

# 品牌個性、品牌偏好與消費者購買意願之研究 - 以產品類別為干擾變項

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## 摘要

品牌個性係指品牌與人格特質做結合，進而將產品塑造其特有風格，當人們認為某個商品的品牌個性可用來表達個人風格特色，或是利用特定的品牌產品個性來增加其自我形象時，久而久之，就會對此品牌產生品牌偏好，進而提升消費者購買意願。於行銷領域中，關於品牌個性的研究甚多，然較少被論及的，是不同類別之商品，是否會影響到品牌個性與品牌的偏好度及購買意願的關係；因此本研究將探討品牌個性是否會因為某品牌的產品類別不同，而影響到其品牌偏好度與購買意願。本研究將透過問卷蒐集相關資料，並進一步透過SPSS20.0分析資料以驗證假設，所利用的統計工具包括次數分配、信效度分析、與迴歸分析。最後，本研究將討論研究結果於實務與學術上的意涵。

關鍵詞：品牌個性、品牌偏好、購買意願、產品類別

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