

A Study of On-Line Bookstore of Network Externality, Brand Equity and Customer Equity

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ABSTRACT

As time goes by, the internet grows that changes the customer behavior to electron. In this study, I propose that two varies of brand equity and customer equity, and examine their effects on network externality and than influences the business performance. The research design is online bookstore. The findings of the study are as follows : Network externality generates a positive impact on brand equity and customer equity. Network externality has indirect influence on business performance. It is a positive linkage between brand equity, customer equity. Furthermore, the effect of customer equity on online bookstore than the effect of brand equity. Brand equity and customer equity have significant influence on business performance. It also finds that a positive linkage between brand equity, customer equity and business performance. Making summary of the study that suggests that the higher the brand equity and customer equity are, regarding the online bookstore in the network externality market, can cause its business performance promotion. Then, from a managerial point of view, it will help to more increase business performance.

Keywords : network externality ; brand equity ; customer equity ; business performance ; online bookstore

Table of Contents

內容目錄 中文摘要	iii	英文摘要	iii
iv 誌謝辭		v 內容目錄	
vi 表目錄		viii 圖目錄	
ix 第一章 緒論	1	1 第一節 研究背景與動機	1
1 第二節 研究目的	3	3 第三節 研究流程	3
3 第四節 研究限制	5	5 第二章 文獻探討	5
6 第一節 網路外部性	6	6 第二節 品牌權益	6
15 第三節 顧客權益	29	29 第四節 企業績效	29
33 第五節 網路書店	37	37 第三章 研究方法	37
44 第一節 研究架構	44	44 第二節 研究	44
45 第三節 操作性定義	49	49 第四節	49
50 第五節 資料蒐集及樣本設計	50	50 第六節	50
51 第七節 線性關係模式設計	55	55 第	55
62 第四章 實證結果分析	62	62 第一節 資料蒐集及樣本分析	62
62 第二節 理論架構驗證結果	67	67 第五章 研究結果	67
78 第一節 研究結論	78	78 第二節 對管理實務反思	78
79 第三節 後續研究建議	80	80 參考文獻	80
81 附錄A 網路書店之相關彙整	100	100 附錄B 研究問卷	100
102			

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