

台灣 (Taiwan, ROC)

黃秀英, 逢甲大學國際貿易學系

在地品牌如何透過品牌全球性知覺影響消費者評價

Study Documentation

October 4, 2016

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Metadata Producer(s)	學術調查研究資料庫(Survey Research Data Archive) (SRDA) , 中央研究院人社中心調查研究 專題中心 , DDI文件製作
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在地品牌如何透過品牌全球性知覺影響消費者評價

*How does a local brand influence its consumer evaluation through perceived brand globalness***Overview**

Identification	E10333
Version	Production Date: 2016-10-24 v1.0 釋出第一版
Abstract <p>本研究以台灣消費者為研究對象，將「消費國效應」理論應用於在地全球品牌競爭策略上，從新興國家（台灣的消費者角度，探究在地品牌如何運用海外銷售佳績提升品牌全球性知覺，以增加消費者對品牌的正面態度。本研究採取準實驗設計搭配問卷調查法探討消費國形象知覺，如何透過PBG與PBL，影響品牌的知覺品質與知覺名望。特別是針對消費者知覺形象較正面的消費國與較負面消費國對消費者在PBG與PBL的影響上是否有差異，以及差異大小。</p> <p>本研究計畫之結果，除了可以瞭解在地與全球元素如何相互強化影響在地品牌評價，也有助瞭解新興市場消費者如何形成在地/全球品牌混合消費的過程。本研究除了回應學者們對從新興市場或開發中國家觀點，發展在地品牌的全球競爭理論的呼籲，也可對照以先進市場作為背景所發展出的理論，產生新洞察。在實務貢獻上，研究結果將可提供台灣或新興國家在地品牌，作為發展抵禦全球品牌策略的參考。</p>	
Kind of Data	抽樣調查資料 (Sample survey data)
Unit of Analysis	個人

Scope & Coverage

Time Period(s)	2015
Countries	台灣 (Taiwan, ROC)
Geographic Coverage 大台中/台中市	
Universe 20歲以上之消費者	

Producers & Sponsors

Primary Investigator(s)	黃秀英, 逢甲大學國際貿易學系
Other Producer(s)	逢甲大學國際貿易學系
Funding Agency/ies	科技部

Sampling**Sampling Procedure**

透過便利抽樣的方式發放。三名經由問卷發放訓練的助理在台中人群聚集地，採一對一式的問卷發放與填答，共獲得506位消費者填答，剔除無效問卷與廢卷後，共計445筆有效問卷。

Data Collection

Data Collection Dates	start 2015-05-03 end 2015-06-20
Time Period(s)	start 2014-08-01

	end 2015-07-31
Data Collection Mode	面對面訪問 (Face-to-face Interviews)

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。

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)	逢甲大學國際貿易學系

Access Conditions

會員版(一般會員、院內會員)--直接下載

Files Description

Dataset contains 1 file(s)

data	
# Cases	445
# Variable(s)	52

Variables Group(s)

Dataset contains 2 group(s)

Group 基本資料							
#	Name	Label	Type	Format	Valid	Invalid	Question
1	id	問卷編號	discrete	character-4	445	0	-
2	v8.3	八.3 你的性別	discrete	numeric-8.0	445	0	-
3	v8.4	八.4 你的年齡	discrete	numeric-8.0	445	0	-
4	v8.5	八.5 你的教育水準	discrete	numeric-8.0	445	0	-
5	v8.6	八.6 請問本問卷的調查目的為	discrete	numeric-8.0	445	0	-

