 6(3), 105-128.

Wood, C.M., & Scheer, L.K. (1996). Incorporating Perceived Risk Into Models of Consumer Deal Assessment and Purchase Intent. *Advances in Consumer Research* , 23, 399-404.

Zeithaml, Valerie A. (1988). Consumer Perceptions of Price, Quality, and Value: Means-End Model and Synthesis of Evidence. *Journal of Marketing*, 7(52), 2-22.