

價格認知、規避不確定性與價值認知關係之研究 - 以跨國電腦品牌為例

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摘要

近年來網路的興起，使得線上遊戲、線上音樂、影片等多媒體視聽娛樂應用日益普及，個人電腦功能亦隨之多樣化、高性能、低價格，消費者在購買電腦產品時，需花費更多的時間了解其功能間的差異，提高了選購時的不確定性的，而電腦產品的持續低價策略，亦可能使消費者對電腦價值的判斷及價格的認知產生變化；經本研究利用結構方程式模式(SEM)加以比較驗證，結果發現消費者在購買跨國品牌個人電腦時，透過高規避不確定性，其價格認知與價值認知均有正向影響。根據上述結果，本研究建議個人電腦廠商應對不同的電腦產品，分別訂出合理的價位，並提高產品品質，使消費者能在花費數萬元購買電腦時，不需花費太多的搜尋、時間成本，降低其風險意識，以安心購買符合其需求的產品。並且改變以往純粹強調運算速度、硬體容量、配備升級等價值，朝向整合通訊、網路與影音功能等具整體效能之產品發展。後續可再依不同消費者之收入、族群，分析其對電腦價格偏好，及電腦品牌知名度、信任度、忠誠度、價值感對購買意願之影響等方向進行研究。

關鍵詞：價格認知；規避不確定性；價值認知

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