

品牌知覺、全國品牌形象、消費者情感與精品品牌態度相關之研究：以chanel香水為例

洪筱嵐、鄭華清

E-mail: 319612@mail.dyu.edu.tw

摘要

「精品」是全球品牌中重要的一環，以世界為銷售範圍，以相同的品牌，相同的名稱，一套相同的行銷方案，在不同的國家或地區銷售。本研究的目的，在了解全球性品牌，以香奈兒香水為例，探討建立全球品牌知覺、全球品牌形象，影響消費者情感，以及精品品牌態度。進一步推究全球品牌知覺、精品知識、消費者情感對精品態度與購買意願的影響。本研究採用問卷調查進行實證研究，有效樣本290份，並以結構方程模式(SEM)分析。結果發現，全球品牌知覺對精品態度和購買意願並無顯著影響以及精品知識對精品態度和購買意願並無顯著影響，以上兩項假設不獲支持。精品知識對消費者情感、精品態度對購買意願皆有顯著影響。而精品知識對全球品牌知覺也有顯著影響，呈現正相關。

關鍵詞：全球品牌知覺、消費者情感、購買意願、精品態度、結構方程模式

目錄

中文摘要	iii	英文摘要	iii
iv 誌謝辭		v 內容目錄	
vi 表目錄		viii 圖目錄	
x 第一章 緒論	1	第一節 研究背景與動機	1
1 第二節 研究目的	5	第二節 研究流程	5
6 第二章 文獻探討	7	第一節 全球品牌知覺	7
7 第二節 精品品牌知識	14	第三節 消費者對精品的情感	14
22 第四節 精品態度與購買意願	25	第五節 香奈兒	25
38 第三章 研究方法	40	第一節 研究架構	40
41 第二節 研究假設	42	第三節 變數操作性	42
45 第四節 問卷與抽樣設計	50	第五節 信度及	50
51 效度分析	54	第一節 樣	54
54 本敘述分析	54	第二節 結構方程檢定與分析	60
68 影響效果分析與因果關係檢定	68	第三節	68
74 第一節 研究結果	74	第五章 研究發現與建議	74
78 第三節 研究限制與後續研究建議	78	第一節	74
92 附錄A 研究問卷	92	第二節 管理意涵	76
12 表 2- 1 品牌熟悉五個層次	12	參考文獻	79
13 表 2- 2 學者對品牌熟悉度的構面與衡量方法	12	92 表目錄 表 1- 12009年台灣最受歡迎10大名牌排行榜	92
21 表 2- 3 物質主義的定義	21	表 2- 2 學者對品牌熟悉度的構面與衡量方法	12
25 表 2- 4 消費者情緒層次	25	表 2- 3 物質主義的定義	21
34 表 2- 5 精品品牌的十大特性	25	表 2- 4 消費者情緒層次	25
36 表 2- 6 精品態度價值定義之研究	34	表 2- 5 精品品牌的十大特性	25
43 表 2- 7 購買意圖分類及意義	34	表 2- 6 精品態度價值定義之研究	34
45 表 3- 1 全球品牌知覺研究構面題項	43	表 2- 7 購買意圖分類及意義	34
47 表 3- 2 精品知識研究構面題項	45	表 3- 1 全球品牌知覺研究構面題項	43
49 表 3- 3 消費者情感研究構面題項	45	表 3- 2 精品知識研究構面題項	45
51 表 3- 4 精品態度研究構面題項	47	表 3- 3 消費者情感研究構面題項	45
54 表 3- 5 購買意願研究構面題項	47	表 3- 4 精品態度研究構面題項	47
57 表 3- 6 人口統計變數之問項及選項	49	表 3- 5 購買意願研究構面題項	47
59 表 3- 7 信度量表分析	49	表 3- 6 人口統計變數之問項及選項	49
62 表 4- 1 樣本基本資料分布情形	54	表 3- 7 信度量表分析	49
64 表 4- 2 使用經驗分布情形	54	表 4- 1 樣本基本資料分布情形	54
66 表 4- 3 構面平均數兩標準差	57	表 4- 2 使用經驗分布情形	54
69 表 4- 4 潛在變項與觀察變項之路徑符號表	57	表 4- 3 構面平均數兩標準差	57
71 表 4- 5 結構方程模式符號表	59	表 4- 4 潛在變項與觀察變項之路徑符號表	57
73 表 4- 6 驗證性因素分析表	59	表 4- 5 結構方程模式符號表	59
75 表 4- 7 模式配適指標分析	64	表 4- 6 驗證性因素分析表	59
77 表 4- 8 研究假設驗證表與模式路徑分析	64	表 4- 7 模式配適指標分析	64
79 表 4- 9 結構模式間接路徑分析結果	70	表 4- 8 研究假設驗證表與模式路徑分析	64
81 圖目錄 圖 1- 1 全球精品消費者消費成長趨勢	70	表 4- 9 結構模式間接路徑分析結果	70
83 圖 1- 2 研究流程圖	6	圖目錄 圖 1- 1 全球精品消費者消費成長趨勢	70
85 圖 2- 1 全球產品與品牌分類	6	圖 1- 2 研究流程圖	6
87 圖 2- 2 全球知覺與全球品牌觀念性架構	11	圖 2- 1 全球產品與品牌分類	6
89 圖 2- 3 Keller 品牌知識架構	11	圖 2- 2 全球知覺與全球品牌觀念性架構	11
91 圖 2- 4 威望性品牌三層次	19	圖 2- 3 Keller 品牌知識架構	11
93 圖 3- 1 研究架構圖	19	圖 2- 4 威望性品牌三層次	19
95 圖 4- 1 本研究結構方程式分析模式	61	圖 3- 1 研究架構圖	19
		圖 4- 1 本研究結構方程式分析模式	61
		圖 4- 2 整體模式研究分析圖	61