Group 問卷內容							
#	Name	Label	Type	Format	Valid	Invalid	Question
1	v0.1	消費國	discrete	numeric-8.0	445	0	-
2	v1.1	一.1 我覺得Y品牌的Z產品是 很好的產品。	discrete	numeric-8.0	445	0	-
3	v1.2	一.2 我覺得Y品牌的Z產品是 很實用的產品。	discrete	numeric-8.0	445	0	-
4	v1.3	一.3 我對Y品牌的Z產品的 評價極差。	discrete	numeric-8.0	445	0	-
5	v1.4	一.4 我想Y品牌的Z產品會 是我購買Z產品類產品時的 第一品牌選擇。	discrete	numeric-8.0	445	0	-
6	v1.5	一.5 下次當我要買Z產品 時，我會考慮購買Y品牌品 牌的Z產品。	discrete	numeric-8.0	445	0	-
7	v1.6	一.6 若有朋友要我建議Z產 品品牌，我很有可能會推 薦Y品牌品牌的Z產品。	discrete	numeric-8.0	445	0	-
8	v2.1	二.1 消費者評估該品牌品 質水準高低	discrete	numeric-8.0	445	0	-
9	v2.2	二.2 消費者評估該品牌品 質優劣程度	discrete	numeric-8.0	445	0	-
10	v2.3	二.3 消費者評估該品牌卓 越程度	discrete	numeric-8.0	445	0	-
11	v2.4	二.4 消費者評估該品牌值 得推崇程度	discrete	numeric-8.0	445	0	-
12	v4.1	四.1 對我而言，Y品牌是一 個全球性品牌。	discrete	numeric-8.0	445	0	-
13	v4.2	四.2 我蠻相信海外的消費 者看過Y品牌這個品牌。	discrete	numeric-8.0	445	0	-
14	v4.3	四.3 Y品牌這個品牌已遍 佈世界各地。	discrete	numeric-8.0	445	0	-
15	v4.4	四.4 Y品牌這個品牌，會 讓我聯想到與「台灣」有 關的事物。	discrete	numeric-8.0	445	0	-
16	v4.5	四.5 對我來說，Y品牌這個 品牌就是代表「台灣」。	discrete	numeric-8.0	445	0	-

#	Name	Label	Type	Format	Valid	Invalid	Question
17	v4.6	四.6 對我來說，Y品牌這個品牌是「台灣」的極佳象徵	discrete	numeric-8.0	445	0	-
18	v5.1	五.1 我覺得X國的經濟發展成熟度高。	discrete	numeric-8.0	445	0	-
19	v5.2	五.2 我覺得X國是一個消費市場規模龐大的國家。	discrete	numeric-8.0	445	0	-
20	v5.3	五.3 我覺得X國的科技研發水準低。	discrete	numeric-8.0	445	0	-
21	v5.4	五.4 我覺得X國對環境保護的要求嚴格。	discrete	numeric-8.0	445	0	-
22	v5.5	五.5 我覺得X國對消費者權益保護程度高。	discrete	numeric-8.0	445	0	-
23	v5.6	五.6 我覺得X國在消費相關法規的定訂上，完備性高。	discrete	numeric-8.0	445	0	-
24	v5.7	五.7 我覺得X國的國民品味高。	discrete	numeric-8.0	445	0	-
25	v5.8	五.8 我覺得X國國民的創意程度低。	discrete	numeric-8.0	445	0	-
26	v5.9	五.9 我覺得X國國民對美感的要求高。	discrete	numeric-8.0	445	0	-
27	v5.10	五.10 我覺得對我而言，X國國民相較於其他國家國民親和度高。	discrete	numeric-8.0	445	0	-
28	v5.11	五.11 我覺得X國國民對生活品質要求高。	discrete	numeric-8.0	445	0	-
29	v5.12	五.12 我覺得X國國民的創新能力高。	discrete	numeric-8.0	445	0	-
30	v5.13	五.13 我覺得X國在Z產品產品的生產技術高。	discrete	numeric-8.0	445	0	-
31	v5.14	五.14 我覺得X國所販賣的Z產品產品多為高檔產品。	discrete	numeric-8.0	445	0	-
32	v5.15	五.15 我覺得在X國購買Z產品產品時，有很多競爭品牌可供選擇。	discrete	numeric-8.0	445	0	-
33	v5.16	五.16 我覺得我國與X國的文化相似程度高。	discrete	numeric-8.0	445	0	-
34	v5.17	五.17 我覺得我國與X國在Z產品產品的使用習慣上，相似程度高。	discrete	numeric-8.0	445	0	-
35	v5.18	五.18 我覺得我國與X國對Z產品產品的使用需求上，相似程度高。	discrete	numeric-8.0	445	0	-
36	v6.1	六.1 我覺得Y品牌的信賴程度	discrete	numeric-8.0	445	0	-
37	v6.2	六.2 我覺得Y品牌的能耐程度	discrete	numeric-8.0	445	0	-
38	v6.3	六.3 我覺得Y品牌的誠信程度	discrete	numeric-8.0	445	0	-
39	v6.4	六.4 我覺得Y品牌對顧客的關心程度	discrete	numeric-8.0	445	0	-

