

企業品牌形象、顧客參與與顧客滿意度關係之研究

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摘要

消費者選擇有品牌形象量販店，符合自己最基本的需求，如何以品牌形象之優勢，導入顧客參與之面向，更能使顧客滿意度大幅增加，商店增加顧客回流率、帶動量販店成長，將有助於量販店之競爭力。本研究認為提升企業品牌形象、增加顧客參與頻率，能提高量販店顧客滿意度；藉由顧客實際消費的體驗後，進一步探究品牌形象、顧客參與與顧客滿意度之相關性。以跨國企業好市多Costco購物中心為研究對象，主要探討跨國企業品牌形象、顧客參與與顧客滿意之關係。且以北、中和南部地區好市多消費族群作問卷抽樣調查，有效問卷計519份。並實施描述、信效度、差異、相關和迴歸等實證分析，研究結果如下：一、品牌形象(品牌形象功能、品牌形象感受及品牌聲譽)對顧客參與呈正向影響。二、顧客參與對顧客滿意度呈正向影響。三、品牌形象對顧客滿意度呈正向影響。四、顧客參與對品牌形象與顧客滿意度為部份中介效果。

關鍵詞：品牌形象、顧客參與、顧客滿意度

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