

## 智慧型手機購買意願之研究——以蘋果 (Apple) iPhone 為例

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### 摘要

本研究主要探討 iPhone 智慧型手機之消費者購買行為，分析消費者重視的因素為何，以及品牌形象、口碑傳播因認知程度不同，又會如何影響其購買意願。本研究以台灣北、中、南、東部四大地區持有 iPhone 網路使用者作為研究對象，藉由網路問卷調查方式，蒐集有效問卷共 1,626 份。利用 IBM SPSS 19 統計軟體，以敘述性統計分析、信度分析、因素分析、相關分析、獨立樣本 T 檢定、卡方分析、F 檢定等進行驗證假說。研究結果發現：1.不同人口統計變項對品牌形象、口碑傳播、購買意願有部分顯著差異。2.不同人口統計變項對消費者行為有部分顯著關係。3.品牌形象（象徵性、功能性、經驗性）對口碑傳播有顯著正向關係。4.品牌形象（象徵性、功能性、經驗性）對購買意願有顯著正向關係。5.口碑傳播對購買意願有顯著正向關係。6.品牌形象（象徵性、功能性、經驗性）與口碑傳播對購買意願有顯著正向關係。7.消費者行為對購買意願有部分顯著差異。

**關鍵詞：**品牌形象、口碑傳播、消費者行為、購買意願

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# **A Study of the Smart Phone on Purchase Intention – The Case of Apple iPhone**

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## **Abstract**

This study mainly investigates consumers' behavior for iPhone owners and analyze the factors those consumers concern about, and how it affects consumer willingness to purchase iPhone under different levels of the awareness of the Brand Image and Word-of-Mouth. The samples are Internet users who own iPhone in North, Central, South and East part of Taiwan. With the method of using online questionnaire survey, a total of 1,626 effective samples were collected. Using IBM SPSS 19, hypotheses are tested by Descriptive Analysis, Reliability Analysis, Factor Analysis, Analysis of Correlation, Independent-Samples T Test, Chi-square Test and F Test. The research results indicate: (1) Different demographic variables are partial significant differences on Brand Image, Word-of-Mouth, Purchase Intention. (2) Different demographic variables are partial significant relationship on Consumer Behavior. (3) Brand Image (Symbolic, Functional, and Experiential) to Word-of-Mouth has a significantly positive relationship. (4) Brand Image (Symbolic, Functional, Experiential) to Purchase Intention has a significantly positive relationship. (5) Word-of-Mouth to Purchase Intention has a significantly positive relationship. (6) Brand Image (Symbolic,

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Functional, Experiential) and Word-of-Mouth to Purchase Intention have a significantly positive relationship. (7) Consumer Behavior is partial significant differences on Purchase Intention.

**Keywords:** Brand Image, Word-of-Mouth, Consumer Behavior, Purchase Intention