

The effects of brand awareness, and corporate social responsibility on the consumers consuming decision-making : 以咖啡

?偉鵬、李俊憲

E-mail: 354540@mail.dyu.edu.tw

ABSTRACT

This research aimed to explore the effects of brand awareness and corporate social responsibility on the consumer ' s decisions for different coffee selling stores at Taichung City and Changhua County. A structural questionnaire was applied for quantitative research and 450 copies were sent to consumers with judgment sampling. There were 387 samples returned for further statistical analysis using SPSS 12.0. The main findings of this research were concluded as followings: (A) Coffee drinks consumers have higher brand participation on brand image and brand association than brand choice and brand preference. (B) Coffee drinks consumers have more attentions on the price structure, food safety and test, and resource recycling action of corporate social responsibility. (C) Coffee drinks consumers make their decisions within consideration of the corporate operation styles, corporate image and the adequacy of products. (D)The brand awareness can predict the coffee drinks consumers ' decisions significantly as well as the operation responsibility. There were several recommendations provided as followings: (1) the promotion of brand awareness would help the consumers to make decisions more easily; (2) the rising of corporate social responsibility would enhance the brand identify from consumers; (3) the development of unique management style can adequate supports from consumers; (4) The established corporate image will increase the identity from the consumers; (5) The more sufficient products, the more easily decision the consumers could make. Keywords: brand awareness, corporate social responsibility, consumer decision-making, coffee drinks , Starbucks Coffee, 85 ° C Cafe, City Cafe.

Keywords : Brand Awareness、 Corporate Social Responsibility

Table of Contents

中文摘要	iii
英文摘要	iv
誌謝辭	v
內容目錄	vi
圖目錄	viii
表目錄	ix
第一章 緒論	1
第一節 研究背景與動機	1
第二節 研究目的	5
第三節 研究範圍與限制	5
第四節 名詞解釋	6
第二章 文獻探討	8
第一節 品牌理論	8
第二節 企業社會責任	15
第三節 咖啡飲品市場之發展與經營	20
第四節 消費決策因素	22
第五節 命題與假設	24
第三章 研究方法	28
第一節 研究架構	28

第二節	研究工具	29
第三節	研究對象與抽樣方法	32
第四節	資料分析方法	33
第四章	資料分析	35
第一節	問卷發放與實施情況	35
第二節	信度分析與因素分析	35
第三節	人口統計變項背景分析	39
第四節	研究假設驗證	43
第五節	本章小結	47
第五章	結論與建議	49
第一節	綜合討論	49
第二節	研究結論	55
第三節	研究建議	55
參考文獻		60
附錄A 研究問卷		70

