

台灣 (Taiwan, ROC)

黃秀英

代言人種族如何影響全球品牌在本土類別產品的廣告效果

Study Documentation

October 26, 2020

Metadata Production

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Identification	E10633

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代言人種族如何影響全球品牌在本地類別產品的廣告效果

How Endorser's Race Influences Advertising Effects of Global Brands' Local-Category Products

Overview

Identification	E10633
Version	Production Date: 2020-11-03 1
Abstract 本研究旨在探討具強烈「外國類別聯想」的全球品牌，欲推出與本土文化與風俗高度相關的新產品時，其代言人種族與品牌形象定位，是否能改善對新產品的態度。為達研究目的，本研究以臺灣18歲以上消費者為研究對象，進行便利抽樣，總計收回260份有效問卷，有效回覆率為33%。 研究結果則顯示，母品牌的產品類別與延伸產品類別的一致性，對延伸產品態度具影響力。而相較於功能定位者全球品牌，以尊貴定位者，其本土種族代言人策略可成功彌補本土類別延伸之不適性。另外，本研究亦從產品來源文化聯想的角度出發，提出「本土-外國類別產品」該一新的產品分類觀點，為「品牌—延伸適合度」理論，提供一新的適合度構面。	
Kind of Data	抽查
Unit of Analysis	個人

Scope & Coverage

Time Period(s)	2018
Countries	台灣 (Taiwan, ROC)
Geographic Coverage 臺灣三大都市	
Universe 滿18歲之一般消費者	

Producers & Sponsors

Primary Investigator(s)	黃秀英
Other Producer(s)	逢甲大學國際經營與貿易系
Funding Agency/ies	科技部

Sampling

Sampling Procedure 本研究以臺灣18歲以上消費者為研究對象，選取台灣三大都市進行便利抽樣，抽樣地點包含：購物中心、商店街、車站及大學校園。問卷回覆率約為33%。	
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Data Collection

Data Collection Dates	start 2018-03-01 end 2018-06-30
Time Period(s)	start 2017-08-01 end 2018-10-31

Data Collection Mode	面對面訪問
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Data Processing & Appraisal	
Data Editing	中央研究院人文社會科學研究中心調查研究專題中心所進行的資料整理方式, 為不合理值檢核。
Other Processing	訪問地點以人潮較多之商圈、購物中心、車站級校園為地點進行訪問調查。

Accessibility	
Contact(s)	學術調查研究資料庫(Survey Research Data Archive) (中央研究院人社中心調查研究專題中心) , https://srda.sinica.edu.tw , srda@gate.sinica.edu.tw
Distributor(s)	學術調查研究資料庫(Survey Research Data Archive)
Depositor(s)	逢甲大學國際經營與貿易系
Access Conditions	
標準版(一般會員、院內會員直接下載)	

Files Description

Dataset contains 1 file(s)

data	
# Cases	260
# Variable(s)	31

Variables Group(s)

Dataset contains 5 group(s)

Group 設計分組							
#	Name	Label	Type	Format	Valid	Invalid	Question
1	bconcept	Brand Concept	discrete	numeric-1.0	260	0	-
2	erace	Endorser's Race	discrete	numeric-1.0	260	0	-
3	extcategory	Extension Category	discrete	numeric-1.0	260	0	-

Group 品牌熟悉度							
#	Name	Label	Type	Format	Valid	Invalid	Question
1	familiarity1	1.GODIVA對我而言是個熟悉的品牌	discrete	numeric-1.0	260	0	-
2	familiarity2	2.GODIVA是個家喻戶曉的品牌	discrete	numeric-1.0	260	0	-
3	familiarity3	3.我對GODIVA的產品還蠻熟悉的	discrete	numeric-1.0	260	0	-
4	bimage1	4.我覺得GODIVA是個不錯的品牌	discrete	numeric-1.0	260	0	-
5	bimage2	5.我個人還蠻喜歡GODIVA這個品牌	discrete	numeric-1.0	260	0	-
6	bimage3	6.與競爭對手相較,GODIVA的品牌特色算是較為鮮明的	discrete	numeric-1.0	260	0	-

