

網路商店品牌形象、網路口碑、知覺價值對再購意願影響之研究-以服飾為例

柯宜青、楊豐兆

E-mail: 374752@mail.dyu.edu.tw

摘要

網路購物產值2011年達3,256億元，預估2013年產值達到5,088億元，每年呈現20%以上的高度成長，電子商務成為不可或缺的購物及行銷管道。本研究以網路服飾購物為主題，目的在探討網路商店品牌形象、網路口碑、知覺價值對再購意願之相關性影響。希冀能提供網路服飾商店業者在進行品牌形象、提升網路口碑、增進消費者知覺價值與提高消費者再購意願之參考。本研究利用便利抽樣方式進行問卷調查，共收集到有效問卷497份，以SPSS12.0統計軟體作為統計分析的工具，針對樣本資料進行敘述性分析、信度分析、效度分析、變異數分析、相關分析與迴歸分析等統計方法。研究結果如下：一：品牌形象對網路口碑有顯著的關係。二、品牌形象對知覺價值有顯著的關係。三、品牌形象對再購意願有顯著的關係。四、網路口碑對知覺價值有顯著的關係。五、網路口碑對再購意願有顯著的關係。六、知覺價值對再購意願有顯著的關係。

關鍵詞：網路商店、品牌形象、網路口碑、知覺價值、再購意願

目錄

中文摘要.....	iii	英文摘要.....	iv	誌謝.....	v	內容目錄.....	vi
緒論.....	1	第一節 研究背景與動機.....	1	第二節 研究目的.....	6	第三節 研究流程.....	6
第二章 文獻探討.....	9	第一節 網路服飾商店經營類型.....	9	第二節 品牌形象.....	10	第三節 網路口碑.....	13
第四章 資料分析與研究結果.....	38	第一節 樣本結構之?述性統計分析.....	38	第二節 效度與信度分析.....	41	第三節 差異性檢定分析.....	43
第五章 結論與建議.....	56	第一節 結論.....	56	第二節 管理意涵與建議.....	58	第三節 研究限制.....	59
附錄A 前測問卷.....	79	附錄B 正式問卷.....	83	表目錄 表3-1 品牌形象之衡量問項.....	29	表3-2 網路口碑之衡量問項.....	30
表3-3 知覺價值之衡量問項.....	31	表3-4 再購意願之衡量問項.....	32	表3-5 人口統計之衡量問項.....	33	表3-6 刪題後的信效度係數.....	37
表4-1 樣本分佈情形.....	40	表4-2 轉軸後的成分矩陣.....	42	表4-3 性別在各變數之獨立樣本t檢定.....	44	表4-4 年齡在各變數之單因子變異數分析.....	45
表4-5 教育程度在各變數之單因子變異數分析.....	46	表4-6 職業在各變數之單因子變異數分析.....	46	表4-7 一年消費次數在各變數之單因子變異數分析.....	47	表4-8 一年消費金額在各變數之單因子變異數分析.....	48
表4-9 接收網路服飾資訊的來源在各變數單因子變異數分析.....	49	表4-10 相關分析表.....	50	表4-11 品牌形象對網路口碑之迴歸分析.....	51	表4-12 品牌形象對知覺價值之迴歸分析.....	52
表4-13 品牌形象對再購意願之迴歸分析.....	53	表4-14 網路口碑對知覺價值之迴歸分析.....	53	表4-15 網路口碑對再購意願之迴歸分析.....	54	表4-16 知覺價值對再購意願之迴歸分析.....	55
圖目錄 圖1-1 消費者半年內網購過之商品.....	2	圖1-2 消費者七日內在網路上搜尋過之商品.....	2	圖1-3 臺灣電子商店預估2010營收成長率與獲利情形.....	3	圖1-4 研究流程.....	8
圖3-1 研究架構圖.....	24						

參考文獻

大前研一(2011),一個人的經濟,台北:天下文化. 尼爾森(2012),全球消費者對於免費媒體廣告的信任度日增,口碑最受台灣消費者信賴,來源:<http://tw.nielsen.com/site/newsTrustInAd0412.shtml> 朱桂東(2012),PCHOME之顧客關係、服務品質與品牌形象相關之研究.國立臺北大學企業管理研究所未出版之碩士論文 李世昌、李敏蕙、江靜儒(2009),銀髮族對保健食品品牌形象、涉入程度與再購意願之關係研究—以南

