

跨國企業量販店商店形象知覺與私有品牌產品知覺品質對私有品牌產品購買意願影響之研究

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摘要

跨國量販店業者間的競爭日益激烈，跨國量販店業者為提高營業額積極發展自己的品牌，並期望在品牌投資上獲得良好的績效。而私有品牌的不僅增加消費者的購買商品的選擇，進而會影響消費者的購買意願，但是在購買的過程中，也會受到知覺商店形象與私有品牌產品品質的影響。因此，本研究以跨國企業量販店消費者為研究對象，探討知覺商店形象知覺與私有品牌產品知覺品質是否會影響私有品牌產品購買意願。研究結果如下：1.知覺商店形象愈高時，私有品牌產品知覺品質也會相對提高。2.私有品牌產品知覺品質愈高，會提高私有品牌產品的購買意願。3.知覺商店形象愈高，私有品牌產品的購買意願會相對的提高。4.私有品牌產品知覺品質為知覺商店形象與私有品牌產品購買意願之中介變數。

關鍵詞：私有品牌；知覺商店形象；知覺品質；購買意願

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	
x 第一章 緒論	1	第一節 研究背景與動機	1
1 第二節 研究目的	3	第三節 研究範圍與對象	3
4 第四節 研究流程	4	第二章 文獻探討	4
6 第一節 私有品牌	6	第二節 知覺商店形象	6
11 第三節 私有品牌產品知覺品質	12	第四節 私有品牌產品購買意願	12
13 第三章 研究方法	14	第一節 研究架構	14
14 第二節 研究假設與推論	15	第三節 研究變數操作型定義及衡量	17
17 第四節 資料蒐集方法	20	第五節 研究樣本	20
20 第六節 資料分析方法	20	第七節 前測	22
22 第四章 實證分析與結果	23	第一節 信度分析	23
23 第二節 敘述性統計分析	24	第三節 知覺商店形象與私有品牌產品知覺品質	32
32 第四節 私有品牌產品知覺品質與私有品牌產品購買意願	33	第四節 知覺商店形象與私有品牌產品購買意願	34
33 第五節 知覺商店形象與私有品牌產品購買意願之中介變數	35	第六章 研究結論與建議	37
37 第一節 實證結果與討論	37	第一節 行銷實務意涵	39
39 第三節 研究限制	40	第四節 未來研究建議	41
41 參考文獻	43	附錄 正式問卷	53

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