

A Study on the Relationships among Brand Image, Country of Origin Image, Perceived Value and Purchase Intention-Taking t

林雅淑、莊銘國

E-mail: 313929@mail.dyu.edu.tw

ABSTRACT

This study is aimed to explore the relationships among the brand image, the country of origin image, the perceived value and the purchase intention, and to use the international brand cellular phone as the research object. 321 effective samples are attained through the method of questionnaires to work on the empirical findings and the analysis. According to the result of the data analysis, we find that first, the brand image has significant positive influence on the purchase intention, and its secondary dimension, including functional, symbolic, and empirical images, also has significant positive influence on the purchase intention. Second, the brand image has significant positive influence on the perceived value, and its secondary dimension, including functional, symbolic, and empirical images, also has significant positive influence on the perceived value. Third, the country of origin image has partially significant positive influence on the perceived value, and its secondary dimension, including the degrees of economical and technological development, also has significant positive influence on the perceived value. However, the degrees of social and political development don't have significant positive influence on it. Fourth, the country of origin image has partially significant positive influence on the purchase intention, and its secondary dimension, including the degrees of economical and technological development, has significant positive influence on the purchase intention. However, the degrees of social and political development don't have significant positive influence on it. Fifth, the perceived value has positive significant influence on the purchase intention. Sixth, the perceived value has the mediated effect to the relationships between the brand image and the purchase intention. Seventh, the perceived value has the mediated effect to the relationships between the country of origin image and the purchase intention.

Keywords : brand image、country of origin image、perceived value、purchase intention

Table of Contents

內容目錄 中文摘要	iii	英文摘要	iii
iv 誌謝辭		vi 內容目錄	
vii 表目錄		ix 圖目錄	
xi 第一章 緒論	1	第一節 研究背景與動機	1
1 第二節 研究問題與目的	3	第三節 研究範圍與對象	3
5 第四節 研究流程	6	第二章 文獻探討	6
7 第一節 品牌形象	7	第二節 來源國形象	7
13 第三節 知覺價值	17	第四節 購買意願	17
22 第五節 各變項間之關係	24	第三章 研究方法	24
28 第一節 研究架構	28	第二節 研究假設	28
29 第三節 研究變數之操作性定義與衡量	32	第四節 問卷設計與抽樣	32
方法	36	第五節 資料分析方法	38
40 第一節 描述性統計分析	40	第四章 研究結果與分析	40
信效度分析	42	第一節 研究變項之	40
的相關分析	52	第二節 研究變項之	40
知覺價值之中介效果	59	第三節 個人屬性的差異性分析	46
研究結論	65	第四節 變項間的	46
研究限制	71	第五節 變項間的迴歸分析	54
71 參考文獻	73	第五章 結論與建議	65
86 表目錄 表 1- 1我國主要ICT相關統計資料	2	第一節 研	65
2209年第一季全球前五大手機廠商出貨量與市佔率	2	第二節 建議	69
表 1- 32008年與2007年國際性品牌手機出貨量	3	第三節	69
表 2- 1品	11	附錄 問	
牌形象定義彙整	11	卷	
表 2- 2來源國形象定義彙整	16	86 表目錄 表 1- 1我國主要ICT相關統計資料	2
表 2- 3知覺	21	2209年第一季全球前五大手機廠商出貨量與市佔率	2
價值定義彙整	21	表 1- 32008年與2007年國際性品牌手機出貨量	3
表 3- 1品牌形象衡量構面與問項	33	表 2- 1品	11
形象衡量構面與問項	34	牌形象定義彙整	11
表 3- 3知覺價值衡量問項	35	表 2- 2來源國形象定義彙整	16
36 表 4- 1問卷回收狀況表	40	表 2- 3知覺	21
40 表 4- 2有效樣本基		價值定義彙整	21

