

國立高雄科技大學
企業管理系碩士班
碩士論文

社會企業認知與社會企業形象對知覺價值與
購買意願影響之研究

A Study of the Influence of Social Enterprise Cognition and
Corporate Image on Perceived Value and Purchase Intention

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中華民國 107 年 06 月

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摘要

企業以營利為主要目的，往往無法兼顧社會理想之實現；而非營利組織財務則須仰賴捐贈，才能永續經營，皆有其限制，無法滿足社會現狀，因此近年來逐漸興起的社會企業可能為紓解此種困境的選項之一。因其一方面能達成社會使命與理想，如照顧弱勢、友善環境等，另一方面則有自給自足的能力與永續發展；某個程度能補足營利與非營利組織的缺口。但欲達成社會使命與理想前，社會企業必須要能永續經營，而永續經營則來自於消費者瞭解社會企業之概念與價值後，吸引消費者願意購買社會企業的產品，使得社會企業擁有足夠的獲利來自給自足。故本研究欲探討消費者對社會企業認知、社會企業形象、知覺價值、購買意願、涉入程度與人口統計變項間之關係。調查樣本以有聽過社會企業之消費者為對象，共回收 484 份有效問卷，並採用結構方程模型來驗證假說。

結果顯示，消費者的社會企業認知會直接影響購買意願，但社會企業形象會透過知覺價值間接影響購買意願；故建議政府須加強民眾的社會企業認知，而社會企業亦需提升公益形象，使消費者知覺價值與購買社會企業產品的意願增加，進一步分析發現年齡對各變數影響購買意願上具有調節效果，而年輕的消費者效果更為顯著。

關鍵詞：社會企業認知、社會企業形象、知覺價值、購買意願、涉入程度

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ABSTRACT

For the main purpose of profit-making, enterprises often fail to balance the realization of social ideals; non-profit organizations must rely on donations to sustain business, and they have restrictions that cannot meet the need of the current society. Therefore, social enterprises that have emerged recently may be one of the options to solve this dilemma. On one hand, it can achieve social mission and ideals, such as caring for the weak, friendly environment, on the other hand, it has the ability to be self-sufficiency and sustainable; to a certain extent, it can make up the gap between profit-making and non-profit organizations. To reach the social mission and ideal, social enterprises must be able to sustain, and sustainable management comes from consumers' understanding of the concept and value of social enterprises, attracting consumers to purchase social enterprise products, so that social enterprises have enough profit to be self-sufficient. As a result, this study aims to explore the relationship between consumer perceptions of social enterprises, social corporate image, perceived value, purchase intention, Involvement and demographic variables. The survey sample was targeted to consumers who had heard of social enterprises. A total of 484 valid questionnaires were collected and a structural equation model was used to verify the hypothesis.

The results show that consumers' social enterprise perception will directly affect the purchase intention. However, the social enterprise image will indirectly affect the purchase intention through perceived value. Therefore, it is suggested that the government must strengthen the public enterprise cognition, and social enterprises also need to enhance the public welfare image, in order to increase the cognition of the consumer and the purchase intention to buy the products of social enterprises. Further analysis found that age has a regulating effect on the purchase intention for each variable, while younger consumers are more effective.

Key Words : Social Enterprise, Cognition, Corporate Image, Perceived Value, Purchase Intention, Involvement