

The Studies among Perceived Price, Perceived Quality, Perceived Risk and Purchasing Intention of Private Brand's Product

葉誌盈、王維元

E-mail: 374858@mail.dyu.edu.tw

ABSTRACT

In recent years, due to the competitions of retail industry in Taiwan became enormous, hypermarkets take private label brand into strategies to protect their profit and obtain competitive advantages. Therefore, the purpose of this study is to understand how hypermarket private brand strategy can affect the relationship between customer perceived price, perceived quality, perceived risk and purchase intention. A survey was conducted in Taiwan and Shanghai. On the one hand, we received 388 complete questionnaires in Taiwan, giving a 97% response rate, and 382 of them are useful. On the other hand, we received 360 complete questionnaires in Shanghai, giving a 90% response rate, and 356 of them are useful. The findings of this research indicate that: First, for consumers in Taiwan and Mainland China, higher perceived price will lead to higher perceived quality. Second, for consumers in Taiwan, higher perceived quality won't lead to higher perceived risk; conversely, for consumers in mainland China, higher perceived quality will lead to higher perceived risk. Third, for consumers in both Taiwan and mainland China, higher perceived quality will lead to higher purchase intention. Fourth, In Taiwan, higher perceived risk have negative impact on purchase intention; conversely, in mainland China, higher perceived risk have positive impact on purchase intention. Fifth, In Taiwan, higher perceived price will lead to higher purchase intention; but in mainland China, higher perceived price won't lead to higher purchase intention.

Keywords : Perceived Price、Perceived Quality、Perceived Risk、Purchasing Intention

Table of Contents

簽名頁	iii	中文摘要	iii
iv 英文摘要	v	v 誌謝辭	v
. vii 內容目錄	viii	viii 圖目錄	viii
. x 表目錄	xi	xi 第一章 緒論	xi
. 1 第一節 研究背景與動機	1	1 第二節 研究目的	1
. 3 第三節 研究流程	3	3 第二章 文獻探討	3
. 5 第一節 兩岸量販店概況	5	5 第二節 知覺價格	5
. 11 第三節 知覺品質	14	14 第四節 知覺風險	14
. 17 第五節 購買意願	18	18 第六節 變項間之關係	19
17 第五節 購買意願	18	18 第六節 變項間之關係	19
19 第三章 研究方法	23	23 第一節 研究架構	23
. 24 第二節 研究假設	24	24 第三節 變項之操作性定義與衡量	24
. 24 第四節 問卷設計	27	27 第五節 抽樣對象	27
. 28 第六節 資料分析方法	28	28 第四章 資料分析結果	28
. 31 第一節 敘述性統計分析	31	31 第二節 信度分析	41
. 42 第四節 獨立樣本T檢定和單因子變異數分析	47	47 第五節 各變項上之相關分析	47
. 70 第六節 結構方程式之建立與分析	72	72 第五章 結論與建議	72
. 81 第一節 研究結論	81	81 第二節 理論意涵	81
. 83 第三節 管理意涵	85	85 第四節 研究限制	85
. 86 第五節 未來研究與建議	87	87 參考文獻	87
. 88 附錄A 問卷繁體版	101	101 附錄B 問卷簡體版	101
. 103			

REFERENCES

一、中文部分 2003年超市/量販店年鑑(2003)。2003年臺灣地區零售通路現行競爭態勢分析報告 - 倉儲、量販篇。臺北:零售市場雜誌社。
丁誌紋、黃俊璋(2008)。線上拍賣購買意願模型之研究。資訊管理學報, 15(3), 83-111。中華民國連鎖店協會(1998)。97年連鎖店