本特性	41	表 4-3 品牌形象之信效度分析	43	表 4-4 來源國形象之信效度分析	44	表 4-5 知覺價值之信效度分析	45	表 4-6 購買意願之信效度分析	46	表 4-7 性別對各變項的影響	47	表 4-8 婚姻對各變項的影響	47	表 4-9 年齡對各變項的影響	48	表 4-10 教育程度對各變項的影響	49	表 4-11 職業對各變項的影響	50	表 4-12 每月收入對各變項的影響	51	表 4-13 品牌形象、來源國形象、知覺價值與購買意願之相關分析	53	表 4-14 品牌形象對購買意願的迴歸分析	54	表 4-15 品牌形象的子構面對購買意願的多元迴歸分析	55	表 4-16 品牌形象對知覺價值的迴歸分析	55	表 4-17 品牌形象的子構面對知覺價值的多元迴歸分析	56	表 4-18 來源國形象對知覺價值的迴歸分析	56	表 4-19 來源國形象子構面對知覺價值的多元迴歸分析	57	表 4-20 來源國形象對購買意願的迴歸分析	58	表 4-21 來源國形象子構面對購買意願的多元迴歸分析	59	表 4-22 知覺價值對購買意願的迴歸分析	59	表 4-23 品牌形象與知覺價值對購買意願的階層迴歸分析	61	表 4-24 品牌形象的子構面與知覺價值對購買意願的階層迴歸分析	62	表 4-25 來源國形象與知覺價值對購買意願的階層迴歸分析	63	表 4-26 來源國形象子構面與知覺價值對購買意願的階層迴歸分析	64
表 5-1 研究假設驗證的結果彙整	65	圖目錄 圖 1-1 研究流程	6	圖 2-1 品牌形象概念	8	圖 2-2 品牌概念分類	13	圖 2-3 知覺價值的模式	19	圖 2-4 方案評估與購買決策關係	23	圖 3-1 研究架構	28																																				

