



## 消費者選購平板電腦關鍵因素之探討 Exploring the Key Factors to Consumers in the Tablet PC

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### 摘要

平板電腦以其人性化的操作界面及新穎的功能，受到廣大消費者喜愛。觸控式平板電腦推出以來，每每為消費者帶來驚喜的體驗。平板電腦雖問世不久，但相關廠商無不卯足全力搶攻市場佔有率。面對激烈競爭的產業環境，各廠商唯有持續創新，並在行銷上強化其特色，並推出適切的服務內容，才能在產業中生存發展。

本研究以消費者選購平板電腦的關鍵因素為探討主題，當消費者對平板電腦產品的了解有限，其購買行為傾向以平板電腦設計與製造國家形象來推論，因此來源效果在產品選擇過程中，扮演重要的角色。本研究採問卷方式，以大台北地區消費者為主要研究對象，探討產品創新、來源國效果、品牌等因素與平板電腦購買意願之關聯性。回收資料由描述性統計分析、獨立樣本 t 檢定、變異數分析及迴歸分析等得出研究結果。期望由此瞭解消費者較重視的項目，其中娛樂性對購買意願的影響最大，其次為價格，再次是外型，據以建議業者做適當的改善。

**關鍵詞：**平板電腦、產品創新、品牌、購買意願

### Abstract

Tablet PC with its user-friendly operator interface and innovative features has been in favorite of consumers. Since the launch of the Touch Tablet PC, surprise consumers often experience. Tablet PC come out soon, but manufacturers are mustering their efforts to gain market share.

Because the competition in the industry, manufacturers those are continuous innovation, strengthen its specialty in marketing and introduction of appropriate services should be survival and get development in the industry.

In this study, to explore the key factors in tablet PCs to consumers is the topic. When consumers have limited understanding to Tablet PC products, their buying behavior tendency inference Tablet PC design and manufacture of the image of the country. So the source of the

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