

臺日合資百貨公司都會女性、娛樂型購物之享樂動機、購物價值、顧客滿意對口碑建立之研究

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摘要

在對全球性消費者進行研究中，產品來源國印象及其效果(effect)一直是學者專家所關注的重要課題。現在我國的消費者不再只是能看到屬於台灣本身品牌的產品，而是可以看到全球大部分國家的外來品牌產品，而目前還不清楚或者產品涉入的程度高低，它的影響是否是相同為本研究之動機。本研究主以來源國效果為自變項，探討來源國效果(country of origin effect)與消費者購買意願(purchase intention)之關係，並透過品牌形象(brand image)以及產品涉入(product involvement)之干擾作用，進一步釐清二變數之間之關係。研究對象是以台灣地區的消費者為對象，總樣本數為759份。根據迴歸分析模型，研究結果如下：一、來源國效果正向影響消費者購買意願。二、來源國效果對購買意願之關係會受到品牌形象之干擾效果呈顯著正向之關係。三、來源國效果對購買意願之關係會受到產品涉入之干擾效果呈顯著正向之關係。

關鍵詞：來源國效果；品牌形象；產品涉入；購買意願

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