REFERENCES

- 一、中文部分 王德剛(1997), 品牌概念形象, 廣告策略與品牌權益之關係, 私立東吳大學企業管理研究所未出版之碩士論文。 任玉英(2005), 產品設計、知覺價值與服務品質對顧客滿意度影響之研究 - 以手機顧客為例, 私立大葉大學國際企業管理學系碩士班未出版之碩士論文。 行政院國家資訊通信發展推動小組(2009), ICT統計資訊[線上資料], 來源: http://www.nici.nat.gov.tw/content/application/nici/ict_summary/guest-cntgrp-browse.php?ordinal=10020073 [2009, September 5]。 李元榮(2007), 手機品牌來源國與製造來源國的國家形象對消費者購買意願影響之研究, 私立淡江大學企業管理學系碩士班未出版之碩士論文。 李奇勳(2001), 價格保證及來源國形象對產品評價與購買意願的影響, 國立成功大學企業管理學系博士班未出版之博士論文。 李奇勳(2007), 知覺風險對消費者知覺價值之形成所扮演角色的探討, 管理學報, 24(2), 167-190。 何欣怡(2009), 綠色產品來源國形象與品牌形象對綠色消費行為之影響, 私立大葉大學國際企業管理學系碩士班未出版之碩士論文。 沈孝思(2005), 品牌形象、知覺品質、知覺價值、顧客滿意度與再購買意願之研究, 國立成功大學高階管理碩士班未出版之碩士論文。 吳明隆(2003), SPSS統計應用學習實務:問卷分析與應用統計(初版), 台北:知城數位科技股份有限公司。 奇摩新聞(2009), 小小哆啦A夢[線上資料], 來源: <http://tw.myblog.yahoo.com/jam60535/article?mid=8149> [2009, September 5]。 邱皓政(2006), 量化研究與統計分析:SPSS中文視窗版資料分析範例解析(三版), 台北:五南圖書出版公司。 林南宏, 王文正, 邱聖媛, 鍾怡君(2007), 產品知識及品牌形象對購買意願的影響 - 產品類別的干擾效果, 行銷評論, 4 (4), 481-504。 林翠瑩(2003), 品牌形象、品牌關係品質、與品牌忠誠度之關聯性研究 - 以零售自有品牌為例, 私立南台科技大學行銷與流通管理學系碩士班未出版之碩士論文。 陳淑倩(2009), 2008年全球手機廠商出貨量[線上資料], 來源: <http://www.topology.com.tw/graph/graphcontent.asp?id=EVXLQU8A83C98JSWJ1QM4LHA06> [2009, September 10]。 陳淑倩(2009), 2009年第一季全球前五大手機廠商出貨量排名[線上資料], 來源: <http://www.topology.com.tw/graph/graphcontent.asp?id=T4SK3439A0Q18KB140D1EWP7C5> [2009, September 10]。 張淑青(2004), 服務知覺價值多構面量表之實證研究, 企業管理學報, 63, 95-119。 張淑青(2006), 顧客忠誠驅動因子研究 - 顧客知覺價值的關鍵角色及顧客滿意與信任的中介影響, 輔仁管理學報, 13(1), 107-132。 許婷婷(2006), 來源國形象與品質知覺關係之研究 - 消費者因素的干擾效果, 私立萬能科技大學經營管理研究所未出版之碩士論文。 黃姿云(2005), 零售業商店國際品牌和自有品牌對購買傾向的影響 - 以家樂福量販店為例, 國立成功大學企業管理研究所未出版之碩士論文。 黃雅菱(2008), 國內與國際品牌知覺價值差異對於精品消費者購買意願之研究 - 以家電用品為例, 私立大葉大學國際企業管理學系碩士班未出版之碩士論文。 萬承岳(2006), 價格折扣與品牌形象對消費者知覺品質、知覺價值及購買意願的影響 - 以筆記型電腦為例, 私立銘傳大學國際企業學系碩士班未出版碩士論文。 蔡東峻, 吳萬益, 李奇勳(2004), 價格、保證及來源國形象對產品評價與購買意願的影響, 管理學報, 21(1), 21-46。 劉志遠(2008), 產品來源國形象、涉入對價格敏感度影響之研究 - 以購買美、日、韓家電產品為例, 私立大葉大學國際企業管理學系碩士班未出版之碩士論文。 劉財龍(2008), 產品來源國形象、廣告訊息內容及消費者知覺價格對消費者購買行為之影響:以行動電話品牌為例, 中華管理學報, 9(4), 27-57。 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 - 以國際性服飾品牌為例, 私立大葉大學國際企業管理學系碩士班未出版之碩士論文。 簡志成(2003), 來源國製造能力、品牌知名度與獎項知名度對消費者知覺品質的影響, 私立實踐大學企業管理研究所未出版之碩士論文。 簡佑容(2008), 來源國效果、品牌形象與產品涉入對消費者購買意願之研究, 私立大葉大學國際企業管理學系碩士班未出版之碩士論文。 二、英文部分 Aaker, D. A., & Keller, K. L. (1990). Consumer evaluations of brand extensions. *Journal of Marketing*, 5(1), 27-41. Aaker, D. A. (1991). *Managing brand equity: Capitalizing on the value of a brand name*. New York: The Free Press. Agarwal, S., & Sikri, S. (1996). Country image: Consumer evaluation of product category extensions. *International Marketing Review*, 13(4), 23-29. Ahmed, S. A., & Astous, A. (1996). Country of origin and brand effects:

