

百貨公司購物價值與品牌情感對品牌承諾影響之比較

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摘要

百貨公司係屬於眾多零售業型態中的一種，相對於量販店的賣點，在百貨公司精緻化的經營方式下，各自擁有自己的市場，但隨著經濟自由化與市場國際化的推動，國外的流通業者更是利用各種合資和技術合作的管道，於是百貨公司業者是否能在目前競爭激烈的市場中利用不同的品牌經營策略來求得生存，將是一個有趣且值得研究探討的課題。本研究旨在探討兩岸百貨公司購物價值與品牌情感對品牌承諾影響之比較研究。本研究以兩岸百貨公司的消費者為研究對象，以問卷調查方式進行研究，並採信度分析、因素分析、t檢定、單因子變異數分析及AMOS分析，來探討購物價值是否會對品牌產生更強烈的信任與情感。此外，以探討品牌信任與品牌情感對品牌承諾之影響力。本研究結果顯示：1. 百貨公司購物價值對品牌信任有正向顯著影響。2. 百貨公司之品牌信任對品牌承諾有正向影響。3. 百貨公司之品牌情感對品牌承諾有正向影響。最後，依據上述發現提出理論與行銷實務上之意涵。

關鍵詞：購物價值、品牌信任、品牌情感、品牌承諾

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