

A Study of the Relationships among Transnational Corporation 's Brand Image, Customer Participation and Customer Satisfac

劉文智、楊豐華

E-mail: 321845@mail.dyu.edu.tw

ABSTRACT

This research has shown that the relationships between brand image, customer participation and customer satisfaction. Based on the questionnaire survey, 519 valid samples were obtained by the stratified sampling. The tools used for data analysis are descriptive statistics, reliability analysis, confirmatory provides refereny factor analysis, compare means (one-way ANOVA), and multiple hierarchical regression analysis to analyze the study results and examine the research hypothesis. The results of this study are as follows : 1. Brand image directly and positively influences customer participation. 2. Customer participation directly and positively influences customer satisfaction. 3. Brand image directly and positively influences customer satisfaction. 4. Customer participation has the significantly mediated effect to the relation between the brand image and the customer satisfaction. Finally, according to the conceptual framework and research findings, the study provided some meanings and suggestions in the theories, empirical studies, practices and future directions.

Keywords : brand image、customer participation、customer satisfaction

Table of Contents

內容目錄 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 研究問題與目的	3	第三節 研究流程	3
3 第二章 文獻探討	5	第一節 跨國企業購物中心	5
5 第二節 品牌形象	13	第三節 顧客參與	13
20 第四節 顧客滿意度	24	第五節 其他影響顧客滿意	24
度的變項	31	第六節 品牌形象與顧客參與之相關研究	32
客滿意度之相關研究	33	第七節 顧客參與與顧客	33
滿意度之相關研究	35	第三章 研究方法	35
第一節 研究架構	36	第二節 研究假說	36
第二節 研究變數與操作性定義	37	第三節 問卷設計	37
第三節 資料蒐集方法	42	第四節 資料分析	42
第四節 資料分析	42	第一節 前測分析	42
方法	45	第二節 描述性統計分析	45
分析	45	第三節 信度與效度分析	45
度與效度分析	54	第四節 差異性分析	54
相關分析	76	第五節 迴歸分析	76
結論與建議	89	第六章 結論	89
第一節 管理實務建議	91	第一節 結論	89
第二節 研究限制與後續研究建議	92	第二節 參考文獻	92
附錄 問卷	107	表 2-1 跨國企業的定義	6
表 2-2 顧客參與之重要文獻	6	表 2-3 顧客滿意度之定義彙整	25
表 2-3 顧客滿意度之定義彙整	25	表 3-1 研究假說彙整表	37
表 3-2 品牌形象操作性定義與衡量	37	表 3-3 顧客參與操作性定義與衡量	38
表 3-4 顧客滿意度操作性定義與衡量	39	表 3-5 服務品質操作性定義與衡量	39
表 4-1 品牌形象前測之信度分析	41	表 4-2 顧客參與前測之信度分析	46
表 4-3 顧客滿意度前測之信度分析	47	表 4-4 服務品質前測之信度分析	47
表 4-5 樣本人口統計變數次數統計	48	表 4-6 品牌形象問項分析	49
表 4-7 顧客參與問項分析	52	表 4-8 顧客滿意度問項分析	53
表 4-9 服務品質問項分析	53	表 4-10 品牌形象量表之驗證性因素分析	54
表 4-11 顧客參與量表之驗證性因素分析	55	表 4-12 顧客滿意度量表之驗證性因素分析	56

