

品牌知名度與顧客滿意度的相關性研究:以台灣都會地區鋼琴購買行為為例

周志鴻、呂勝瑛

E-mail: 9607556@mail.dyu.edu.tw

摘要

本研究主要目的在於探討台灣都會地區鋼琴購買行為中的品牌知名度與顧客滿意度的相關性。本研究的取樣方法為便利抽樣，分別在北中南三大城市裡隨機挑選鋼琴銷售場所發放問卷，研究對象為鋼琴使用者之消費者行為。本次問卷發放共計300份，回收有效問卷259份，回收率86.3%。研究結果顯示，鋼琴品牌不同，其品牌知名度、服務滿意度以及顧客忠誠度等構面均具有顯著的差異，其中以山葉鋼琴在各方面的表現最好，而且山葉鋼琴的市佔率也最高。此外，研究結果發現消費者教育程度及職業的不同在產品滿意度以及服務滿意度上均有顯著的差異，其中以高學歷的消費者和職業類別為專業表演者、鋼琴老師以及民營受僱人員具有較高的產品滿意度以及服務滿意度。另外，鋼琴的使用頻率為四天以上及購買地點為鋼琴專賣店的消費者具有較高的服務滿意度以及顧客忠誠度。經由迴歸分析後發現，品牌知名度、產品滿意度及服務滿意度對顧客忠誠度具有顯著的影響力。

關鍵詞：品牌知名度；顧客滿意度；消費者行為；顧客忠誠度

目錄

中文摘要	iii	英文摘要	iv	誌謝辭	iv
	v	內容目錄	vi	表目錄	vi
	viii	圖目錄	xi	第一章 緒論	xi
	1	第一節 研究動機與目的	1	第二節 研究流程	3
第二章 文獻探討	5	第一節 前言	5	第二節 品牌知名度	7
	7	第三節 顧客滿意度	10	第四節 消費者行為	13
	13	第五節 顧客忠誠度	15	第三章 研究方法	20
	20	第一節 研究架構	20	第二節 研究假設	22
	22	第三節 問卷設計	23	第四節 資料分析法	25
	28	第五節 研究對象	28	第五節 研究對象	28
	32	第六節 信度與效度分析	29	第四章 研究分析與結果	32
	32	第一節 樣本資料分析	32	第一節 樣本資料分析	32
	38	第二節 鋼琴品牌與消費者變項之交叉分析	38	第二節 鋼琴品牌與消費者變項之交叉分析	38
	47	第三節 消費者差異性分析	47	第三節 消費者差異性分析	47
	58	第四節 構面間之Pearson相關分析	58	第四節 構面間之Pearson相關分析	58
	59	第五節 顧客忠誠度之迴歸分析	59	第五節 顧客忠誠度之迴歸分析	59
	62	第六節 小結	62	第六節 小結	62
第五章 結論與建議	66	第一節 研究結論	66	第一節 研究結論	66
	70	第二節 未來研究建議	70	第二節 未來研究建議	70
	70	參考文獻	71	參考文獻	71
	81	附錄A 表格	87	附錄A 表格	87
	87	附錄B 研究問卷	87	附錄B 研究問卷	87

參考文獻

一、中文部份 王姝怡(2002)，市場分析與品牌策略規劃 - 以包裝咖啡市場為例，淡江大學管理科學系研究所未出版之碩士論文。王保進(2002)，台北市幼兒教育政策成效評估之研究，初等教育學刊，13，25-52。周上富(2003)，國產休旅車消費者購買行為及其市場區隔之研究 - 以北部地區居民為例，交通大學經營管理研究所未出版之碩士論文。林嘉慧(2001)，大台北地區原住民餐廳經營管理與顧客消費行為之研究，世新大學觀光研究所未出版之碩士論文。張伊嫻(2003)，服務品質、顧客滿意度、信任、承諾與行為意圖間關係之研究 - 以銀行業為例，大同大學事業經營研究所未出版之碩士論文。張家萍(2005)，產品造形特徵與品牌形象之一致性研究 - 以液晶電視為例，大同大學工業設計研究所未出版之碩士論文。張淑君(2003)，消費者對通路之信任與保健食品購買意圖之關係:品牌知名度、產品涉入調節效果的驗證，東華大學企業管理研究所未出版之碩士論文。陳明德(1999)，影響價格促銷對試用前品牌態度評估之個人干擾因素，大同大學事業經營研究所未出版之碩士論文。曾光華(1999)，行銷學，台北:三民書局。黃娟娟(2006)，運動用品業行銷策略與顧客滿意度忠誠度之相關研究 - 以中部地區大專生為例，大葉大學運動事業管理學研究所未出版之碩士論文。黃靖文(2004)，量販店服務品質、顧客滿意度與忠誠度間關係之研究，大同大學事業經營研究所未出版之碩士論文。黃錫原(2005)，服務品質與品質形象對顧客滿意度影響之研究 - 以大陸消費者為例，大葉大學國際企管管理學研究所未出版之碩士論文。彭偉族(2006)，品牌知名度、品牌形象影響牌忠誠度之探討 - 以國產米酒業為例，東華大學企業管理學研究所未出版之碩士論文。葉宴伶(2005)，消費者購買行為對顧客滿意度與顧客忠誠度之關聯性研究 - 以冷凍調理食品產業為例，中原大學國際貿易研究所未出版之碩士論文。楊雙羽(2005)，以價格、設計為調節

