URN etd-0407109-183719-1556
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Statistics This thesis had been viewed 31 times. Download 109 times.
Department
Year 2005
Semester 2
Degree Master
Type of Document Master's Thesis
Language zh-TW.Big5 Chinese
Title The Research of Professional Endorsement , Channel Patterns and Patent Technology Indication Influence Perceived Value of Nutraceuticals
Date of Defense 0000-00-00
Page Count 99

Keyword
Perceived Value
Professional Endorsement
Channel Patterns
Patent Technology
Nutraceuticals

Abstract
The “Surface Value Sense” of health-care food will directly influence the customers’ consumptions. This research is based on “Channel Patterns,” Patent Technology Indication,” “recommender’s endorsement,” and those marketing effects, and then, take the customers’ recognition as a variable element to discuss the Perceived Value of Nutraceuticals.

Our research used 3-elements research method: 2(with/without credible party endorsement) x 3(multi layer / media marketing / self-selective sell) x 2(with/without Patent Technology Indication), 12 different examinational status in total. And the examination targets are the common consumers with chosen product, which is popular in store, gastrointestinal-improving Nutraceuticals. Each examination, in average, collected 31 samples, and in total 400 samples are collected to do variable analysis.

The result of this research pointed out that different “Channel Patterns” will influence consumer’s Perceived Value of Nutraceuticals: the Perceived Value of Nutraceuticals from media marketing is obviously less than those from multi layer and self-selective sell. Moreover, “recommender’s endorsement” has an effect on the Perceived Value of Nutraceuticals. “Channel Patterns,” “ recommender’s endorsement,” and “Patent Technology Indication;” on the other hand, have an interactive effect on the Perceived Value. “Recommender endorsement” and “Patent Technology Indication” will lower down the Perceived Value of multi layer, and also, booster up the Perceived Value of self-selective sell and media marketing obviously. the Perceived Value holds a positive relationship with the purchase intentions of customers. The product knowledge consumers’ hold will give an effect on the Perceived Value, but not no those marketing effects’ Perceived Value, such as “ Channel Patterns,” “recommender’s endorsement,” and “Patent Technology Indication”
Advisory Committee - advisor

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Date of Submission 2006-07-16