REFERENCES

- 一、中文部分 Marc Gobe(2011), 感動創造「情感品牌」的關鍵法則(吳孟穎、賴孟怡譯), 台北:日月文化出版。(原文於2001年出版)。王健中(2003), 品牌認同與知名度對高科技產品行銷效果之影響-以數位相機為例。私立東吳大學國際企業管理研究所出版碩士論文, 台北市。史孟康(Mark Stocker)(2010, 01), 用品牌意義和消費者情感, 台北:管理雜誌, 25。甘志展(2007), 連鎖餐?社會責任之執行對消費者意願的影響, 國立高雄應用科技大學觀光與餐旅管理研究所出版碩士論文, 高雄市。石怡芬(2004), 地方報紙消費者購買決策因素之研究, 國立中山大學傳播管理研究所出版碩士論文, 高雄市。吳祉亮(2010), 企業社會責任、服務管理與消費者購買行為影響之關聯性研究-以健運康動休閒產業為例。國立臺中教育大學事業經營研究所碩士論文, 台中市。李文忠(2004), 台灣菸酒公司高雄營業處以內外顧客滿意度探討顧客關係管理之研究。國立中山大學公共事務管理研究所出版碩士論文, 高雄市。李宜萍(2010, 01), 理想品牌背後的操盤策略, 管理雜誌, 70-72。吳萬益(2000), 企業研究方法, 台北:華泰。胡政源(2006), 品牌管理-品牌價值的創造與經營, 台北:新文京。翁望回(1987), 企業正當性之實證研究:社會責任的觀點, 國立政治大學企業管理研究所出版碩士論文, 台北市。財團法人台灣消費者保護協會(1994), 消費者保護法, 高雄:消費者保護協會。高希均、林宜諄(2008), 企業社會責任入門手冊, 台北:天下文化出版。高宜凡(2011, 05), 用什麼指標來評估CSR的績效, 遠見雜誌, 120。涂秋汝(2007), 定期海運業企業社會責任、企業形象與組織績效之探討, 國立成功大學交通管理學系研究所出版碩士論文, 台南市。常慧(1998), 咖啡的故事, 台北:聯經股份有限公司。莊怡萱(2009), 企業社會責任、企業形象、消費者態度與行為意向關係之實證研究, 私立大葉大學事業經營研究所出版碩士論文, 彰化縣。陳宜民、鍾道詮(2002), 醫師的社會責任養成教育之我見, 國立中央大學哲學研究所應用倫理研究室, 應用倫理研究通訊, 21。曾義明、陳奎?(2005), 企業形象與社會責任形象一致性對支持企業之影響, 企業管理學報, 第66期, 頁133-157。黃營杉(1999), 策略管理, 台北:華泰出版社。黃營杉、齊德彰(2005), 企業倫理、社會責任與慈善公益作為之研究-以台灣高科技電子產業為例, 人文暨社會科學期刊, 第1卷, 第2期, 65-82。劉超凡(2004), 數位相機製造來源國與品牌知名度及價格對購買意願之影響, 私立大葉大學國際企業管理研究所出版碩士論文, 彰化縣。劉鼎昱(2009), 資訊服務業之企業社會責任研究, 嘉南學報, 35期, 745-766。蔡政哲(2009), 邁向綠色前瞻企業的永續經營之道-企業社會責任, 品質月刊, 45卷7期, 27-34。莊怡萱(2009), 企業社會責任、企業形象、消費者態度與行為意向關係之實證研究。私立大葉大學事業經營管理研究所出版碩士論文, 彰化縣。錢為家(2009), 企業社會責任實務全書, 台北:商周。羅有倫、陳盈蒞(2011), 揭開睡眠的真相, 台北:天下雜誌。
- 二、英文部份 Aaker, D. A. (1991). *Managing brand equity*. New York: The Free Press. Aaker, D. A. (1991, 12 1). Guarding the power of a brand name, *New York Times*, 313. Aaker, D. A. (1996). Measuring brand equity across products and markets. *California Management Review*, 38(3), 102-120. Aaker, D. A. & Keller, K. L. (1990). Consumer evaluations of brand extensions, *Journal of Marketing*, 54, 27-41. Auger, P., Devinney, T. M., Louviere, J. J., & Burke, P. (2008). Do social product features have value to consumers? *International Journal of Research in Marketing*, 25(3), 183-191. Bowen, H. R. (1953). *Social responsibilities of the businessman*, New York: Harper & Row. Brammer, S., & Millington, A. (2005). Corporate reputation and philanthropy: An empirical analysis. *Journal of Business Ethics*, 61, 29-44. Carroll, A. B. (1979). A three-dimensional conceptual model of corporate social performance. *Academy of Management Review*, 4, 497-505. Carroll, A. B. (1991). The pyramid of corporate social responsibility: Toward the management of organizational stakeholders. *Business Horizons*, 34(4), 39-48. Chernatony, L. D. & McWilliam, G. (1989). Branding terminology: The real debate. *Marketing Intelligence and Planning*, July/August, 29-32. Devinney, T. M. (2009). Is the socially responsible corporation a myth? The good, the bad, and the ugly of corporate social responsibility. *Academy of Management Perspectives*, 23(2), 44-56. Dodds, W. B., Monroe K. B., & Grewal D. (1991) The effects of price, brand and store information on buyer 's product evaluations. *Journal of Marketing Research*, 28(3), 307-319. Engel, J. F., Kollat, D. & Blackwell, R. D. (1982). *Consumer Behavior* (4th ed.) Taipei: Hwa-Tai Co. Engel, J. F., Blackwell, R. D., & Miniard, P. W. (1995). *Consumer Behavior* (8th ed.) New York: Dryden Press. Epstein, E. M. (1987). The corporate social policy process: Beyond business ethics, corporate responsibility, and corporate social responsiveness. *California Management Review*, 29(3), 99-114. Hawkins, D. I., Best, R. J., & Coney, K. A. (1995). *Consumer*