投地區為例。管理實務與理論研究,第三卷(2),pp.74-93. 何苔麗、徐慧霞、陳照森、鄭淑賢(2012),銀行投資人購買共同基金影響因素之研究。中華科技大學學報,第五十卷, pp.187-210. 東方快線(2011),信用卡在手,網購Easy pay,來源:
http://www.eolembrain.com.tw/Latest_View.aspx?SelectID=255 胡智欽(2011),關係行銷、顧客知覺價值與顧客再購買意願的關聯性之研究。長榮大學管理學院未出版之碩士論文 徐聖訓、王瑜哲、許桂菊(2006),線上顧客滿意度模型之建構—以PChome線上購物為例。管理與教育研究學報,第六卷(12),pp.51-71. 徐淑如、董和昇、柳雅婷(2011),網路論壇口碑強度、雙面訊息與口碑順序對說服效果之影響—產品涉入之干擾效應。電子商務學報,第十三卷(1),pp.135-167. 喀報(2007),PTT鄉民現象,來源:
http://castnet.nctu.edu.tw/castnet/article.php?id=571&fromtype=issue&from_id=33 彭玲珍(2011),保險業之服務品質、企業形象與再購買意願關聯性之研究。萬能商學學報,第十六期,pp.283-298. 邱韻雯(2012),以自行車產業為例探討品牌形象、知覺品質與網路口碑對於再購買意願之關係。國立東華大學企業管理研究所未出版之碩士論文 張景盛、蔡岳展、徐村和、黃俊英、藍宜亭、陳卜僑(2010),品牌形象與顧客滿意對再購買意願之影響—以臺灣啤酒為例。正修學報,第二十三期,pp.197-210. 張嘉雯、王惠玄、李敏璋(2010),品牌形象、知覺價值與顧客忠誠度關係之探究。興國學報第十一期,pp.25-40. 黃麗霞、張重昭(2003),訊息來源、正負面訊息與市場行家特質對網路訊息傳播之影響。Electronic Commerce Studies,第一卷(1),pp.25-40. 黃韋仁(2001),形象策略、品牌權益與顧客終身價值關係之研究 以咖啡連鎖店類型之實證。中原大學企業管理研究所未出版之碩士論文 楊博文(2010),不同涉入程度下,品牌形象與消費者知覺價值對購買意圖影響之研究。國立臺北大學企業管理研究所未出版之碩士論文 資策會產業情報中心(2011),台灣網路購物市場七大趨勢,來源:
http://www2.itis.org.tw/netreport/NetReport_Detail.aspx?rpno=751863380 資策會產業情報中心(2011),台灣網路購物業者發展現況分析,來源:
http://www2.itis.org.tw/netreport/NetReport_Detail.aspx?rpno=217439510 資策會產業情報中心(2012),台灣線上服裝市場現況,來源:
http://www2.itis.org.tw/NetReport/NetReport_Detail.aspx?rpno=398739648&industry=1&ctgy=&free=1 廖述賢、鐘鈺鈞、胡大謙(2011),品牌形象、品牌信任與網路口碑關聯性之研究—以線上遊戲「魔獸世界」為例。創新與管理,第八卷(1), pp.25-48. 劉晉宏、洪惟亮(2007),顧客滿意度之關鍵影響因素研究—以量販店為例。中華民國品質學會第43屆年會暨第13屆全國品質管理研討會,pp.1-11. 郭素紋(2006),顧客滿意度與忠誠度對再購買意願影響之研究—以國內宅配服務業為例。樹德科技大學經營管理研究所未出版之碩士論文 盧忠明(2004),購物網站之關鍵成功因素及競爭策略研究—以台灣購物網站為例。國立臺北大學企業管理研究所未出版之碩士論文 陳志一(2007),顧客知覺價值與顧客滿意度對顧客忠誠度影響之研究—以國立台灣大學綜合體育館羽球消費者為例。運動教練科學學刊,第九卷,pp.207-218. 陳建翰(2003),產品涉入程度、品牌形象、品牌權益與顧客回應間之關係探討。國立東華大學企業管理研究所未出版之碩士論文 蕭婉玲(2009),顧客價值、顧客滿意度、口碑與再購買意願關聯性之研究。淡江大學管理科學研究所未出版之碩士論文 關克儒(2003),網路匿名性、企業形象與關係品質對網路口碑影響之研究—以線上遊戲為例。國立中興大學企業管理研究所未出版之碩士論文 鄭芬姬、吳政達、鄭聖潔(2005),以策略矩陣分析法對統一星巴克連鎖咖啡店進入罐裝咖啡市場分析研究。中小企業經營策略學術研討會論文集,pp.60-70. 關復勇、楊亞琦、鄭尹惠(2006),知覺品質與網路口碑溝通關係之研究—以顧客承諾為中介角色之分析。行銷評論,第二卷(2),pp.149-169. 鐘鈺鈞(2008),品牌形象、品牌信任與網路口碑關聯性之研究—以線上遊戲「魔獸世界」為例。淡江大學管理科學研究所未出版之碩士論文 鍾旻茹(2009),正負面訊息與網頁情境對部落格口碑效果之研究—以涉入程度為調節變數。國立臺北大學企業管理研究所未出版之碩士論文 蘇小萍(2010),品牌形象、口碑效應與購買意願關係之研究—以幼兒繪本為例。大葉大學管理學院未出版之碩士論文 Abdullah, M.,AL-Nasser,A. D.& Husain,N.(2000).Evaluating Functional Relationship between Image, Customer Satisfactionand Customer Loyalty Using Generla Maximum Entropy. Total Quality Management,11(4/5/6),pp.826-829 Anderson,J.C.,Dipak C.Jain, & P.K.Chintagunta.(1993).Customer value assessmentin buisness market:A state-of-practice study. Journal of Bussiness to Business Marketing,1(1), pp.3-30. Andreassen,Tor W,& Lindestad B.