

國立聯合大學

經營管理學系碩士班

碩士論文

海洋深層水之體驗情境設計研究

—以不信任為干擾變項

Research on Experiential Scenario Design for the Deep Ocean
Water(DOW) –The Moderating Effects of Distrust

研究生：陳鈺兒 撰

指導教授：胡天鐘 博士

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摘要

深層海水產業在台發展尚未成熟，消費者對該產業亦未有充分的認識以致認知失調，並且受媒體的負面報導影響而對該產品產生恐慌而不敢使用。儘管業者聲稱產品具有多項功效，且已多元應用於各領域上，但消費者仍然存在不信任感、不願買單。因而，該如何贏得消費者信任、創造產業競爭優勢，是此次研究的主要問題。

蒐集相關理論文獻，我們發現使用者經驗、產品資訊與品牌形象對於消費者在執行購買決策中的感受和態度皆有所影響。因此，本研究以海洋深層水為例，採體驗情境設計法進行，旨在探討使用者經驗、產品資訊、品牌形象是否會影響消費者的知覺價值與行為意圖，以及消費者對該產品之不信任態度在知覺價值與行為意圖之間的干擾關係。

本研究共實驗樣本數 180 份，依據相關分析及多元迴歸分析，對各構面分別進行深入探討，透過問卷調查作為驗證假說的研究工具。經 SPSS 軟體分析結果顯示，在本次實驗過程中，使用者經驗對知覺價值具有顯著性影響；產品資訊對知覺價值不具有顯著性影響；實驗前、後之品牌形象對知覺價值皆具有顯著性影響；實驗前、後之知覺價值皆在品牌形象與行為意圖之間具有中介效果；實驗前不信任會為知覺價值對行為意圖產生干擾作用，實驗後則無不信任的干擾因素產生。

本研究透過體驗情境設計，在實驗過程中使受測者獲得產品之使用體驗，並將受測者分為兩個群體，得證此動機能夠有效提升消費者於各構面的認知態度，包括品牌形象、知覺價值與行為意圖。反之，本研究亦證實了實驗前受測者對產品的不信任態度會在品牌形象與知覺價值認知之間產生干擾作用，經由本次實驗過後，有效降低了消費者對該產品的不信任感。先前有關此方面的研究多半針對線上消費者觀點，此結果驗證了在實物產品上之研究，使用者經驗亦能夠有效激發消費者對產品之認知及感受，研究結果對深層海水產業之探討具理論貢獻，本研究亦依據研究結果提出相關理論與建議。

關鍵詞：深層海水、品牌形象、知覺價值、不信任、行為意圖

Abstract

Deep Ocean Water(DOW) industry is not mature yet in Taiwan, consumers are not fully aware of the industry as well as cognitive dissonance, and suffer from the negative impact of the media coverage of the product, resulting in panic and afraid to use the product. Although the industry claims that the product has a number of effects, and has been applied to various fields, consumers still do not trust, do not want to buy. Therefore, how to win the trust of consumers, to create industrial competitive advantage, is the main problem of this study.

Through the collection of relevant theoretical literature, we found that user experience, product information and brand image for consumers in the implementation of the purchase decision on the feelings and attitudes are affected. Therefore, this study takes the deep ocean water (DOW) as an example, and adopts the experiential scenario design method to explore whether the user experience, product information, brand image will affect the consumer's perceived value and behavioral intentions or not. Moreover, this study also tested the moderating effect of distrust on the relationship between brand image and behavioral intentions.

This study was tested on a sample of 180 customers from general public in Taiwan. The regression results revealed that user experience has a positive impact on perceived value, but the product Information has not a positive impact on perceived value. And brand image has a positive impact on perceived value before and after the experiment. In addition, the perceived value between the brand image and the behavioral intentions has an intermediary effect before and after the experiment. Furthermore, distrust interfere the relationship between perceived value and behavioral intentions before the experiment, after the experiment, there is no interference with the factors. The results of this study have a theoretical contribution to the exploration of the DOW industry, this study also puts forward relevant theories and suggestions according to the research results.

KeyWords: *Deep ocean water(DOW), Brand image, Perceived value, Distrust, Behavioral intentions*