

The Comparison on The Influence among Shopping Value, Brand Affect and Brand Commitment of Department Stores between Tai

曾子津、封德台

E-mail: 321984@mail.dyu.edu.tw

ABSTRACT

Department stores are large retail types in one of the selling points relative to the discount stores, department stores refined in the operating mode, each has its own market, but with the internationalization of economic liberalization and market driven, country outside the circulation industry is use of the pipeline joint venture and technical cooperation, was whether the department store industry in the current competitive market, using a different brand management strategy in order to survive, will be an interesting and worthy of study subjects. This study explored the value of cross-strait department store shopping and brand impact of emotional commitment on the Comparative Study of the brand. This study took shoppers between Taiwan and Mainland China of department stores as the study object. This research used the questionnaires. The data were analyzed by reliability analysis, factor analysis, independent sample t-test, one-way ANOVA and AMOS to inquire the shopping value whether will produce stronger trust and affect to the brand. In addition, also inquire into brand trust and brand affect to the influence of brand commitment. We got the following results: 1. Brand trust is positively related to shopping value. 2. Brand commitment is positively related to brand trust. 3. Brand commitment is positively related to brand affect. Finally, we put forward concrete theories and marketing actual situation by the basis which is above-mentioned.

Keywords : shopping value、 brand trust、 brand affect、 brand commitment

Table of Contents

中文摘要	iii	英文摘要	iii
iv 誌謝辭		vi 內容目錄	
vii 表目錄		ix 圖目錄	
xii 第一章 緒論		1 第一節 研究背景	
1 第二節 研究動機		2 第三節 研究目的	
3 第四節 研究範圍與對象		4 第五節 研究流程	
6 文獻探討		6 第二章 第一節 兩岸百貨公司經營概況	
14 第二節 購物價值		17 第二節 品牌情感	
20 第三節 品牌信任		22 第四節 品牌情感	
28 第五節 品牌承諾		28 第三章 研究方法	
29 第一節 研究架構		28 第二節 研究假設	
29 第三節 變項之操作性定義與衡量		29 第四節 問卷設計	
35 第五節 資料分析方法		36 第四章 資料分析結果	
39 第一節 樣本敘述性統計分析		40 第二節 信度分析	
46 第三節 效度分析		48 第四節 獨立樣本 t 檢定和單因子變異數分析	
69 第五節 各變項上之相關分析		71 第六章 結論與建議	
81 第一節 研究結論		81 第二節 理論意涵	
83 第三節 實務意涵		85 第四節 研究限制	
86 第五節 未來研究建議		87 參考文獻	
89 附錄A 問卷設計版		101 附錄B 問卷發放繁體版	
108 附錄C 問卷發放簡體版		112	

REFERENCES

一、中文部分 林正修,王明元(1995),現代零售業管理,台北:華泰書局。行政院主計處網站,行業標準分類[線上資料],來源:<http://www.dgbas.gov.tw/dgbas03/bs1/text/indu89/indu.htm>第八次修訂 [2009, December 10]。中華民國百貨零售企業協會網站,主要零售商場潛在供給量[線上資料],來源: <http://www.ract.org.tw/newweb/index.asp> [2009, November 24]。中華徵信所網站,市場調查[線上資料],來源: http://www.credit.co.m.t.w/newweb/index_all.cfm [2009, February]。中國零售網,百貨頻道[線上資料],來源:

<http://www.i18.cn/newscenter/news/hygc/2009-8-7/66205.shtml> [2009, August 07].

二、英文部分

Aaker, D. (1991). *Managing brand equity*, The Free Press. New York.

Aaker, D. A. (1996). 'ML'a_suTing brand equity across products and markets', *California Management Review*, 38(3), 102-120.

Alan Dick S., & Basu, K. (1994). Customer loyalty: Toward an Inte-grated conceptual framework. *Journal of the Academy of Mar-keting Science*, 22(2), 99-113.

Allen, N., & Meyer, J. (1993). Organizational commitment: Evidence of career stage effects? *Journal of Business Research*, 26(8), 49-61.

