

產品來源國與代理商之品質、價格、服務品質與消費者購買意願之研究

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摘要

在全球化的今天，將產品推展到世界各國，獲取最大利益為重要課題，目前市場上產品輸入方式區分兩大體系：一為直接買斷進口銷售的平行輸入模式，一為代理商模式，兩者因背景的不同，對消費者將產生購買意願上的影響。本研架構為將產品品質、產品價格、服務品質等列自變數，以購買意願為依變數，對平行輸入與代理商之管道差異進行研究，本研以一般大眾為研究對象。問卷發放計300份，有效樣本278份。其中代理商模式計147份，平行輸入商模式131份。研究結果如下：一、代理商模式：產品品質及服務品質獲得正向支持並達顯著。二、平行輸入模式：產品價格及服務品質獲得正向支持並達顯著。三、性別：平行輸入商應加強對男性消費者強化服務品質。四、年齡：代理商應加強對年齡大的消費者推銷服務。五、學歷：平行輸入商應加強學歷高的消費者強化服務。六、產品品質：代理商雖代表原廠，但與平行輸入商無明顯差距。七、產品價格：平行輸入商買斷產品價格主導，影響購買意願。八、服務品質：代理商與平行輸入兩者均影響購買意願。

關鍵詞：代理商、平行輸入商、產品價格、服務品質、購買意願

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