The Moderating Effect of Country of Origin Effect on the Relationship between Brand Equity and Consumer's Purchase Intention

孫元厚、陳木榮
E-mail: 9607693@mail.dyu.edu.tw

ABSTRACT

In this era that consumers pursue after personalized, differentiated products, and brand power is taken as the most competitive, effective asset, product function is no longer the only issue that would influence the consumer's behavior. Brand becomes another important variable. Brand equity covers the whole conception and attitude that consumer holds to a brand. How to establish higher brand equity is now a critical issue to every brand managing executives. In order to further develop the knowledge of Brand Equity, this study used the relationship between Brand Equity and Consumer's Purchase Intention. In the mean time, by utilizing the Country of Origin Effect as moderate mechanism, this study further clarify the relationship between the said two variables. Samples of this study were collected from the consumers who ever conducted purchase behavior in Taiwan area. Total sample size was 503 consumers. According to the analysis done under hierarchical regression model, noticeable positive impact derived from brand equity to the consumer's purchase intention was confirmed. Moreover, remarkable and positive relationship between interference effect of country of origin effect to brand equity and consumer's purchase intention was also affirmed.

Keywords : brand equity, country of origin effect, consumer's purchase intention

Table of Contents


REFERENCES

一、中文部分
3. 李茂能(2006),結構方程模式軟體Amos之簡介及其在測驗編制上之應用,台北:心理出版社。
4. 巫建輝(2006),品牌評價與代言人可信度與購買意願之干擾效應-以華人地區消費者為例,輔仁大學國際管理學系未出版之碩士論文。
5. 周其鋒(2006),母公司策略行為對子公司自主權之影響,興華大學管理系未出版之碩士論文。
6. 金明吉(2001),來源國效應、品牌形象認知對產品品質認知影響-以資訊科技產品為例,輔仁大學管理學研究所未出版之碩士論文。
7. 吳佩倫(2001),服務品牌權益、消費者涉入與顧客再惠顧意願之研究-以保險業務為例,輔仁大學管理學研究所未出版之碩士論文。
8. 林震岩(2006),多變量分析:SPSS的操作與應用,台北:心理出版社。
9. 邱浩政(2000),量化研究與統計分析,台北:五南圖書出版。
10. 陳順宇(2007),結構方程式-Amos操作,台北:心理出版社。
11. 陳昭宏(2005),品牌來源國與製造來源國對消費者購買意願影響之研究,私立銘傳大學國際企管系未出版之碩士論文。
12. 曾瑞媛(2001),品牌來源國及品牌權益影響消費者購買意願之研究,真理大學管理科學研究所未出版之碩士論文。
13. 鄭純瑜(2001),品牌來源國及品牌權益影響消費者購買意願之研究,真理大學管理科學研究所未出版之碩士論文。
14. 楊世瑩(2005),品牌來源國與製造來源國對消費者購買意願影響之研究,私立銘傳大學國際企管系未出版之碩士論文。
15. 蔡東峻,吳萬益,李奇勳(2004),來源國效應、消費者購買意願之研究,私立銘傳大學國際企管系未出版之碩士論文。
16. 賴榮宗(2005),品牌來源國與製造來源國對消費者購買意願影響之研究,私立銘傳大學國際企管系未出版之碩士論文。
17. 謝雅菱(2005),製造來源國與品牌名稱對消費者購買意願影響之研究,私立銘傳大學國際企管系未出版之碩士論文。


Terminology - The Real Debate. Marketing Intelligence and Planning, 7, 29-32.