(1998).Customer loyalty and complex services. International Journal of Service Industry Management,9(1),pp.7-23 Armstrong,G.& P.Kotler.(2000).Marketing:An Introduction , 5thed.,Prentice Hall,New-Jersey. Arndt,Johan.(1967),Role of Product-Related Conversations in the Diffusion of a New Product. Journal of Marketing Research , 4(3),pp.291-295. Babin,B.J.& Attaway,J.S.(2000).Atmospheric Affect as a Tool for Creating Value & Gaining Share of Customer. Journal of Business Research,49,pp.91-99. Bansal,Harvis S.& Peter A.Voyer(2000).Word-of-Mouth Processes within a Services Purchase Decision Context. Journal of Service Research,13(2),pp.166-177. Barry,B.(1985),Word of mouth:the indirect effects of marketing efforts. Journal of advertising research,25(3),pp.31-39. Bickart, B. and Schindler, R.M. (2001). Internet forums as influential sources of consumer information. Journal of Interactive Marketing,15(3), pp.31-40. Bielen,F.,& Demoulin,N.(2007).Waiting time influenceon the satisfaction-loyalty relationship in services. Managing Service Quality,17(2),pp.174-193 Bolton,R.N.& J.H.Drew.(1991).A Longitudinal Analysis of the Impact of Service Changes on Customer Attitudes. Journal of Marketing,55(1),pp.1-9. Boulding,K.E.(1956).General system theory – Theory skeleton of science. Management Science,3(2),pp.197-208. Bristol,Julia M.(1990).Enhanced explanations of word of mouth communications:The power of relationships. Researching Consumer Behavior,4,pp.51-83. Brown,Jacqueline Johnson & Peter H.Reingen.(1987).Social Ties and Word-of-Mouth Referral Behavior. Journal of Consumer Research,14(3),pp.350-362. Chatterjee,P.(2001).Online Reviews:Do Consumers Use Them?In Advances in Consumer Research,M.C.Gilly and J. Myers-Levy,eds.,Provo,UT:Association for Consumer Research,pp.129-134. Chaudhuri.(1999).The relationship of brand attitudes and Brand performance:The role of brand loyalty. Journal of Marketing Management,9(3),pp.1-9. Cheung,M.Y.,Luo,C.,SIA,C.L.,& Chen,H.(2007).How do People evaluate electronic word-of-mouth?Informational and normative based determinants of perceived credibility of online consumer recommendations in China,in Proceedings of Pacific Asia Conference on Information Systems,Auckland,July. Davis,Alanah & Deepak Khazachi.(2008).An Empirical Study of Online Word of Mouth as a Predictor for Multi-Product Category e-Commerce Sales. Electronic Markets,18(2),pp.130-141. Dellarocas,C.(2006).Strategic manipulation of internet opinion forums:implications for consumers and firms. Management Science,52(10),pp.577-1593. Dichter,E.(1985).What's in an image. The Journal of Consumer Marketing,2(1),pp.75-84. Dickson R.P. & A.G.Sawyer. (1990). The price knowledge and search of supermarket shoppers. Journal of

