

The Moderating Effect of Product Knowledge on the Relationship between Brand Equity and Consumers' Purchase Intention...

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ABSTRACT

In this era that consumers pursue after personalized, differentiated products, and brand power is taken as the most competitive, effective asset, product function is no longer the only issue that would influence the consumer's behavior. Brand, becomes another important variable. Brand equity covers the whole conception and attitude that consumer holds to a brand. How to establish higher brand equity is now a critical issue to every brand managing executives. In order to further develop the knowledge of Brand Equity, this study used Brand Equity as the independent variable to study the relationship between Brand Equity and Purchase Intention. In the mean time, by utilizing the Product Knowledge as moderate mechanism, this study further clarify the relationship between the said two variables. Samples of this study were collected from the consumers in Taiwan area. Total sample size was 518 consumers. According to the analysis done under hierarchical regression model, noticeable positive impact derived from the brand equity to the purchase intention was confirmed. Moreover, remarkable and negative relationship between interference effect of product knowledge to the relationship between brand equity and purchase intention was also affirmed.

Keywords : brand equity, purchase intention, product knowledge

Table of Contents

中文摘要	iii	英文摘要	iv	誌謝辭	v	內容目錄	vi
.....	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	第二節 研究問題	2	第三節 研究範圍	4
.....	4	第二章 文獻探討	5	第一節 品牌權益	5	第二節 品牌知識	9
.....	9	第三節 購買意願	12	第四節 推論與假設	13	第三章 研究方法	16
.....	16	第一節 研究架構	16	第二節 品牌權益之衡量	17	第三節 產品知識之衡 量	20
.....	20	第四節 購買意願之衡量	23	第五節 資料分析方法	23	第四章 資料分析	26
.....	26	第一節 問卷回收狀況	26	第二節 敘述性統計	26	第三節 驗證性因素分 析	27
.....	27	第四節 層級迴歸	35	第五章 結論與建議	39	第一節 研究結論	39
.....	39	第二節 管理意涵	40	第三節 理論意涵	40	第四節 研究限制	41
.....	41	第五節 未來研究建議	41	參考文獻	42	附錄 研究問卷	52

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