

A study of the effect on brand image and product quality on customer loyalty to the well-known im

吳珮怡、莊銘國、蔡孟娟

E-mail: 324654@mail.dyu.edu.tw

ABSTRACT

In the competitive environment of the infant formula industry, establishing a good brand image, committing to product quality improvement and strict control, and raising the evaluation of consumers on the overall quality customer loyalty, have become issues the infant formula industry must pay attention to. This study explores how brand image and product quality of well-known imported infant formula affect customer loyalty and the questionnaires were based on related documentaries. The researcher distributed 580 questionnaires to customer in Taiwan who had bought infant formula manufactured by Abbott, Mead Johnson, Wyeth S-26, Quaker, Nestle, Klim, Karihome, Fernleaf, Snow Brand, Meiji, Coberco, Neoangelac. 489 valid questionnaires were returned. The percentage of valid questionnaires was 84.31. The researcher analyzed the results using SPSS statistical software, drawing the following conclusions: 1. Higher brand image attracts higher customer loyalty. There is a significant positive influence. 2. Higher product quality attracts higher customer loyalty. There is a significant positive influence. 3. Higher brand image increases product quality in the mind of the customer. There is a significant positive influence. 4. The relationship between brand image and customer loyalty is affected by product quality.

Keywords : brand image product quality customer loyalty infant formula

Table of Contents

內容目錄	中文摘要	iii	英文摘要		
	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	第二節 研究目的	4	第三節 研究範圍與對象		
5	第四節 研究流程	5	第二章 文獻探討		
7	第一節 台灣嬰幼兒奶粉市場現況	7	第二節 品牌形象		
9	第三節 產品品質	16	第四節 顧客忠誠度		
23	第三章 研究方法	28	第一節 研究架構		
28	第二節 研究假設	29	第三節 研究變數之		
操作性定義與衡量	32	第四節 問卷設計與抽樣方法	36	第五節 資料分析方法	
37	第四章 研究結果與分析	40	第一節 問卷回收狀況		
與樣本資料結構分析	40	第二節 描述性統計分析	44	第三節 研究變項之信效	
度分析	46	第四節 個人屬性的差異性分析	49	第五節 進口嬰幼兒奶粉的	
差異性分析	63	第六節 變項間相關分析	66	第七節 變項間迴歸分析	
66	第五章 結論與建議	72	第一節 研究結論		
72	第二節 建議	74	第三節 研究限制		
77	參考文獻	78	附錄 問卷		
90	表目錄		表 2-1 學者對品牌形象的定義	12	
的衡量構面	16	表 2-2 品牌形象			
的衡量構面	22	表 2-3 學者對產品品質的定義	20	表 2-4 產品品質	
度的衡量構面	27	表 2-5 學者對顧客忠誠度的定義	25	表 2-6 顧客忠誠	
衡量構面與問項	34	表 3-1 品牌形象衡量構面與問項	33	表 3-2 產品品質	
變項與問項	36	表 3-3 顧客忠誠度衡量構面與問項	35	表 3-4 人口統計	
狀況表	40	表 3-5 相關係數的強度大小與意義	39	表 4-1 問卷回收	
理由之統計分析	42	表 4-2 目前使用中及曾經使用過或考慮使用的品牌狀況表	41	表 4-3 轉換品牌	
描述性統計分析	44	表 4-4 有效樣本基本特性	43	表 4-5 品牌形象	
度描述性統計分析	46	表 4-6 產品品質描述性統計分析	45	表 4-7 顧客忠誠	
		表 4-8 品牌形象之信效度分析	47	表 4-9 產品品質	

