

兩岸知名運動鞋品牌延伸對品牌權益影響之研究

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摘要

本研究主要說明了購買知名運動鞋品牌之最初母品牌權益是否會影響消費者對品牌延伸的態度，類別配適度是否會影響消費者對品牌延伸的態度，形象配適度是否會影響消費者對品牌延伸的態度，以及消費者對品牌延伸的態度是否影響最終母品牌權益。而這項研究期望能幫助知名運動鞋品牌業者明瞭如何能增加消費者的購買意願。本研究是採用量化方法去進行本研究的資料分析，「兩岸知名運動鞋品牌延伸對品牌權益影響之研究」去進行問卷之調查，並且是以兩岸購買知名運動鞋品牌之消費者為研究的對象，去探討各變項間是否有相關性。本研究於台灣及大陸是以發放問卷之方式去進行研究，合計共取得240份問卷；並以AMOS結構方程式去檢驗假設關係。而研究結果表示知名運動鞋品牌的最初母品牌權益對消費者對品牌延伸的態度有正相關影響，知名運動鞋品牌的類別配適度對消費者對品牌延伸態度有正相關影響，知名運動鞋品牌的形象配適度對消費者對品牌延伸態度有正相關影響，消費者對品牌延伸的態度對最終母品牌權益正相關影響。關鍵詞：類別配適度(category fit)、形象配適度(image fit)、最初母品牌權益(initial parent brand equity)、消費者對品牌延伸的態度(consumer's attitude toward brand extensions)、最終母品牌權益(final parent brand equity)

關鍵詞：最終母品牌權益、類別配適度、形象配適度、最初母品牌權益、消費者對品牌延伸的態度

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