

# 影響台中市居民對大樓型預售屋購買意願影響因素之研究

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## 摘 要

近年來台灣房地產市場日趨競爭，建案往往在興建過程中即完銷，然而，預售屋是一個非實體商品之交易，往往存在買賣雙方資訊不對稱之問題，因此，完工後的成屋往往與購屋者原始期望存在落差，因此，若能事先了解購屋者對預售屋的購買決策因素和決策因素排序，將有助於建商或代銷公司進行建案銷售策略之擬訂。

本研究藉由問卷調查了解台中市大樓型預售屋購買者對預售屋之消費行為與影響其購買之影響因素，經資料分析後發現(1)職業別、薪資別、同住人口數和購屋區域都會影響購屋預算；(2)多數人購屋主要以預售(接待)中心為主要資訊來源管道；(3)影響購屋者的七大構面中，最受重視的是房屋本身價值(如：格局、品質、樓層等)，經濟層面次之(如：房屋總價、貸款額度等)，最不在乎廣告層面；(4)未婚者對環境層面、房屋層面、廣告層面、品牌形象層面與購買意願的平均感受都高於已婚者，其中，前三個層面關聯強度低，而後兩個層面關聯強度中等。

**關鍵字：**預售屋、購屋影響因素、購屋預算、購屋意願、法律契約、大樓型

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# A Study on the Influencing Factors of Purchasing Pre-Sale House of Building in Taichung Residents

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## Abstract

The transaction contract of Pre-Sale House often exists information asymmetry. Understanding determinants and behaviors of purchasing Pre-Sale Houses of consumers becomes very important. Hence, this study is surveyed by questionnaires and face-to-face interview. The effective rate is 100%. Meanwhile, the reliability and validity tests are also implemented.

The analysis of 200 questionnaires reveals that: (1) occupation, salary, population and location will affect the budget; (2) many homebuyers get information in the Reception Center;(3) in the seven influencing factors, the most important factor is the housing dimension (eg: pattern, quality, floor, etc.), second is the economic dimension(eg: total price, loan amount, etc.), and the advertising dimension (eg: media, word of mouth, spokesman, etc.) is the less important factor. (4) single persons feel higher than married in the environmental dimension, housing dimension, advertising dimension, brand image dimension and purchase intention.

**Keywords: Pre-Sale House, Influencing Factors, Homebuyers Budget, Contracts, Building**

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