

兩岸消費者對國際名牌精品之關係品質、品牌關係品質對價格敏感度影響之研究

彭玉成、倪家珍

E-mail: 325041@mail.dyu.edu.tw

摘要

本研究主要探討消費者對國際名牌精品之關係品質、品牌關係品質對價格敏感度的影響。本研究對象為台灣與中國大陸消費者近一年內曾經購買過名牌精品之消費者，並以台灣及中國大陸兩地作為本研究之地區，共發放350份問卷，回收339份，有效問卷259份。研究結果發現，一、關係品質越高則其價格敏感度有正向的影響。二、品牌關係品質越高則其價格敏感度有正向的影響。

關鍵詞：關係品質、品牌關係品質、價格敏感度

目錄

內容目錄 中文摘要	iii	英文摘要	iii
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	1
1 第二節 研究目的	4	第三節 研究範圍	4
5 第二章 文獻探討	6	第一節 名牌精品	6
6 第二節 關係品質	9	第三節 品牌關係品質	9
13 第四節 價格敏感度	15	第三章 研究方法	15
21 第一節 研究架構	21	第二節 變數的操作	21
性定義	22	第三節 研究假設	22
數的衡量工具	27	第五節 研究設計	31
料分析方法	31	第四章 研究分析結果	34
樣本資料分析	34	第二節 各變數之信效度分析	39
節 各變數與控制變數之相關分析	48	第四節 價格敏感度之差異分析	50
第五節 關係品質、品牌關係品質與價格敏感之關係	51	第六節 兩岸消費者之干擾效果分析	52
第五章 研究結論與建議	56	第一節 研究結論	56
56 第二節 實務建議	58	第三節 研究限制	58
61 參考文獻	62	附錄一 調查問卷	62
77 表目錄 表 2- 1精品品牌相關文獻彙整	8	表 2- 2關係品質定義文獻彙整	8
10 表 2- 3關係品質構面文獻彙整	11	表 2- 4品牌關係品質定義彙整	11
13 表 2- 5價格敏感度構面文獻彙整	20	表 3- 1關係品質量表	20
28 表 3- 2品牌關係品質量表	29	表 3- 3價格敏感度量表	29
30 表 4- 1總體問卷發放及回收表	34	表 4- 2總體樣本性別分佈情形	34
35 表 4- 3總體樣本居住地分佈情形	35	表 4- 4總體樣本年齡分佈情形	35
35 表 4- 5總體樣本婚姻分佈情形	36	表 4- 6總體樣本工作性質分佈情形	36
36 表 4- 7總體樣本教育程度分佈情形	36	表 4- 8總體樣本台灣平均月薪資分佈情形	36
37 表 4- 9總體樣本大陸平均月薪資分佈情形	37	表 4- 10總體樣本購買品牌分佈情形	37
38 表 4- 11總體樣本擁有該品牌數量分佈情形	38	表 4- 12總體樣本平均購買價格分佈情形	38
39 表 4- 13關係品質之信效度檢驗表	41	表 4- 14品牌關係品質之子構面愛信效度檢驗表	41
42 表 4- 15品牌關係品質之子構面熱情信效度檢驗表	42	表 4- 16品牌關係品質之子構親密信效度檢驗表	42
43 表 4- 17品牌關係品質之子構自我連結信效度檢驗表	44	表 4- 18品牌關係品質之子構夥伴品質信效度檢驗表	44
44 表 4- 19品牌關係品質之子構承諾信效度檢驗表	45	表 4- 20品牌關係品質之子構相互依存信效度檢驗表	45
46 表 4- 21品牌關係品質之子構懷舊連結信效度檢驗表	46	表 4- 22價格敏感度之信效度檢驗表	46
47 表 4- 23各變數相關性分析	49	表 4- 24價格敏感對人口統計變數相關之檢定	49
50 表 4- 25關係品質對價格敏感的迴歸分析	51	表 4- 26品牌關係品質對價格敏感的迴歸分析	51
52 表 4- 27兩岸消費者對關係品質與價格敏感的干擾迴歸分析表	53		53