Marketing,54,(3)pp.42-53. Dobni,D.(1990).In Search of Brand Image: A Foundation Analysis.Advances in Consumer Research,17,pp.110-119.

Dodds,W.B.,Monroe,K.B.,&Gerwal,D.(1991).Effects of Price,Brand,and Store Information on Buyers' Product Evaluations.Journal of Marketing Research,28(3),pp.307-319. Francken,D.A.(1983).Postpurchase Consumer Evaluation, Complaint Actions and Repurchase Behavior.Journal of Economic Psychology,4(3)pp.6-21. Gale,B.T.(1994).Managing customer value:creating qualityand service that customers can see.New York:The Free Press. Gelb,B.&Johnson,M.(1995).Word-of-Mouth Communication:Causes and Consequences.Journal of Health Care Marketing,15(3),pp.54-58. Godes,D.& Mayzlin,D.(2004).Using online conversations to study word-of-mouth communication.Marketing Science,23(4),pp.545-560. Grewal,Dhruv,Kent B.Monroe & R.Krishnan.(1998).The Effects of Price-Comparison Advertising on Buyers ' Perceptions of Acquisition Value, Transaction Value, and Behavioral Intentions.Journal of Marketing,62(Apr.),pp.46-59.

Hanson,W.A.(2000).Principles of internet marketing.Ohio:South-Western College Publishing. Harrison-Walker,L.J.(2001).The Measurement of Word-of-Mouth Communication and an Investigation of Service Quality and Customer Commitment as Potential Antecedents.Journal of Service Research,4(1), pp.60-75. Hennig-Thurau Thorsten & Gianfranco Walsh.(2004).Electronic Word-of-Mouth:Motives for and Consequences of Reading Customer Articulations on the Internet.International Journal of Electronic Commerce,8(2),pp.51-74.

Hellier,P.K.,G.M.Geursen,R.A.Carr, & J.A.Rickard.(2003). Customer repurchase intention:A general structural equation model.European Journal of Marketing,37(11/12),pp.1762-1800. Herr,P.M.,F.R.Kardes,& J.Kim.(1991).Effects of word-of-mouth andproduct-attribute information on persuasion:An accessibility-diagnosticsity perspective.Journal of Consumer Research,17(4),pp.454-462. Herzog,H.(1963)Behavioral science concepts for analyzing the consumer.Marketing and the Behavioral Sciences,Peny Bliss,ed.,(Boston: Allyn and Bacon, Inc.),pp.76-86. Heskett,J.L.,Jones,T.O. Loveman,G.W.,Sasser,W.E. & Schlesinger,L.A.(1994).Putting the service-profit chain to work. Harvard Business Review,72(2),pp.164-172.

Hsieh,MH,Pan,SL & Setiono,R.(2004).Product,corporate and country image dimensions and purchase behavior: a multi-country analysis.Journal of the Academy of Marketing Science,32(3),pp.251-270. Huang,J.-H. & Chen,Y.-F.(2006).Herding in on lineproduct choice.Psychology & Marketing,23(5),pp.413-428. Inman,Jeffrey j.,James S.Dyer & Jianmin Jia.(1997).A Generalized Utility Model of Disappointment and Regret Effects on Post-Choice Valuation.Marketing Science.16(2),pp.97-111. Kapferer,Jean.(1993).Strategic Brand Management.New York:The Free Press. Keller, Kevin Lane. (1993).Conceptualizing,measuring, and managing customer-based brand equity.Journal of Marketing,57(1),pp.1-22.

Keller, Kevin Lane. (2001).Building Customer-Based Brand Equity: A Blueprint for Creating Strong Brands.Marketing Science Institute.

Kempf,D.S.& Palan,K.M.(2006). The effects of gender and argument strength on the processing of word-of-mouth communication.Academy of Marketing Studies Journal,10(1),pp.1-18. Kotler,P.(1997).Marketing Management-Analysis,Planning,Implementation and Control,9th ed.,Prentice-Hall Inc.,New Jersey. Kotler,P.(1988).Marketing Management: analysis,planning, implementation and control,6th ed.New Jersey: Prentice-Hall Inc.,pp.280. Kotlor,P.(1993).Marketing management: analysis, planning, happening out there.Planning Review (Sep./Oct.),pp.50-52.

