

A Study of Brand Equity and Customer Equity on Purchasing Phase An example of On-Line Shopping

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ABSTRACT

On-line shopping has been flourishing recently. Thus, studies on brand equity and customer equity have been more important than ever. Brand equity, as defined by Keller(1993), consists of brand image and brand awareness. Customer equity refers to the customer equity for collect customer value, customer retention, customer acquisition, and cross selling. Inspired by Dwyer, Schurr, and Oh(1987) as well as Kalakota and Whinston (1996), a model was built to explain the relationship between brand equity, customer equity, and purchasing phase. The findings of the study are as follows: 1.The influence of brand equity and customer equity is significantly different from that of customer equity on share value. And, brand equity is not one of the domains of customer equity. 2.Brand awareness has significant influence on pre-purchase phase and purchase phase; Brand image has significant influence on the post- purchase phase. 3.Customer value has significant influence on pre-purchase phase and purchase phase; Customer retention and customer acquisition have significant influence on all of purchasing phases; Cross selling has just significant influence on pre-purchase phase.

Keywords : brand equity ; customer equity ; share value ; purchasing phases

Table of Contents

封面內頁 簽名頁 授權書 iii 中文摘要 iv 英文摘要 v 誌謝 vi 目錄 vii 圖目錄 ix 表目錄 x 第一章 緒論 1.1 研究背景與動機 1 1.2 研究目的 5 1.3 研究流程 6 第二章 文獻探討 2.1 品牌權益 7 2.2 顧客權益 18 2.3 網路購物 33 第三章 研究方法 3.1 研究架構 42 3.2 研究假設 43 3.3 研究變數定義 45 3.4 資料收集與樣本選擇 50 3.5 問卷內容 51 第四章 實證結果分析 4.1 樣本統計量分析 54 4.2 網路購物網站之購買行為分析 57 4.3 品牌權益、顧客權益與價值分享的關係 61 第五章 結論 5.1 結論 73 5.2 未來研究方向 75 5.3 對管理實務的建議 75 5.4 研究限制 76 參考文獻 77 附錄 93 圖目錄 圖1-1 研究流程 6 圖2-1 品牌權益如何產生價值 13 圖2-2 品牌知識構面圖 14 圖2-3 消費者之網路購物行為模式 37 圖3-1 本研究觀念性架構 42 圖4-1 品牌權益與顧客權益對購買階段之徑路分析圖 66 圖4-2 品牌權益與顧客權益對購買前準備之徑路分析 69 圖4-3 品牌權益與顧客權益對購買完成之徑路分析 70 圖4-4 品牌權益與顧客權益對購買後互動之徑路分析 71 表目錄 表3-1 本研究之操作性定義 49 表4-1 敘述性統計表 56 表4-2 消費者使用網路購物網站之購物行為分析 59 表4-3 品牌權益與價值分享之相關分析 62 表4-4 假設一的驗證結果 62 表4-5 顧客權益與價值分享相關分析 63 表4-6 假設二的驗證結果 64 表4-7 品牌權益與顧客權益對購買階段之價值分享相關分析 65 表4-8 品牌權益與顧客權益對購買階段之影響分析表 65 表4-9 品牌權益與顧客權益之因子對購買階段價值分享之相關分析 67 表4-10 品牌權益與顧客權益之因子對購買階段徑路分析 68 表4-11 徑路分析顯著結果整理 72

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