

流行服飾業品牌形象對購買意願之影響 - 探討消費者涉入之干擾效果

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摘要

品牌形象是企業的資產，更是企業拓展市場、增加利潤的最佳利器。過去許多學者主要都偏重在探討品牌權益與消費者間互動關係，較少有從品牌形象的構面去探討對購買意願的影響，以往流行服飾品牌形象對購買意願的研究，也很少從品牌形象構面來進行研究分析。故本研究選擇尚未進入台灣市場的A&F及H&M兩大服飾品牌進行深入研究。過去文獻顯示消費者涉入也會影響消費者對品牌形象的認知，故在本研究中加入消費者涉入為干擾變數，探討其對品牌形象與購買意願之間的干擾效果。本研究對象選擇學生族群，採用便利抽樣，過濾出156份有效問卷，並使用驗證性因素分析以及階層迴歸分析來檢定各項假說是否成立。結果發現：品牌形象的產品形象、企業形象與使用者形象對購買意願皆有顯著正向直接影響；A&F的品牌形象與購買意願均受到消費者涉入的干擾；H&M的品牌形象與購買意願則是未受到消費者涉入的干擾。本研究建議未來兩家連鎖服飾店可從消費者需求創造產品的差異化，提升消費者的購買意願。A&F未來進入台灣市場可運用品牌形象資產擴大經營範疇，提供消費者更多的服務；而H&M未來進入台灣市場可藉由其創新的經營模式，提供消費者不同的產品服務，進行差異化與A&F競爭。

關鍵詞：品牌形象、購買意願、消費者涉入

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