Group 延伸產品態度							
#	Name	Label	Type	Format	Valid	Invalid	Question
1	pquality	7.我覺得廣告中這款GODIVA爆米花,應該會比市面上大部份在賣的爆米花品質好	discrete	numeric-1.0	260	0	-
2	pintention	8.如果我有需要買爆米花時,我會考慮買廣告中這款GODIVA爆米花	discrete	numeric-1.0	260	0	-
3	pcaglf1	9.我認為巧克力這種產品比較象徵外國文化風俗,而非象徵本土文化風俗	discrete	numeric-1.0	260	0	-
4	pcaglf2	10.我覺得巧克力這種產品,應該買外國品牌會較台灣品牌好	discrete	numeric-1.0	260	0	-
5	pcaglf3	11.我認為外國品牌較本土品牌擅長巧克力這種產品	discrete	numeric-1.0	260	0	-
6	ecaglf1	12.我認為爆米花這種產品比較象徵外國文化風俗,而非象徵本土文化風俗	discrete	numeric-1.0	260	0	-
7	ecaglf2	13.我覺得爆米花這種產品,應該買外國品牌會較本土品牌好	discrete	numeric-1.0	260	0	-

#	Name	Label	Type	Format	Valid	Invalid	Question
8	ecaglf3	14.我認為外國品牌較本土品牌擅長爆米花這種產品	discrete	numeric-1.0	260	0	-

Group 控制變項

#	Name	Label	Type	Format	Valid	Invalid	Question
1	bconcept1	15.我覺得GODIVA是強調尊貴的品牌	discrete	numeric-1.0	260	0	-
2	bconcept2	16.我覺得GODIVA是強調名望的品牌	discrete	numeric-1.0	260	0	-
3	bconcept3	17.請問從「平價實在」到「奢華尊貴」之間,您覺得GODIVA巧克力偏向那一種定位?	discrete	numeric-1.0	260	0	-
4	eattract1	18. 我覺得這位代言模特兒是有吸引力的	discrete	numeric-1.0	260	0	-
5	eattract2	19. 對我來說, 這位代言模特兒是好看的	discrete	numeric-1.0	260	0	-
6	eattract3	20. 我覺得這位代言模特兒很漂亮	discrete	numeric-1.0	260	0	-
7	mperace	21. 我覺得這位代言模特兒是:	discrete	numeric-1.0	260	0	-
8	categatd1	22. 我對爆米花這種產品感覺不錯	discrete	numeric-1.0	260	0	-
9	categatd2	23. 我喜歡爆米花這種產品	discrete	numeric-1.0	260	0	-
10	categatd3	24. 整體而言,各式口味的爆米花,都頗能滿足我的需求	discrete	numeric-1.0	260	0	-
11	pricediff	25. 我覺得一般而言,巧克力的售價比爆米花貴很多	discrete	numeric-1.0	260	0	-

Group 人口變項

#	Name	Label	Type	Format	Valid	Invalid	Question
1	sex	26. 您的性別:	discrete	numeric-1.0	260	0	-
2	age	27. 您的年齡:	discrete	numeric-1.0	260	0	-
3	education	28.您的教育水準:	discrete	numeric-1.0	260	0	-

Variables Description

Dataset contains 31 variable(s)

File : data				
# bconcept: Brand Concept				
Information		[Type= discrete] [Format=numeric] [Range= 1-2] [Missing=*]		
Statistics [NW/ W]		[Valid=260 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage	
1	Functional Brand	131	<div></div>	50.4%
2	Prestige brand	129	<div></div>	49.6%
Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.				
# erace: Endorser's Race				
Information		[Type= discrete] [Format=numeric] [Range= 1-2] [Missing=*]		
Statistics [NW/ W]		[Valid=260 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage	
1	Asian model	132	<div></div>	50.8%
2	white model	128	<div></div>	49.2%
Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.				
# extcategory: Extension Category				
Information		[Type= discrete] [Format=numeric] [Range= 1-2] [Missing=*]		
Statistics [NW/ W]		[Valid=260 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage	
1	Local category	130	<div></div>	50.0%
2	Foreign category	130	<div></div>	50.0%
Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.				
# familiarity1: 1.GODIVA對我而言是個熟悉的品牌				
Information		[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]		
Statistics [NW/ W]		[Valid=260 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage	
1	非常不同意	2	<div></div>	0.8%
2	不同意	4	<div></div>	1.5%
3	有點不同意	7	<div></div>	2.7%
4	無法確定	9	<div></div>	3.5%
5	有點同意	53	<div></div>	20.4%
6	同意	104	<div></div>	40.0%
7	非常同意	81	<div></div>	31.2%
Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.				
# familiarity2: 2.GODIVA是個家喻戶曉的品牌				
Information		[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]		
Statistics [NW/ W]		[Valid=260 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage	
1	非常不同意	3	<div></div>	1.2%
2	不同意	4	<div></div>	1.5%
3	有點不同意	10	<div></div>	3.8%
4	無法確定	27	<div></div>	10.4%
5	有點同意	45	<div></div>	17.3%