表 4-28兩岸消費者對品牌關係品質與價格敏感的干擾迴歸分析表	55
表 5-1研究假設與實證結果彙整表	57
圖目錄 圖 2- 1關係品質模型圖	9
圖 2- 2品牌關係品質模型圖	15
圖 3- 1研究架構圖	21

參考文獻

- 一、中文部份 吳真璋(1998), 品牌個性與品牌關係關聯性之研究, 國立台灣大學商學研究所未出版之碩士論文。 許佳鳴(2000), 消費者價格敏感度, 品質認知與廠商定價策略之關係研究, 私立中國文化大學國際企業管理研究所未出版之碩士論文。 陳莉莉(2001), 固定通信網路國際通話服務品牌選擇行為之研究 - 以商業用戶為例, 私立銘傳大學管理科學研究所未出版之碩士論文。 李秉倫(2001), 折扣深度、產品屬性與促銷情境對品牌評價與購買意願影響之研究, 私立銘傳大學管理科學研究所未出版之碩士論文。 胡政源(2002), 品牌關係型態對品牌延伸評估影響之研究, 嶺東學報, 13, 147-183。 陳柏蓁(2003), 百貨公司贈品促銷對消費者行為之影響 - 以台北市百貨公司為例, 國立交通大學管理科學研究所未出版之碩士論文。 徐敏嘉(2003), 來源國形象認知與消費者價格敏感度關係之研究, 私立中國文化大學國際貿易研究所未出版之碩士論文。 王詩晴(2003), 影響全球品牌成功推出副品牌之因素的探討 - 以精品業為例, 國立政治大學國際經營與貿易研究所未出版之碩士論文。 吳宜蓁(2004), 不同通路型態下促銷方式對認知價值、購買意願及商店形象之影響 - 以化妝品產業為例, 國立屏東商業技術學院行銷與流通管理系碩士班未出版之碩士論文。 陳佩汶(2006), 影響消費者選擇精品品牌之因素探討, 國立中央大學企業管理研究所未出版之碩士論文。 陳怡臻(2006), 廠商採感性行銷、理性行銷考量因素之研究 - 以時尚精品為例, 私立實踐大學企業管理研究所未出版之碩士論文。 李莉絹(2006), 名牌精品涉入程度與消費行為之探討, 私立亞洲大學國際企業學系碩士班未出版之碩士論文。 張詩偉(2007), 品牌形象、品牌關係品質、顧客關係品質、消費者涉入程度與品牌態度關係之研究 - 以名牌精品為例, 私立輔仁大學心理學系碩士班未出版之碩士論文。 李芳君(2008), 台灣地區外商銀行考慮網路效果與業務多角化效率之評估 - 三階段DEA方法之應用, 國立台北大學合作經濟學系碩士班未出版之碩士論文。 李心福(2008), 兩岸消費者對精品的品牌知覺價值與購買行為之研究, 私立大葉大學國際企業管理學系碩士班未出版之碩士論文。
- 二、英文部分 Adam, D. (1958). Les reactions du consommateur devant Roth, M. S. and J. B. Romeo, 1992. Matching Product & Country Image Perceptions: A Framework for Managing Country-of-Origin Effects. *Journal of International Business Studies*, 23(3), 477-97. Anderson, E., & Weitz, B. (1989). Determinants of continuity in conventional industrial channel dyads. *Marketing Science*, 8(4), 310-323. Anderson, J. C., & Narus, J. A. (1990). A model of distributor firm and manufacturer firm working partnerships. *Journal of Marketing*, 54(1), 42-58. Aaker, D. A. (1991). *Managing brand equity: Capitalizing on the value of a brand name*. New York: the Free Press. Aaker, D. A. (1996). Measuring brand equity across product and markets. *California Management Review*, 38(3), 102-120. Anderson, J. C., & Narus, J. A. (1998). Business marketing: Understand what customers value. *Harvard business review*, 76, 53-65. Bartels, J. (1982). Drop-out at the Distance University in the Federal Republic of Germany. Paper presented at the annual meeting of the Annual Forum of the Association for Institutional Research 22nd, Denver, CO, May 16-19. Baron, R. M., & Kenny, D. A. (1986). The moderator-mediator variable distinction in social psychological research: Conceptual, strategic, and statistical consideration. *Journal of Personality and Social Psychology*, 51, 1173-1182. Blackston, M. (1992). Observations: Building brand equity by managing the brand's relationships. *Journal of Advertising Research*, 32(3), 79-83. Blackston, M. (1993). Beyond brand personality: Building brand relationships. In D. Aaker and A. Biel (Eds.), *Brand Equity and Advertising: Advertising's Role in Building Strong Brands* (pp113-124). New Jersey: Hillsdale. Berry, L. L. (1995). Relationship