#	Name	Label	Type	Format	Valid	Invalid	Question
40	v7.1	七.1 我對來自台灣的新聞很感興趣。	discrete	numeric-8.0	445	0	-
41	v7.2	七.2 我非常注意本地的新聞。	discrete	numeric-8.0	445	0	-
42	v7.3	七.3 我能認同依照傳統的重要性。	discrete	numeric-8.0	445	0	-
43	v7.4	七.4 我喜歡享用台灣的傳統佳餚。	discrete	numeric-8.0	445	0	-
44	v7.5	七.5 我與台灣人民有很強的情感連結。	discrete	numeric-8.0	445	0	-
45	v7.6	七.6 我喜歡生活在自己的國家。	discrete	numeric-8.0	445	0	-
46	v8.1	八.1 你對這幅Y品牌Z產品廣告，喜歡程度為	discrete	numeric-8.0	445	0	-
47	v8.2	八.2 針對「在X國市場上受消費者歡迎的Z產品品質很好」,您的同意程度為	discrete	numeric-8.0	445	0	-

Variables Description

Dataset contains 52 variable(s)

File : data				
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File : data

id: 問卷編號

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c218		1	0.2%
c219		1	0.2%
c220		1	0.2%
c221		1	0.2%
c222		1	0.2%
c223		1	0.2%
c224		1	0.2%
c225		1	0.2%
c226		1	0.2%
c227		1	0.2%
c228		1	0.2%
c229		1	0.2%
c230		1	0.2%
c231		1	0.2%
c232		1	0.2%
c233		1	0.2%
c234		1	0.2%
c235		1	0.2%
d101		1	0.2%

File : data

id: 問卷編號

Value	Label	Cases	Percentage	
d102		1		0.2%
d103		1		0.2%
d104		1		0.2%
d105		1		0.2%
d106		1		0.2%
d107		1		0.2%
d108		1		0.2%
d109		1		0.2%
d110		1		0.2%
d111		1		0.2%
d112		1		0.2%
d113		1		0.2%
d114		1		0.2%
d115		1		0.2%
d116		1		0.2%
d117		1		0.2%
d118		1		0.2%
d119		1		0.2%
d120		1		0.2%
d121		1		0.2%
d122		1		0.2%
d123		1		0.2%
d124		1		0.2%
d125		1		0.2%
d126		1		0.2%
d127		1		0.2%
d128		1		0.2%
d129		1		0.2%
d130		1		0.2%
d131		1		0.2%
d132		1		0.2%
d133		1		0.2%
d134		1		0.2%
d135		1		0.2%
d136		1		0.2%
d201		1		0.2%
d202		1		0.2%
d203		1		0.2%
d204		1		0.2%
d205		1		0.2%
d206		1		0.2%
d207		1		0.2%
d208		1		0.2%

File : data

id: 問卷編號

Value	Label	Cases	Percentage
d209		1	0.2%
d210		1	0.2%
d211		1	0.2%
d212		1	0.2%
d213		1	0.2%
d214		1	0.2%
d215		1	0.2%
d216		1	0.2%
d217		1	0.2%
d218		1	0.2%
d219		1	0.2%
d220		1	0.2%
d221		1	0.2%
d222		1	0.2%
d223		1	0.2%
d224		1	0.2%
d225		1	0.2%
d226		1	0.2%
d227		1	0.2%
d228		1	0.2%
d229		1	0.2%
d230		1	0.2%
d231		1	0.2%
d232		1	0.2%
d233		1	0.2%
d234		1	0.2%
d235		1	0.2%
e101		1	0.2%
e102		1	0.2%
e103		1	0.2%
e104		1	0.2%
e105		1	0.2%
e106		1	0.2%
e107		1	0.2%
e108		1	0.2%
e109		1	0.2%
e110		1	0.2%
e111		1	0.2%
e112		1	0.2%
e113		1	0.2%
e114		1	0.2%
e115		1	0.2%
e116		1	0.2%

File : data

id: 問卷編號

Value	Label	Cases	Percentage
e117		1	0.2%
e118		1	0.2%
e119		1	0.2%
e120		1	0.2%
e121		1	0.2%
e122		1	0.2%
e123		1	0.2%
e124		1	0.2%
e125		1	0.2%
e126		1	0.2%
e127		1	0.2%
e128		1	0.2%
e129		1	0.2%
e130		1	0.2%
e131		1	0.2%
e132		1	0.2%
e133		1	0.2%
e134		1	0.2%
e135		1	0.2%
e136		1	0.2%
e137		1	0.2%
e138		1	0.2%
e201		1	0.2%
e202		1	0.2%
e203		1	0.2%
e204		1	0.2%
e205		1	0.2%
e206		1	0.2%
e207		1	0.2%
e208		1	0.2%
e209		1	0.2%
e210		1	0.2%
e211		1	0.2%
e212		1	0.2%
e213		1	0.2%
e214		1	0.2%
e215		1	0.2%
e216		1	0.2%
e217		1	0.2%
e218		1	0.2%
e219		1	0.2%
e220		1	0.2%
e221		1	0.2%

