

The influence of brand image price consciousness word of mouth of offer style skin care products on

鄒安俞、李德治

E-mail: 342093@mail.dyu.edu.tw

ABSTRACT

This study aimed to explore the open-frame image of its brand skin care products, how to influence consumer purchase intentions, while the eyes of the consumer price consciousness, whether in word of mouth brand image and purchase intention, a regulatory role, thereby affecting consumer buying will. This study was purchased for open-shelf skin care products target consumers Surveying issued a total of 420 questionnaires, 403 valid questionnaires. Use of exploratory factor analysis, simple linear regression analysis and hierarchical regression analysis and other methods, to analyze the questionnaire to verify the hypotheses are justified. For statistical results, we summarize the research findings are as follows: An open shelf brand of skin care products the higher the willingness of consumers to buy more high. Second, the price of open-frame awareness of skin care products brand image and purchase intention in between adjusted to achieve a significant negative effect. Third, the open-frame word of mouth care products brand image and purchase intention in between positive adjustment to achieve significant results.

Keywords : brand image、price consciousness、word of mouth、purchase intention

Table of Contents

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 研究背景與動機	
1 第二節 研究目的與研究問題		4 第三節 研究對象與範圍	
5 第四節 研究流程		6 第二章 文獻探討	
7 第一節 品牌形象		7 第二節 價格意識	
17 第三節 口碑		20 第四節 購買意願	
24 第三章 研究方法		29 第一節 研究架構	
29 第二節 研究假設		30 第三節 抽樣設計	
33 第四節 研究變數之操作型定義與衡量		34 第五節 問卷設計	
37 第六節 問卷前測		41 第七節 資料處理與分析	
49 第四章 研究結果與分析		50 第一節 樣本資料分析	
50 第二節 因素和信度分析		55 第三節 迴歸分析	
65 第四節 研究假設之驗證		73 第五章 結論與建議	
75 第一節 研究結論		75 第二節 研究建議	
84 第三節 未來研究建議		86 參考文獻	
87 附錄A 問卷		98 附錄B 量表使用同意書	
102 附錄C 量表使用同意書		103 表目錄	
9 表 2-1 品牌的定義彙總表		11 表 2-3 價格的定義彙總表	
17 表 2-2 品牌形象的定義彙總表		21 表 2-5 購買意願的定義彙總表	
24 表 2-4 口碑的定義彙總表		37 表 3-1 品牌形象之量表說明	
38 表 3-1 品牌形象之量表說明		38 表 3-2 價格意識之量表說明	
39 表 3-2 口碑之量表說明		38 表 3-4 購買意願之量表說明	
41 表 3-3 口碑之量表說明		39 表 3-5 人口統計變數之量表說明	
42 表 3-4 品牌形象的項目相關分析表(品牌形象第1-4題)		41 表 3-7 品牌形象的項目相關分析表(品牌形象第1-3題)	
42 表 3-5 品牌形象的項目相關分析表(品牌形象第5-9題)		42 表 3-8 品牌形象的項目相關分析表(品牌形象第10-14題)	
43 表 3-6 品牌形象的項目相關分析表(品牌形象第10-14題)		43 表 3-10 品牌形象的因素和信度分析整理表	
44 表 3-7 價格意識的項目相關分析表		45 表 3-11 價格意識的因素和信度分析整理表	
45 表 3-8 口碑的項目相關分析表(口碑第1-5題)		46 表 3-12 口碑的項目相關分析表(口碑第2-5題)	
46 表 3-9 口碑的項目相關分析表(口碑第1-5題)		47 表 3-13 口碑的因素和信度分析整理表	
47 表 3-10 口碑的因素和信度分析整理表		47 表 3-16 購買意願量表的項	