變數探討大學品牌知名度對校園商店購買意願之影響，大葉大學事業經營研究所未出版之碩士論文。羅智威(2002)，產品種類、價格促銷與品牌知名度對消費者產品品牌評價與再購意願影響之研究，靜宜大學企業管理研究所未出版之碩士論文。二、英文部分 Aaker, D. A. (1996). Measuring brand equity across products and Markets. *California Management Review*, 38(3), 102-120. Anderson, E. W., & Sullivan, M. W. (1994). The Antecedents and Consequences of Customer Satisfaction for Firms. *Marketing Science*, 12, 25-43. Babakus, E., Bienstock, C. C., & Scotter, J. R. V. (2004). Linking perceived quality and customer satisfaction to store traffic and revenue growth. *Decision Sciences*, 35(4), 713-737. Baumann, C., Burton, S., & Elliott, G. (2005). Determinants of Customer loyalty and share of wallet in retail banking. *Journal of Financial Service Marketing*, 9(3), 231-248. Berry, L. L. (2000). Cultivating Service Brand Equity. *Journal of the Academy of Marketing Science*, 28(1), 128-137. Bhote, K. R. (1996). Beyond Customer Satisfaction to Customer Loyalty - The Key to Greater Profitability. New York: American Management Association. Boulding, W., Kalra, A., Richard, S., & Zeithaml, V. A. (1993). A dynamic process model of service quality: Form expectation. *Journal of Marketing Research*, 30(1), 7-27. Bowen, J. T., & Chen, S. L. (2001). The relationship between customer loyalty and customer satisfaction. *International Journal of Contemporary Hospitality Management*, 13(5), 213-217. Brass, I. (1963). Design for decision. New York: McMillan. Cardozo, R. N. (1965). An Experimental Study of Customer Effort, Expectation and Satisfaction. *Journal of Marketing Research*, 2, 244-249. Chernatony, L., & McWilliam, G. (1989). Branding Terminology-The Real Debate. *Marketing Intelligence & Planning*, 7(7), 29-33. Churchill, G. A., & Surprenant, C. (1982). An Investigation Into the Determinants of Customer Satisfaction. *Journal of Marketing Research*, 19(4), 491-504. Cronbach, L. J. (1951). Coefficient alpha and the internal structure of tests. *Psychometrika*, 16, 297-334. Cunningham, R. M. (1956). Brand Loyalty: What, Where, How much. *Harvard Business Review*, 34(1), 116-128. Davis, S. M. (2000). The Power of the Brand. *Strategy & Leadership*, 28(4), 4-11. Deighton, J. (2004). The Presentation of Self in the Information Age. *Harvard Business School Marketing Research Papers*, 4(2). Demby, D. (1974). Psychographics and from Whence it Come in Lifestyle and Psychographics. Chicago: America Marketing Association. Devellis, R. F. (1991). Scale development: Theory and application. Newbury Park, CA: Sage. Dick, H., Alan, S., & Basu, K. (1994). Customer Loyalty: Toward an Integrated conceptual Framework. *Journal of the Academy of Marketing Science*, 22, 99-113. Doolin, B., Dillon, S., Thompson, F., & Corner, J. L. (2005). Perceived risk, the internet shopping experience and online purchasing behavior: A New Zealand perspective. *Journal of Global Information Management*, 13(2), 66-88. Engel, J. F., Blackwell, R. D., & Miniard, P. W. (1995). Consumer behavior (8th ed.). New York: Dryden Press. Engel, J. F., Kollat, D. T., & Blackwell, R. D. (1984). Consumer behavior (4th ed.). Orlando: Dryden Press. Fornell, C., Johnson, M.D., Anderson, E.W., Cha, J., & Bryant, B. E. (1996). The American customer satisfaction index: nature, purpose, and findings. *Journal of Marketing*, 60, 7-18. Griffin, J. (1997). Customer Loyalty, How to Earn It, How to Keep It? New York: Lexington Book. Hempel, D. J. (1977). Consumer Satisfaction with the Home Buying Process: The Conceptualization and Measurement of Consumer Satisfaction and Dissatisfaction. MA: Marketing Science Institute. Hollis, N. (2005). Ten years of learning on how online advertising Builds brands. *Journal of Advertising Research*, 45(2), 255-268. Howard, J. A., & Sheth, J. N. (1969). The Theory of Buyer Behavior. New York: John Wiley and Sons Inc. Hoyer, W. D., & Brown S. P. (1990). Effects of Brand Awareness on Choice for a Common Repeat-purchase product. *Journal of Consumer Research*, 17(2), 141-148. Ingrid, F. (2004). An index method for measurement of customer Satisfaction. *The TQM Magazine*, 16(1), 57-66. Jones, T. O., & Sasser, W. E. (1995). Why Satisfied Customer Defect. *Harvard Business Review*, 88-99. Kamin, M. A., & Marks, L. J. (1991). The Perception of Kosher as a Third Party Certification Claim in Advertising for Familiar and Unfamiliar Brands. *Journal of the Academy of Marketing Science*, 19(3), 177-190. Keller, K. L. (1993). Conceptualizing, Measuring, and Managing Customer Based Brand Equity. *Journal of Marketing*, 57(1), 1-22. Kim, H. B., Kim, W. G., & An, J. A. (2003). The effect of consumer -based brand equity on firms' financial performance. *Journal of Consumer Marketing*, 20(4), 335-351. Kotler, P. (1991). *Marketing Management (7th Ed.)*. NJ: Prentice Hall. Kotler, P. (1998). *Marketing Management: Analysis, Planning, Implementtation and Control (9th Ed.)*. NJ: Prentice-Hall. Laurent, G., Kapferer, J. N., & Roussel, F. (1995). The underlying structure of brand awareness scores. *Marketing Science*, 14(3), 170-179. Luttmer, E. F. P. (2004). Group loyalty and the taste for redistribution. *Journal of Political Economy*, 109(3), 500-528. Macdonald, E., & Sharp, B. (2003). Management perceptions of the importance of brand awareness as an indication of advertising effectiveness. *Marketing Bulletin*, 14(2), 1-15. Mariola, P. V., & Elena, D. B. (2005). Sales promotions effects on consumer based brand equity. *International Journal of Market Research*, 47(2), 179-205. Oliver, R. (1981). Measurement and Evaluation of Satisfaction Processes in Retailing Setting. *Journal of Retailing*, 57, 25-48. Ostrom, A., & Iacobucci, D. (1995). Consumer Trade-Offs and the Evaluation of Services. *Journal of Marketing*, 59, 17-28. Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1985). Problems and Strategic in Services Marketing. *Journal of Marketing*, 49, 33-46. Phillip, K. H., Gus, M. G., Rodney, A. C., & John, A. R. (2003). Customer repurchase intention A general structural equation model. *European Journal of Marketing*, 37(11), 1762-1800. Reynolds, F. D., Darden, W. R., & Martin, W. (1974). Developing An Image the Store-Loyal Customer. *Journal of Retailing*, 50(4), 73-84. Reynolds, F. D., & Wells, W. D. (1997). *Consumer Behavior*. New York: McGraw-Hill. Roberts, J. H., & Lattin, J. M. (1991). Development and testing of a model consideration set composition. *Journal of Marketing Research*, 28(4), 429-440. Roselius, T., (1971). Consumer Rankings of Risk Reduction Methods. *Journal of Marketing*, 35, 56-61. Schiffman, L. G., & Kanuk, L. L. (1991). *Consumer behavior (2nd ed.)*. NJ: Prentice-Hall. Shoemaker, S., & Lewis, R. C. (1999). Customer Loyalty: The Future of Hospitality Marketing. *International Journal of Hospitality Management*, 345-370. Singh, J., & Sirdeshmukh, D. (2000). Agency and Trust Mechanisms in Consumer Satisfaction and Loyalty Judgments. *Journal of the Academy of Marketing Science*, 28(1), 150-167. Spreng, R. A. (1993). A Desires Congruency Model of Customer Satisfaction. *Journal of Marketing Science*, 21, 429-440. Srinivasan, S. S., Anderson, R., & Ponnnavolu, K. (2002). Customer loyalty in ecommerce: An exploration of its antecedents and consequences. *Journal of Retailing*, 78(1), 41-51. Stum, D. L., & Alain, T. (1991). Building Customer Loyalty. *Training and Development Journal*, 45, 30-40.

