

A Study of Global Brand Perception, Global Brand Image Consumer 's Affect and luxury-Brand Attitude - an Example of CHA

洪筱嵐、鄭華清

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

ABSTRACT

A luxury brand or prestige brand is a brand for which a majority of its products are luxury goods. Products with a luxury brand are usually sold in different countries and areas by carrying the same brand name and the same set of marketing programs. The purpose of this paper is to investigate various aspects of a global luxury brand by taking CHANEL perfume as an example, and to explore the relationships among global brand perception, the global brand image, consumers affect and their attitude toward the global luxury brands. It is hypothesized that the global brand perception, the knowledge of boutique, and the consumers affect will have a positive effect on a consumer 's attitude toward luxury brand and buying intention. A survey method was used to gather the needed data. The structural equation modeling (SEM) was used to analyze the data. The results show that there is no significant relationship between consumers ' affect and buying intention. Further, the global brand perception has no significant effects on the luxury-brand attitude and buying intention. Besides, the boutique knowledge also does not have a significant influence on luxury brand attitude and buying intention. In other words, most of hypothesized relationships were not supported. On the other hand, however, boutique knowledge has a positive effect on the consumers ' affect, and the luxury-brand attitude has a positive effect on buying intention. The boutique knowledge also has a positive effect on the global brand perception.

Keywords : structural equation modeling、luxury

Table of Contents

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
定義與衡量構面	45	第四節 問卷與抽樣設計	50
45 第四節 問卷與抽樣設計	50	第五節 信度及	50
效度分析	51	第四章 實證研究結果分析	54
54 第四章 實證研究結果分析	54	第一節 樣	54
本敘述分析	54	第二節 結構方程檢定與分析	60
影響效果分析與因果關係檢定	68	第五章 研究發現與建議	74
68 第五章 研究發現與建議	74	第一節	74
第一節 研究結果	74	第二節 管理意涵	76
74 第一節 研究結果	74	第二節 管理意涵	76
第三節 研究限制與後續研究建議	78	參考文獻	79
78 第三節 研究限制與後續研究建議	78	參考文獻	79
附錄A 研究問卷	92	表目錄	92
92 附錄A 研究問卷	92	表 1- 12009年台灣最受歡迎10大名牌排行榜	92
2 表 2- 1品牌熟悉五個層次	12	表 2- 2學者對品牌熟悉度的構面與衡量方法	12
12 表 2- 1品牌熟悉五個層次	12	表 2- 2學者對品牌熟悉度的構面與衡量方法	12
13 表 2- 3物質主義的定義	21	表 2- 4消費者情緒層次	21
21 表 2- 3物質主義的定義	21	表 2- 4消費者情緒層次	21
23 表 2- 5精品品牌的十大特性	25	表 2- 6精品態度價值定義之研究	25
25 表 2- 5精品品牌的十大特性	25	表 2- 6精品態度價值定義之研究	25
27 表 2- 7購買意圖分類及意義	34	表 2- 8購買意圖量表	34
34 表 2- 7購買意圖分類及意義	34	表 2- 8購買意圖量表	34
36 表 3- 1全球品牌知覺研究構面題項	43	表 3- 2精品知識研究構面題項	43
43 表 3- 1全球品牌知覺研究構面題項	43	表 3- 2精品知識研究構面題項	43
44 表 3- 3消費者情感研究構面題項	45	表 3- 4精品態度研究構面題項	45
45 表 3- 3消費者情感研究構面題項	45	表 3- 4精品態度研究構面題項	45
46 表 3- 5購買意願研究構面題項	47	表 3- 6人口統計變數之問項及選項	47
47 表 3- 5購買意願研究構面題項	47	表 3- 6人口統計變數之問項及選項	47
47 表 3- 7信度量表分析	49	表 3- 8因素效度分析表	49
49 表 3- 7信度量表分析	49	表 3- 8因素效度分析表	49
51 表 4- 1樣本基本資料分布情形行	54	表 4- 2使用經驗分布情形	54
54 表 4- 1樣本基本資料分布情形行	54	表 4- 2使用經驗分布情形	54
55 表 4- 3構面平均數兩標準差	57	表 4- 4潛在變項與觀察變項之路徑符號表	57
57 表 4- 3構面平均數兩標準差	57	表 4- 4潛在變項與觀察變項之路徑符號表	57

. 58 表 4- 5結構方程模式符號表	59 表 4- 6驗證性因素分析表
. 62 表 4- 7模式配適指標分析	64 表 4- 8研究假設驗證表與模式路徑分析
. 66 表 4- 9結構模式間接路徑分析結果	70 圖目錄 圖 1- 1全球精品消費者消費成長趨勢
. 2 圖 1- 2研究流程圖 6 圖 2- 1全球產品與品牌分類
. 9 圖 2- 2全球知覺與全球品牌觀念性架構 11 圖 2- 3Keller 品牌知識架構
. 16 圖 2- 4威望性品牌三層次 19 圖 3- 1研究架構圖
. 40 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
. 67	

REFERENCES

- 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 intenders 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., & MacInnis, 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 Review*, 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. Russell, 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. Schuiling, I., Lambin, J.-J. (2003). Do global brands benefit from a unique worldwide image? *Symphony 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: Macmillan. 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: mandatory student package*. New York: McGraw-Hill Higher Education. Wirtz, J., & Chew, P. (2002). The effects of incentives, deal proneness, 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 behavioral 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.