

生活型態、知覺風險與性別角色對於消費者行為之研究

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摘要

在資訊化的時代中，傳統的照相機已不能滿足消費者的需求，因此體積小、便利性高、功能強大、外形美觀且可以與個人電腦相容的數位相機(Digital Camera)正逐漸受到消費者的喜愛。然而對消費者而言，在購買具有生命週期短、不確定性高、功能複雜等特性的資訊產品時，知覺風險即已悄悄產生，相對於生活型態與知覺風險對於消費者的研究，性別角色對於消費者行為影響之相關研究則較為少見，因此本研究主要探討生活型態、知覺風險與性別角色對於消費者行為的影響為何。研究對象為以十八歲上之高中(職)、專科、大學、研究所以及從事各行業之消費者作為本研究之樣本。此外以人口比例大於4.0%的縣市為調查區域，依據各縣市之人口比例，以配額抽樣的方式決定各縣市之樣本數。研究時間從2002年10月15日至2003年1月15日，在調查縣市之主要車站以便利抽樣的方法進行問卷調查，並將435份之有效回收問卷運用因素分析、集群分析、區別分析、多變量分析、Scheffe多重檢定與中位數分割法等統計方法來驗證各變數間之主要效果與交互效果。本研究發現，不同生活型態的消費者在消費者行為上有不同的影響；不同知覺風險的消費者在資訊搜尋與購買管道方面亦有顯著性差異；而性別角色不同的消費者在消費行為也有不同的影響；性別角色與不同生活型態的消費者在資訊搜尋上具有交互效果；此外性別角色與不同知覺風險的消費者在需求確認與資訊搜尋上則具有交互效果。經由此次研究後，本研究驗證了之前學者的論點，證實生活型態與知覺風險會對消費者行為有所影響，此外也進一步驗證性別角色的不同對於消費者行為有某種程度之影響。

關鍵詞：生活型態；知覺風險；性別角色；消費者行為

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