目相關分析表	48 表 3-17	購買意願的因素和信度分析整理表	48 表 4-1	開架式保養品
品牌之使用者人數	50 表 4-2	人口統計的資料整理表	53 表 4-3	品牌形象項
目相關分析表 (品牌形象第1-3題)	55 表 4-4	品牌形象項目相關分析表 (品牌形象第4-8題)	56 表 4-5	品牌形象項目相關分析表 (品牌形象第9-11題)
4-6 品牌形象因素和信度分析整理表	58 表 4-7	價格意識的項目相關分析表	59 表 4-8	價格意識的因素和信度分析整理表
. 61 表 4-10	口碑因素和信度分析整理表	62 表 4-11	購買意願的項目相關分析表
.	63 表 4-12	購買意願因素和信度分析整理表	64 表 4-13	品牌形象與購買意願之間的關係整理表
.	66 表 4-14	價格意識對品牌形象與購買意願的調節效果表	67 表 4-15	口碑對品牌形象與購買意願的調節
效果表	70 表 4-16	研究假設之驗證結果彙整表	74 圖 目錄 圖 1-1	本研究之流程
.	6 圖 2-1	品牌的意涵	9 圖 2-2	品牌形象概念圖
.	13 圖 2-3	品牌形象成份圖	14 圖 2-4	品牌形象構面圖
.	16 圖 2-5	交易效用理論	26 圖 2-6	Howard消費者決策
模式	27 圖 3-1	本研究之架構圖	29 圖 4-1	價格意識在象徵
性品牌形象與購買意願之間的調節效果圖	68 圖 4-2	口碑在功能性品牌形象與購買意願之間的調節效果圖	71 圖 4-3	口碑在經驗性品牌形象與購買意願之間的調節效果
圖	72			圖

REFERENCES

- 參考文獻 一、中文部分 生技與醫療器材報導, 2010.9.14 136期。自由時報, 2007.10.24(三)。朱啟祥(2009), 汽車品牌形象與中古車之知覺風險、知覺品質及知覺價值對購買意願關係之探討, 育達商業技術學院企業管理研究所未出版之碩士論文。吳立敏(2007), 品牌形象、知覺品質、品牌忠誠度與再購買意願關係之研究 - 以中式加工肉品業為例, 崑山科技大學企業管理研究所碩士論文未出版。吳克振譯 (2001), Kevin Lane Keller著, 品牌管理, 初版, 華泰文化。吳玟琪譯, Upshaw, L. B.(2000)原著, 建立品牌識別, 台北:台視文化。邱于平(2009), 部落格口碑對消費者購買決策影響之研究, 國立台灣師範大學圖文傳播學系未出版之碩士論文。李德治、童惠玲(2009), 多變量分析-專題及論文常用的統計方法, 台北, 雙葉書廊有限公司。林碧霞(2007), 品牌形象及產品知識對購買意願之影響 - 價格折扣干擾效果之探討, 大同大學事業經營研究所未出版之碩士論文。尚榮安、陳禹辰、周季穎 (2007), 電腦中介傳播對消費者口碑行為的影響, *Journal of e-Business*, 9 (1), 27-48。金恩堯譯 (2006), Marshall King著, 品牌就是王牌, 初版, 前景文化。胡政源(2002), 品牌關係與品牌權益, 台北:新文京開發出版有限公司。留淑芳(2003), 網路口碑相傳訊息特性及接受者行為特質形成之影響, 台灣大學商學管理研究所未出版之碩士論文。張理如(2009), 觀光工廠意象與品牌知名度、購買意願關係之研究-以大黑松小倆口牛軋糖博物館為例, 朝陽科技大學休閒事業管理系未出版之碩士論文。許士軍 (1987), 管理學, 台北:東華書局。郭瓊俐、曾慧琦、陳柏安譯(2003), Schultz, D. E. and Barnes, B. E.(2003), 品牌策略, 台北:五南圖書股份有限公司。陳佩秀譯 (2001), Mariotti, John (2001), 品牌, 台北:遠流。黃富松(2001), 消費者知覺風險對價格意識及自有品牌購買意願之研究, 淡江大學管理科學研究所未出版之碩士論文。楊緒永(2009), 品牌形象、知覺價值、口碑、產品知識與購買意願之研究—以手機為例, 南華大學企業管理系管理科學未出版之碩士論文。葉冠伶譯 (2004), Wayne Baker原著, 市場機會理論應用之二, 台北:遠流文化事業。趙志修(2009), 服務保證、價格知覺與品牌購買意願關係之研究—以量販店為例, 朝陽科技大學企業管理系未出版之碩士論文。廖淑伶 (2007), 消費者行為, 臺北縣:前程文化。練乃華 (2003), 口碑相傳訊息之傳播及對消費者購買行為之影響:文獻回顧與評論, *中山管理評論*, 11 (2), 283-307。薛瓊娟(2008), 運動選手之代言人可信度對品牌形象與購買意願影響之研究-以王建民為例, 大葉大學運動事業管理學系未出版之碩士論文。