Kotler,P.(2000).Marketing Management: Analysis,Planning,Implementation and Control,10th Ed.(NJ: Prentice Hall). Kotler,P.& Keller,K.L.(2009).Marketing management (13th ed.).Upper Saddle River,NJ:Prentice Hall. Lanza Del Rio.(2001).The effects of brand associations on consumer response.Journal of consumer marketing,18(5),pp.410-425. Magid,Julie Manning,Anthony D.Cox & Dena S.Cox.(2006). Quantifying Brand Image: Empirical Evidence of Trademark Dilution.American Business Law Journal,43(1),pp.1-42. Molinari,L.K.,Abratt,R.& Dion,P.(2008).Satisfaction,quality and value and effects on repurchase and positive word-of-mouth behavioral intentions in a B2B services context.Journal of Services Marketing, 22(5),pp.363-373. Pan,B.,MacLaurin,T.& Crofts,J.C.(2007).T ravel blogs and the implications for destination marketing.Journal of Travel Research,46(35),pp.35-45. Parasuraman A.& Grewal Dhruv.(2000).The impact of technology on the quality-value-loyalty chain: A research agenda.Academy of Marketing Science Journal,28(1),pp.158-166.

Parasuraman,S.,Pruehit,Y.S.,Godshalk,V.M.& Beutell,N.J.(1996).Work and family variables, entrepreneurial career success,and psychological well-being.Journal of Vocational Behavior,48(3),pp.275-300. Park,C.W.,Jaworski,B.J.& MacInnis,D.J.(1986).Strategic Brand Concept-image Management.Journal of Marketing,50(4),pp.135-145. Petrick,J.F.& S.J.Backman.(2002).An Examination of the Determinants of Golf Travelers ' Satisfaction.Journal of Travel Research,40,pp.252-258. Petrick,J.F.(2004).First Timers ' and Repeaters ' Perceived Value.Journal of Travel Research,143(Aug.), pp.29-38. Pettis,C.(1997).Using a Brand to Increase Stock Price. Marketing Computers,16(6),27-28 Porter,Stephen S.& Cindy Claycomb.(1997).The influence of brand recognition on retail store image.Journal of Product and Brand Management,6(6),pp.373-387.

Ravald,A.& Gronroos,C.(1996).The value concept and relationship marketing.European Journal of Marketing,30(2),pp.19-30. Reichheld,F.F.& Sasser Jr,W.E.(1990).Zero Defections: Quality Comes to Services.Harvard Business Review,68(5),pp.105-111. Reynolds,P.,Guttmann,E.,Scott,E.& Smith,K.(1993).British Archaeology in the Carmel.Israel: Excavations at Sumaqa. Reynolds & Arnold.(2000).Understanding the customer base of service providers:An examination of the differences between switchers and stayers.Journal of Marketing,64(3), pp.65-87.

Richardson,P.S.,Dick,A.S.& Jain,A.K.(1994).Extrinsic and Intrinsic Cue Effects on Perceptions of Store Brand Quality. Journal of Marketing,58(4),pp.28-36. Richins,M.L.(1983).Negative Word-of-Mouth by Dissatisfied Consumers:A Pilot Study.Journal of Marketing,47(1),pp.68-78. Rust, R. T. & Oliver, R.L. (2000).Should We Delight the Customer?Journal of The Academy of Marketing Science, 28(1), pp.86-94. Selnes,F.(1993).An examination of the effect of product performance on brand reputation, satisfactionand loyalty.European Journal of Marketing,27(9),pp.19-35. Sheth N,Newman B I, &Gross B L.(1991).Why we buy what we buy:a theory of consumption values.Journal of Business Research,a,22(2),pp.159-170. Sirdeshmukh,D.,J.Singh, & B.Sabol.(2002).Consumer Trust, Value,and Loyalty in Relational Exchanges.Journal of Marketing,66,pp.15-37. Solomon,Michael R.(1999).Consumer Behavior:Buying, Having, and Being (4th ed.).New Jersey:Prentice Hall. Srivastava,M.& Kamdar,R.M.(2009).Brand image formationas a function of involvement and

familiarity.Paradigm,13(1),pp.84-90. Sweeney,J.C., & Soutar,G.N.(2001).Consumer perceived value : the development of a multiple item scale.Journal of Retailing,77(2),pp.203-220. Westbrook,Robert A.(1987). Product / Consumption-Based Responses and Postpurchase Processes.Journal of Marketing Research,24(3),pp.258-270. Woodruff R.B.& Gardial S.F.(1996).Know your customer:new approaches to customer value and satisfaction.Cambridge:Blackwell,pp.54-59. Yesil,M.(1997).Creating the Virtual Store,John Wiley and Sons,Inc. Zeithaml,V.A.(1988).Consumer Perceptions of price, Quality and Value:A Means-end Model and Synthesis of Evidence.Journal of marketing,52(3),pp.2-21. Zeithaml.(2000).Service quality,profitability,and the economic worth of customers:What we know and what we need to know?Journal of the Academy of Marketing Science,28,pp.67-85.