參考文獻

- 一、中文部份 Hill, S. (2003), 下一個社會60種樣貌(何修瑜譯), 台北:商周出版社, (原文於2002年出版)。林建煌(2002), 消費者行為, 台北:智勝文化。邱皓政(2003), 結構方程模式, 台北:雙葉書廊。香奈兒中文官方網站(2009), 品牌資訊[線上資料], 來源: http://www.chanel.com/zh_TW/ [2009, December 5]。張重昭, 周宇貞(1999), 知覺品質與參考價格對消費者知覺價值與購買意願之影響, 企業管理學報, 45, 1-35。深井晃子(2005), 妳不可不知道的101個世界名牌, 台北:高談文化出版社。陳順宇(2007), 結構方程模式 - AMOS操作, 台北:心理出版社。曾珮珊(2004), 廠商建議售價、零售商進貨價格與品牌熟悉度對消費者購買意願之影響, 國立中正大學企業管理研究所未出版之碩士論文。榮泰生(2006), AMOS與研究方法, 台北:五南圖書出版社。
- 二、英文部份 AMA (2009). Dictionary of Marketing Terms[Online]. Available: http://www.marketingpower.com/_layouts/Dictionary.aspx?dLetter=B [2009, December 10]. Alford, B. L., & Biswas, A. (2002). The effects of discount level, price consciousness and sale proneness on consumers' price perception and behavioral intention. *Journal of Business*, 55(9), 775-783. Aaker, D. A. (1991). *Managing brand equity: Capitalizing on the value of a brand name*. New York: Macmillan. Bagozzi, R. P., & Yi, Y. (1988). On the evaluation of structure equation models. *Journal of the Academy of Marketing Science*, 16(1), 74-94. Belk, R. W. (1995). Collecting as luxury consumption: Effects on individuals and households. *Journal of Economic Psychology*, 16(4), 477-490. Bucklin, L. (1963). Retail strategy and the classification of consumer goods. *Journal of Marketing*, 27(January), 51-56. Baker, M. J., & Gilbert, A. C. (1977). The impact of physically attractive models on advertising evaluation. *Journal of Marketing Research*, 11(1), 538-555. Batra, R., & Ahtola, O. T. (1990). Measuring the hedonic and utilitarian sources of consumer attitude. *Marketing Letters*, 2(2), 159-170. Biswas, A. (1992). The moderating role of brand familiarity in reference price advertisement. *Journal of Business Research*, 25(3), 251-262. Berry, C. J. (1994). *Idea of luxury: A conceptual and historical investigation*. New York: Cambridge University Press. Bhuian, S. N. (1997). Marketing cues and perceived quality: Perceptions of Saudi consumers toward products of the U.S., Japan, Germany, Italy, U.K. and France. *Journal of Quality Management*, 2(2), 217-235. Blackwell, R. D., Miniard, P. W., & Engel, J. E. (2001). *Consumer behavior* (9th ed.). New York: Dryden Press. Bjorkman, I. (2002). Aura: aesthetic business creativity. *Consumption, Markets and Culture*, 5(1), 69-78. Bechwati, N., & Morrin, M. (2003). Outraged consumers: getting even at the expense of getting a good deal. *Journal of Consumer Psychology*, 13(4), 440-453. Burroughs, J. E. & Rindfleisch, A. (2002). Materialism and well-being: A conflicting values perspective. *Journal of Consumer Research*, 29(3), 348-371. Bauer, H. H., Exler, S., & Bronk, L. (2007). Brand perception is global: Always better? *American Marketing Association*, 25(Winter), 307-309. Chandon, P., Wansink, B., & Laurent, G. (2000). A benefit congruency framework of sales promotion effectiveness. *Journal of Marketing*, 64(1), 65-81. Dobni, D., & Zinkhan, G. M. (1990). In search of brand image: A foundation analysis. *Advances in Consumer Research*, 17(1), 110-119. Dodds, W. B., Monroe, K. B., & Grewal, D. (1994). Effects of price, brand, and store information on buyers' product evaluation. *Journal of Marketing Research*, 28(August), 307-319. Duncan, C. P., & Richard, W. O. (1982). External search: The role of consumer