



华东师范大学(哲学社会科学版) » 2013, Vol. 45 » Issue (2): 145-149 DOI:

经济研究

最新目录 | 下期目录 | 过刊浏览 | 高级检索

« Previous Articles | »

上海市二手电子产品感知价值研究

吕君, 陈华

1. 华东师范大学商学院, 上海, 200241; 2. 同济大学中德学院, 上海, 200092

Research on the Perceived Value of the Second-hand Electronic Products in Shanghai

LV Jun & CHEN Hua

- 摘要
- 参考文献
- 相关文章

全文: PDF (1678 KB) HTML (1 KB) 输出: BibTeX | EndNote (RIS) 背景资料

摘要 随着人类环境意识的提高, 低碳环保理念得到普及和深化, 关于二手产品市场的研究日渐增加, 但国内外相关文献研究中关于二手产品市场, 尤其是二手产品感知价值的实证研究还不充分。有鉴于此, 以上海市其产品市场为研究对象, 建立研究假设并设计问卷, 对收回的232份有效问卷进行描述性统计分析, 并进行回归模型的参数估计和假设检验, 得到的结果表明, 影响上海市二手电子产品感知价值的主要因素为品牌显著性、购买风险和环保意识。因此, 在推进上海市二手电子市场建设中, 应当注重品牌建设, 降低消费者的购买风险, 提高消费者的环保意识。

关键词: 二手市场 电子产品 感知价值

Abstract: With the increasing demand for a better environment, the concept of low-carbon and green life style has been popularized and filtered into people's minds. Although the research on second-hand market is increasing, far less work has been down in empirical field than in academic one. This thesis selects the second-hand market of electronic products in Shanghai as the subject, makes hypotheses of research and designs questionnaires in the survey, and makes descriptive statistics analyses of 232 effective questionnaires with parameter evaluation and hypothesis investigation of regression model. The result shows that the key factors to affect the perceived value are brand, purchasing risk and environmental awareness. Therefore, we should attach importance to brand constructing, reduce customers' purchasing risk and improve customers' environmental awareness so as to promote the construction of the second-hand electronic products market in Shanghai.

Key words:

基金资助:

本文为教育部人文社会科学基金青年项目(09YJC630077)、上海哲学社会科学基金青年项目(2011EGL006)和国家自然科学基金项目(70972062)的阶段性研究成果。

通讯作者: 吕君, 陈华

作者简介: 吕君, 陈华

引用本文:

. 上海市二手电子产品感知价值研究[J]. 华东师范大学(哲学社会科学版), 2013, 45(2): 145-149.

. Research on the Perceived Value of the Second-hand Electronic Products in Shanghai[J]. Journal of East China Normal University (Philosophy and Social Sciences), 2013, 45(2): 145-149.

服务

- ▶ 把本文推荐给朋友
- ▶ 加入我的书架
- ▶ 加入引用管理器
- ▶ E-mail Alert
- ▶ RSS

作者相关文章