File : data

id: 問卷編號

Value	Label	Cases	Percentage
e222		1	0.2%
e223		1	0.2%
e224		1	0.2%
e225		1	0.2%
e226		1	0.2%
e227		1	0.2%
e228		1	0.2%
e229		1	0.2%
e230		1	0.2%
e231		1	0.2%
e232		1	0.2%
e233		1	0.2%
e234		1	0.2%
e235		1	0.2%
e236		1	0.2%
e237		1	0.2%
e238		1	0.2%

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.

v0.1: 消費國

Information		[Type= discrete] [Format=numeric] [Range= 1-2] [Missing=*]		
Statistics [NW/ W]		[Valid=445 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage	
1	正面消費國	225		50.6%
2	負面消費國	220		49.4%

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.

v1.1: 一.1 我覺得Y品牌的Z產品是很好的產品。

Information		[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]	
Statistics [NW/ W]		[Valid=445 /-] [Invalid=0 /-]	
Value	Label	Cases	Percentage
1	非常不同意	3	<div><div></div></div> 0.7%
2	不同意	9	<div><div></div></div> 2.0%
3	有點不同意	15	<div><div></div></div> 3.4%
4	普通	75	<div><div></div></div> 16.9%
5	有點同意	100	<div><div></div></div> 22.5%
6	同意	179	<div><div></div></div> 40.2%
7	非常同意	64	<div><div></div></div> 14.4%

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.

v1.2: 一.2 我覺得Y品牌的Z產品是很實用的產品。

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=445 /-] [Invalid=0 /-]

File : data

v1.2: 一.2 我覺得Y品牌的Z產品是很實用的產品。

Value	Label	Cases	Percentage
1	非常不同意	1	0.2%
2	不同意	9	2.0%
3	有點不同意	16	3.6%
4	普通	85	19.1%
5	有點同意	107	24.0%
6	同意	170	38.2%
7	非常同意	57	12.8%

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.

v1.3: 一.3 我對Y品牌的Z產品的評價極差。

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=445 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	1	0.2%
2	不同意	7	1.6%
3	有點不同意	21	4.7%
4	普通	67	15.1%
5	有點同意	116	26.1%
6	同意	183	41.1%
7	非常同意	50	11.2%

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.

v1.4: 一.4 我想Y品牌的Z產品會是我購買Z產品類產品時的第一品牌選擇。

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=445 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	7	1.6%
2	不同意	20	4.5%
3	有點不同意	41	9.2%
4	普通	124	27.9%
5	有點同意	101	22.7%
6	同意	101	22.7%
7	非常同意	51	11.5%

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.

v1.5: 一.5 下次當我要買Z產品時，我會考慮購買Y品牌品牌的Z產品。

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=445 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	3	0.7%
2	不同意	17	3.8%
3	有點不同意	33	7.4%
4	普通	99	22.2%
5	有點同意	110	24.7%

File : data			
# v1.5: 一.5 下次當我要買 Z 產品時，我會考慮購買 Y 品牌品牌的 Z 產品。			
Value	Label	Cases	Percentage
6	同意	131	 29.4%
7	非常同意	52	 11.7%
<i>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.</i>			
# v1.6: 一.6 若有朋友要我建議 Z 產品品牌，我很有可能會推薦 Y 品牌品牌的 Z 產品。			
Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]		
Statistics [NW/ W]	[Valid=445 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
1	非常不同意	5	 1.1%
2	不同意	17	 3.8%
3	有點不同意	31	 7.0%
4	普通	121	 27.2%
5	有點同意	91	 20.4%
6	同意	134	 30.1%
7	非常同意	46	 10.3%
<i>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.</i>			
# v2.1: 二.1 消費者評估該品牌品質水準高低			
Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]		
Statistics [NW/ W]	[Valid=445 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
1	非常低	0	
2	低	2	 0.4%
3	有點低	7	 1.6%
4	普通	103	 23.1%
5	有點高	146	 32.8%
6	高	149	 33.5%
7	非常高	38	 8.5%
<i>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.</i>			
# v2.2: 二.2 消費者評估該品牌品質優劣程度			
Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]		
Statistics [NW/ W]	[Valid=445 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
1	非常不優良	0	
2	不優良	4	 0.9%
3	有點不優良	8	 1.8%
4	普通	96	 21.6%
5	有點優良	147	 33.0%
6	優良	154	 34.6%
7	非常優良	36	 8.1%
<i>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.</i>			
# v2.3: 二.3 消費者評估該品牌卓越程度			
Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]		

