

The Effects of Brand Awareness of Sport Equipments, Perceived Quality, Perceived Value on Customer 's Purchase.....

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ABSTRACT

Due to the rapid increase of the population engaging in sports and recreation, the demand for sports equipment has also increased. With the fierce competition in the sports equipment market, the variety and fashion trend of products are constantly updating. The advancement in the production technology of the sports equipment has reduced the differences in quality, design, and functions of the products. As a result, the quality and value of the sports equipment perceived by consumers, as well as their purchase intention, may be directly determined by the awareness of the brand. Past literature lacks comprehensive discussion on the three internal factors of perceived quality, perceived value, and purchase intention, using brand awareness as the independent variable. Therefore, this study treated NIKE leisure athletic shoes as the subject to discuss the influence of brand awareness, perceived quality, and perceived value on the purchase intention of consumers, as well as the feasibility of applying this influence on the sports equipment market. This study adopted questionnaire survey method, and treated the consumers of the general recreational sports footwear as the subjects. A total of 371 valid questionnaires were retrieved, and the data were analyzed with structural equation model analysis (SEM). The results found that: 1) brand awareness had a direct effect on perceived quality; perceived quality had a direct effect on perceived value; perceived value had a direct effect on purchase intention; 2) perceived quality had a mediating relationship between brand awareness and perceived value; 3) perceived value had a mediating relationship between perceived quality and purchase intention. Based on the results, this study provided suggestions for related businesses.

Keywords : brand awareness、 perceived quality、 perceive value、 purchase intention

Table of Contents

摘要 I	ABSTRACT II	誌謝 IV	目錄 V	表目錄 VII	圖目錄 IX	公式目錄 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 5	第三節 研究問題 6	第四節 研究對象與範圍 6	第五節 名詞釋義 6	第六節 研究流程 7	第二章 文獻探討 9	第一節 品牌知名度 9	第二節 知覺品質 13	第三節 知覺價值 18	第四節 購買意願 26	第五節 研究變項間的關係 30	第六節 近年的相關研究 34	第三章 研究方法 37	第一節 研究架構 37	第二節 研究假設 38	第三節 研究變項之操作性定義與衡量 40	第四節 研究工具 43	第五節 資料收集 47	第六節 資料分析方法 51	第四章 資料分析與研究結果 53	第一節 樣本資料分析 53	第二節 信度與效度檢驗 59	第三節 整體結構模式分析 71	第五章 結論與建議 78	第一節 研究結論 78	第二節 管理意涵 82	第三節 研究限制與後續研究建議 84	參考文獻 85	網站部分 85	中文部分 86	英文部分 91	附錄一 預試問卷 102	附錄二 正式問卷 105	表目錄	表2-1 知覺品質衡量構面彙整 17	表2-2 知覺價值衡量構面彙整 25	表2-3 各變項之相關研究 35	表3-1 衡量構面、操作性定義及來源參考彙整 42	表3-2 品牌知名度之衡量構面及問項 43	表3-3 知覺品質之衡量構面及問項 44	表3-4 知覺價值之衡量變數及問項 45	表3-5 購買意願之衡量構面及問項 46	表3-6 個人基本資料問項 46	表3-7 專家效度審查名單 47	表3-8 預試問卷各變項量表之信度分析 49	表3-9 預試問卷分析彙整 50	表4-1 樣本結構分析表 57	表4-2 各量表題項之樣本分佈情形彙整 57	表4-3 正式問卷各變項量表之信度分析 59	表4-4 量表適配度指標與參考標準值對照 60	表4-5 品牌知名度驗證性因素分析適配度彙整 62	表4-6 品牌知名度量表驗證性因素分析結果彙整 63	表4-7 知覺品質驗證性因素分析適配度彙整 64	表4-8 知覺品質量表驗證性因素分析結果彙整 65	表4-9 知覺價值驗證性因素分析適配度彙整 66	表4-10 知覺價值量表驗證性因素分析結果彙整 67	表4-11 購買意願驗證性因素分析修正前後適配度對照 69	表4-12 購買意願量表驗證性因素分析修正結果彙整 69	表4-13 各量表之潛在構面區別效度分析結果彙整 70	表4-14 一階CFA適配度之衡量結果 71	表4-15 整體結構模式適配度彙整 73	表4-16 整體結構模式迴歸係數分析彙整 73	表5-1 研究假說驗證結果 78	圖目錄	圖 1-1 研究流程圖 8	圖 2-1 品牌知名度金字塔 10	圖 2-2 知覺品質因果模式 15	圖 2-3 價格、品質與價值模式 19	圖 2-4 價格效用關係概念圖 20	圖 2-5 顧客知覺價值的決定因素 21	圖 2-6 知覺價值模型 23	圖 2-7 方案評估與購買決策步驟 27	圖 2-8 各變項關係之文獻探討整理 36	圖 3-1 研究架構圖 37	圖 4-1 品牌知名度驗證型因素分析結構圖 62	圖 4-2 知覺品質驗證型因素分析結構圖 63	圖 4-3 知覺價值驗證型因素分析結構圖 66	圖 4-4 購買意願驗證型因素分析結構圖 68	圖 4-5 理論模式初始結構圖 72	圖 4-6 整體結構關係模式圖 74	圖 4-7 品牌知名度、知覺品質、知覺價值對購買意願影響之中介變項模式圖 77	公式目錄	公式 4-1 組合信度 61	公式 4-2 平均變異抽取量 61
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