behavior: Implications for marketing strategy (6th ed.) Boston: Richard Irwin. Holliday, C., Schmidheiny, S., & Watts, P. (2002). Walking the talk: The business cases for sustainable development. Sheffield: Greenleaf. Klein, J. G., Smith, N. C., & John, A. (2004). Why we boycott: Consumer motivations for boycott participation. *Journal of Marketing*, 68, 92-109. Kamins, M. A., & Marks, L. J. (1991) The perception of kosher as a third party certification claim in advertising for familiar & unfamiliar brands. *Journal of the Academy of Marketing Science*, 19(3), 177-185. Keller, K. L.(1993). Conceptualizing, measuring, and managing customer-based brand equity. *Journal of Marketing*, 57(1), 1-22. Kotler, P.(1994). *Marketing management: Analysis, planning, implementation, and control*(8th ed.). Laroche, M., Kim, C., & Zhou, L.(1996). Brand familiarity and confidence as determinants of purchase intention: An empirical test in a multiple brand context. *Journal of Business Research*, 37(2), 115-120. Loureiro, M. L., & Lotade, J. (2005). Do fair trade and eco-labels in coffee wake up the consumer conscience? *Ecological Economics*, 53, 129-138. Lussier, R. N. (2000). *Management fundamentals*. New York: Thomson Learning. MacDonald, E. K., & Sharp, B. M. (2000). Brand awareness effects on consumer decision making for a common, repeat purchase product: A replication. *Journal of Business Research*,48, 5-12. MacLagan, P. W. (1998). *Management and morality*, London: Sage Publications. Madrigal, R. (2000). The role of corporate associations in new product evaluation. *Association for Consumer Research*, 27, 80-86. McGuire, J. B. (1963). *Business and society*. New York: McGraw-Hill. Monroe, K. B. (1990). *Pricing: Making profitable decisions* (2nd ed). NY: McGraw-Hill. Neal, W. D. (2000, April 10). For most consumers, loyalty isn't attitude. *Marketing News*, 42, 7. Papsolomou-Doukakis, I., Krambia-Kapardis, M., & Katsioloudes, M.(2005). Corporate social responsibility: The way forward? Maybe not! A preliminary study in Cyprus. *European Business Review*, 17(3), 263-280. Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1985). A conceptual model of service quality and its implications for future research. *Journal of Marketing*, 44-50. Pettis, C. (1997). Challenge: Try branding unix. *Marketing Computers*, 17(4), 68-70. Prus, A. & Brandt, D. R. (1995). Understanding your customer. *Marketing Tool*, 2(5), 10-13. Samiee, S. (1994). Customer evaluation of products in a global market. *Journal of International Business Studies*, 25(3), 579-604. Schiffman, L. G., & Kanuk, L. L. (1991). *Consumer behavior* (2nd ed.), New Jersey: Prentice Hall. Sen, S. & Bhattacharya, C. B. (2001). Does doing good always lead to doing better? Consumer reactions to corporate social responsibility. *Journal of Marketing Research*, 38(2), 225-243. Sethi, S., P. (1975). Dimension of corporate social performance: An analytical framework, *California Management Review*, 17(3), 58-64. Simon, M., F. (1970). Influence of brand names on attitudes. *Journal of Advertising Research*, 10(3), 28-30. Walters, C. G., & Paul, G. W. (1970). *Consumer behaviors: An integrated framework*, Homewood, IL: Irwin. Wartick, S. I., & P. I., Cochran, 1985. The evolution of the corporate social performance model. *Academy of Management Review*. 10(4), 758-769. Wilkie, W. (1986). *Consumer behavior*. New York: John Wiley and Sons. Zairi, M., & Peters, J. (2002). The impact of social responsibility on business performance. *Managerial Auditing Journal*, 17(4), 174-178. 三、網路參考部分 MBA智庫百科網站: [線上資料] <http://wiki.mbalib.com/wiki> [2011, June 3]。 星巴克官網: [線上資料] <http://www.starbucks.com.tw/home/index.jsp> [2011, June 12]。