File : data

v2.3: 二.3 消費者評估該品牌卓越程度

Statistics [NW/ W] [Valid=445 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不卓越	0	
2	不卓越	2	0.4%
3	有點不卓越	8	1.8%
4	普通	113	25.4%
5	有點卓越	139	31.2%
6	卓越	137	30.8%
7	非常卓越	46	10.3%

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.

v2.4: 二.4 消費者評估該品牌值得推崇程度

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

Statistics [NW/ W] [Valid=445 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不值得推崇	0	
2	不值得推崇	2	0.4%
3	有點不值得推崇	17	3.8%
4	普通	123	27.6%
5	有點值得推崇	121	27.2%
6	值得推崇	142	31.9%
7	非常值得推崇	40	9.0%

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.

v4.1: 四.1 對我而言，Y品牌是一個全球性品牌。

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

Statistics [NW/ W] [Valid=445 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	2	0.4%
2	不同意	8	1.8%
3	有點不同意	40	9.0%
4	普通	104	23.4%
5	有點同意	118	26.5%
6	同意	122	27.4%
7	非常同意	51	11.5%

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.

v4.2: 四.2 我蠻相信海外的消費者看過Y品牌這個品牌。

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

Statistics [NW/ W] [Valid=445 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	0	
2	不同意	12	2.7%
3	有點不同意	44	9.9%
4	普通	88	19.8%

File : data

v4.2: 四.2 我蠻相信海外的消費者看過Y品牌這個品牌。

Value	Label	Cases	Percentage
5	有點同意	128	28.8%
6	同意	129	29.0%
7	非常同意	44	9.9%

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.

v4.3: 四.3 Y品牌這個品牌已遍佈世界各地。

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=445 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	2	0.4%
2	不同意	24	5.4%
3	有點不同意	57	12.8%
4	普通	118	26.5%
5	有點同意	115	25.8%
6	同意	96	21.6%
7	非常同意	33	7.4%

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.

v4.4: 四.4 Y品牌這個品牌，會讓我聯想到與「台灣」有關的事物。

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=445 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	1	0.2%
2	不同意	4	0.9%
3	有點不同意	14	3.1%
4	普通	71	16.0%
5	有點同意	114	25.6%
6	同意	150	33.7%
7	非常同意	91	20.4%

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.

v4.5: 四.5 對我來說，Y品牌這個品牌就是代表「台灣」。

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=445 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	4	0.9%
2	不同意	6	1.3%
3	有點不同意	23	5.2%
4	普通	84	18.9%
5	有點同意	108	24.3%
6	同意	147	33.0%
7	非常同意	73	16.4%

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

v4.6: 四.6 對我來說，Y品牌這個品牌是「台灣」的極佳象徵

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=445 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	2	0.4%
2	不同意	7	1.6%
3	有點不同意	25	5.6%
4	普通	93	20.9%
5	有點同意	122	27.4%
6	同意	122	27.4%
7	非常同意	74	16.6%

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.

v5.1: 五.1 我覺得X國的經濟發展成熟度高。

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=445 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	1	0.2%
2	不同意	8	1.8%
3	有點不同意	40	9.0%
4	普通	82	18.4%
5	有點同意	80	18.0%
6	同意	151	33.9%
7	非常同意	83	18.7%

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.

v5.2: 五.2 我覺得X國是一個消費市場規模龐大的國家。

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=445 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	0	
2	不同意	3	0.7%
3	有點不同意	21	4.7%
4	普通	53	11.9%
5	有點同意	115	25.8%
6	同意	164	36.9%
7	非常同意	89	20.0%

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.

v5.3: 五.3 我覺得X國的科技研發水準低。

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=445 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常同意	3	0.7%
2	同意	14	3.1%
3	有點同意	48	10.8%

File : data

v5.3: 五.3 我覺得X國的科技研發水準低。

Value	Label	Cases	Percentage
4	普通	88	<div><div></div></div> 19.8%
5	有點不同意	111	<div><div></div></div> 24.9%
6	不同意	112	<div><div></div></div> 25.2%
7	非常不同意	69	<div><div></div></div> 15.5%

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.

v5.4: 五.4 我覺得X國對環境保護的要求嚴格。

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=445 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	6	<div><div></div></div> 1.3%
2	不同意	33	<div><div></div></div> 7.4%
3	有點不同意	59	<div><div></div></div> 13.3%
4	普通	124	<div><div></div></div> 27.9%
5	有點同意	92	<div><div></div></div> 20.7%
6	同意	80	<div><div></div></div> 18.0%
7	非常同意	51	<div><div></div></div> 11.5%

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.