beliefs. *Journal of Marketing Research*, 19(1), February, 32-43. Dodds, W. B., Kent, B. M., & Dhruv, G. (1991). Effect of price, brand and store information on buyers' product evaluations. *Journal of Marketing Research*, 28(3), 307-319. Dubois, B., & Doquesne, P. (1993). The market for luxury goods: income versus culture. *European Journal of Marketing*, 27(1), 35-45. Dubois, B., & Paternault, C. (1995). Observation understanding the world of international luxury brands: The dream formula. *Journal of Advertising Research*, 35(4), 69-77. Dubois, B., Laurent, G., & Czellar, S. (2001). Consumer rapport to luxury: Analyzing complex and ambivalent attitudes. France: Groupe HEC. Engel, J. F., Blackwell, R. D., & Miniard, P. W. (2000). *Consumer behavior* (9th ed). Chicago: Dryden Press. Fishbein, M., & Ajzen, I. (1975). *Belief, attitude, intention, and behavior: an introduction to theory and research*. Reading, Massachusetts: Addison-Wesley. Fishbein, M., & Ajzen, I. (1972). Attitudes and opinions. *Annual Review of Psychology*, 23(1), 487-544. Laros, F. J. M., & Steenkamp, E. M. (2005). Emotions in consumer behavior: a hierarchical approach. *Journal of Business Research*, 58(10), 1437-1445. Garvin, D. A. (1987). Competing on the eight dimensions of quality. *Harvard Business Review*, 65(November-December), 101-109. Garfein, R. T. (1989). Cross-cultural perspectives on the dynamics of prestige. *Journal of Services Marketing*, 3(3), 17-24. Groth, J. C., & Stephen, W. M. (1993). The exclusive value principle: the basis for prestige pricing. *Journal of Consumer Marketing*, 10(1), 10-16. Han, C. M. (1989). Country image: Country image: Halo or summary construct? *Journal of Marketing Research*, 26(May), 222-229. Holbrook, M. B. (1994). *The nature of customer value: An axiology of services in the consumption experience. Service quality: new directions in theory and practice*. California: Sage Publications. Hair, J. F., Rolph, E. A., Ronald, L. T., & William, C. B. (1998). *Multivariate data analysis* (5th ed.). New Jersey: Prentice-Hall. Holbrook, M. B., & Hirschman, E. C. (1982). The experiential aspects of consumption: Consumer fantasies, feelings, and fun. *Journal of Consumer Research*, 9(2), 132-140. Johnson, E. J., & Russo, J. E. (1984). Product familiarity and learning new information. *Journal of Consumer Research*, 11(1), 542-550. Johansson, J., & Ronkainen, I. (2005). The esteem of global brands. *Brand Management*, 12(5), 339-354. Keller, K. L. (1993). Conceptualizing, measuring, and managing customer-based brand equity. *Journal of Marketing*, 57(1), 1-22. Keller, K. L. (1998). *Strategic brand management: Building, measuring, and managing brand equity*. New Jersey: Prentice Hall. Keller, K. L. (2003). Brand synthesis: the multidimensionality of brand knowledge. *Journal of Consumer Research*, 29(4), 595-600. Kotler, P. (1994). *Marketing management: Analysis, planning, implementation, and control*. New Jersey: Prentice Hall. Kotler, P. (1996). *Marketing management: Analysis planning*. New Jersey: Prentice-Hall. Kemp, S. (1998). Perceiving luxury and necessity. *Journal of Economic Psychology*, 19(10), 591-606. Kotler, P. (2000). *Marketing management: Analysis, planning, implementation, and control* (10th ed.). New Jersey: Prentice-Hall.

