

產品涉入程度、品牌權益對顧客回應之影響-以兩岸汽車市場為例

蘇友亮、封德台

E-mail: 9510761@mail.dyu.edu.tw

ABSTRACT

In recent years, brand has gradually become the most important asset for any enterprise. The reason has been for its vast added values on the products. Such values create certain purchasing behaviors of consumers like the willingness to pay higher price, buy other products of the same brand and recommend others to buy. However, as information technology advances, consumers gain related products information in a faster speed. Will consumers downplay the impact of brand equity on purchasing behavior and customer response due to the increase of individual information accessibility? This study indicates that different levels of product involvement will affect consumers on brand loyalty and decision-making in terms of purchasing behavior. Therefore, this study takes the cases of cross-strait car industry to discuss the impact of product involvement and brand equity on customer response. This study distributed 400 copies of questionnaire respectively to experienced car buyers in Taiwan and Shanghai and received 300 and 231 valid returns, respectively, with a valid return rate of 75% and 58%. The analysis results from the collected information are as the following: 1. Even though positive relation was found across the strait between product involvement and brand equity, consumers' product involvement levels in Shanghai area have more significant impact on brand equity than those car buyers in Taiwan. 2. Positive relation was found across the strait between brand equity and customer response. Among the factors, brand loyalty and quality recognition are the most effective ones to arouse customer response. 3. Even though positive relation was found across the strait between product involvement and customer response, consumers' product involvement levels in Taiwan have more significant impact on customer response than those car buyers in Shanghai area. We hope the research results of this study may be helpful for car industry that references may be taken when tapping Mainland China market in the future.

Keywords : product involvement ; brand equity ; customer response

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 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 第二節 研究目的 2 第三節 研究限制 3 第四節 研究流程 4 第二章 文獻探討 5 第一節 汽車產業之概況 5 第二節 產品涉入程度 7 第三節 品牌權益 13 第四節 顧客回應 27 第五節 產品涉入與品牌權益 34 第六節 產品涉入程度與顧客回應 34 第七節 文獻總結 34 第三章 研究方法 36 第一節 研究架構 36 第二節 研究假設 37 第三節 操作性定義與問卷設計 38 第四節 抽樣對象與問卷發放 42 第五節 資料分析方法 43 第四章 研究結果分析 45 第一節 回收樣本與問卷信度檢驗 45 第二節 信度分析 48 第三節 樣本之變異數分析 50 第四節 研究假設之驗證性分析 61 第五章 結論與建議 68 第一節 研究結論 68 第二節 研究意涵 70 第三節 建議 71 參考文獻 74 中文部份 74 附錄 79

REFERENCES

中文部份 黃俊英與賴文彬(1990), 涉入的理論發展與實務應用, 管理科學學報, 第7卷, 第1期, 15-30頁。 田祖武(1998), 衡量消費者產品涉入程度數學模式之構建及其應用, 國立台灣科技大學管理技術研究所碩士論文。 池仁淑(1999), 台灣消費者購買韓國汽車品牌忠誠度之研究, 私立東吳大學企業管理研究所碩士論文。 李青峰(1999), 產品涉入、品牌權益與市場特性對品牌評估與選擇之影響 - 以筆記型電腦產品為例, 國立成功大學企業管理研究所碩士論文。 施振榮(2000), 未來六大趨勢, 大塊文化。 曾瑞媛(2001), 品牌來源國及品牌權益影響消費者購買產品及服務之研究, 私立真理大學管理科學研究所碩士論文。 楊正瑀(2001), 不同程度產品知識及多重外在提示對網路購買意願之影響, 國立交通大學管理科學研究所碩士論文。 沙國鋒(2001), 產品種類與產品資訊對私有品牌產品知覺品質的影響, 私立真理大學管理科學研究所碩士論文。 簡志成(2002), 來源國製造能力、品牌知名度與?價答齒W度對消費者知覺品質的影響, 私立實踐大學企業管理研究所碩士論文。 陳建翰(2003), 產品涉入程度、品牌形象、品牌權益與顧客回應間之關係探討, 國立東華大學企業管理研究所碩士論文。 鄭君豪(2003), 產品品質外在屬性訊號、產品知識與顧客滿意之整合性分析, 私立真理大學管理科學研究所碩士論文。 羅啟華(2003), 知覺價格、知覺品質與知覺價值對品牌權益之關性探討, 淡江大學國際貿易學研究所碩士論文。 陳世偉(2003), 國產汽車消費者購買行為之研究, 國立臺北大學企業管理研究所碩士論文。 劉育獅(2003), 品牌聯想、品牌忠誠度及顧客回應間關係之研究 - 以球鞋產品為例, 私立大同大學事業經營研究所碩士論文。 黃守聰(2004), 產品涉入程度、品牌權益、感性訴求廣告與購買意願關係之研究 - 以手機為例, 私立大葉大學工業關係研究所碩士論文。 李瑞瓊(2006), 運用線性結構關係模式探討共同基金涉入程度、服務品質、投資績效、顧客滿意度、品牌權益、知覺風險對顧客忠誠度之影響 - 以台灣投資信託產業貴賓級客戶為例, 國立東華大學企業