v5.5: 五.5 我覺得X國對消費者權益保護程度高。

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=445 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	4	<div><div></div></div> 0.9%
2	不同意	24	<div><div></div></div> 5.4%
3	有點不同意	71	<div><div></div></div> 16.0%
4	普通	115	<div><div></div></div> 25.8%
5	有點同意	82	<div><div></div></div> 18.4%
6	同意	106	<div><div></div></div> 23.8%
7	非常同意	43	<div><div></div></div> 9.7%

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.

v5.6: 五.6 我覺得X國在消費相關法規的定訂上，完備性高。

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=445 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	2	<div><div></div></div> 0.4%
2	不同意	26	<div><div></div></div> 5.8%
3	有點不同意	58	<div><div></div></div> 13.0%
4	普通	127	<div><div></div></div> 28.5%
5	有點同意	89	<div><div></div></div> 20.0%
6	同意	100	<div><div></div></div> 22.5%
7	非常同意	43	<div><div></div></div> 9.7%

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.

File : data

v5.7: 五.7 我覺得X國的國民品味高。

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=445 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	5	<div><div></div></div> 1.1%
2	不同意	26	<div><div></div></div> 5.8%
3	有點不同意	58	<div><div></div></div> 13.0%
4	普通	131	<div><div></div></div> 29.4%
5	有點同意	96	<div><div></div></div> 21.6%
6	同意	84	<div><div></div></div> 18.9%
7	非常同意	45	<div><div></div></div> 10.1%

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.

v5.8: 五.8 我覺得X國國民的創意程度低。

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=445 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常同意	3	<div><div></div></div> 0.7%
2	同意	22	<div><div></div></div> 4.9%
3	有點同意	39	<div><div></div></div> 8.8%
4	普通	132	<div><div></div></div> 29.7%
5	有點不同意	114	<div><div></div></div> 25.6%
6	不同意	93	<div><div></div></div> 20.9%
7	非常不同意	42	<div><div></div></div> 9.4%

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.

v5.9: 五.9 我覺得X國國民對美感的要求高。

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=445 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	2	<div><div></div></div> 0.4%
2	不同意	9	<div><div></div></div> 2.0%
3	有點不同意	57	<div><div></div></div> 12.8%
4	普通	162	<div><div></div></div> 36.4%
5	有點同意	94	<div><div></div></div> 21.1%
6	同意	80	<div><div></div></div> 18.0%
7	非常同意	41	<div><div></div></div> 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.

v5.10: 五.10 我覺得對我而言，X國國民相較於其他國家國民親和度高。

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=445 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	9	<div><div></div></div> 2.0%
2	不同意	34	<div><div></div></div> 7.6%
3	有點不同意	82	<div><div></div></div> 18.4%

File : data

v5.10: 五.10 我覺得對我而言，X國國民相較於其他國家國民親和度高。

Value	Label	Cases	Percentage
4	普通	164	<div><div></div></div> 36.9%
5	有點同意	78	<div><div></div></div> 17.5%
6	同意	53	<div><div></div></div> 11.9%
7	非常同意	25	<div><div></div></div> 5.6%

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.

v5.11: 五.11 我覺得X國國民對生活品質要求高。

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=445 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	3	<div><div></div></div> 0.7%
2	不同意	17	<div><div></div></div> 3.8%
3	有點不同意	67	<div><div></div></div> 15.1%
4	普通	114	<div><div></div></div> 25.6%
5	有點同意	93	<div><div></div></div> 20.9%
6	同意	102	<div><div></div></div> 22.9%
7	非常同意	49	<div><div></div></div> 11.0%

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.

v5.12: 五.12 我覺得X國國民的創新能力高。

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=445 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	2	<div><div></div></div> 0.4%
2	不同意	19	<div><div></div></div> 4.3%
3	有點不同意	54	<div><div></div></div> 12.1%
4	普通	129	<div><div></div></div> 29.0%
5	有點同意	106	<div><div></div></div> 23.8%
6	同意	99	<div><div></div></div> 22.2%
7	非常同意	36	<div><div></div></div> 8.1%

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.

v5.13: 五.13 我覺得X國在Z產品產品的生產技術高。

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=445 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	3	<div><div></div></div> 0.7%
2	不同意	11	<div><div></div></div> 2.5%
3	有點不同意	82	<div><div></div></div> 18.4%
4	普通	136	<div><div></div></div> 30.6%
5	有點同意	89	<div><div></div></div> 20.0%
6	同意	79	<div><div></div></div> 17.8%
7	非常同意	45	<div><div></div></div> 10.1%

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.