File : data

familiarity2: 2.GODIVA是個家喻戶曉的品牌

Value	Label	Cases	Percentage
6	同意	93	<div><div></div></div> 35.8%
7	非常同意	78	<div><div></div></div> 30.0%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

familiarity3: 3.我對GODIVA的產品還蠻熟悉的

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=260 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	4	<div><div></div></div> 1.5%
2	不同意	9	<div><div></div></div> 3.5%
3	有點不同意	14	<div><div></div></div> 5.4%
4	無法確定	44	<div><div></div></div> 16.9%
5	有點同意	67	<div><div></div></div> 25.8%
6	同意	81	<div><div></div></div> 31.2%
7	非常同意	41	<div><div></div></div> 15.8%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

bimage1: 4.我覺得GODIVA是個不錯的品牌

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=260 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	2	<div><div></div></div> 0.8%
2	不同意	1	<div><div></div></div> 0.4%
3	有點不同意	3	<div><div></div></div> 1.2%
4	無法確定	29	<div><div></div></div> 11.2%
5	有點同意	55	<div><div></div></div> 21.2%
6	同意	119	<div><div></div></div> 45.8%
7	非常同意	51	<div><div></div></div> 19.6%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

bimage2: 5.我個人還蠻喜歡GODIVA這個品牌

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=260 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	2	<div><div></div></div> 0.8%
2	不同意	2	<div><div></div></div> 0.8%
3	有點不同意	7	<div><div></div></div> 2.7%
4	無法確定	34	<div><div></div></div> 13.1%
5	有點同意	66	<div><div></div></div> 25.4%
6	同意	108	<div><div></div></div> 41.5%
7	非常同意	41	<div><div></div></div> 15.8%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

bimage3: 6.與競爭對手相較,GODIVA的品牌特色算是較為鮮明的

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
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File : data

bimage3: 6.與競爭對手相較,GODIVA的品牌特色算是較為鮮明的

Statistics [NW/ W] [Valid=260 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	2	0.8%
2	不同意	4	1.5%
3	有點不同意	11	4.2%
4	無法確定	38	14.6%
5	有點同意	48	18.5%
6	同意	96	36.9%
7	非常同意	61	23.5%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

pquality: 7.我覺得廣告中這款**GODIVA**爆米花,應該會比市面上大部份在賣的爆米花品質好

Information [Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]

Statistics [NW/ W] [Valid=260 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	3	1.2%
2	不同意	10	3.8%
3	有點不同意	33	12.7%
4	無法確定	91	35.0%
5	有點同意	72	27.7%
6	同意	35	13.5%
7	非常同意	16	6.2%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

pintention: 8.如果我有需要買爆米花時,我會考慮買廣告中這款**GODIVA**爆米花

Information [Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]

Statistics [NW/ W] [Valid=260 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	8	3.1%
2	不同意	26	10.0%
3	有點不同意	28	10.8%
4	無法確定	55	21.2%
5	有點同意	87	33.5%
6	同意	44	16.9%
7	非常同意	12	4.6%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

pcaglfl: 9.我認為巧克力這種產品比較象徵外國文化風俗,而非象徵本土文化風俗

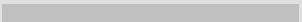
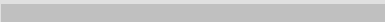
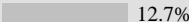
Information [Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]

Statistics [NW/ W] [Valid=260 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	1	0.4%
2	不同意	15	5.8%
3	有點不同意	21	8.1%
4	無法確定	11	4.2%

File : data


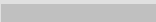
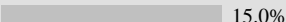
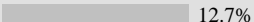
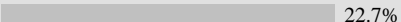
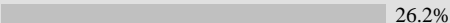
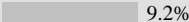
pcaglf1: 9.我認為巧克力這種產品比較象徵外國文化風俗,而非象徵本土文化風俗

