

兩岸行動電話的消費者行為、生活型態與顧客滿意度的關係之比較研究

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摘要

本研究主要在探討消費者生活型態、消費者背景對行動電話購買行為及顧客滿意度的關係，並比較海峽兩岸之間的差異。本研究採用問卷調查法。以便利抽樣方式，在台北市抽樣，取得有效問卷359份，上海地區取得有效問卷316份，研究結果顯示：一、台北地區消費者呈現偏好低價及特惠綁約手機的情形。上海地區則呈現喜好中高價位手機的情形。二、兩地的消費者生活型態族群對顧客滿意度的感受均趨於一致，「理性時尚」族群的滿意度感受無論是整體經驗、品質價格或外型功能，都優於「隨性樸實」族群。三、台北的消費者購買低價手機的人在品質價格的滿意度感受上，明顯優於中間價位手機的人，而功能外形方面則是購買高價手機的人滿意度感受會優於選擇中間價位手機的人。上海則購買低價手機的人在各方面的滿意度感受都明顯低於購買高價手機的人。四、台北的受試者通常偏向於現實的經濟考量，而上海的受試者則偏向於理想的享受追求。

關鍵詞：行動電話，生活型態，顧客滿意度

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