年鑑。台北:中華民國連鎖店協會。甘美玲(2006)。知覺價格、知覺品質、知覺價值對購買意願之關係 - 以消費者購買數位內容產品為實證。國立成功大學管理學院高階管理碩士在職專班碩士論文。李秀恒(2001)。21世紀中國市場,三聯書店(香港)有限公司,148-153。李奇勳(2008)。價格意識、品牌意識與熟悉度對商店品牌購買意願之影響。管理評論,27(3),21-40。李韋達、方文昌(2004)。從品牌知名度探討知覺品質與購買意願 以價格與來源國形象為調節變數。管理評論,23(4),89-112。李奇勳(2007)。知覺風險對消費者知覺價值之形成所扮演角色的探討。管理學報,24(2),167-190。吳萬益、蔡東峻、李奇勳(2004)。價格、保證及來源國形象對產品評價與購買意願的影響。管理學報,21(1),21-46。吳青松(1998)。現代行銷學,智勝文化事業有限公司。吳俊德(2006)。相似品牌對消費者購買行為之影響之探討 以崑山科技大學為例。私立崑山科技大學企業管理研究所碩士論文。施德祥(2007)。大型購物中心自有品牌產品資訊、知覺品質與購買意願關係之研究 以法商家樂福股份有限公司為例。私立大葉大學國際企業管理碩士班未出版碩士論文。袁幸慈(2006)。商店形象與自有品牌形象對自有品牌知覺風險、知覺品質、知覺價值與購買意願之影響 - 以大型量販店為例。國立成功大學國際企業管理研究所碩士論文。張重昭、周宇貞(1999)。知覺品質與參考價格對消費者知覺價值與購買意願之影響。企業管理學報,45,1-36。張建華(2005)。試論購物中心的招商管理,商場現代化,451,34-35。黃姿云(2005)。零售業商店國際品牌和自有品牌對購買傾向的影響—以家樂福量販店為例。國立成功大學企業管理學系研究所碩士論文。黃俊英(2002)。多變量分析,中國經濟企業研究所。陳廣(2006)。家樂福超市攻略,大立出版社。陳弘智(2003)。消費者對零售商自有商品購買意願之研究,國立高雄第一科技大學行銷與流通管理研究所碩士論文。陳婉昕(2007)。兩岸大型購物中心娛樂性購物體驗對購買意圖影響之研究 以法商家樂福股份有限公司為例。私立大葉大學國際企業管理碩士班未出版碩士論文。游尚儒(2007)。知覺價格、知覺價值與知覺服務品質對消費者滿意度與再購意願影響之研究 以花蓮地區觀光飯店為例。國立東華大學企業管理研究所碩士論文。經濟部商業司(2002)。民國91年流通業產業研究報告。台北。經濟部商業司。蔡東峻、李曉青(2005)。折扣比例、品牌形象和產品種類對消費者知覺品質和知覺風險的影響。中山管理評論,13(1),143-176。蔡相君(2005)。醫療品質與知覺價格及病患滿意度對再診意願影響之研究 以兩岸整型美容患者為例。私立大葉大學國際企業管理碩士班未出版碩士論文。鄭愛齡(2008)。量販店自有品牌商品策略之研究。國立台北大學未出版碩士論文。簡立婷(2000)。量販店採購決策之研究。台北大學企業管理研究所碩士論文。鍾谷蘭(1995)。行銷通路競爭之賽局理論分析。國立中山大學企業管理研究所博士論文。