Value	Label	Cases	Percentage
5	有點同意	78	 30.0%
6	同意	101	 38.8%
7	非常同意	33	 12.7%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

pcaglf2: 10.我覺得巧克力這種產品,應該買外國品牌會較台灣品牌好


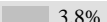
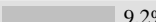
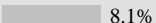
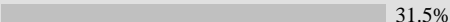
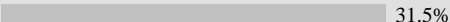
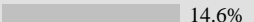
Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=260 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	9	 3.5%
2	不同意	28	 10.8%
3	有點不同意	39	 15.0%
4	無法確定	33	 12.7%
5	有點同意	59	 22.7%
6	同意	68	 26.2%
7	非常同意	24	 9.2%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

pcaglf3: 11.我認為外國品牌較本土品牌擅長巧克力這種產品

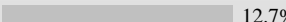
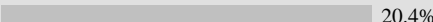
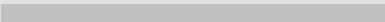
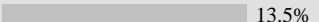
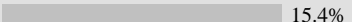
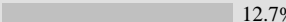
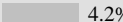
Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=260 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	3	 1.2%
2	不同意	10	 3.8%
3	有點不同意	24	 9.2%
4	無法確定	21	 8.1%
5	有點同意	82	 31.5%
6	同意	82	 31.5%
7	非常同意	38	 14.6%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

ecaglf1: 12.我認為爆米花這種產品比較象徵外國文化風俗,而非象徵本土文化風俗

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=260 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	33	 12.7%
2	不同意	53	 20.4%
3	有點不同意	55	 21.2%
4	無法確定	35	 13.5%
5	有點同意	40	 15.4%
6	同意	33	 12.7%
7	非常同意	11	 4.2%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

File : data

ecaglf2: 13.我覺得爆米花這種產品, 應該買外國品牌會較本土品牌好

Information [Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]

Statistics [NW/ W] [Valid=260 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	32	<div><div></div></div> 12.3%
2	不同意	64	<div><div></div></div> 24.6%
3	有點不同意	70	<div><div></div></div> 26.9%
4	無法確定	39	<div><div></div></div> 15.0%
5	有點同意	33	<div><div></div></div> 12.7%
6	同意	13	<div><div></div></div> 5.0%
7	非常同意	9	<div><div></div></div> 3.5%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

ecaglf3: 14.我認為外國品牌較本土品牌擅長爆米花這種產品

Information [Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]

Statistics [NW/ W] [Valid=260 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	39	<div><div></div></div> 15.0%
2	不同意	60	<div><div></div></div> 23.1%
3	有點不同意	62	<div><div></div></div> 23.8%
4	無法確定	39	<div><div></div></div> 15.0%
5	有點同意	34	<div><div></div></div> 13.1%
6	同意	18	<div><div></div></div> 6.9%
7	非常同意	8	<div><div></div></div> 3.1%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

bconcept1: 15.我覺得GODIVA是強調尊貴的品牌

Information [Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]

Statistics [NW/ W] [Valid=260 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	6	<div><div></div></div> 2.3%
2	不同意	27	<div><div></div></div> 10.4%
3	有點不同意	44	<div><div></div></div> 16.9%
4	普通	45	<div><div></div></div> 17.3%
5	有點同意	55	<div><div></div></div> 21.2%
6	同意	58	<div><div></div></div> 22.3%
7	非常同意	25	<div><div></div></div> 9.6%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

bconcept2: 16.我覺得GODIVA是強調名望的品牌

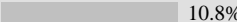
Information [Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]

Statistics [NW/ W] [Valid=260 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	7	<div><div></div></div> 2.7%
2	不同意	19	<div><div></div></div> 7.3%
3	有點不同意	37	<div><div></div></div> 14.2%

File : data


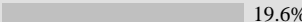
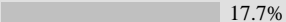

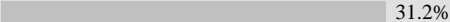

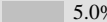
bconcept2: 16.我覺得GODIVA是強調名望的品牌

Value	Label	Cases	Percentage
4	普通	50	 19.2%
5	有點同意	61	 23.5%
6	同意	58	 22.3%
7	非常同意	28	 10.8%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

bconcept3: 17.請問從「平價實在」到「奢華尊貴」之間,您覺得GODIVA巧克力偏向那一種定位?








Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=260 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常平價實在	7	 2.7%
2	平價實在	51	 19.6%
3	有點平價實在	46	 17.7%
4	無法確定	13	 5.0%
5	有點奢華尊貴	81	 31.2%
6	奢華尊貴	49	 18.8%
7	非常奢華尊貴	13	 5.0%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

eattract1: 18. 我覺得這位代言模特兒是有吸引力的








Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=260 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	3	 1.2%
2	不同意	28	 10.8%
3	有點不同意	32	 12.3%
4	普通	81	 31.2%
5	有點同意	61	 23.5%
6	同意	45	 17.3%
7	非常同意	10	 3.8%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

eattract2: 19. 對我來說, 這位代言模特兒是好看的

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=260 /-] [Invalid=0 /-]




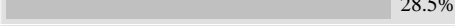
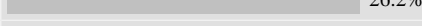
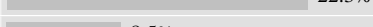

Value	Label	Cases	Percentage
1	非常不同意	2	 0.8%
2	不同意	13	 5.0%
3	有點不同意	19	 7.3%
4	普通	69	 26.5%
5	有點同意	68	 26.2%
6	同意	67	 25.8%
7	非常同意	22	 8.5%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

File : data

eattract3: 20. 我覺得這位代言模特兒很漂亮


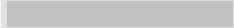
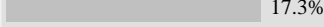
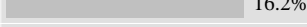
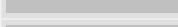


Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=260 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	3	 1.2%
2	不同意	16	 6.2%
3	有點不同意	19	 7.3%
4	普通	74	 28.5%
5	有點同意	68	 26.2%
6	同意	58	 22.3%
7	非常同意	22	 8.5%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

mperace: 21. 我覺得這位代言模特兒是：





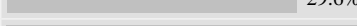


Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=260 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	典型的白人	21	 8.1%
2	白人	40	 15.4%
3	有點像白人	45	 17.3%
4	無法確定	42	 16.2%
5	有點像亞洲人	31	 11.9%
6	亞洲人	68	 26.2%
7	典型的亞洲人	13	 5.0%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

cateatd1: 22. 我對爆米花這種產品感覺不錯




Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=260 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	3	 1.2%
2	不同意	14	 5.4%
3	有點不同意	20	 7.7%
4	無法確定	31	 11.9%
5	有點同意	77	 29.6%
6	同意	102	 39.2%
7	非常同意	13	 5.0%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

cateatd2: 23. 我喜歡爆米花這種產品

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=260 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	5	 1.9%
2	不同意	17	 6.5%
3	有點不同意	20	 7.7%

File : data



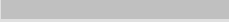
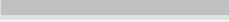
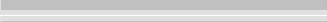
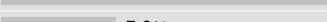

categatd2: 23. 我喜歡爆米花這種產品

Value	Label	Cases	Percentage
4	無法確定	30	 11.5%
5	有點同意	79	 30.4%
6	同意	89	 34.2%
7	非常同意	20	 7.7%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

categatd3: 24. 整體而言, 各式口味的爆米花, 都頗能滿足我的需求



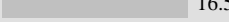
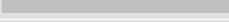
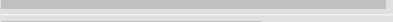

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=260 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	6	 2.3%
2	不同意	26	 10.0%
3	有點不同意	40	 15.4%
4	無法確定	43	 16.5%
5	有點同意	62	 23.8%
6	同意	64	 24.6%
7	非常同意	19	 7.3%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

pricediff: 25. 我覺得一般而言, 巧克力的售價比爆米花貴很多

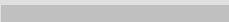

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=260 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	0	
2	不同意	4	 1.5%
3	有點不同意	11	 4.2%
4	無法確定	43	 16.5%
5	有點同意	53	 20.4%
6	同意	89	 34.2%
7	非常同意	60	 23.1%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

sex: 26. 您的性別:

Information	[Type= discrete] [Format=numeric] [Range= 1-2] [Missing=*]
Statistics [NW/ W]	[Valid=260 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	男	99	 38.1%
2	女	161	 61.9%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

age: 27. 您的年齡:

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=260 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	18-24歲	126	 48.5%

File : data

age: 27. 您的年齡:

Value	Label	Cases	Percentage
2	25-34歲	84	<div><div></div></div> 32.3%
3	35-44歲	29	<div><div></div></div> 11.2%
4	45-55歲	17	<div><div></div></div> 6.5%
5	55歲以上	4	<div><div></div></div> 1.5%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

education: 28.您的教育水準:

Information	[Type= discrete] [Format=numeric] [Range= 1-4] [Missing=*]
Statistics [NW/ W]	[Valid=260 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	國中及以下	1	<div><div></div></div> 0.4%
2	高中(職)	11	<div><div></div></div> 4.2%
3	大學(專)	177	<div><div></div></div> 68.1%
4	研究所及以上	71	<div><div></div></div> 27.3%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.