marketing of service-growing interest, emerging perspectives. *Journal of the Academy of Marketing Science*, 23(4), 236-245. Birgelen, M., Wetzels, M., & Ruyter, D. K. (1997). Commitment in Service Relationships: An Empirical Test of its Antecedents and Consequences. *EMAC Conference Proceedings*, University of Warwick, pp.1255-1271. Blackston, M. (2000). Observations: Building brand equity by managing the brand's relationships. *Journal of advertising research*, 11, 101-105. Bauer, H. H., Grether, M., & Leach, M. (2001). Building customer relations over the internet. *Industrial Marketing Management*, 31, 155-163. Crosby, L. A., Evans, K. R., & Cowles, D. (1990). Relationship quality in service selling: An interpersonal influence perspective. *Journal of Marketing*, 54, 69. Chao, P., & Rajendran, K. N. (1993). Consumer profiles and perception: Country-of-origin effects. *International Marketing Review*, 10, 22-39. Dickson, P., & Sawyer, G. A. (1985). Point of purchase behavior and price perception of supermarket shoppers. Working Paper, Marketing Science Institute. Dickson, P., & Sawyer, A. (1986). Methods to research shopper's knowledge of supermarket prices. *Advances in consumer research*, 13(6), 584-588. Dwyer, F. R., Schurr, P. H., & Oh, S. (1987). Developing buyer-seller relationships. *Journal of Marketing*, 51, 11-27. Dodds, W. B., Monroe, K. B., & Grewal, D. (1991). Effects of price, brand, and store information on buyers' product evaluations. *Journal of marketing Research*, 28(8), 307-319. Dubois, B., & Doquesne, P. (1993). Polarization maps: A new approach to identifying and assessing competitive position- the case of luxury brands. *Marketing and Research Today*, 21(5), 115-123. Dubois, B., & Gilles, L. (1996). Le luxe par-delà les frontières: Une étude exploratoire dans douze pays. *Decisions Marketing*, 9, 35-43. Dubois, B., & Claire, P. (1997). Does luxury have a home country? An investigation of country images in Europe. *Marketing and Research Today*, 25, 79-85. Duncan, T., & Moriarty, S. (1999). Brand relationships key to agency of the future. *Advertising Age*, 18, 44-46. Erickson, G. M., Johansson, J. K., & Chao, P. (1984). Image variables in multi-attribute product evaluations: Country-of-origin effects. *Journal of Consumer Research*, 11, 696. Erdem, T., Swait, J., & Louviere, J. (2002). The impact of brand credibility on consumer price sensitivities across multiple product categories. *International Journal of Research in Marketing*, 19(1), 1-19. Fournier, S. (1998). Consumer and their brands: Developing relationship theory in consumer research. *Journal of Consumer Research*, 24, 343-373. Francesca Dall'Olmo Riley, Wendy Lomax & Angela Blunden (2004). Dove vs. Dior: Extending the brand extension decision-making process from mass to luxury. *Australasian Marketing Journal*, 12(3),

