

The Moderating Effects of Perceived Value and Product Knowledge on the Relationship between Brand Image and Purchase ...

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ABSTRACT

As the lifestyle change, people become more concern the spiritual aspect of life than material aspect. Hence, Pets play more important role in nowadays family. However, regarding the pet's research in the past, mostly focus on phenomenology, Health and medical and the relationship between human and animal, seldom concentrate on analyzing the phenomenon of pet's ownership and researching the specific customers. In such violently competitive market, which kind of dog's feed was preferable attractive to customer? In this research, which divided the perceived value into perceived "Product" value and perceived "Pet" value. Due to lack of study to investigate product knowledge moderates the direct effects of brand image on purchase intentions. The research examined the influence of perceived value, product knowledge, and brand image on the owner's purchase intentions. Using the efficient 702 questionnaires; taking the owners for the object. Hierarchical Regression Analysis was used to analysis these data. The result revealed that Perceived "Pet" value and Product Knowledge moderates the direct effects of brand image on purchase intentions. Finally, we also discuss the implications of all results for further researching and practicing.

Keywords : perceived pet value, product knowledge, perceived product value, brand image, purchase intentions.

Table of Contents

中文摘要	iii	英文摘要	iv	致謝辭	v	內容目錄	vi
.....	vi	表目錄	xiii	圖目錄	ix	第一章 緒論	1
.....	1	第一節 研究背景與動機	1	第二節 研究問題與目的	3	第二章 文獻回顧	5
.....	5	第一節 品牌形象	5	第二節 購買意願	6	第三節 品牌形象對購買意願之影響	6
.....	6	第四節 知覺產品價值	7	第五節 知覺寵物價值	8	第六節 知覺產品價值對品牌形象與購買意願之干擾效果	8
.....	8	第七節 知覺寵物價值對品牌形象與購買意願之干擾效果	9	第八節 產品知識	11	第九節 產品知識對品牌形象與購買意願之干擾效果	11
.....	14	第一節 研究架構	14	第二節 操作性定義	14	第三節 研究設計	19
.....	19	第四章 實證結果分析	23	第一節 樣本基本資料分析	23	第二節 敘述統計與相關係數之分析	25
.....	25	第三節 兩品牌模式差異分析	28	第四節 層級迴歸分析	30	第五節 模型之修正	37
.....	37	第五章 結論與建議	39	第一節 研究結論	39	第二節 研究意涵	41
.....	41	第三節 管理意涵	42	第四節 研究限制與建議	43	參考文獻	44
.....	44	附錄A 前測問卷	61	附錄B 研究問卷	66		

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