

# A Study on the Relationships among Product Involvement、 Brand Equity、 Emotional Advertising Appeals and Purchase Intenti

黃守聰、王秦希康

E-mail: 9315899@mail.dyu.edu.tw

## ABSTRACT

Almost everyone live in the brand world. The brand equity is viewed as a very important concept in the academic circles and practical circles. Due to the successful and famous brand, marketing staff can acquire competitive advantages. Therefore, using individual variable, product involvement, emotional advertising appeals as independent variables, brand equity as interfered variable, and purchase intention as dependent variable to probe into the relation among the product involvement, emotional advertising appeals, brand equity and purchase intention. Furthermore, using brand equity as interfered variable to investigate the effect of interference to product involvement, emotional advertising appeals on purchase intention. This research was using the method of questionnaire survey together with various kind of satistic analysis and got the important discoveries are stated separately as follows: 1.The different individual variables to product involvement, brand equity, emotional advertising appeals and purchase intention comes out a partly remarkable discrepancy. 2.Product involvement, brand equity, emotional advertising appeals and purchase intention reveals outstanding positive relation. 3.The interaction of product involvement and brand equity reveal interference effect to the purchase intention.

Keywords : Product Involvement ; Brand Equity ; Emotional Advertising Appeals ; Purchase Intention

## Table of Contents

目錄 封面內頁 簽名頁 授權書.....	iii	中文摘要.....	v	英文摘要.....	v
誌謝.....	vii	目錄.....	viii	圖目錄.....	x
表目錄.....	xi	第一章 緒論.....	1	第一節 研究背景與動機.....	1
第二章 文獻探討.....	7	第二節 研究目的.....	4	第二節 研究目的.....	4
第一節 產品涉入.....	7	第三節 研究流程.....	6	第三節 研究流程.....	6
第二節 品牌權益.....	14	第二章 文獻探討.....	7	第二章 文獻探討.....	7
第三節 感性訴求廣告.....	39	第一節 研究架構.....	51	第一節 研究架構.....	51
第四節 購買意願.....	43	第二節 研究假設.....	52	第二節 研究假設.....	52
第三章 研究方法.....	51	第三節 研究對象.....	53	第三節 研究對象.....	53
第一節 研究架構.....	51	第四節 研究變項的操作性定義與衡量.....	53	第四節 研究變項的操作性定義與衡量.....	53
第二節 研究假設.....	52	第五節 資料分析方法.....	58	第五節 資料分析方法.....	58
第三節 研究對象.....	53	第六節 研究限制.....	60	第六節 研究限制.....	60
第四節 研究變項的操作性定義與衡量.....	53	第七章 預試測驗與因素分析.....	60	第七章 預試測驗與因素分析.....	60
第五節 資料分析方法.....	58	第四章 研究結果分析.....	75	第四章 研究結果分析.....	75
第六節 研究限制.....	60	第一節 回收樣本情況與問卷信度檢測.....	75	第一節 回收樣本情況與問卷信度檢測.....	75
第七章 預試測驗與因素分析.....	60	第二節 各量表與研究變項之描述性統計分析.....	76	第二節 各量表與研究變項之描述性統計分析.....	76
第四章 研究結果分析.....	75	第三節 各研究變項相關分析.....	97	第三節 各研究變項相關分析.....	97
第一節 回收樣本情況與問卷信度檢測.....	75	第四節 各相關變項之差異分析.....	101	第四節 各相關變項之差異分析.....	101
第二節 各量表與研究變項之描述性統計分析.....	76	第五節 品牌權益干擾效果分析.....	119	第五節 品牌權益干擾效果分析.....	119
第三節 各研究變項相關分析.....	97	第五章 結論與建議.....	125	第五章 結論與建議.....	125
第四節 各相關變項之差異分析.....	101	第一節 結論.....	125	第一節 結論.....	125