二、英文部分 Bauer, Raymond A. (1960). Consumer Behavior as Risk Taking in Dynamic Marketing for a Changing World, ed. Robert S. Hancock, Chicago: American Marketing Association, 389-398. Bagozzi and Yi (1988). On the Evaluation of Structural Equation Models, Journal of the Academy of Marketing Science, 16(1),74-94. Bettman, James R. (1973). Perceived Risk and Its Components: A Model and Empirical Test, Journal of Marketing Research, 10, 184-190. Bolton, L., Warlop, L., & Alba J. W. (2003). Consumer Perception of Price (Un)Fairness. Journal of Consumer Research, 29,474-491. Burton, Scot, Donald R. Lichtenstein, Richard G. Netemeyer and Judith A. Garretson (1998). A Scale for Measuring Attitude Toward Private Label Products and an Examination of Its Psychological and Behavioral Correlates, Journal of the Academy of Marketing Science, 26(4), 293-306. Cox, D. F. (1967). Risk Taking and Information Handling in Consumer Behavior. Boston: Harvard University Press, 34-81. Cunningham, S. M. (1967). Risk Taking and Information Handling in Consumer Behavior. Boston: Harvard University Press, 82-108. Della Bitta, Alber J., Kent B. Monroe John M. McGinnis (1981), Consumer Perceptions of Comparative Price Advertisements, Journal of Marketing Research, 18, 416-427. Dickson, Peter and Alan Sawyer (1985), Point of Purchase Behavior and Price Perceptions of Supermarket Shoppers, Marketing Science Institute Working Paper Series. Dodds W. B., Monroe, K. B., and D. Grewel (1991). Effects of Price, Brand, and Store Information on Buyers' Product Evaluations, Journal of Marketing Research, 28(3),307-319. Dowling, Grahame R. and Richard Staelin (1994). A Model of Perceived Risk and Intended Risk-handling Activity, Journal of Consumer Research, 21(1), 119-133. Emery, F. (1969). Some psychological aspect of price. In B. Taylor and G. Wills (Eds.), Pricing strategy, New York: Brandon-Systems, 98-111. Erickson, Gary M. and Johny K. Johnansson (1985). The Role of Price in Multi-Attribute Product Evaluations, Journal of Consumer Research, 12, 195-199. Fitzell P. (1992). Private Label Marketing in the 1990s. The Evolution of Price Label into Global Brands, Global Book Productions, New York. Fishbein M. I. and I. Ajzen (1975). Belief, attitude, intention, and behavior: An introduction to theory and research reading, MA: Addison-Wesley. Fugate, Douglas Lee (1979). An Exploratory Investigation of the Effects of Manufacturer Disclosure on Consumer Perception of Private Brand Grocery Product Attributes. Doctoral dissertation, University of Missouri-Columbia. Grewal Dhruv, Jerry Gottlieb and Howard Marmorstein (1994). The Moderating Effects of Message Framing and Source Credibility on the Price-perceived Risk Relationship, Journal of Consumer Research, 21, 145-153. Gourille, J. T., & Moon, Y. (2005). Managing Price Expectations Through Product Overlap. Journal of Retailing, 80, 23-35. Guilford, J. P. (1965). Fundamental statistics in psychology and education (4th ed.), NY: McGraw-Hill. Harcar, T., Kara, A., & Kucukemiroglu, O. (2006). Consumer Perceptions of Store Brands: An Empirical Investigation. The Business Review, Cambridge, 5(2), 55-62. Hasty, Ron & Reardon, James (1997). Retail Management, International Edition, New York: McGraw-Hill Company. Hawkins, D. I., R. J. Best, and K. A. Coney (1983). Consumer Behavior: Implication for Marketing, Strategy. Revised ed. Business Publication Inc, Plano, Texas, 448. Holbrook, M.B. & Corfman K.P. (1983). Quality and Other Types of Value in the Consumption Experience: Paedrus Rides Again, Working Paper, N.Y.: Columbia University. Jacoby, Jacob and Leon B. Kaplan (1972). The Components of Perceived Risk. in Advance in Consumer Research, M. Venkatesan, ed. Chicago: Association for Consumer Research, 383-393. Kalyanaram, Gurusurthy and John D. C. Little (1994). An Empirical Analysis of Latitude of Price Acceptance in Consumer Packaged Goods. Journal of Consumer Research, 21,408-418. Kannan, P. K. and Kopalle, P. K. (2001). Dynamic Pricing on the Internet: Importance and Implications for Consumer Behavior. International Journal of Electronic Commerce, 5(3), 63-83. Kotler, P. (1999). 10 edition. NJ: Prentice-Hall International Inc. Marketing Management. Lichtenstein, D. R., Ridgway, N. M., & Netemeyer, R. G. (1993). Price Perceptions and Consumer Shopping Behavior: A Field Study. Journal of Marketing Research, 30, 234-245. Mitchell, Vincent-Wayne (1999). Consumer Perceived Risk: Conceptualizations and Models European, Journal of Marketing, 33,163-195. Monroe, K. B.

