

# Applying the multiple criteria decision making methods to evaluate brand equity for cosmetics chains

張斐淇、葉子明

E-mail: 345444@mail.dyu.edu.tw

## ABSTRACT

Because of the female consumers' self-consciousness transformation concerning the facial care and cosmetics products in the past decade, the facial care product have already been regarded as daily consumer necessities instead of luxurious spending no longer. The rising requirements of consumers' facial care and cosmetic products have thus promoted the whole spending volume for the domestic cosmetics industry. Due to the increase of national average consumer spending, many enterprise thus wish to exploit such an incentive for pursuing business operation expansion. However, how to win the best consumer popularity among the fierce competition of numerous cosmetics chainstores is the top priority business operation strategy for the cosmetics enterprises. Usually consumers' evaluation standards toward the benefits and cost efficiency of various brands equity with multiple aspects of consideration and the service quality and consumer perceptible demonstrate intangibility and difficulty of being evaluated. Therefore, it has conducted in this research analysis on relevant reference documents of brand equity and applied Fuzzy Analytic Hierarchy Process in devising 5 major aspects for the evaluation standards and 20 indicators in total as the basis for designing the questionnaire survey. Another analysis determinant for this research is regarding the consumers of the cosmetics chainstores as the investigation objects and distributing questionnaires to those consumers for filling their personal opinions for the purpose of collection data. Subsequently, the Simple Additive Weight (SAW) of Multiple-Criteria Decision Method, TOPSIS, VIKOR Method and ELECTRE Method are utilized for analyzing the data collection for producing the consumer preference sequence ranking toward the cosmetics chainstores. The analysis results indicate that in case of adopting the SAW, the preference sequence ranking is THE BODY SHOP, SKIN FOOD, CANDY SHOP, ETUDE HOUSE, and THE FACE SHOP. However, in case of adopting TOPSIS, the preference sequence ranking is THE BODY SHOP, SKIN FOOD, ETUDE HOUSE, CANDY SHOP, and THE FACE SHOP. It has been detected that the ELECTRE demonstrates the biggest valuation dispersion among all of the aforesaid evaluation methods. Such a phenomenon indicates that the ELECTRE can deliver the best efficiency for making judgment on consumers' preference differences toward the benefits of brand equity. However, in term of consequentialist theory, it is suggest by this research that the decision makers who confront huge working burden shall consider adopting the SAW method for conducting assessment due to its attributes of fewer analysis results difference and the maximum simplicity usage.

Keywords : Multiple-Criteria Decision Method、Cosmetics Chainstores、Brand Equity

## Table of Contents

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
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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