

產品知覺對購買意願之影響：以進口葡萄為例

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摘要

近年來國人在生活水準提升及對水果之總需求量增加下，於是對葡萄之需求亦形增加，加入WTO後，國內進口水果產品不但愈來愈增加且更多樣化，產品競爭亦愈形激烈，本研究經由以往文獻及邏輯之推理，希望釐清產品知覺、來源國形象與購買意願間之關係。本研究是透過問卷調查方式，總共發放480份問卷，回收472份，廢除無效問卷14份，取得有效問卷458份，有效回收率為95.4%。採SPSS統計分析工具，對樣本資料做敘述性統計、交叉分析檢定、信度、效度分析、因素分析及迴歸分析以檢定研究假設。結果本研究發現，(1)進口葡萄之消費者只與職業呈顯著關係。(2)產品知覺的「品質意識」及「功能需求」、「選購需求」與「購買意願」呈顯著正向影響。(3)來源國形象的「信任程度」對於「購買意願」呈顯著正向影響。

關鍵詞：產品知覺；來源國形象；購買意願

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