之信效度分析	48	表 4-10 顧客忠誠度之信效度分析	49	表 4-11 性別在
品牌形象上之差異性分析	50	表 4-12 年齡在品牌形象上之差異性分析	50	表 4-13 教育
程度在品牌形象上之差異性分析	51	表 4-14 職業在品牌形象上之差異性分析	52	表 4-15 家
庭每個月收入在品牌形象上之差異性分析	53	表 4-16 家中小孩數在品牌形象上之差異性分析	54	表 4-17
性別在產品品質上之差異性分析	55	表 4-18 年齡在產品品質上之差異性分析	56	表
4-19 教育程度在產品品質上之差異性分析	57	表 4-20 職業在產品品質上之差異性分析	58	表
4-21 家庭每個月收入在產品品質上之差異性分析	59	表 4-22 家中小孩數在產品品質上之差異性分析	60	表
4-23 性別在顧客忠誠度上之差異性分析	61	表 4-24 年齡在顧客忠誠度上之差異性分析	61	表
4-25 教育程度在顧客忠誠度上之差異性分析	62	表 4-26 職業在顧客忠誠度上之差異性分析	62	表
4-27 家庭每個月收入在顧客忠誠度上之差異性分析	63	表 4-28 家中小孩數在顧客忠誠度上之差異性分析	63	表
4-29 進口嬰幼兒奶粉在品牌形象上的差異性分析	64	表 4-30 進口嬰幼兒奶粉在產品品質上的差異性分析	65	表
4-31 進口嬰幼兒奶粉在顧客忠誠度上的差異性分析	65	表 4-32 品牌形象、產品品質與顧客忠誠度之相關分析表	66	表
4-33 品牌形象及其子變項對顧客忠誠度的迴歸分析	67	表 4-34 產品品質及其子構面對顧客忠誠度的迴歸分析	68	表
4-35 品牌形象及其子構面對產品品質的迴歸分析	69	表 4-36 產品品質在品牌形象對顧客忠誠度關係的中介效果之檢定	70	表
4-37 產品品質在品牌形象之子構面對顧客忠誠度關係的中介效果之檢定	71	表 5-1 研究假設驗證的結果彙整表	72	圖
目錄圖 1-1 1989~2009年台灣嬰兒出生數	1	圖 1-2 研究流程圖	6	圖
2-1 2009年市面上知名嬰幼兒奶粉市場佔有率	9	圖 2-2 品牌知識構面圖	15	圖
2-3 認知產品品質的組成圖	19	圖 3-1 研究架構圖	28	

REFERENCES

- 一、中文部分 王德剛(1997), 品牌概念形象, 廣告策略與品牌權益之關係, 東吳大學企業管理研究所未出版之碩士論文。 林湘沅 (2000), 嬰幼兒奶粉成熟期產品進入新市場區隔之探索性研究, 臺灣科技大學企業管理研究所未出版之碩士論文。 林翠瑩(2003), 品牌形象、品牌關係品質、與品牌忠誠度之關聯性研究 以零售自有品牌為例, 南台科技大學行銷與流通管理研究所未出版之碩士論文。 李永年(1998), 產品品質與服務品質對顧客滿意度及忠誠度之影響-以加油站為例, 國立政治大學企業管理研究所未出版之碩士論文。 李承達(2003), 公司因素, 產品因素對於品牌形象制定策略之影響 以台商在台灣和中國大陸之比較實證研究, 國立東華大學管理學研究所未出版之碩士論文。 李城忠(2008), 應用統計學: S P S S 完全攻略, 台北:新文京開發出版股份有限公司。 葉香麟(2002), 品牌形象、品牌關係與知覺品質關係之研究-以美白化妝品業為例, 銘傳大學管理科學研究所未出版之碩士論文。 陳振甫(2001), 品牌形象與設計策略之結合, 設計雙月刊第101期。 陳振遂(1996), 顧客基礎的品牌權益衡量與建立之研究, 國立政治大學研究所未出版之博士論文。 蔡大山(2004), 全球性品牌與地方性品牌對消費者行為影響之比較研究—以西式炸雞速食業為例, 朝陽科技大學企業管理研究所未出版之碩士論文。 蔡宏源(2008), 筆記型電腦廠商之產品品質、服務品質對品牌忠誠度影響之研究, 銘傳大學管理學研究所未出版之碩士論文。 蔡東峻, 李曉青(2005), 折扣比例、品牌形象和產品種類對消費者知覺品質和知覺風險的影響, 中山管理評論, 頁143-176。 虞積祥(2004), 品牌形象、品牌權益、顧客終身價值關聯性研究 - 以東森電視購物頻道為例, 義守大學管理科學研究所未出版之碩士論文。
- 二、英文部分 Aaker, D. A. & Keller, K. L.(1990). Consumer evaluations of brand extensions. *Journal of Marketing*, Vol. 54, Iss. 1, pp.27-41. Aaker, D. A. (1991). *Managing brand equity: Capitalizing on the value of a brand name*. New York: The Free Press. Aaker, D.A.,(1996) *Building Strong Brand*, NY: The Free Press. Agus, A.(2005), " The structural linkages between TQM, product quality performance, and business performance: Preliminary empirical study in electronics companies, " *Singapore Management Review*, Vol. 27, No. 1, pp. 87-105. Ahire, S. L., Golhar, D. Y. and Waller, M. A.(1996), " Development and validation of TQM implementation constructs, " *Decision Sciences*, Vol. 27, No. 1, pp. 23-56. Ambler r, T., & Styles, C. (1997). Brand development versus new product development: toward a process model of extension decisions. *The Journal of Product and Brand Management*, 6(4), 222-234. Baron, R. M., & Kenny, D. A. (1986). The moderator-mediator variable distinction in social psychological research: Conceptual, strategic, and statistical considerations. *Journal of Personality and Social Psychology*, 51(6), 1173-1182. Baumann, C., Burton, S. and Elliott, G.(2005), " Determinants of customer loyalty and share of wallet in retail banking, " *Journal of Financial Service Marketing*, Vol. 9, No.3, pp. 231-248. Bhat, S. & Reddy, S. K. (1998). Symbolic and functional positioning of brands. *The Journal of Consumer Marketing*, 15(1), 32. Biel, A. L. (1992). How brand image drives brand equity. *Journal of Advertising Research*, 32(6), 6-13. Blackett, T. (1991). The Valuation of Brands. *Marketing Intelligence and Planning*, 9(1), 27-35. Bristow, D. N., Schneider, K. C. & Schuler, D. K. (2002). The brand dependence scale: measuring customers' use of brand name to differentiate among product alternatives. *The Journal of Product & Brand Management*, 11, 343-356. Brucks, M. & Zeithaml, V. A. (2000), " Price and Brand Name as Indicators of Quality Dimensions for Consumer Durables ", *Journal of the Academy of Marketing Science*, 28 (3), 359 – 374. Chaudhuri, A., & Holbrook, M. B. (2001). The chain of effects brand trust and brand affect to brand performance: The role of brand loyalty. *Journal of Marketing*, 65(2), 81-93. Chernatony, L. & McWilliam, G. (1989). The varying nature of brands as assets. *International Journal of Advertising*, 8(4), 339-349. Chinen, K., Jun, M. and Hampton, G. M.(2000), " Product quality, market presence, and buying behavior: Aggregate images of foreign products in the U.S., "