Kotler, P., & Keller, K. L. (2009). *Marketing management* (13th ed.). New Jersey: Pearson Prentice Hall.

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.

Kasser, T., & Ryan, R. M. (1993). A dark side of American dream: Correlates of financial success as a central life aspiration. *Journal of Personality and Social Psychology*, 65(8), 410-422.

Leibenstein, H., Bandwagon, S., & Veblen E. (1950). For the theory of consumer 's demand. *Quarterly Journal of Economics*, 64(5), 183-207.

Lichtenstein, D. R., Ridgway, N. M., & Netemeyer, R. G. (1993). Price perceptions and consumer shopping behavior: A field study. *Journal of Marketing Research*, 30(2), 234-245.

Laros, F. J. M., & Steenkamp, J. (2005). Emotions in consumer behavior: a hierarchical approach. *Journal of Business Research*, 58(10), 1437-1445.

Mick, D. G. (1996). Are student of dark side variables confounded by socially desirable responding? The case of materialism. *Journal of Consumer Research*, 23(9), 106-119.

Mano, H., & Oliver, R. L. (1993). Assessing the dimensionality and structure of the consumption experience: evaluation, feeling, and satisfaction. *Journal of Consumer Research*, 20(4), 451-464.

Morwitz, V. G., & Schmittlein, D. (1992). Using segmentation to improve sales forecasts based on purchase intent: which in-tenders actually buy? *Journal of Marketing Research*, 29(4), 391-405.

Michael, S. (1999). *Consumer behavior* (8th ed.). New Jersey: Prentice. Park, C. W., Joworski, B. J., & MachInnis, D. J. (1986). Strategic brand concept-image management. *Journal of Marketing*, 50(4), 135-145.

Mason, R. (1981). *Conspicuous consumption: A study of exceptional consumer behavior*. New York: St. Martin 's Press.

Nueno, J. L., & Quelch, J. A. (1998). The mass marketing of luxury. *Business Horizon*, 41(6), 61-68

Quelch, J. (1999). Global brands-taking stock. *Business Strategy Re-view*, 10(1), 1-14.

Quester, P. G., & Smart, J. (1998). The influence of consumption situation and product involvement over consumers ' use of product attribute. *The Journal of Consumer Marketing*, 15(3), 220-238.

