

國際知名卡通人物授權商品品牌形象、品牌關係品質、關係品質對品牌忠誠度影響之研究

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摘要

近年來國際知名卡通人物授權商品，不論在國內或國外皆創造了許多利基。因其行銷策略的不同，授權商品的種類各異，小至水晶、文具用品，大至電影業、遊樂園等，都有國際知名卡通人物授權的商品。消費者在購買商品時會選擇有品牌且物美價廉的商品，面對琳瑯滿目的品牌是什麼影響其選擇的因素？公司又該透過何種溝通方式與顧客建立關係，培養忠誠顧客進以增加公司競爭力呢？Barnes(2002)指出，公司除了透過品牌形象外，亦可透過品牌與顧客進行溝通。因此，本研究同時探討「關係品質」與「品牌關係品質」，希望了解公司透過不同溝通方式會對品牌忠誠度產生何種影響？本研究之目的是探討國際知名卡通人物授權商品，品牌形象、品牌關係品質與關係品質對品牌忠誠度影響之研究。採用問卷調查法，以台灣地區國際知名卡通人物授權商品的顧客為研究對象，共發出450份問卷，回收398份，扣除無效問卷22份，總計回收有效問卷376份，有效樣本率為83.56%。在本研究中是採取SPSS統計視窗軟體作為統計分析的工具，針對樣本資料做了如下的分析方法：信度、效度檢定、敘述性統計、獨立樣本t檢定、單因子變異數分析、因素分析、皮爾森相關分析、迴歸分析及路徑分析。經實證研究結果發現如下：一、品牌形象利益對品牌關係品質有顯著正向影響。二、品牌形象利益對關係品質有顯著正向影響。三、品牌關係品質與忠誠度具有顯著正向影響。四、關係品質對於忠誠度有顯著正向的影響。五、品牌形象利益與忠誠度具有顯著正向影響。六、品牌形象利益、品牌關係品質與關係品質對忠誠度具有顯著正向影響。

關鍵詞：授權商品；品牌形象；品牌關係品質；關係品質；品牌忠誠度

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