A multi-dimensional and multi-attributes study. *Journal of International Consumer Marketing*, 9(2), 93-115. Ahmed, Z. U., Johnson, J. P., & Boon, L. C. (2004). Does country of origin matter for low - involvement products. *International Marketing Review*, 21(1), 102-120. Babin, B. J., & Attaway, J. S. (2000). Atmospheric affect as a tool for creating value and gaining share of customer. *Journal of Business Research*, 49(2), 91-99. Baron, R. M., & Kenny, D. A. (1986). The moderator-mediator variable distinction in social psychological research: Conceptual, strategic, and statistical considerations. *Journal of Personality and Social Psychology*, 51(6), 1173-1182. Bhat, S., & Reddy, S. K. (1998). Symbolic and functional positioning of brands. *The Journal of Consumer Marketing*, 15(1), 32. Biel, A. L. (1992). How brand image drives brand equity. *Journal of Advertising Research*, 32(6), 6-13. Bolton, R. N., & Drew, H. J. (1991). A multistage model of customers' assessments of service quality and value. *Journal of Customer Research*, 17(4), 875-884. Bristow, D. N., Schneider, K. C., & Schuler, D. K. (2002). The brand dependence scale: Measuring customers' use of brand name to differentiate among product alternatives. *The Journal of Product and Brand Management*, 11(6), 343-356. Chao, P. (1993). Partitioning country of origin effects: Consumer evaluations of a hybrid product. *Journal of International Business Studies*, 24(2), 291-307. Chernatony, L., & McWilliam, G. (1989). The varying nature of brands as assets. *International Journal of Advertising*, 8(4), 339-349. Dobni, D., & Zinkhan, G. M. (1990). In search of brand image: A foundation analysis. *Advances in Consumer Research*, 17(2), 110 -119. Dodds, W. B., Monroe, K. B., & Grewal, D. (1991). The effects of price, brand, and store information on buyers' product evaluations. *Journal of Marketing Research*, 28(3), 307-319. Eggert, A., & Ulaga, W. (2002). Customer perceived value: A substitute for satisfaction in business markets? *The Journal of Business and Industrial Marketing*, 17(2), 107-118. Farquhar, P. H. (1990). Managing brand equity. *Journal of Advertising Research*, 30(4), 7-11. Fredericks, J. O., & Salter, J. M. (1995). Beyond customer satisfaction. *Management Review*, 84(5), 29-32. Garretson, A., & Kenneth, E. C. (2003). The influence of coupon faces value on service quality expectations, risk perceptions and purchase intentions in the dental industry. *Journal of Service Marketing*, 13(2), 59-65. Grewal, D., Monroe, K. B., & Krishnan, R. (1998). The effects of price-comparison advertising on buyer's perceptions of acquisition value, transaction value, and behavioral intentions. *Journal of Marketing*, 62(2), 46-59. Han, C. M. (1990). Testing the role of country image in consumer choice behavior. *European Journal of Marketing*, 24(6), 24-40. Han, C. M. (1989). Country image: Halo or summary construct. *Journal of Marketing Research*, 26(5), 222-229. Han, C. M., & Terpstra, V. (1988). Country of origin effects for uni-national and bi-national products. *Journal of International Business Studies*, 19(2), 535-555. Hansen, T. (2005). Perspectives on consumer decision making: An integrated approach. *Journal Consumer Behavior*, 4(6), 420- 437. Henry, A. (1995). *Consumer Behavior and Marketing Action*. Cincinnati, Ohio: South western college publishing. Heslop, L. A., & Popadopoulos, N. (1993). But who knows where or when: Reflections on the images of countries and their products. New York: International Business Press. Iyer, G. R., & Kalita J. K. (1997). The impact of country-of-origin and country-of-manufacture clues on consumer perceptions of quality and value. *Journal of Global Marketing*, 11(11), 7-28. Johnson, M. D., Herrmann, A., & Huber, F. (2006). The evolution of loyalty intentions. *Journal of Marketing*, 70(2), 122-132. Kamins, M. A., & Marks, L. J. (1991). The perception of kosher as a third party certification claim in advertising for familiar and unfamiliar brands. *Journal of the Academy of Marketing Science*, 19(3), 177-185. Keller, K. L. (1993). Conceptualizing measuring managing customer-based brand equity. *Journal of Marketing*, 57(1), 1-22. Kotler, P. (1997). *Marketing management: Analysis, planning, implementation and control* (9th ed.). New Jersey: Prentice- Hall. Kotler, P., & Gertner, D. (2002). Country as brand, product and beyond: A place marketing and brand management perspective. *Brand Management*, 9(4), 249-261. Lantz, G., & Loeb, S. (1996). Country-of-original and ethnocentrism: A analysis of Canadian and American preference using social identity theory. *Advance in Consumer Research*, 20(4), 684-689. Lee, D., & Bae, S. W. (1999). Effects of partitioned country of origin information on buyer assessment of binational products. *Advances in Consumer Research*, 26(1), 344-351. Lee, C. W., Suh Y., & Moon B. J. (2001). Product-country image: The roles of country-of-original and country-of-target in consumers prototype product evaluations. *Journal of International consumer Marketing*, 13(3), 47-62. Martin, I. M., & Eroglu, S. (1993). Measuring a multi-dimensional construct: Country image. *Journal of Business Research*, 28(3), 191-210. Monroe, K. B., & Krishnan, R. (1985). The effect of price subjective product evaluations, in perceived quality: How consumers view stores and merchandise. Massachusetts: Lexington. Morwitz, V. G., & Schmittlein, D. (1992). Using segmentation to improve sales forecasts based on purchase intent: Which intenders actually buy? *Journal of Marketing Research*, 29(4), 391-405. Nagashima, A. (1970). A comparison of Japanese and U. S. attitudes toward foreign products. *Journal of Marketing Research*, 34(1), 68-74. Olson, J. C., & Jacoby, J. (1972). Cue utilization in the quality perception process, in proceeding of the third annual conference of the association for consumer research. In M. Venkatesan (Ed.), *Lowa City: Association for Consumer Research* (pp.167- 179). USA: The Pennsylvania State University. Papadopoulos, N., Heslop, L. A., & Beracs, J. (1989). National stereotypes and product evaluations in a socialist country. *International Marketing Review*, 7(1), 32-47. Parasuraman, A., & Grewal, D. (2000). The impact of technology on the quality-value-loyalty chain: A research agenda. *Journal of the Academy of marketing Science*, 28(1), 168-174. Park, C. W., Jaworski, B. J., & MacInnis, D. J. (1986). Strategic brand concept-image management. *Journal of Marketing*, 50(4), 135- 145. Peter, J. P., & Olson. P. (1994). *Understanding Consumer Behavior*. Burr Ridge, Illinois: Richard D. Irwin, Inc. Petrick, J. F. (2002). Development of a multi-dimensional scale for measuring the perceived value of a service. *Journal of Leisure Research*, 34(2), 119-134. Phau, I., & Prendegast, G. (2000). Conceptualizing the country of origin of brand. *Journal of Marketing Communication*, 6(3), 159-170. Quelch, J. A., & Harding, D. (1996). Brand versus private labels fighting to win. *Harvard Business Review*, 74(1), 99-109. Randall, G. (1997). *A practical guide to branding*. Big Apple Tuttle Mori Agency: The Free Press. Raval, A., & Gronroos, C. (1996). The value concept and relationship marketing. *European Journal of Marketing*, 30(2), 19-30. Richardson, P. S., Dick, A. S., & Jain, A. K. (1994). Extrinsic and intrinsic cue effects on perceptions of store brand quality. *Journal of Marketing*, 58(4), 28-36. Roth, M. S., & Romeo, J. B. (1992). Matching product category and country image perceptions: A framework for managing country-of-origin effects. *Journal of International*