- 二、英文部分 Aaker, D. A. & Biel A. L. (1995). *Brand equity & advertising: Advertising 's role in building strong brands*. New Jersey:Lawrence Erlbaum Associates. Aaker, D. A. (1996). *Building strong brands*. New York, NY: The Free Press. American Marketing Association (美國行銷協會), 2005。Anderson, E.W. and Fornell, C. (1994). A customer satisfaction research prospectus, in Rust, R.T. and Oliver, R.L. (Eds), *Service Quality: New Directions in Theory and Practice*, Sage, Thousand Oaks, CA, 241-268. Anderson, E. W., Fornell, C., and Lehmann, D. R. (1994). Customer satisfaction, market share and profitability: Findings from Sweden. *Journal of Marketing*, 58 (3), 53 – 66. Arndt, J. (1967). Role of product-related conversations in the diffusion of a new product. *Journal of Marketing Research*, 4(3), 291-295. Bansal & Voyer, "Word-of-Mouth Processes within a Service Purchase Decision Context," *Journal of Service Research*, Vol. 3, No. 2, Nov., 2000, pp. 166-177. Biel, A. L. (1992), How Brand Image Drives Brand Equity, *Journal of Advertising Research*, Vol. 32 (6), pp. 6-12. Blackwell, D. R., Miniard, P. W. and Engel, J. F. (2001). *Consumer Behavior* (9th ed.).Harcourt, Inc Blackwell, R. D., Miniard, P. W., & Engel, J. F. (2006). *Consumer Behavior*. Cincinnati, Ohio: South Western College Publisher. Bone, P. F. (1995), "Word-of-mouth effects on short-term and long-term product judgments," *Journal of Business Research*, 32, 213-223. Bruyn, A., & Lilien, G. L. (2008). A Multi-stage Model of Word-of-Mouth Influence through Viral Marketing. *Intern. J. of Research in Marketing*, 25, 151-163. Cheung, M.-S., Anitsal, M. M., & Anitsal, I. (2007). Revisiting word of mouth communications: a cross-national exploration. *Journal of Marketing Theory and Practice*, 15(3), 235-249. Chiou, H. J., (2001), "Quantitative Research and Statistical Analysis in Social and Behavioral Sciences," *Taipei Wu-Nan Culture*. Crosby, L. A., Evans, K. R., & Cowles, D. (1990), "Relationship *Journal of Marketing*, Vol.54, No.3, pp.68-81. Dobni, D. and Zeithaml, V.A., (1990), In Search of Brand Image: A Foundation