Multinational Business Review, Vol. 8, No. 1, pp. 29-38. Devaraj, S., Matta, K. F. and Conlon, E.(2001), " Product and service quality: The antecedents of customer loyalty in the automotive industry, " Production and Operations Management, Vol. 10, No. 4, pp. 424-439. Dobni, D. & Zinkhan, G. M. (1990). In search of brand image: A foundation analysis. Advances in Consumer Research, 17, 110-119. Dodds, W. B., Monroe, K. B., & Grewal, D. (1991). The Effects of price, brand, and store information on buyers' product evaluations. Journal of Marketing Research, 28(3), 307-319. Fornell, C. (1992). A national customer satisfaction barometer: The Swedish experience. Journal of Marketing, 56(1), 6-21. Frederick, F. R., & Sasser, W. E. (1996). Zero defections: Quality comes to services. Harvard Business Review, 68(5), 57-69. Garvin, David A. (1984), " What Does Product Quality Really Mean, " Sloan Management Review, Fall, pp.25-43. Grewal, D., Krishnan, R., Baker, J., & Borin, N. (1998). The effects of store name, brand name and price discounts on consumers' evaluations and purchase intentions. Journal of Retailing, 74(3), 331-352. Griffin, J. (1995). Customer Loyalty: How to Earn It, How to Keep It. New York: Lexington Book. Gronholdt, L., Martensen, A., & Kristensen, K. (2000). The relationship between customer satisfaction and loyalty: Cross-Industry differences. Total Quality Management, 11(2), 509-515. Gronroos, Christin (1983), " A Service Quality Model and its Marketing Implications, " European Journal of Marketing, Vol.18, No.4, pp.37-45. Heskett, J., Jones, T., Loveman, G., Sasser, E., & Schlesinger, L. (1994). Putting the service-profit chain to work. Harvard Business Review, 72(2), 164-174. Hoisington, S. and Naumann, E.(2003), " The loyalty elephant, " Quality Progress, Vol.36, No. 2, pp. 33-41. Holbrook, M. & K. Corfman (1985), " Quality and Value in the Consumption Experience: Phaedrus Riders Again " in Perceived Quality, J. Jacoby and J. Olson, eds. Lexington, MA Lexington Books, pp. 31-57. Jacoby, J., & Kyner, D. B. (1973). Brand Loyalty versus Repeat Purchase Behavior. Journal of Marketing Research, 10, 1-9. Jones, T. O., & Sasser, E. W. Jr. (1995). Why Satisfied Customers Defect. Harvard Business Review, 73(2), 88-99. Juran(1974) , J.M., Quality Control Handbook, 3rd ed., New York, McGraw-Hill. Keller, K. L.(1993).Conceptualizing, measuring, and managing customer-based brand equity.Journal of Marketing. Kotler, P. (1997). Marketing management: Analysis, planning, implementation and control(9th ed.). New Jersey:Prentice-Hall. Kotler, P. and Keller, K.L. (2006), " Marketing Management, 12th edition, " Prentice- Hall Inc. Lefkoff-Hangius, Poxanne and C.H. Mason (1993), " Characteristic, Beneficial, and Image Attributes in Consumer Judgments of Similarity and Preference, " Journal of Consumer Research, Vol.20, pp.100-110. Lien, T.B. & Yu, C.C. (2001). An Integrated Model for the Effects of Perceived Product, Perceived Service Quality, and Perceived Price Fairness on Consumer Satisfaction and Loyalty. Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior, 14, pp.125-140. Lim, K. S., & Razzaque, M. A. (1997). Brand loyalty and situational effects: An interactionist perspective. Journal of International Consumer Marketing, 9(4), 95-115. Marguiles, W. P. (1997). Make the most of your corporate identity. Harvard Business Review, 55, 61-77. Martin and Brown (1990) Martin, G. S., and Brown, T.J. (1990). In search of brand equity: The conceptualization and measurement of the brand impression construct. Chicago: American Marketing Associations. Morgan, Robert M. and Shelby D. Hunt, (1994) " The Commitment-Trust Theory of Relationship Marketing " , Journal of Marketing, Vol.58, Iss.3, pp.20-38. Oliver, R. L. (1999). Whence consumer loyalty? Journal of Marketing, 63(4), 33-44. Olshavsky, R. & J. Miller, (1972), " Consumer Expectations, Product Performance and Perceived Product Quality " , Journal of Marketing Research. 9 (Feb), pp.19-21. Olson, J., & J. Jacoby, (1974), " Intrinsic Versus Extrinsic Cues as Determinants of Perceived Product Quality " , Journal of Applied Psychology, pp. 59-74. Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1991). Refinement and reassessment of the SERVQUAL scale. Journal of Retailing, 67(4), 420-450. Parasuraman, A., Zeithmal, V.A., & Berry L. L. (1994). The Nature and Determinants of Customer Expectations of Service. Journal of the Academy of Marketing Service, 21, 1-12. Park, C. W., Jaworski, B. J. & MacInnis, D. J. (1986). Strategic brand concept-image management. Journal of Marketing, 50 (4), 135-145. Pettis, C. (1997). Challenge: Try Branding Unix. Marketing Computers, 17(4), 68 – 70. Randall, G. (1997). A Practical Guide to Branding. NY: The Free Press. Reichheld, F. F., & Sasser, W. E. Jr. (1990). Zero defections: Quality comes to services. Harvard Business Review, 68(5), 105-111. Richardson, P. S., Dick, A. S., & Jain, A. K. (1994). Extrinsic and extrinsic cue effect on perceptions of store brand quality. Journal of Marketing Research, 58(4), 28-36. Romaniuk, J., & Sharp, B. (2003). Measuring Brand Perceptions: Testing Quantity and Quality. Journal of Targeting, Measurement and Analysis for Marketing, 11(3), 218-229. Sebastianelli, R. and Tamimi, N.(2002), " How product quality dimensions relate to defining quality, " The International Journal of Quality & Reliability Management, Vol. 19, No. 4, pp. 442-453. Selnes, F. (1993). An Examination of the Effect of Product Performance on Brand Reputation, Satisfaction and Loyalty. European Journal of Marketing, 27, 19-35. Srinivasana, S.S., Andersona, R., and Ponnabolub, K. (2002) " Customer Loyalty in E-commerce: An Exploration of Its Antecedents and Consequences, " Journal of Retailing, (78), pp.41-50. Stum, D.L. and Alain Thiry (1991), " Building Customer Loyalty, " Training and Development Journal, Vol.45, pp.34-6. Szybillo, G. J. & Jacoby J. (1974).Intrinsic Versus Extrinsic Cues As Determinants of Perceived Product Quality. Journal of Applied Psychology, 59(1), 74 Taylor, S. S., Celuch, K., & Goodwin, S. (2004). The important of brand equity to customer loyalty. The Journal of Product and Brand Management, 13, 217-227. Wang, Y., Lo, H. P. and Hui, Y. V.(2003), " The antecedents of service quality and product quality and their influences on bank reputation: Evidence from the banking industry in China, " Managing Service Quality, Vol. 12, No. 1, pp. 72-83. Young, S. and B. Feigin (1975), " Using the Benefit Chain for Improved Strategy Formulation, " Journal of Marketing, 39(July),pp.72-74. Zeithaml, V.A. (1988), " Consumer Perceptions of Price and Value: A Means- End Model & Synthesis of Evidence " , Journal of Marketing. Zeithaml, Valarie A. and Amna Kirmani (1993), " Advertising, Perceived Quality, and Brand Image, " in Aaker, David A.and Alexander L. Biel, eds., Brand Equity & Advertising: Advertising ' s Role in Building Strong Brands, Iowa City: Lawrence Erlbaum Associates, Inc., pp. 143-161.