. 57 表 4-13服務品質量表之驗證性因素分析	57 表 4-14品牌形象量表之衡量模型分析表
. 59 表 4-15顧客參與量表之衡量模型分析表	60 表 4-16顧客滿意度量表之衡量模型分析表
. 60 表 4-17服務品質量表之衡量模型分析	61 表 4-18人口統計變項獨立樣本t檢定及單因子變異數分析
63 表 4-19品牌形象功能構面之差異性檢定	65 表 4-20品牌形象感受構面之差異性檢定
. 67 表 4-21品牌聲譽構面之差異性檢定	69 表 4-22顧客參與構面之差異性檢定
. 71 表 4-23為顧客滿意度構面之差異性檢定	73 表 4-24服務品質構面之差異性檢定
. 75 表 4-25變項相關係數	77 表 4-26品牌形象功能與顧客參與之迴歸分析
. 79 表 4-27品牌形象感受與顧客參與之迴歸分析	80 表 4-28品牌聲譽與顧客參與之迴歸分析
. 81 表 4-29顧客參與與顧客滿意度之迴歸分析	82 表 4-30品牌形象功能與顧客滿意度之迴歸分析
. 83 表 4-31品牌形象感受與顧客滿意度之迴歸分析	84 表 4-32品牌聲譽與顧客滿意度之迴歸分析
. 85 表 4-33顧客參與、品牌形象功能與顧客滿意度之迴歸分析	86 表 4-34顧客參與、品牌形象感受與顧客滿意度之迴歸分析
87 表 4-35顧客參與、品牌聲譽與顧客滿意度之迴歸分析	88 圖目錄 圖 1-1研究流程圖
. 4 圖 2-1顧客基礎的品牌權益的金字塔	15 圖 2-2Keller品牌權益架構
. 19 圖 2-3顧客滿意理論觀念性架構	28 圖 2-4ASCI顧客滿意度模型
. 30 圖 3-1研究架構	35

REFERENCES

一、中文部份 于卓民(1996), 商學總論, 台北:麥田出版社。 王一凡, 許學軍, 滕晨宇(2007), 我國Shopping Mall業態發展中的問題 - 以上海港匯廣場為例, 上海商學院學報, 8(3), 41-43。 王新新, 薛海波(2008), 消費者參與品牌社群的內在動機研究, 商業經濟與管理學報, 10, 63-69。 古美玉, 王贊旭(2001), 購物中心消費者行為之探討, 勤益學報, 19, 153-171。 余明助(2000), 多國籍企業組織、策略與控制關係之研究 - 以台商海外子公司為例, 國立成功大學企業管理學系未出版之博士論文。 沈益宏(2004), 探索台灣地區企業界服務顧客滿意度整合分析研究執行之問題, 私立大葉大學事業經營研究所未出版之碩士論文。 林進財, 張慶暉, 方玫文(2001), 台灣地區大型購物中心之優勢評估 - 具區間層級分析法的應用, 交大管理學報, 21(3), 1-18。 段立如(1993), 多國公司移轉計價問題之探討, 國立政治大學財政學研究所未出版之碩士論文。 徐嵐(2007), 「顧客為什麼參與創造」, 消費者參與創造的研究動機, 心理學報, 39(2), 343-354。 徐達光(2003), 消費者心理學, 台北:東華書局。 曹勝雄, 范文嘉(2003), 顧客參與、情緒體驗與顧客滿意度關係之探討:以星巴克為例, 發表於第三屆觀光休閒暨餐旅產業永續經營研討會論文集, 高雄:國立高雄餐旅學院。 陳定國(1975), 多國籍企業經營(第二版), 台北:聯經出版事業公司。 黃映瑀(2005), 體驗行銷、體驗價值、顧客滿意、品牌形象與行為意向關係之研究, 私立大葉大學事業經營研究所未出版之碩士論文。 楊世瑩(2009), SPSS統計分析實務, 台北:旗標出版公司。 楊東震, 蔡文甲(2004), 台灣購物中心競爭力指標之建立與分析, 中華管理學報, 5(1), 77-90。 蕭文龍(2007), 多變量分析最佳入門實用書, 台北:碁峰資訊股份有限公司。 蘇麗娥(2001), 跨國企業移轉計價與國際租稅策略之研究, 私立義守大學管理科學研究所未出版之碩士論文。

