

# 來源國效果、產品知識與產品涉入對消費者購買意願影響之研究

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## 摘要

隨著產業的全球化，消費者面對著各式各樣不同來源國家組合的混合產品(hybrid)，而消費者的購買意願會因不同來源國的影響而改變，同時對來源國的認知與購買意願也會受消費者的產品知識與產品涉入程度不同而產生變化。本研究以來源國效果為自變項探討其對消費者購買意願的影響，及所受到產品知識與產品涉入的干擾效果。以台灣地區的消費者為對象，分別於北中南共發出1000份問卷，收回有效問卷851份，階層迴歸分析結果顯示來源國效果中除品牌來源國外皆會對消費者購買意願產生正向影響，且產品知識與產品涉入對來源國效果與消費者購買意願存在著正向的干擾效果。

關鍵詞：來源國效果;產品知識;產品涉入;購買意願

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