analysis, In M. E. Goldberg, G. Gorn, and R. Pollay, ed., *Advances in Consumer Research*, Provo, UT: Association for Consumer Research, Vol.17, (1990) , pp.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*, Vol. 28 (3), pp. 307-319. Dwyer F. R., and J. F. Tanner. (2006), " Business Marketing, 3rd ed., " New York:McGraw-Hill. Erickson, Gary M. and Johnny K. Jonansson (1985), " The Role of Price in Multi-Attribute Product Evaluations, " *Journal of Consumer Research*, 12(Sep), pp.195-199. Francis Buttle (1997), " ISO 9000: marketing motivations and benefits, " *International Journal of Quality & Reliability Management*, 14(9), 936. File, K. M., Cermak, D. S. P., & Prince, R. A. (1994). Word-of-mouth effects in professional services buyer behaviour. *Service Industries Journal*, 14(3), 301-314. Fishbein, M., Ajzen, I. (1975). *Beliefs, Attitude, Intentions and Behavior: An Introduction to theory and Research*. Addison - Wesley, Boston, MA. Gelb, B. D., and Sundaram, S. (2002), " Adapting to word of mouse, " *Business Horizons*, 45(4), 21-25. Grewal, D., Iyer, G. R., Krishnan, R., & Sharma, A. (2003).The Internet and the price-value-loyalty chain. *Journal of Business Research*, 56, 391-398. Grewal, D., Monroe, K.B. and Krishnan, R. (1998), " The Effects of Price Comparison Advertising on Buyers' Perceptions of Acquisition Value and Transaction Value, " *Journal of Marketing*, 62, 46 – 59. 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*, Vol.74, No.3, pp.331-352. Herr P. M., Kardes F. R., Kim J. (1991), " Effects of word-of-mouth and product-attribute information on persuasion: an accessibility-diagnostics perspective, " *Journal of Consumer Research*, 17(4), 458. Hennig-Thurau, T., Gwinner, K. P., Walsh, G., & Gremler, D. D. (2004) ,Electronic Word-of-Mouth Via Consumer-Opinion Platforms: What Motivates Consumers to Articulate Themselves on the Internet?, *Journal of Interactive Marketing*, Vol.18, No.1, pp.38-52. Howard,J.A(1989).*Consumer behavior in marketing Strategy*,Prentice-Hall,Englewood Cliffs,NY. Jacoby J and J C Olson(1972), Cue Utilization in the Quality Perception Process, in *Proceeding of the Third Annual Conference of the Association For Consumer Research*,pp.167-179. *Journal of Marketing*, Vol. 57, Issu 1, 1993, pp. 1-22. Kamins, Michael A. & Marks, Lawrence J. (1991), The Perception of Kosher as a Third Party Certification Claim in Advertising for Familiar and Unfamiliar Brands, *Journal of the Academy of Marketing Science*, Vol. 19 Issue 3, pp. 177-185. Keller, K. L., " Conceptualizing, Measuring, Managing Customer-based Brand Equity, " Kotler, P. (1994). *Marketing Management: Analysis, Planning, Implementation and Control* (8th ed.), New Jersey: Prentice-Hall. Kotler, P. (1997). *Marketing Management: Analysis, Planning, Implementation, and Control* (9th ed.), New Jersey: Prentice-Hall. Kotler, P. (2002). *Marketing management: Analysis, planning, implementation, and control* (11th ed.). Upper Saddle River, NJ: Prentice-Hall. Kotler, P. (2003). *Marketing Management*, (11th ed.), New Jersey: Prentice Hall. Kotler, P. (2003), *Marketing Management: An Asian Perspective* (3rd ed.), Prentice Hall. Kotler, P. (2003), *Marketing Management* (11th ed.). New Jersey: Prentice Hall. Kotler, P. and Keller, K.L. (2006), " *Marketing Management*, 12th edition, " Prentice-Hall Inc. Kotler, P. (1976). *Marketing Management: Analysis, Planning, and control*, 3rd ed., New Jersey: prentice-Hall, Levitt, T. (1983). *The Marketing Imagination*. London:Collier Macmillan. Lichtenstein, Donald R., Nancy M. Ridgway, and Richard G. Netemeyer(1993). " Price Perceptions and Consumer Shopping Behavior: A Field Study. " *Journal of Marketing Research*: pp.234-245. Park, C. W., Joworski, B. J., & MacInnis, D. J. (1986), Strategic Brand Concept-Image Management, *Journal of Marketing*, Vol. 50 (4), pp.135-145. Richins, M. L., & Root-Shaffer, T. (1988). The role of involvement and opinion leadership in consumer word-of-mouth: An implicit model made explicit. *Advances in Consumer Research*, 15(1), 32-60. Schiffman, L. G. & Leslie L. K. (2000). *Consumer Behavior* (7th ed.),Wisconsin Prentice Hall International, Inc. Schiffman, L. G., & Kanuk, L. L. (2000), *Consumer Behavior* (7th ed.), Prentice Hall. Sinha, I. and Batra, R. (1999), " The Effect of Consumer Price Consciousness on Private Label Purchase, " *International Journal of Research in Marketing*, Vol.16, pp.237-251. Thaler, R. (1985), " Mental Accounting and Consumer Choice, " *Marketing Science*, 4(3), 199-214 Zeithaml, V. A. (1988), Consumer Perceptions of Price, Quality, and Value: A Means-End Model and Synthesis of Evidence, *Journal of Marketing*, Vol. 52, pp. 2-22.