二、英文部份 Aaker, D. A. (1991). *Managing Brand Equity*. New York: The free Press. Anderson, E. W., Fornell, C., & Lehmann, D. R. (1994). Customer satisfaction, market share, and profitability: Findings from sweden. *Journal of Marketing*, 58(3), 53-66. Anderson, J. C., & Gerbing, D. W. (1988). Structural equation modeling in practice: A review and recommended two-step approach. *Psychological Bulletin*, 103(3), 411-423. Bateson, J. E. G. (1985). Self-service consumer: An exploratory study. *Journal of Retailing*, 61(3), 49-76. Biel, A. (1992). How brand image drives brand equity. *Journal of Advertising Research*, 32(6), 6-12. Bitner, B. J., Faranda, W. T., Hubbert, A. R., & Zeithaml, V. A. (1997). Customer contributions and roles in service delivery. *International Journal of Service Industry Management*, 8(3), 193-205. Blattberg, R. C., & Wisniewski, K. J. (1989). Price-induced patterns of competition. *Marketing Science*, 8(4), 291-309. Bowen, J. (1990). Development of a taxonomy of services to gain strategic marketing insights. *Journal of the Academy of Marketing Science*, 3(1), 43-49. Cardozo, R. N. (1965). An experimental study of customer effort, expectation, and satisfaction. *Journal of Marketing Research*, 2(3), 244-249. Cermak, D. S. P., File, K. M., & Prince, R. A. (1994). Customer participation in service specification and delivery. *Journal of Applied Business Research*, 10(2), 90-97. Churchill, G., & Surprenant, C. (1982). An investigation into the determinants of customer satisfaction. *Journal of Marketing Research*, 19(8), 491-500. Claes, F., Michael, D. J., Eugene, W. A., Cha, J., & Bryant, E. B. (1996). The American customer satisfaction index: Nature, purpose, and findings. *Journal of Marketing*, 60(4), 7. Claycomb, C., Lengnick-Hall, C. A., & Inks, L. W. (2001). The customer as a productive resource: A pilot study and strategic implications. *Journal of Business Strategies*, 18(1), 47-68. Czepiel, J. A. (1990). Service encounters and service relationship: Implications for research. *Journa of business Research*, 20(1), 13-21. Czepiel, J. A., Rosenberg, L. J., & Adebayo, A. (1974). Perspectives on consumer satisfaction (pp. 199-123). Chicago: American Marketing Association. Dabholkar, P. (1990). How to improve perceived service quality improving customer participation. In B. J. Dunlap (Ed.), *Developments in marketing science*, XIII (pp. 483-487). Cullowhee, North Carolina: Academy of Marketing Science. Day, R. L. (1977). Extending the concept of consumer satisfaction. *Advance in Consumer Research*, 4(1), 149-154. Day, R. L. (1984). Modeling choices among alternatives responses to dissatisfaction. *Advances in Consumer Research*, 11, 496-99. Dobni, D., & Zinkhan, G. M. (1990). In search of brand image: A foundation analysis. *Advances in Consumer Research*, 17(1), 110-119. Engel, J. F., Blackwell, R. D., & Miniard, P. W. (1993). *Consumer behavior*. Orlando: Dyrden Press. Ennew, C. T., & Binks, M. R. (1999). Impact of participative service relationship on quality, satisfaction and retention: An exploratory study. *Journal of Business Research*, 46(2), 121- 132. Eva, M. S., & Jose, M. P. P. (2009). Modeling the brand extensions' influence on