TePeci, M. (1999). Increasing brand loyalty in the hospitality industry. *International Journal of Contemporary Hospitality Management*, 11(5), 223-229.

Toh, R. S., Hu, M. Y., & Withiam, G. (1993). Service: the key to frequent programs. *International Journal of Contemporary Hospitality*, 33(1), 15-23.

Westbrook, R. A. (1981). Sources of Consumer Satisfaction with Retail Outlets. *Journal of Retailing*, 57, 68-85.

Williams, T. G. (1982). *Consumer behavior fundamental and strategies*. Brazil: West Publishing Co.

Wong, A., & Sohal, A. (2003). Service quality and customer loyalty perspectives on two level of retail relationship. *Journal of Services Marketing*, 17(5), 495-513.

Woodside, A. G., Lisa, L. F., & Robert, T. D. (1989). Linking Service Quality, Customer Satisfaction, and Behavioral Intentions. *Journal of Health Care Marketing*, 9, 5-17.

Wu, S. I., Liu, S. I., Fang, C. K., Hsu, C. C., & Sun, Y. W. (2006). Prevalence and detection of alcohol use disorders among general hospital inpatients in eastern Taiwan. *General Hospital Psychiatry*, 28(1), 48-54.

Yoo, B., & Donthu, N. (2001). Developing and Validating a Multidimensional Consumer-based Brand Equity Scale. *Journal of Business Research*, 52(1), 1-14.