(1990). Pricing : Making Profitable Decisions. NY : McGraw-Hill Book Co. Morwitz V. G.. and D. Schmittlein (1992). Using segmentation to improve sales forecasts based on purchase intent: Which intenders actually buy, *Journal of Marketing Research*, 29(4), 391-405. Olson, J. C. (1977). Price as an Information Cue:Effect in Product Evaluation, in *Proceeding of the Third Annual Conference of the Association for Consumer Research*, eds. M. Venkatesan, Colledge Park. MD: Association for Consumer Research, 167-179. Olshavsky, Richard W., Andrew B. Aylesworth, and S DeAnna. Kempf, 1995. The Price-Choice Relationship: A Contingent Processing Approach, *Journal of Business Research*, 33(3), 207-218 Peter, J. P. and L. X. Tarpey (1975). Acomparative Analysis of Three Consumer Decision Strategies. *Journal of Consumer Research*, 2 , 29-37. Quelch, John A. & Harding, David (1996). Brand vs.Private Label: Fighting to Win. *HarvardBusiness Review*, 99-109. Rao, Akshay R. and Kent B. Monroe (1989). The Effect of Price, Brand Name, and Store Name on buyers ' Perceptions of Product Quality : An Integrative Review, *Journal of Marketing Research*, 36 : 258-268. Richardson, Paul, Alan S. Dick and Arun K. Jain (1994). Extrinsic and Intrinsic Cue Effects on Perceptions of Store Brand Quality. *Journal of Marketing*, 58(4), 28-36 Richardson, Paul, Arun K. Jain and Alan S. Dick (1996). Household Store Brand Proneness: A Framework, *Journal of Retailing*, 72(2),159-185.Shimp, Terence A. and Willian Beard (1982). Warranty and Other Extrinsic Cue Effects on Consumer Risk Perceptions, *Journal of Consumer Research*, 9, 38-46. Sinha, Indrajit and Rajeev Batra (1999). The Effect of Consumer Price Consciousness on private Label Purchase. *International Journal of Research in Marketing*, 16, 237-251. Steenkamp, E. M. (1990). Conceptual Model of the Quality Perception Process. *Journal of business research*, N.Y., 21(4), 309-325. Sundel, Harvvey H. (1974), An Experimental Analysis of Consumer Attitudes Towards Grocery Products Under Manufacturer ' s Brand, Nationally Distributed Private Brands and Locally Distributed Private Brands. Doctoral dissertation, Saint LouisUniversity. Sweeney, J. C., Soutar G. N. and Johnson, L. W. (1999). The role of perceived risk in the quality-value relationship : A study in a retail environment. *Journal of Retailing*, 75, 75-105. Taylor, J. W. (1974). The Role of Risk in Consumer Behavior. *Journal of Marketing*, 39, 54-60. Wang, S. G., Zhang, Y. C., & Wang, Y. F. (2006). Opportunities and challenges of shopping centre development in China: A case study of Shanghai. *Journal of Shopping Center Research*, 13(1), 19-55. Wood, Charles M. and Lisa K. Scheer (1996).Incorporating Perceived Risk Into Models of Consumer Deal Assessment and Purchase Intent, *Journal of Consumer Research*, 23,399-404. Zeithaml, V. A. (1988). Consumer Perceptions of Price, Quality and Value : A Means-End Model and Synthesis of Evidence. *Journal of Marketing*, 52, 2-22.