

The relationship among country-of-origin image, brand image and brand Loyalty for European and Japanese

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ABSTRACT

This study is aimed to explore the relationship among the country-of-origin image, the brand image, and the brand loyalty, and to use the European and Japanese imported skincare products as the research object. 430 effective samples are attained through the method of questionnaires to work on the empirical finding and the analysis. According to the result of the data analysis, we find that first, the country- of-origin image has significant positive influence on the brand loyalty, and its secondary dimension, including the level of economic and technology development , also has significant positive influence on the brand loyalty. However, there is no significant relationship between social and political development. Second, the brand image has significant positive influence on the brand loyalty, and its secondary dimension, including functional, symbolic, and empirical image, also has significant positive influence on the brand loyalty. Third, the country- of-origin image has significant positive influence on the brand image, and its secondary dimension, including the level of economic and technology development , also has significant positive influence on the brand image. However, there is no significant relationship between social and political development, Fourth, the brand image has fully mediated effect toward the country- of-origin image and brand loyalty.

Keywords : country- of-origin image、 brand image、 brand loyalty

Table of Contents

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	46 表 4-9 來源國對各變
項的影響	45 表 4-8 婚姻對各變項的影響
程度對各變項的影響	47 表 4-10 年齡對各變項的影響
	49 表 4-12 職業對各變項的影響
	50 表

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	55 表 4-18 品牌形象的子構面對品牌忠誠度的多元迴歸分析
56 表 4-19 來源國形象、品牌形象的迴歸分析	57 表 4-20 來源國形象的子構面對品牌忠誠度的多元迴歸分析
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品牌形象對品牌忠誠度的階層迴歸分析
61 圖 目錄 圖 1-1 研究流程	60 表 5-1 研究假設驗證的結果彙整表
圖 12 圖2-2 忠誠前因架構圖	5 圖2-1 品牌形象構面
構 25	18 圖3-1 研究架

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