Business Studies, 23(3), 477-479. Schooler, R. D. (1965). Product bias in central American common market. *Journal of Marketing Research*, 2(4), 394-397. Shlomo, I. L., & Eugene, D. J. (1998). A dynamic approach to country of origin effect. *European Journal of Marketing*, 32(1-2), 61-78. Spears, N., & Singh, S. N. (2004). Measuring attitude toward the brand and purchase intentions. *Journal of Current Issues and Research in Advertising*, 26(2), 53-66. Stum, D. L., & Thiry, A. (1991). Building customer loyalty. *Training and Development Journal*, 45(4), 34-36. Sweeney, J. C., & Soutar, G. N. (2001). Consumer perceived value: The development of a multiple item scale. *Journal of Retailing*, 77(2), 203-220. Thaler, R. (1985). *Mental accounting and consumer choice*. *Marketing Science*, 4(3), 199-224. *The Economist Pocket World in Figures*. (2010). London: Profile Books Ltd. (pp. 92) Vahie, A., & Paswan, A. (2006) Private label brand image: Its relationship with store image and national brand. *International Journal of Retail and Distribution Management*, 34(1), 67-84. Verlegh, W. J., & Steenkamp, E. M. (1999). A review and meta-analysis of country of origin research. *Journal of Economic Psychology*, 20(5), 521-546. Zeithaml, V. A. (1988). Consumer perception of price, quality and value: A means-end model and synthesis of evidence. *Journal of Marketing*, 52(6), 2-22.