brand image. *Journal of Business Research*, 62, 50-60. File, K. M., Judd, B. B., & Prince, R. A. (1992). Interactive marketing: The influence of participation on positive word-of-mouth and referrals. *The Journal of Services Marketing*, 6(4), 5-14. Fodnss, D., Pittegoft, B. E., & Sautter, E. T. (1993). From customer to competitor: Customer co-option in the service. *The Journal of Services Marketing*, 7(3), 18-25. Fornell, C. (1992). A national customer satisfaction barometer: The Swedish experience. *Journal of Marketing*, 56(1), 6-21. Fornell, C., & Larcker, D. F. (1981). Structural equation models with unobservable variables and measurement error: Algebra and statistics. *Journal of Marketing Research*, 18(3), 382-388. Fournier, S., & Mick, D. G. (1999). Rediscovering satisfaction. *Journal of Marketing*, 63(4), 5-23. Gartner, A., & Reissman, F. (1974). The service society and the new consumer vanguard. New York: Harper and Row. Howard, J. A., & Sheth, J. N. (1969). *The theory of buyer behavior*. New York: John Wiley & Sons. Hunt, H. K. (1977). CS/D-overview and future research directions. In H. K. Hunt (Ed.), *Conceptualization and Measurement of Consumer Satisfaction and Dissatisfaction*. Cambridge, Massachusetts: Marketing Science Institute. Kahle, L., Basil, P., & Ajay, S. (1998). Changes in social values in the United States during the past decade. *Journal of Advertising Research*, 28, 35-41. Keller, K. L. (1993). Conceptualizing, measuring, and managing customer-based brand equity. *Journal of Marketing*, 57(1), 1-22. Keller, K. L. (2001). Building customer-based brand equity. *Marketing Management*, 10(2), 14-19. Kelly, S. W., Donnelly, J. H., & Skinner, S. J. (1990). Customer participation in service production and delivery. *Journal of Retailing*, 66(3), 315-335. Ken, H. T., & Teo, C. W. (1990). Retail customers as partial employees in service provision: A conceptual framework. *International Journal of Retail*, 66(3), 315-335. Kotler, P. (1997). *Marketing management: Analysis, planning, implementation and control* (9th ed.). New Jersey: Prentice-Hall Inc. Lars, G., Anne, M., & Kai, K. (2000). The relationship between customer satisfaction and loyalty: Cross-industry differences. *Total Quality Management*, 11, 509-514. Latour, S. A., & Peat, N. C. (1979). Conceptual and methodological issues in consumer satisfaction research. *Association for Consumer Research*, 6, 431-437. Lengnick-Hall, C. A. (1996). Customer contributions to quality: A different view of the customer-oriented firm. *The Academy of Management Review*, 21(3), 791-824. McAlexander, J. H., Schouten J. W., & Koenig, H. F. (2002). Building brand community. *Journal of Marketing*, 66(1), 38-54. Muller, W. (1991). Gaining competitive advantage through customer satisfaction. *European Management Journal*, 9(2), 201-211. Oliver, R. L. (1980). A cognitive model of the antecedents and consequences of satisfaction decision. *Journal of Marketing Research*, 17(4), 460-469. Oliver, R. L. (1981). Measurement and evaluation of satisfaction processes in retail settings. *Journal of Retailing*, 57(3), 25-48. Oliver, R. L. (1981). What is customer satisfaction? *Wharton Magazine*, 5, 36-41. Oliver, R. L. (1997). *Satisfaction: A behavioral perspective on the consumer*. Boston, Massachusetts: Irwin, McGraw-Hill. Ostrom, A., & Iacobuci, D. (1995). Consumer trade-offs and the evaluation of services. *Journal of Marketing*, 59(1), 17-28. Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1991). Understanding customer expectations of service. *Sloan Management Review*, 32(3), 39-48. Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1988). Assessing the effects of quality, value and customer satisfaction on customer behavioral intentions in service environments. *Journal of Retailing*, 76(2), 193-218. Park, C. W., Jaworski, B. J., & MacInnis, D. J. (1986). Strategic brand concept-image management. *Journal of Marketing*, 50(4), 135-145. Perlmutter, H. V. (1969). The tortuous evolution of the multinational corporation. *Columbia Journal of World Business*, 4(1), 9-18. Perry, A., & Wisnom, D. (2003). Before the brand: Creating the unique DNA of an enduring brand identity. New York: McGraw-Hill. Porter, M. E. (1986). *Competition in global industries*. Boston: Harvard Business School Press. Prahalad, C. K., & Ramaswamy, V. (2000). Co-opting customer competence. *Harvard Business Review*, 78(1), 79-87. Rao, A. R., & Monroe, K. B. (1989). The effect of price, brand name, and store name on buyer's perceptions of product quality: An integrative review. *Journal of Marketing Research*, 26(3), 351-357. R?馨y, E., & Kopel, S. (2002). Social linking and human resources management in the service sector. *The Service Industries Journal*, 22(1), 35-56. Rugman, A. M., Lecraw, D. J., & Booth, L. D. (1986). *International business-firm and environment*. Singapore: McGraw-Hill Book Co. Selnes, F. (1993). An examination of the effect of product performance on brand reputation satisfaction and loyalty. *European Journal of Marketing*, 27, 19-35. Singh, J. (1991). Understanding the structure of consumer satisfaction evaluation of service delivery. *Journal of Academy of Marketing Science*, 19(3), 223-224. Silpakit, P., & Fisk, R. P. (1985). Participating the service encounter: A theoretical framework. In T. M. Bloch, G. D. U-path, & V. A. Zeithaml (Eds.), *Service marketing in a changing environment* (pp. 117-121). Chicago: American Marketing Association. Smith, R. A., & Houston, M. J. (1982). Script-based evaluations of satisfaction with services. In L. Beny, G. Shostack & G. Upah (Eds.), *Emerging Perspectives on Service Marketing* (pp. 59-62). Chicago: American Marketing. Smith, S., & Wheeler, J. (2002). *Managing the customer experience: Turning customers into advocates*. London: Prentice Hall. Solomon, M. R. (1991). *Consumer behavior: Buying, having, and being*. Boston: Allyn and Bacon. Spreng, R. A., & Mackoy, R. E. (1992). An empirical examination of a model perceived service quality and satisfaction. *Journal of Retailing*, 72(2), 201-212. Sundaram, A. K., & Black, J. S. (1992). The environment and internal organizational of multinational enterprises. *Academy of Management Review*, 17(4), 226-236. Tse, D., & Wilton, P. (1998). Models of customer satisfaction formation: An extension. *Journal of Marketing Research*, 25, 204-212. Vernon, R. (1977). *Storm over the multinationals: The real issues*. London: Macmillan. Villarejo-Ramos, A. F., & S?鶯chez-Franco, M. J. (2005). The impact of marketing communication and price promotion on brand equity. *Journal of Brand Management*, 12(6), 431-445. Voss, G. B., Parasuraman, A., & Grewal, D. (1998). The roles of price, performance, and expectations in determining satisfaction in service exchanges. *Journal of Marketing*, 62(4), 46-61. Westbrook, R. A. (1980). A rating scale for measuring product/ service satisfaction. *Journal of Marketing*, 44, 68-72. Woodruff, R. B. (1993). Developing and applying consumer satisfaction knowledge: Implications for future research. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*, 6, 1-11. Zaichkowsky, J. L. (1985). Measuring the involvement construct. *Journal of Consumer Research*, 12, 341-352. Zauberman, G. (2003). The intertemporal dynamics of consumer lock-in. *Journal of Consumer Research*, 30(3), 405-419. Zeithaml, V. A., & Bitner, M. J. (1996). *Services Marketing*. New York: The McGraw-Hill Companies, Inc. Zeithaml, V. A., & Bitner, M. J. (2000). *Service marketing: Integrating customer focus*

across the firm (2nd ed.). New York: The Mc Graw-Hill Companies, Inc. Zeithaml, V. A., & Bitner, M. J. (2003). Services marketing: Integrating customer focus across the firm (3rd ed.). New York: The Mc Graw-Hill Companies, Inc.