管理研究所碩士論文。盧雅慧(2006), 產品涉入與品牌權益對顧客終身價值影響之研究 - 以國際知名品牌運動鞋為例, 私立大葉大學國際企業管理研究碩士論文。2004、2005 車輛工業月報, 車輛工業同會, 2005及2006年1月1日出版。英文部份 Aaker, D. A. (1992). Managing Brand Equity: Capitalizing on the Value of a Brand Name. The Free Press, N.Y. Aaker, D. A. (1992). Managing The Most Important Asset: Brand Equity. Planning Review. Aaker, D. A. (1996). Managing Brand Equity across Products and Markets. California Management Review, 38(3), 102-120. Alba, J.W. & J. W. Hutchinson (1987). Dimensions of Consumer Expertise. Journal of Consumer Research, 13(March), 411-454. Alba, J.W. & H. Marmorstein (1987). The effects of frequency knowledge on consumer decision making. Journal of Consumer Research, 14, 14-25. Blackett (1991). Marketing Intelligence and Planning. 9, 27. Bloch, P. H. (1981). An Exploration into the Scaling of Consumer's Involvement with a Product Class. Consumer Research, 8, 61-65. Chaudhuri (1999). The relationship of brand attitudes and brand performance: The role of brand loyalty. Journal of Marketing Management, 9(3), 1-9. Croin & Taylor (1992). Measuring Service Quality: A Reexamination and Extension. Journal of Marketing, 56, 55-68. Dodds, W. B., Monroe K. B., & D. Grewal (1991). Effects of Price, Brand and Store Information on Buyers' Product Evaluations. Journal of Marketing Research, 28, 307-319. Engel, J. F., R. D. Blackwell & P. W. Miniard (1993). Consumer Behavior. Fort Worth, TX: The Dryden Press. Engel, J. F., D. T. Kollat & R. D. Blackwell (1993). Consumer Behavior. Chicago, MI: The Dryden Press. Farguhar, P.H. (1990). Managing Brand Equity. Journal of Marketing Research, 30(4), RC7-RC12. Feldwick, P. (1996). What is Brand Equity Anyway and How do You Measure it? Journal of the Market Research Society, 38(2), 85-104. Greenwald, A.G. & C. Leavitt (1984). Audience Involvement in Advertising: Four levels. Journal of Consumer Research, 11, 581-592. Howard (1989). The theory of buyer behavior. Journal of Marketing research, 491-504. Kamakura, W. & G. Russell (1993). Measuring brand value with scanner data. International Journal of Research in Marketing, 10, 9-22. Krugman, H.E. (1965). The Impact of Television Advertising: Learning Without Involvement. Public Opinion Quarterly 29:349-56. Keller, K. L. (1993). Conceptualizing, Measuring and Managing Customer-Based Brand Equity. Journal of Marketing, 57(1), 1-22. Kolter, P. (1996). Marketing Management: Analysis, Planning, Implementation and Control, Englewood Cliffs, N.J.: Prentice-Hall Inc. Kolter, P. (2002). Marketing management: Analysis Planning, implement and control. (9th). Lanza del Rio (2001). The effects of brand associations on consumer response. Journal of Consumer Marketing, 18(5), 410-425. Lance Leuthesser (1988). Defining, Measuring and Managing Brand Equity. Marketing Science Institute Conference Summary, Report Number, 88-104. Laurent, G. & J. Kapferer (1985). Measuring Consumer Involvement Profiles. Journal of Marketing Research, 22, 41-53. Merrie Brucks (1985). The Effects of Product Class Knowledge on Information Search Behavior. Journal of Consumer Research. Morgan (2002). Brand Equity Measurement Tool. Informed ARF Research Council, 9. Murray, K.B. & L.S. John (1990). The impact of services versus goods on consumers: assessment of perceived risk and variability. Journal of the Academy of Marketing Science, 18, 51-56. Olson, J.C. & J. Jacoby (1974). Intrinsic Versus Extrinsic Cues as Determinants of Perceived Product Quality. Journal of Applied Psychology, 59(1), 74. Park, C. When & V. Parker Lessig (1981). Familiarity and Its Impact on Consumer Decision Biases and Heuristics. Journal of Consumer Research, 8, 223-230. Peppers, D., Rogers, M., The one to one future-Building relationships one customer at one time, Currency Doubleday, New York. Progressive Grocer (1982, April). Shopping habits: Prices are not, after all, everything. 141-144. Ramrattan L.B. (1994). American Economist; Fall 1994; 38, 2. Sharkey, B. (1989). The people's choice. Adweek's Marketing Week, November 30, 6-10. Shocher & Weitz (1998). A Perspective on Brand Equity Principles and Issues, In: L. Leuthesser (ed), Cambridge, MA: Marketing Science Institute, Report 88-104. Simon C.J. & M.W. Sullivan (1993). The Measurement and Determinants of Brand Equity: The Financial Approach. Marketing Sci., 28, 57. Slama M.E. & A. Tashchian (1985). Selected Socioeconomic and Demographic Characteristics Associated with Purchasing Involvement. Journal of Marketing, 49, 72. Steve Rann (1998). Image Is Everything: Brand Equity and McD's, National Restaurant News. Unde, M. (1994). Brand Orientation: A Strategy for Survival. Journal of consumer Marketing, 11(3), 18-32. Wheatley, J.J., R.G. Walton & S.Y. Chiu (1977). The influence of plausible and exaggerated reference prices on consumer perceptions and price search. Journal of Consumer Research, 15, 97-110. Zaichkowsky (1985). Measuring the Involvement Construct. Journal of Consumer Research, 12, 341-35