Agarwal, J., & Malhotra, N. K. (2005). An integrated model of atti-tude and affect: theoretical foundation and an empirical investi-gation. *Journal of Business Research*, 58(7), 483-93.

Anderson, E., & Weitz, B. A. (1989). Determinant of continuity in conventional industrial channel dyads. *Mark Science*, 8(9), 310-323.

Anderson, J., & Narus, J. (1990). A Model of distributor firm and manufacturer firm working partnerships. *Journal of Marketing*, 54(2), 42-58.

Babin, B. J, Darden, W. R., & Griffin, M.(1994). Work and/or fun: measuring hedonic and utilitarian shopping value. *Journal of consumer research*, 20(3), 644-656.

Bainbridge, J. (1997). Who wins the national trust? *Marketing*, 23(6), 21-23.

Batra, R & Ahtola, O. T. (1991). Measuring the hedonic and ulililarian sources of consumer altitudes. *Marketing Letters*, 24(4), 159-170.

Batra, R. (1986). Affective advertising: role, processes, and measur-ment, In Peterson, R. A., Hoyer, W. D. and Wilson, W. R. (Eds), *The Role of Affect in Consumer Behavior: Emerging Theories and Applications*, 53-86 Heath, Lexington, Massachusetts.

Beatty, S., Homer, P., & Kahle, L. (1988). The involvement commit-ment model: Theory and implications. *Journal of Business Re-search*, 16(5), 149-167.

Bellenger, D. N., Earle S., & Wilbur S. (1976). The congruence of store image and self image. *Journal of Retailing*, 52(8), 17-32.

Belk, R. W. (1988). Possessions and the extended self. *Journal of Consumer Research* ,15(2), 139-168.

Berry, C & Parasuraman, A. (1991). *Marketing services*. New York: The Free Press.

Berscheid, E. (1983). "Emotion" in *Close Relationships*. New York: W.H. Freeman, 110-68.

Bhat, S., & Reddy, S. K. (2001). The impact of parent brand attribute associations and affect on brand extension evaluation. *Journal of Business Research*,53(7), 111-22.

Bloch, P. H., & Richins, M. L. (1983). A theoretical model for the study of product importance perceptions. *Journal of Marketing*, 47(3), 69-81.

Catherine, D., & Amanda, J. B. (2007). Conceptualising consumer behavior in online shopping environments. *International Jour-nal of Retail & Distribution Management*, 35(11), 878-894.

Chandon, P., Wansink, B. & Laurent, G. (2000). A benefit congruency framework of sales promotion effectiveness. *Journal of Mar-keting*, 64(8), 65-81.

Chaudhuri, A. & Holbrook, M.B. (2001).The chain of effects from brand trust and brand affect to brand performance: The role of brand loyalty. *Journal of Marketing*, 65(7), 81-93.

Chaudhuri, A., & Holbrook, M. B. (2002). Product-class effects on brand commitment and brand outcomes: The role of brand trust and brand affect. *Brand Management* 10(1), 33-58.

Christoph, B., & Sabrina, Z. (2005). Building brand commitment: A behavioural approach to internal brand management. *Brand Management*, 12(4), 279-300.

Childers, T.L., & Ruekert, R.W. (1986). Towards a model of coopera-tive sentiments and their antecedents in channel distribution. Working paper, School of Management, University of Minne-sota.

Cohen, J. B., & Areni, C. S. (1991). Affect and consumer behaviour, In T. S.,Robertson, & H. H., Kassarian (Eds), *Handbook of Consumer Behavior*, 188-240 Prentice Hall, Englewood Cliffs, New Jersey.

Cochen, W. & Chien, Y. (2007). How the strength of parent brand as-sociations influence the interaction effects of brand breadth and product similarity with brand extension evaluations. *Journal of Product & Brand Management*, 16(5), 334-341.

Copeland, M. A. (1924). *The trend of economics*, New York, Alfred Knopf.

Crosby, L., & Taylor, J. (1983). Psychological commitment and its ef-fects on post- decision evaluation and preference stability among voters. *Journal of Consumer Research*, 9(7), 413-431.

Delgado-Ballester, E. (2001). Development and validahon of a brand trust scale, working paper. University of Minnesota-Twin Cities, Minnesota.