File : data

v5.14: 五.14 我覺得X國所販賣的Z產品產品多為高檔產品。

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=445 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	7	<div><div></div></div> 1.6%
2	不同意	15	<div><div></div></div> 3.4%
3	有點不同意	82	<div><div></div></div> 18.4%
4	普通	135	<div><div></div></div> 30.3%
5	有點同意	89	<div><div></div></div> 20.0%
6	同意	82	<div><div></div></div> 18.4%
7	非常同意	35	<div><div></div></div> 7.9%

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.

v5.15: 五.15 我覺得在X國購買Z產品產品時，有很多競爭品牌可供選擇。

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=445 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	4	<div><div></div></div> 0.9%
2	不同意	7	<div><div></div></div> 1.6%
3	有點不同意	52	<div><div></div></div> 11.7%
4	普通	128	<div><div></div></div> 28.8%
5	有點同意	116	<div><div></div></div> 26.1%
6	同意	95	<div><div></div></div> 21.3%
7	非常同意	43	<div><div></div></div> 9.7%

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.

v5.16: 五.16 我覺得我國與X國的文化相似程度高。

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=445 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	14	<div><div></div></div> 3.1%
2	不同意	47	<div><div></div></div> 10.6%
3	有點不同意	133	<div><div></div></div> 29.9%
4	普通	118	<div><div></div></div> 26.5%
5	有點同意	87	<div><div></div></div> 19.6%
6	同意	35	<div><div></div></div> 7.9%
7	非常同意	11	<div><div></div></div> 2.5%

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.

v5.17: 五.17 我覺得我國與X國在Z產品產品的使用習慣上，相似程度高。

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=445 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	8	<div><div></div></div> 1.8%
2	不同意	30	<div><div></div></div> 6.7%
3	有點不同意	106	<div><div></div></div> 23.8%

File : data

v5.17: 五.17 我覺得我國與X國在Z產品產品的使用習慣上，相似程度高。

Value	Label	Cases	Percentage
4	普通	151	33.9%
5	有點同意	94	21.1%
6	同意	48	10.8%
7	非常同意	8	1.8%

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.

v5.18: 五.18 我覺得我國與X國對Z產品產品的使用需求上，相似程度高。

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=445 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	10	2.2%
2	不同意	30	6.7%
3	有點不同意	92	20.7%
4	普通	151	33.9%
5	有點同意	96	21.6%
6	同意	55	12.4%
7	非常同意	11	2.5%

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.

v6.1: 六.1 我覺得Y品牌的信賴程度

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=445 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不值得信賴	0	
2	不值得信賴	2	0.4%
3	有點不值得信賴	10	2.2%
4	普通	70	15.7%
5	有點值得信賴	134	30.1%
6	值得信賴	179	40.2%
7	非常值得信賴	50	11.2%

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.

v6.2: 六.2 我覺得Y品牌的能耐程度

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=445 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常無能耐	0	
2	無能耐	3	0.7%
3	有點無能耐	15	3.4%
4	普通	60	13.5%
5	有點能耐	141	31.7%
6	有能耐	163	36.6%
7	非常有能耐	63	14.2%

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			
# v6.3: 六.3 我覺得Y品牌的誠信程度			
Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]		
Statistics [NW/ W]	[Valid=445 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
1	非常不誠信	0	
2	不誠信	3	0.7%
3	有點不誠信	5	1.1%
4	普通	78	17.5%
5	有點誠信	125	28.1%
6	誠信	181	40.7%
7	非常誠信	53	11.9%
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.			
# v6.4: 六.4 我覺得Y品牌對顧客的關心程度			
Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]		
Statistics [NW/ W]	[Valid=445 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
1	非常不關心	3	0.7%
2	不關心	6	1.3%
3	有點不關心	15	3.4%
4	普通	156	35.1%
5	有點關心	117	26.3%
6	關心	117	26.3%
7	非常關心	31	7.0%
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.			
# v7.1: 七.1 我對來自台灣的新聞很感興趣。			
Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]		
Statistics [NW/ W]	[Valid=445 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
1	非常不同意	8	1.8%
2	不同意	17	3.8%
3	有點不同意	22	4.9%
4	普通	108	24.3%
5	有點同意	88	19.8%
6	同意	130	29.2%
7	非常同意	72	16.2%
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.			
# v7.2: 七.2 我非常注意本地的新聞。			
Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]		
Statistics [NW/ W]	[Valid=445 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
1	非常不同意	5	1.1%
2	不同意	14	3.1%
3	有點不同意	31	7.0%

File : data




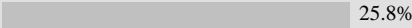
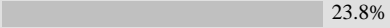
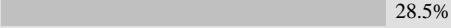
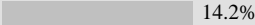
v7.2: 七.2 我非常注意本地的新聞。

