

# 消費者精品知覺價值與品牌形象相關之研究

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## 摘要

本研究以香奈兒為例，目的是探討精品知覺價值之構面及其與品牌形象之相關性。本研究採用問卷調查進行實證研究，有效樣本360份，並運用因素分析及迴歸分析等統計方法進行統計分析。本研究樣本顯示，最近一年，曾經購買香奈兒精品的類別商品以香水最多。購買地點多以百貨公司居多。最喜歡的香奈兒精品以香水最多，其次是皮件。本研究結果發現：1. 精品知覺價值各個子構面中，享樂主義知覺、物質主義知覺、炫耀性知覺、自我認同知覺及威望知覺等影響精品知覺價值之程度較高2. 精品知覺價值對品牌形象呈現正向影響，同時精品知覺價值對於品牌形象具有顯著預測能力。3. 消費者之品質知覺、自我認同知覺、物質主義知覺、炫耀性知覺及威望知覺會正面影響品牌形象。但價格知覺、可用性知覺、獨特性知覺及享樂主義知覺對品牌形象卻不具有顯著預測能力。

關鍵詞：精品知覺價值、品牌形象

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