

# 來源國效果、產品利益對消費者購買意願影響之研究

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## 摘要

探討來源國效果、產品利益，對消費者購買意願的影響，是行銷文獻的重要主題，從過去研究中消費者對於各國的形象大都已經存在一些先入為主的觀念，對於來自不同國家所生產製造的產品似乎是存在不同的產品評價；除了上述來源國效果外，消費者亦可能會以產品利益來做為判斷產品價值的依據，而究竟影響為何？應是管理者與實務上需探討與明瞭之處。本研究以Sony Ericsson品牌手機及台灣地區一般消費者為研究對象，結果獲得以下研究發現：1. 消費者面對品牌來源國產品，其購買意願上呈現負向關係。2. 消費者面對設計來源國產品、組裝來源國產品及消費者以功能性產品利益導向時，其購買意願上呈顯著正向關係。3. 消費者以經驗性產品利益導向時，對購買意願上呈負向關係。4. 消費者以象徵性產品利益導向時，對購買意願上未達顯著水準。

關鍵詞：來源國效果;產品利益;購買意願

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