Rao, A. R., & Kent, B. M. (1989). The effect of price, brand name, and store name on buyers ' perceptions of product quality: An integrative review. *Journal of Marketing Research*, 26(1), 351-357.

Richins, M. L., & Dawson, S. (1992). A Consumer values orientation for materialism and its measurement: Scale development and validation. *Journal of Consumer Research*, 19(December), 303-316.

Richins, M. L. (1994). Valuing things: The public and private meanings of possessions. *Journal of Consumer Research*, 21(December), 504-521.

Roux, E. (1995). Consumer evaluation of luxury brand extensions. EMAC Conference, May, Paris: ESSEC.

Rassuli, K. M., & Hollander, S. C. (1986). Desire-induced, innate, in-satiable. *Journal of Macro-marketing*, 6(Fall), 4-24.

Rosenberg, M. J. (1960). A structural theory of attitude dynamics. *Public Opinion Quarterly*, 24(Summer), 3-9.

Richins, M. L., & Dawson, S. (1992). A consumer values orientation for materialism and its measurement: Scale development and validation. *Journal of Consumer Research*, 19(December), 303-316.

Solomon, M. R. (1994). *Consumer behavior* (2th ed.). Boston: Allyn & Bacon.

Schiffman, L. G., & Kanuk, L. L. (2000). *Consumer behavior*(4th ed.). New Jersey: Prentice-Hall.

Steenkamp, J. E. M., Rajeev, B., & Dana, A. (2003). How perceived brand globalness creates brand value. *Journal of International Business Studies*, 34(1), 53-65.

Schuilng, I., Lambin, J.-J. (2003). Do global brands benefit from a unique worldwide image? *Symphonya Emerging Issues in Management*, 3(2), 25-31.

Schiffman, L., & Kanuk, L. (2004). *Consumer behavior* (8th ed.). New Jersey: Pearson Education International.

Strizhakova, Y., Coulter, R., & Price, L. (2008). Branded products as a passport to global citizenship: Perspectives from developed and developing countries. *Journal of International Marketing*, 16 (4), 57-85.

Sultan, F. (1999). Consumer preferences for forthcoming innovations: the case of high definition television. *The Journal of Consumer Marketing*, 16(1), 24-41.

Strizhakova, Y., Coulter, R. A., & Price, L. L. (2008). Branded product as a passport to global citizens: Perspectives from developed and developing countries. *Journal of International Marketing*, 16(4), 59-87

Veblen, T. (1899). *The theory of the leisure class*. New York: Macmil-lan.

Vigneron, F., & Johnson, L.W. (1999). A review and a conceptual framework of prestige-seeking consumer behavior. *Journal of Marketing Science Review*, 99(1), 1-15.

Vigneron, F., & Johnson, L. W. (2004). Measuring perceptions of brand luxury. *Journal of Brand Management*, 11(6), 484-506.

Watson, D., & Tellegen, A. (1985). Toward a consensual structure of mood. *Psychological Bulletin*, 98(9), 219-235.

William, P. Jr., & McCarthy, E. J. (2002). *Basic marketing: mandato-ry student package*. New York: McGraw-Hill Higher Education.

Wirtz, J., & Chew, P. (2002). The effects of incentives, deal prone-ness, satisfaction and tie strength on word-of-mouth behavior. *International Journal of Service Industry Management*, 13(2), 141-162.

Zeithaml, V. A., Berry, L. L., & Parasuraman, A. (1996). The beha-vioral consequences of service quality. *Journal of Marketing*, 60(2), 31-46.

Zeithaml, V. A. (1988). Consumer perceptions of price, quality and value: a means-end model and synthesis of evidence. *Journal of Marketing*, 52(3), 2-22.

Zeelenberg, M., & Pieters, R. (2004). Beyond valence in customer-dissatisfaction: A review and new findings on behavioral responses to regret and disappointment in failed services. *Journal of Business Research*, 57(4), 445-455.