

摘要

本研究主要探討我國企業對產品責任保險需求之原因，分別以四個構面來分析企業對產品責任保險的需求。包括企業經營動機、公司背景資料、產品安全風險管理與上市公司財務特性等四方面來探討企業的投保動機。本研究以我國上市公司為樣本，共計發放 440 份問卷，並以回收的 90 份問卷進行 Logistic 迴歸及複迴歸之實證分析。

研究結果發現，企業交易對象(買方)的要求、產品風險理財因素和產品市場行銷因素為影響上市公司投保產品責任保險之決定因素，呈顯著正向關係。另外，當上市公司過去曾發生過產品損害事件時，對產品責任保險之需求愈高；而且當公司的產品銷售本國地區、美加地區或同時銷售國內外地區時，對產品責任保險需求愈高。至於產品安全風險管理與產品責任保險需求之間的關係，實證結果顯示二者為互補關係，此與 Ehrlich and Becker(1972)的理論假設一致。除此之外，本研究發現當公司規模愈大、產品銷售量愈大、負債對業主權益比率愈高以及公司無長期負債時，其對於產品責任保險的需求愈高。此外，當上市公司的財務危機成本愈高以及所面臨的損失頻率與幅度愈大時，其對於產品責任保險需求愈高。

關鍵詞：產品責任保險、投保動機、產品安全風險管理、財務特性。

Abstract

This paper investigates the corporate demand for product liability insurance in Taiwan. The motivations to purchase product liability insurance can be categorized into four groups, business operation incentive, features of the firm, product safety management, and financial management. The decision of insurance is analyzed based on the logistic model and multivariate regression models with a sample of 90 publicly traded companies in Taiwan.

The empirical results of this study indicate that customers' requests, product risk financing, and product marketing are the determinants for companies to buy product liability insurance. Further, the companies with previous experience of product liability losses have higher product liability insurance demand. Those companies selling their products to North America and Taiwan will purchase more product liability insurance. Moreover, the empirical evidences suggest significantly positive correlation between product safety management and product liability insurance demand, which is consistent with Ehrlich and Becker (1972) that market insurance and self-protection are complements. The results also show that the firm will purchase more product liability insurance when it has larger firm size, greater product sales, higher debt to equity ratio, and no long term debt.

Key Words: product liability insurance, motivation of insurance demand, product safety management , financial characteristic.