Dick, A., & Basu, K. (1994). Customer loyalty: Toward an integrated conceptual framework. *Journal of the Academy of Marketing Science*, 22(1), 99-113.

Doney, P., & Cannon, J. (1997). An examination of the nature of trust in buyer-seller relationships. *Journal of Marketing*, 61(3), 35-51.

Engel, J. F., Roger D. B, & Paul W. M. (1993). *Consumer Behavior*, Chicago: Dryden Erevelles.

S. (1998). The role of affect of marketing. *Journal of Busi-ness Research*, 42(3), 199-215.

Fisher, E., & Arnold, S. (1990). More than a labor of love: gender roles and Christmas shopping. *Journal of Consumer Research*, 17(4), 333-45.

Fiore, A. M,& Kim, J (2007). An integrative framework capturing ex-periential and utilitarian shopping experience. *International Journal of Retail &Distribution Management*, 35(6), 421-442.

Fournier, S. (1998). Consumers and their brands: Developing rela-tionship theory in consumer research. *Journal of Consumer Re-search*,24(3), 343-73.

Ganesan, S. (1994). Determinants of long-term orientation in buyer-seller relationships. *Journal of Marketing*, 58(3), 1-19.

Geyskens, I., Steenkamp, J. B., Scheer, L., & Kumar, N. (1996). The effect of trust and interdependence on relationship commitment: A trans-atlantic study. *International Journal of Research in Marketing*, 13(6), 303-17.

Guangping, W. (2002). Attitudinal correlates of brand commitment: an empirical study. *Journal of Relationship Marketing*, 1(2) 57-75.

Gundlach, G., Achrol, R. S., & Mentzer, J. T. (1995). The structure of commitment in exchange. *Journal of Marketing*, 59(1), 78-92.

Hakansson, H. (Ed.). (1982). *International marketing and purchasing of industrial goods*. New York: John Wiley & Sons.

Hess, J. (1995). Construction and assessment of a scale of consumer trust. In B. Stern & G. Zinkhan (Eds.), 1995 AMA Educator ' s Proceedings,6, Chicago, Illionois: American Marketing Asso-ciation.

Holbrook, M. B. & Hirschmann, E. C. (1982). The experiential aspects of consumption: consumer fantasies, feelings and fun. *Journal of Consumer Research*, 9(2), 132-40.

Hyun, P., & Pauline, S. (2009). Market segmentation with respect to university students ' clothing benefits sought Shopping orienta-tion, clothing attribute evaluation, and brand repatronage. In-ternational *Journal of Retail & Distribution Management*, 37(2), 182-201.

Jacoby, J., & Robert, C. (1978). *Brand loyalty measurement and management*. New York: John Wiley & Sons.

Jason M. & Ann, F. (2005). Consumer shopping value, satisfaction, and loyalty for retail apparel brand. *Journal of Fashion Mar-keting and Management*, 9(3),256-259.

Keller, K. L. (1993). Conceptualizing, measuring and managing cus-tomer-based brand equity. *Journal of Marketing*, 57(8), 1-22.

Keller, K. L. & Davey, K. K. (2001). Building customer based brand equity, paper presented at the Advertising Research Foundation Workshop: Advertising Research Foundation, New York.

Kurt, M. & Sonja, B. & Grabner, K. (2006). Individual determinants of brand affect: The role of the personality traits of extraversion and openness to experience. *Journal of Product & Brand*

