

# 應用多準則決策分析評估連鎖美妝店品牌權益之研究

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## 摘要

近年來由於國內女性對於保養化妝品的認知改變，美容保養產品已漸漸由奢侈品變成必需品，人們對保養化妝品的需求提昇，亦促使國內美妝產業消費值上升。在國人消費能力的提高之下，眾多產業更希望藉此創造更大商機，然面對眾多美妝店的競爭，如何脫穎而出成為民眾最佳選擇，對美妝店業者而言是一項重要的課題。由於消費者對品牌權益的評估準則必須考量多層面之間的問題，加上服務品質與感受程度無形且不易衡量，因此本研究針對品牌權益進行相關文獻探討，並利用模糊層級分析法將評估準則分成五大構面，共二十項指標，做為問卷設計的依據，再經由問卷調查填寫方式針對連鎖美妝店消費者為調查對象，進行資料蒐集後，以多準則決策分析之SAW法、TOPSIS法、VIKOR法及ELECTRE法進行資料分析，將連鎖美妝店進行偏好排序。結果顯示，以SAW法所分析之排序為THE BODY SHOP、SKIN FOOD、CANDY SHOP、ETUDE HOUSE、THE FACE SHOP；而以TOPSIS法、VIKOR法及ELECTRE法分析之排序結果則皆為THE BODY SHOP、SKIN FOOD、ETUDE HOUSE、CANDY SHOP、THE FACE SHOP。本研究亦發現，各方法間評估值差距最大者為ELECTRE法，顯示此方法最能有效區別之消費者對美妝店品牌權益之偏好程度；若以結果論而言，建議工作負擔大之決策者，可考慮使用結果差異性不大、但其方法最為簡易之SAW法進行評估。

關鍵詞：多準則決策分析、連鎖美妝店、品牌權益

## 目錄

封面內頁 簽名頁 中文摘要.....	iii	ABSTRACT.....	iv	誌謝.....	vi
目錄.....	vii	圖目錄.....	x	表目錄.....	xi
第一章 緒論.....	1	1.1 研究背景與動機.....	1	1.2 研究目的.....	3
1.3 研究流程.....	3	第二章 文獻探討.....	5	2.1 連鎖美妝店之定義.....	5
2.1.1 連鎖體系之定義.....	5	2.1.2 美妝店之定義.....	11	2.2 品牌權益.....	13
2.2.1 品牌權益之定義.....	13	2.2.2 品牌權益之觀點.....	14	2.2.3 品牌權益之衡量構面.....	23
2.2.4 品牌權益之相關研究.....	37	2.3 影響消費者對連鎖美妝店品牌權益之指標.....	42	2.3.1 產品.....	42
2.3.2 銷售策略.....	43	2.3.3 服務品質.....	45	2.3.4 專業人員能力.....	51
2.3.5 企業形象.....	52	2.4 多準則決策分析.....	53	2.4.1 模糊層級分析法.....	55
2.4.2 簡單加權法.....	58	2.4.3 TOPSIS.....	59	2.4.4 VIKOR.....	59
2.4.5 ELECTRE.....	61	2.5 多準則決策分析之相關研究.....	62	第三章 研究設計與分析方法.....	65
3.1 研究架構.....	65	3.2 研究範圍.....	67	3.3 問卷設計.....	68
3.4 多準則決策分析之進行步驟.....	73	3.4.1 模糊層級分析法.....	73	3.4.2 SAW.....	81
3.4.3 TOPSIS.....	82	3.4.4 VIKOR.....	84	3.4.5 ELECTRE.....	88
第四章 資料分析.....	92	4.1 FAHP問卷之信效度分析.....	92	4.2 FAHP問卷基本資料分析.....	93
4.3 連鎖美妝店品牌權益之權重計算.....	98	4.3.1 FAHP架構.....	98	4.3.2 品牌權益之權重計算.....	99
4.3.3 五大連鎖美妝店評比之品牌權益調查分析.....	110	4.4 SAW分析.....	116	4.5 TOPSIS分析.....	119
4.6 VIKOR分析.....	124	4.7 ELECTRE分析.....	129	4.8 各排序分析小結.....	139
第五章 結論與建議.....	141	5.1 研究結果.....	141	5.2 未來研究建議.....	144
參考文獻.....	146	附錄1.....	164	附錄2.....	169
圖目錄 圖1.1 研究流程圖.....	4	圖2.1 Aaker的品牌權益來源及價值圖.....	26	圖2.2 以顧客為基礎(Consumer-Based)的品牌權益構面.....	31
圖2.3 服務品質缺口模式.....	48	圖3.1 研究架構圖.....	66	圖3.2 FAHP層級架構圖.....	72
圖3.3 三角模糊數函數圖.....	78	圖3.4 評估準則模糊語意的隸屬圖.....	78	圖3.5 評估方案模糊語意的隸屬圖.....	79
圖3.6 理想解和妥協解示意圖.....	84	圖4.1 以ELECTRE方法求出之超越關係圖.....	135	表目錄 表2.1 國內外學者對連鎖商店數目之定義.....	7
表2.2 連鎖型態之比較.....	9	表2.3 品牌權益定義之彙總表.....	19	表2.4 品牌權益之衡量構面.....	28
表2.5 品牌權益的衡量構面.....	36	表2.6 品牌權益相關研究彙總整理.....	39	表2.7 PZB 服務品質構面與問項.....	50
表2.8 基數型資訊提供的決策過程.....	54	表2.9 多準則決策分析相關文獻.....	63	表3.1 研究範圍.....	67
表3.2 產品構面之問項與相關文獻來					

源.....68	表3.3 銷售策略構面之問項與相關文獻來源.....69	表3.4 服務品質構面之問項與相關文獻來源.....70	表3.5 專業人員能力構面之問項與相關文獻來源.....70	表3.6 企業形象構面之問項與相關文獻來源.....71	表3.7 評估比率尺度表.....74	表3.8 隨機指標表.....76	表3.9 模糊評估值評估尺度.....80
表4.1 FAHP問卷整體構面及各構面信度分析.....93	表4.2 FAHP問卷基本資料分析表.....97	表4.3 本研究之FAHP問卷構面題項.....98	表4.4 消費者1在構面「企業形象」之模糊成對比較表.....102	表4.5 消費者1在「企業形象」構面下之模糊權重.....103	表4.6 消費者1在各構面評估要素之模糊權重值及其C.R.值.....105	表4.7 整合後各構面之模糊權重值.....107	表4.8 解模糊化後權重值.....108
表4.9 指標項目最終權重排序.....109	表4.10 連鎖美妝店評比問卷回收情況.....110	表4.11 連鎖美妝店評比問卷基本資料分析表.....111	表4.12 五大連鎖美妝店評比原始之品牌權益調查.....113	表4.13 連鎖美妝店對各構面滿意度之平均數.....114	表4.14 各構面對不同方案之整合績效值.....115	表4.15 五大連鎖美妝店SAW計算後之排序.....118	表4.16 五大連鎖美妝店TOPSIS法計算後偏好程度之排序.....123
表4.17 各方案的、和值.....128	表4.18 經VIKOR計算後各方案之排序.....128	表4.19 五大連鎖美妝店ELECTRE法計算後之排序.....138	表4.20 五大連鎖美妝店評估值與排序綜合表.....139				

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