



作品簡介

「i到Phone迷」愛到瘋狂 -以IPA分析iPhone

在科技飛速進步的時代，手機在生活中早已成為不可或缺的一部份
因此本組欲了解iPhone是如何以高單價卻還能吸引消費者去購買
發行問卷調查消費者對iPhone的重視度、滿意度與顧客忠誠度
根據結果分析，iPhone該改善及繼續維持的地方為何？

購買原因

最主要為「形象及知名度」
iPhone
形象及知名度依賴程度高

IPA結果

優先改善：「售後服務」
次要改善：「價格合理性」
、「促銷活動」

再購及推薦意願

再購意願97.6%
推薦意願96%
品質功能受消費者青睞

品牌忠誠度

優先選擇、購買首選
忠誠度
三者意願皆高

本組根據結果，給予以下建議

- 1.提升售後服務品質
- 2.推出較平價的機型
- 3.增加促銷活動





introduction

「i到Phone迷」爱到痴迷

-以IPA分析iPhone

In technological advancement, mobile phones have already become an indispensable part of life. Therefore, this group wants to understand how the iPhone can attract consumers to buy it at a high unit price.

We issued a questionnaire to survey consumers attention to the iPhone. Satisfaction and Customer Loyalty Based on the analysis of the results, what should be improved and maintained on the iPhone?

Reason for purchase

The most important thing is "image and popularity"

IPA Results

Priority improvement:

"After-sales service"

Minor improvements:

"Price Reasonability",

"Promotions"

Repurchase and recommendation intention

Repurchase intention 97.6%

Recommendation intention 96%

Quality features are favored by consumers

brand loyalty

First choice, first choice for purchase, and loyalty. All three are highly willing.

Based on the results,

We makes the following recommendations

1. Improve the quality of after-sales service
2. Launch more affordable models
3. Increase promotional activities