第五節 品牌權益干擾效果分析.....	119	第二節 建議與管理意涵.....	131	第二節 建議與管理意涵.....	131
第五章 結論與建議.....	125	第三節 後續研究之建議.....	133	第三節 後續研究之建議.....	133
第一節 結論.....	125	參考文獻 一、中文部份.....	135	參考文獻 一、中文部份.....	135
第二節 建議與管理意涵.....	131	二、英文部份.....	137	二、英文部份.....	137
第三節 後續研究之建議.....	133	附錄一：問卷.....	148	附錄一：問卷.....	148
參考文獻 一、中文部份.....	135	圖目錄 圖1-1 研究流程圖.....	6	圖目錄 圖1-1 研究流程圖.....	6
二、英文部份.....	137	圖2-1 品牌知識構面.....	25	圖2-1 品牌知識構面.....	25
附錄一：問卷.....	148	圖2-2 Aaker之品牌權益模式.....	31	圖2-2 Aaker之品牌權益模式.....	31
圖目錄 圖1-1 研究流程圖.....	6	圖2-3 Asseal 四種購買行為.....	44	圖2-3 Asseal 四種購買行為.....	44
圖2-1 品牌知識構面.....	25	圖2-4 消費者行為模式.....	45	圖2-4 消費者行為模式.....	45
圖2-2 Aaker之品牌權益模式.....	31	圖3-1 研究架構圖.....	51	圖3-1 研究架構圖.....	51
圖2-3 Asseal 四種購買行為.....	44	圖3-2 產品涉入程度量表因素陡坡圖.....	62	圖3-2 產品涉入程度量表因素陡坡圖.....	62
圖2-4 消費者行為模式.....	45	圖3-3 品牌權益量表因素陡坡圖.....	65	圖3-3 品牌權益量表因素陡坡圖.....	65
圖3-1 研究架構圖.....	51	圖3-4 感性訴求廣告量表因素陡坡圖.....	68	圖3-4 感性訴求廣告量表因素陡坡圖.....	68
圖3-2 產品涉入程度量表因素陡坡圖.....	62	圖3-5 購買意願量表因素陡坡圖.....	69	圖3-5 購買意願量表因素陡坡圖.....	69
圖3-3 品牌權益量表因素陡坡圖.....	65	圖4-1 情境涉入與品牌知名度之交互作用對購買意願之干擾效果.....	124	圖4-1 情境涉入與品牌知名度之交互作用對購買意願之干擾效果.....	124
圖3-4 感性訴求廣告量表因素陡坡圖.....	68	表目錄		表目錄	
圖3-5 購買意願量表因素陡坡圖.....	69	表2-1 涉入的定義.....	8	表2-1 涉入的定義.....	8
圖4-1 情境涉入與品牌知名度之交互作用對購買意願之干擾效果.....	124	表2-2 涉入剖面量表.....	12	表2-2 涉入剖面量表.....	12
表目錄		表2-3 品牌權益定義之彙總表.....	16	表2-3 品牌權益定義之彙總表.....	16
表2-1 涉入的定義.....	8	表2-4 品牌權益之衡量指標.....	37	表2-4 品牌權益之衡量指標.....	37
表2-2 涉入剖面量表.....	12	表2-5 感性訴求定義表.....	41	表2-5 感性訴求定義表.....	41
表2-3 品牌權益定義之彙總表.....	16	表2-6 感性訴求名稱彙整表.....	42	表2-6 感性訴求名稱彙整表.....	42
表2-4 品牌權益之衡量指標.....	37	表2-7 感性訴求廣告表.....	43	表2-7 感性訴求廣告表.....	43
表2-5 感性訴求定義表.....	41	表3-1 產品涉入程度(原始)量表題目說明.....	55	表3-1 產品涉入程度(原始)量表題目說明.....	55
表2-6 感性訴求名稱彙整表.....	42	表3-2 品牌權益(原始)量表題目說明.....	56	表3-2 品牌權益(原始)量表題目說明.....	56
表2-7 感性訴求廣告表.....	43	表3-3 感性訴求廣告(原始)量表題目說明.....	57	表3-3 感性訴求廣告(原始)量表題目說明.....	57
表3-1 產品涉入程度(原始)量表題目說明.....	55	表3-4 購買意願(原始)量表題目說明.....	57	表3-4 購買意願(原始)量表題目說明.....	57
表3-2 品牌權益(原始)量表題目說明.....	56	表3-5 產品涉入程度量表之因素分析結果.....	63	表3-5 產品涉入程度量表之因素分析結果.....	63
表3-3 感性訴求廣告(原始)量表題目說明.....	57	表3-6 品牌權益量表之因素分析結果.....	65	表3-6 品牌權益量表之因素分析結果.....	65
表3-4 購買意願(原始)量表題目說明.....	57	表3-7 感性訴求廣告量表之因素分析結果.....	68	表3-7 感性訴求廣告量表之因素分析結果.....	68
表3-5 產品涉入程度量表之因素分析結果.....	63	表3-8 購買意願量表之因素分析結果.....	70	表3-8 購買意願量表之因素分析結果.....	70
表3-6 品牌權益量表之因素分析結果.....	65	表3-9 產品涉入程度量表之信度分析結果.....	71	表3-9 產品涉入程度量表之信度分析結果.....	71
表3-7 感性訴求廣告量表之因素分析結果.....	68	表3-10 品牌權益量表之信度分析結果.....	72	表3-10 品牌權益量表之信度分析結果.....	72
表3-8 購買意願量表之因素分析結果.....	70	表3-11 感性訴求廣告量表之信度分析結果.....	73	表3-11 感性訴求廣告量表之信度分析結果.....	73
表3-9 產品涉入程度量表之信度分析結果.....	71	表3-12 購買意願量表之信度分析結果.....	73	表3-12 購買意願量表之信度分析結果.....	73
表3-10 品牌權益量表之信度分析結果.....	72	表4-1 樣本問卷回收情形.....	75	表4-1 樣本問卷回收情形.....	75
表3-11 感性訴求廣告量表之信度分析結果.....	73	表4-2 產品涉入程度各題目，答題情形平均數、標準.....		表4-2 產品涉入程度各題目，答題情形平均數、標準.....	
表3-12 購買意願量表之信度分析結果.....	73				