Value	Label	Cases	Percentage
4	普通	106	 23.8%
5	有點同意	97	 21.8%
6	同意	131	 29.4%
7	非常同意	61	 13.7%

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.

v7.3: 七.3 我能認同依照傳統的重要性。



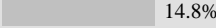
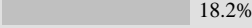
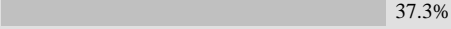

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=445 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	3	 0.7%
2	不同意	7	 1.6%
3	有點不同意	24	 5.4%
4	普通	115	 25.8%
5	有點同意	106	 23.8%
6	同意	127	 28.5%
7	非常同意	63	 14.2%

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.

v7.4: 七.4 我喜歡享用台灣的傳統佳餚。




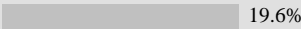
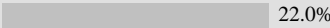
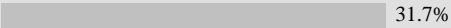
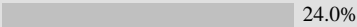
Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=445 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	0	
2	不同意	3	 0.7%
3	有點不同意	9	 2.0%
4	普通	66	 14.8%
5	有點同意	81	 18.2%
6	同意	166	 37.3%
7	非常同意	120	 27.0%

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.

v7.5: 七.5 我與台灣人民有很強的情感連結。

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=445 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	2	 0.4%
2	不同意	2	 0.4%
3	有點不同意	8	 1.8%
4	普通	87	 19.6%
5	有點同意	98	 22.0%
6	同意	141	 31.7%
7	非常同意	107	 24.0%

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.

File : data			
# v7.6: 七.6 我喜歡生活在自己的國家。			
Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]		
Statistics [NW/ W]	[Valid=445 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
1	非常不同意	1	0.2%
2	不同意	1	0.2%
3	有點不同意	1	0.2%
4	普通	44	9.9%
5	有點同意	86	19.3%
6	同意	164	36.9%
7	非常同意	148	33.3%
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.			
# v8.1: 八.1 你對這幅Y品牌Z產品廣告，喜歡程度為			
Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]		
Statistics [NW/ W]	[Valid=445 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
1	非常不喜歡	1	0.2%
2	不喜歡	5	1.1%
3	有點不喜歡	14	3.1%
4	普通	177	39.8%
5	有點喜歡	125	28.1%
6	喜歡	104	23.4%
7	非常喜歡	19	4.3%
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.			
# v8.2: 八.2 針對「在X國市場上受消費者歡迎的Z產品品質很好」,您的同意程度為			
Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]		
Statistics [NW/ W]	[Valid=445 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
1	非常不同意	4	0.9%
2	不同意	5	1.1%
3	有點不同意	27	6.1%
4	普通	142	31.9%
5	有點同意	117	26.3%
6	同意	130	29.2%
7	非常同意	20	4.5%
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.			
# v8.3: 八.3 你的性別			
Information	[Type= discrete] [Format=numeric] [Range= 1-2] [Missing=*]		
Statistics [NW/ W]	[Valid=445 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
1	男	214	48.1%
2	女	231	51.9%
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.			

File : data

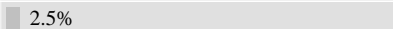
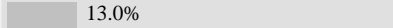
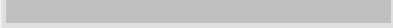
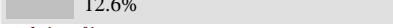
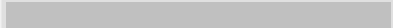
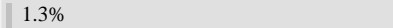
v8.4: 八.4 你的年齡

Information [Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]

Statistics [NW/ W] [Valid=445 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	20-24歲	159	<div></div> 35.7%
2	25-34歲	122	<div></div> 27.4%
3	35-44歲	102	<div></div> 22.9%
4	45-55歲	59	<div></div> 13.3%
5	55歲以上	3	<div></div> 0.7%

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.

# v8.5: 八.5 你的教育水準			
Information		[Type= discrete] [Format=numeric] [Range= 1-4] [Missing=*]	
Statistics [NW/ W]		[Valid=445 /-] [Invalid=0 /-]	
Value	Label	Cases	Percentage
1	國中及以下	11	 2.5%
2	高中(職)	58	 13.0%
3	大學(專)	320	 71.9%
4	研究所及以上	56	 12.6%
<i>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.</i>			
# v8.6: 八.6 請問本問卷的調查目的為			
Information		[Type= discrete] [Format=numeric] [Range= 1-3] [Missing=*]	
Statistics [NW/ W]		[Valid=445 /-] [Invalid=0 /-]	
Value	Label	Cases	Percentage
1	不知道	439	 98.7%
2	廣告測試	0	
3	其他	6	 1.3%
<i>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.</i>			