40. Gabor, A., & Granger, C. W. J. (1961). On the price consciousness of consumers. *Applied Statistics*, 10(5), 170-188. Gatignon, H. (1984). Competition as a moderator of the effect of advertising on sales. *Journal of Marketing Research*, 27(4), 387-398. Gupta, S., & Cooper, L. G. (1992). The discounting of discounts and promotion threshold. *Journal of Consumer Research*, 19(3), 401-411. Gro"nroos, C. (1994). From marketing mix to relationship marketing: Towards a paradigm shift in marketing. *Asia-Australia Marketing Journal*, 2(8), 9-29. Ganesan, S. (1994). Determinants of long-term orientation in buyer-seller relationships. *Journal of Marketing*, 58, 1-19. Goldsmith, R. E., & Newell, S. J. (1997). Innovativeness and price sensitivity: Managerial, theoretical and methodological issues. *The Journal of Product and Brand Management*, 5(3), 163-174. Garbarino, E., & Johnson, M. S. (1999). The different roles of satisfaction, trust, and commitment in customer relationships. *Journal of Marketing*, 63(2), 70-87. Hofstede, G. (1980). *Culture ' s Consequences: International Differences in Work-Related Values*. Beverly Hills, CA: Sage. Huber, J., Holbrook, M. B., & Kahn, B. (1986). Effects of competitive context and of additional information on price sensitivity. *Journal of Marketing Research*, 23(3), 250-260. Hardie, B. G. S., Johnson, E. J., & Fader, P. S. (1993). Modeling loss aversion and reference dependence effects on brand choice. *Marketing Science*, 12(4), 378-394. Jacoby, J., & Chestnut, R. W. (1978). *Brand loyalty: Measurement and management*. New York: John Wiley & Sons. Johansson J. K., Douglas, S. P., & Noanka, I. (1985). Assessing the impact of country of origin on product evaluations: A new methodological perceptive. *Journal of Marketing Research*, 22(4), 388-396. Kamen, J. M., & Toman, R. J. (1970). Psychophysics of prices. *Journal of Marketing Research*, 7, 27-35. Kalwani, M. U., Yim, C. K., Rinne, H. J., & Sugita, Y. (1990). A- price expectations model of consumer brand choice. *Journal of Marketing Research*, 28, 251-262. Krishnamurthi, L., Mazumdar, T., & Raj, S. P. (1992). Asymmetric response to price in consumer brand choice and purchase quantity decisions. *Journal of Consumer Research*, 19, 387- 399. Kanetkar, V., Weinberg, C. B., & Weiss, D. L. (1992). Price sensitivity and television advertising exposures: Some empirical findings. *Marketing Science*, 11(4), 359-371. Kalyanaram, G., & Little, J. D. C. (1994). An empirical analysis of latitude of price acceptance in consumer package goods. *Journal of Consumer Research*, 27(3), 408-418. Kumar, N., Scheer, L.K., & Steenkamp, J. (1995). The effects of perceived interdependence on dealer attitudes. *Journal of Marketing Research*, 32(3), 348-356. Keegan, C. E., Wichman, D. P., Hearst, A. L., Polzin, P. E., & Van Hooser, D. D. (1995). *Montana ' s Forest Products Industry: A descriptive analysis 1969-1994*. The University of Montana, Bureau of Business and Economic Research. Kapferer, J. N. (1997). *Strategic Brand Management*. Great Britain, Kogan Page. Kemp, S. (1998). Perceiving luxury and necessity. *Journal of Economic Psychology*, 19(10), 591-606. Keller K. K. (2001). Building customer-based brand equity. *Marketing Management*, 1(2), 15-19. Levitt, T. (1986). Marketing myopia. *Harvard Business Review*, 38, 45-56. Lattin, J. M., & Bucklin, R. E. (1989). Reference effects of price and promotion on brand choice behavior. *Journal of Marketing Research*, 26, 299-310. Light, L. (1993). At the center of it all is the brand. *Advertising Age*, 64, 22. Liljander, V., & Strandvik, T. (1993). Different comparison standards as determinants of service quality. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*, 6(1), 118- 132. Monroe, K. B. (1971). Psychophysics of prices: A reappraisal. *Journal of Marketing Research*, 8(2), 248-251. Monroe, K. B., & Petroshius, S. M. (1981). Buyers' perceptions of price: An update of the evidence. In H. Kassarijan and T. S. Robertson (Eds.), *Perspectives in Consumer Behaviour*(3rd ed.). Glenview, IL: Scott, Foresman & Company. Mowday, R. T., Porter, L. W., & Steers, R. M. (1982). *Employee-organization Linkages: The Psychology of Commitment, Absenteeism and Turnover*. New York: Academic Press. Mayhew, G. E., & Winer, R. S. (1992). An empirical analysis of internal and external reference prices using scanner data. *Journal of Consumer Research*, 19, 62-70. Moorman, C., Deshpande, R., & Zaltman, G. (1993). Factors affecting trust in market research relationships. *Journal of Marketing*, 57(1), 81-101. Muter, A., Pralavorio, M., Bride, J. M., & Fournier, D. (1994). Resistance-associated point mutations in insecticide-insensitive acetylcholinesterase. *Proc. Natl. Acad. Sci. USA* 91: 5922- 5926. Morgan, R. M., & Hunt, S. D. (1994). The commitment-trust theory of relationship marketing. *Journal of Marketing*, 7, 20-38. Mitra, A., & Lynch, J. G. (1995). Toward a reconciliation of market power and information theories of advertising effects on price elasticity. *Journal of Consumer Research*, 27(4), 644-659. Marshall, R., & Leng, S. B. (2002). Price threshold and discount saturation point in singapore. *The Journal of Product and Brand Management*, 11(3), 147-159. Nueno, J. L., & Quelch, J. (1998). The mass marketing of luxury. *Business Horizons*, 41(6), 61-9. Osgood, C. E., & Tannenbaum, P. H. (1957). The principle of congruity in the prediction of attitude change. *Psychological Review*, 62, 42-55. Popkowski L., & Peter, T. & Rao, R. C. (1989). An empirical analysis of national and local advertising effect on price elasticity. *Marketing Letters*, 1, 140-160. Rao, A. R., & Monroe, K. B. (1989). The effect of price, brand name, and store name on buyers ' perceptions of product quality: An integrative review. *Journal of Marketing Research*, 26(3), 351-357. Sirvanci, M. B. (1993). An empirical study of price sensitivity and price thresholds. *Journal of Applied Business Research*, 9(2), 43-49. Storbacka, K., Strandvik, T., & Gronroos, C. (1994). Managing customer relationships for profit: The dynamics of relationship quality. *International Journal of Service Industry Management*, 5(5), 21-38. Shankar, V., & Lakshman, K. (1996). Relating price sensitivity to retailer promotional variables and pricing policy: An empirical analysis. *Journal of Retailing*, 73(3), 249-272. Smith J. B. (1998). Buyer – seller relationships: similarity, relationship management, and quality. *Psychology and Marketing*, 15(1), 3- 21. Tellis, G. J., & Gaeth, G. J. (1990). Best value, price-seeking, and price-aversion: The impact of information and learning on consumer choices. *Journal of Marketing*, 54, 34-45. Thorsten, H. T., & Alexander, K. (1997). The impact of customer satisfaction and relationship quality on customer retention: A critical reassessment and model development. *Psychology & Marketing*, 14(8), 737-764. Vigneron, F., & Johnson, L. W. (1999). A review and a conceptual framework of prestige-seeking consumer behavior. *Academy of Marketing Science Review* Vol 3. Available via the AMS website. Weiss, R. S. (1974). *The provisions of social relationships*. New Jersey: Prentice-Hall. Winer, R. S. (1986). A reference price model of brand choice for frequently purchased products. *Journal of Consumer Research*, 13, 250-256. Wall, M., Liefeld, J., & Heslop, L. A. (1991). Impact of country-of-origin cues on consumer judgments in multi-cue situations: A covariance analysis. *Journal of the Academy of Marketing Science*, 19(2), 105-113. Wilson P. A. (1995). The effects of politics and power on the organization commitment of federal

executives. *Journal of Management*, 21(1), 101-118. Wigand, R., & Benjamin, R. I. (1995). Electronic markets and virtual value chains on the information superhighway. *Sloan Management Review*, 36(2), 62-72. Zeithaml, V. A. (1982). Consumer response to in-store price information environments. *Journal of Consumer Research*, 8(4), 357- 369. Zeithaml, V. A., & Berry, L. (1987). The time consciousness of supermarket shoppers. working paper, Texas A&M University. Zeithaml, V. A. (1988). Consumer Behavior of Price, Quality and Value: A means-End Model Synthesis of Evidence. *Journal of Marketing*, 52(July), 2-22. Zeithaml, L., Berry, L., & Paraguayan, A. (1996). The behavioral consequences of service quality. *Journal of Marketing*, 60(4), 31-46. 三、網站部份 SINA全球新聞網(2010/02)
<http://dailynews.sina.com/bg/chn/chnoverseamedia/chinesedaily/20100210/04071188426.html>