Management, 15(7), 427-434. Kurt, M., & Grabner, K. & Sonja, B. (2008). Risk aversion and brand loyalty: the mediating role of brand trust and brand affect. *Journal of Product & Brand Management*, 17(3), 154-162. Mano, H., & Oliver, R. L. (1993). Assessing the dimensionality and structure of the consumption experience: Evaluation, feeling, and satisfaction. *Journal of Consumer Research*, 20(8), 451-466. Mario J. M. (2008). Engaging the purchase motivations to charm shoppers. *Marketing Intelligence & Planning*, 27(1), 127-145. Mayer, R. C., Davis, J. H., & Schoorman, F. D. (1995). An integrative model of organizational trust. *Academy of Management Review*, 20(3), 709-34. Moorman, C., Zaltman, G., & Deshpande, R. (1992). Relationship between providers and users of market research: The dynamics of trust within and between organizations. *Journal of Marketing Research*, 29(4), 314-28. Morgan, R. & Hunt, S. (1994). The commitment-trust theory of relationship marketing. *Journal of Marketing*, 58(5), 20-38. Mort, G. S. & Rose, T. (2004). The effect of products type on value linkages in the means-end chain: implications for theory and method. *Journal of Consumer Behavior*, 13(3), 223-255. Pessemier, E. A. (1959). A new way to determine buying decisions. *Journal of Marketing*, 24(7), 41-46. Reichheld, F. (1996). The loyalty effect: The hidden force behind growth. *Profits and Lasting Value*. Boston: Harvard Business School Press. Ring, P., & Van de Ven, A. (1994). Developmental processes of cooperative interorganizational relationships. *Academy of Management Review*, 19(7), 90-118. Robert M. & Shelby D. H (1994). The commitment-trust theory of relationship marketing. *Journal of Marketing* 58(8), 20-38. Rotter, J. (1967). A new scale for the measurement of interpersonal trust. *Journal of Personality*, 35(6), 651-65. Russell, J. A. & Weiss, A. & Mendelsohn, G. A. (1989). Affect grid : A single-item scale of pleasure and arousal, *Psychological Bulletin* 56(3), 493. Russell, J. A. (1991). Culture and the categorization of emotions. *Psychological Bulletin* 47(2), 426-450. Sherry, J. F. (1990), A sociocultural analysis of a midwestern flea market. *Journal of Consumer Research*, 17(6), 13-30. Smith, J., & Barclay, S. (1997). The effect of organizational differences and trust on the effectiveness of selling partner relationships. *Journal of Marketing*, 61(1), 3-21. Spangenberg, E. R., Voss K E., & Ayn E. C (1997). Measuring the hedonic and utilitarian dimensions of attitudes : A generally applicable scale. in *Advances in Consumer Research*, 24, M. Brucks & J. M. Deborah, eds. Provo, Utah: Association for Consumer Research. 235-41. Stern, L. W. & El-Ansary A. I., (1992). *Marketing Channels*. (3rd ed.), Englewood Cliffs. New Jersey: Prentice-Hall, Inc. Suh, Y. C. & Wen, C. F. (2006). Exploring the relationships of trust and commitment in supply chain management. *The Journal of American Academy of Business* , 9 (1), 224-228. Tamila, R. D., & Reid, S. E. (2007). Technological innovation and the rise of the department store in the 19th century. *International Journal of Technology Marketing*, 2(2), 119-139. Tauber, E. M. (1972). Why do people shop? *Journal of Marketing*, 36(3), 46-59. Teas, R. K., & Sibley, S. D. (1980). An examination of the moderating effect of channel member firm size on perceptions of preferred channel linkages. *Journal Academy Marketing*, 24(1), 277-293. Voss, K E., Spangenberg E. R., & Bianca, G. (2003). Measuring the hedonic and utilitarian demensions of consumer attitude. *Journal of Marketing Research* 11(2), 310-320. Webster, F. E. (1992). The changing role of marketing in the corporation. *Journal of Marketing*, 56(6), 1-17. Woonbong, N., & Youngseok, S., & Roger, M. (2007). Why buy second-best? The behavioral dynamics of market leadership. *Journal of Product & Brand Management*, 16(1), 16-22. Wright, P. L. (1975). Consumer choice strategies: simplifying vs optimizing . *Journal of Marketing Research*, 12(2), 60-67. Youl, H. (2004). Factors affecting online relationships and impacts. *The Marketing Review*, 8(9), 189-209. Youl, H. & Helen, P. (2005). Effects of consumer perceptions of brand experience on the web: Brand familiarity, satisfaction and brand trust. *Journal of Consumer Behaviour*, 4(6), 438-452. Zeithaml, V., Berry, L., & Parasuraman, A. (1996). The behavioral consequences of service quality. *Journal of Marketing*, 60(5), 31-46.