

企業形象、價格知覺、態度對購買意願影響之研究：以產品知識為干擾變項

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摘要

本研究旨在探討企業形象、價格知覺與態度對購買意願之影響，並驗證消費者之產品知識的干擾效果。本研究以便利抽樣法，選擇以去過3C量販店的消費者作為抽樣對象，由問卷調查資料分析結果顯示，企業形象對購買意願具顯著正向影響；價格知覺對購買意願亦具正向影響；態度對購買意願亦具正向影響。研究發現態度對於企業形象與購買意願具有部份中介效果；態度對於價格知覺與購買意願具有完全中介效果；而產品知識對價格知覺與態度之關係具干擾效果，當產品知識愈高時，價格知覺與態度之間的關係也愈好，反之亦然。本研究學術與實務意涵提供作為討論。

關鍵詞：企業形象，價格知覺，態度，購買意願，產品知識

目錄

內容目錄 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	
x 第一章 緒論	1	1 第一節 研究背景與動機	1
1 第二節 研究目的	5	2 第二章 文獻探討與假設推演	5
6 第一節 購買意願	6	6 第二節 企業形象	6
10 第三節 價格知覺	15	15 第四節 態度	15
20 第五節 產品知識	28	3 第三章 研究方法	28
34 第一節 研究架構	34	34 第二節 操作型定義	34
35 第三節 研究假設	36	36 第四節 測量工具	36
37 第五節 預試分析	41	41 第六節 抽樣方法	41
44 第七節 資料分析方法	45	4 第四章 研究結果與討論	45
47 第一節 研究結果	47	47 第二節 討論	47
66 第五章 結論與建議	70	70 第一節 結論	70
70 第二節 建議	71	71 參考文獻	71
75 附錄A 預試問卷	93	93 附錄B 正式問卷	93
97			

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