差.....76 表4-3樣本在情境涉入之得分情形.....	77 表4-4樣本在產品涉入之得分情形.....	79 表4-5品牌權益量表各題目，答題情形平均數、標準差.....	81 表4-6樣本在品牌知名度之得分情形.....	82 表4-7樣本在品牌聯想之得分情形.....	84 表4-8樣本在品牌忠誠度之得分情形.....	85 表4-9樣本在知覺品質之得分情形.....	87 表4-10感性訴求廣告量表各題目，答題情形平均數、標準差.....	89 表4-11樣本在使用者形象之得分情形.....	90 表4-12樣本在使用時機之得分情形.....	92 表4-13樣本在品牌形象之得分情形.....	93 表4-14購買意願量表各題目，答題情形平均數、標準差.....	95 表4-15樣本在購買意願之得分情形.....	96 表4-16產品涉入程度與品牌權益之相關分析.....	97 表4-17產品涉入程度與感性訴求廣告之相關分析.....	98 表4-18產品涉入程度與購買意願之相關分析.....	99 表4-19品牌權益與感性訴求廣告之相關分析.....	99 表4-20 品牌權益與購買意之相關分析.....	100 表4-21感性訴求廣告與購買意願之相關分析.....	100 表4-22個人變項與情境涉入單因子變異數與t檢定分析結果.....	101 表4-23個人變項與產品涉入單因子變異數與t檢定分析.....	103 表4-24個人變項與品牌知名度單因子變異數與t檢定分析結果.....	105 表4-25個人變項與品牌聯想單因子變異數與t檢定分析結果.....	107 表4-26個人變項與品牌忠誠度單因子變異數與t檢定分析結果.....	109 表4-27個人變項與知覺品質單因子變異數與t檢定分析結果.....	110 表4-28個人變項與使用者形象單因子變異數與t檢定分析結果.....	112 表4-29個人變項與使用時機單因子變異數與t檢定分析結果.....	114 表4-30個人變項與品牌形象單因子變異數與t檢定分析結果.....	116 表4-31個人變項與購買意願單因子變異數與t檢定分析結果.....	118 表4-32產品涉入程度對購買意願的層級迴歸分析.....	120 表4-33感性訴求廣告對購買意願的層級迴歸分析.....	122 表5-1差異性假設驗證表.....	127 表5-2相關性假設彙總表.....	128 表5-3品牌權益對產品涉入程度與購買意願的干擾效果驗證.....	130 表5-4品牌權益對感性訴求廣告與購買意願的干擾效果驗證.....	130
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