

歐日系進口保養品之來源國形象、品牌形象與品牌忠誠度之關係研究

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摘要

本研究目的在探討來源國形象、品牌形象與品牌忠誠度之關係，並以使用歐日系進口保養品的消費者為研究對象，藉由問卷調查得到有效樣本430份，依據所得資料來進行實證和分析。資料分析結果發現：1.來源國形象對品牌忠誠度有顯著的正向影響，其子構面經濟發展程度和科技發展程度對品牌忠誠度有顯著的正向影響，而政治發展程度和社會發展程度則不具有顯著影響。2.品牌形象對品牌忠誠度有顯著的正向影響，其子構面功能性形象、象徵性形象、經驗性形象均對品牌忠誠度有顯著的正向影響。3.來源國形象對品牌形象有顯著的正向影響，其子構面經濟發展程度和科技發展程度對品牌忠誠度有顯著的正向影響，而政治發展程度和社會發展程度則不具有顯著影響。4.品牌形象對來源國形象與品牌忠誠度的關係中具有中介效果。

關鍵詞：來源國形象、品牌形象、品牌忠誠度

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
第一章 緒論	1 第一節 研究背景與動機
1 第二節 研究問題與目的	3 第三節 研究範圍
4 第四節 研究流程	5 第二章 文獻探討
6 第一節 來源國形象	6 第二節 品牌形象
10 第三節 品牌忠誠度	16 第四節 各變項間之關係
22 第三章 研究方法	25 第一節 研究架構
第二節 研究假設	26 第三節 研究變數之操作性定義與衡量
問卷設計與抽樣方法	32 第五節 資料分析方法
果與分析	36 第一節 描述性統計分析
項之信效度分析	42 第三節 個人屬性的差異性分析
分析	52 第五節 變項間迴歸分析
介效果	58 第五章 結論與建議
	61 第二節 建議
	66 參考文獻
	81 表目錄 表 2-1 品牌忠誠度行為面
忠誠度態度面	19 表 2-3 品牌忠誠度綜合面
2-4 各學者對品牌忠誠度之構面	21 表 3-1 來源國形象衡量構面與問項
29 表 3-2 品牌形象衡量構面與問項	30 表 3-3 品牌忠誠度衡量構面與問項
32 表 3-4 Cronbach's 係數合理範圍	34 表 4-1 問卷回收狀況表
36 表 4-2 有效樣本基本特性(n=430)	37 表 4-3 問卷平均數之統計分析
40 表 4-4 兩大品牌問卷平均數之統計分析	41 表 4-5 來源國形象之信效度分析
43 表 4-6 品牌形象之信效度分析	44 表 4-7 品牌忠誠度之信效度
分析	45 表 4-8 婚姻對各變項的影響
項的影響	47 表 4-10 年齡對各變項的影響
程度對各變項的影響	49 表 4-12 職業對各變項的影響
4-13 每月收入對各變項的影響	51 表 4-14 來源國形象、品牌形象、與品牌忠誠度之相關分析
表 52 表 4-15 來源國形象對品牌忠誠度的迴歸分析	54 表 4-16 來源國形象的子構面對品牌忠誠度的多元迴
歸分析	55 表 4-17 品牌形象對品牌忠誠度的迴歸分析
多元迴歸分析	56 表 4-19 來源國形象、品牌形象的迴歸分析
象的多元迴歸分析	58 表 4-21 來源國形象與品牌形象對品牌忠誠度的階層迴歸分析
	59 表 4-22 來源國形象的子構面與

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