

品牌形象與製造來源國印象對購買意願之影響關係研究：以歐美同級柴油車為例

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摘要

在經濟不景氣的時代，消費者在選購商品時無不精打細算，對於車子的選購更是格外的要求。依據經濟部能源局指導、工業技術研究院機械所製作的2007年汽車油耗指南中發現，同一種車款，柴油引擎的車種油耗比汽油車種表現來的突出，產品的品牌形象及製造來源國印象在消費者評估產品時，佔有舉足輕重的地位且扮演著重要的角色。

為了了解消費者的購買意願與製造來源國印象以及品牌形象之間的影響關係，本研究以品牌形象(brand image)及製造來源國印象(country of origin image)為自變項，探討歐美同級柴油車形象與製造來源國印象與購買意願之關係。

透過本研究發現產品的品牌形象愈高，消費者的購買意願愈高。表示消費者的購買意願會受到品牌形象的高低所影響。即品牌形象高，購買意願高。此現象對歐系或美系柴油車的品牌形象都有顯著的正相關，但對製造來源國印象方面則是出現了正向但不顯著的相關性。

關鍵詞：品牌形象、來源國、購買意願

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