

國內與國際品牌知覺價值差異對於精品消費者購買意願之研究：以家電用品為例

黃雅菱、陳美玲

E-mail: 9706913@mail.dyu.edu.tw

摘要

本研究不同於以往研究之處有三：其一為過去的文獻缺乏將國內品牌知覺價值與國外品牌知覺價值做一個概略性比較，因此在分析品牌競爭力時，只能針對兩國間是否具有比較優勢，本研究則是透過問卷調查瞭解消費者對外國品牌概略性的印象，將之與本國品牌作比較；第二點為以往著重探討不同國別可能帶來品質差異的認同，本研究則是將品質皆設定在一定水準，在此前提下，國內品牌與國際品牌的差異，是否仍為影響消費者購買意願的因素？第三點為前兩點的延伸，探討品牌知覺價值的差異對購買意願可能造成的影響。本研究以曾經有過精品購買經驗的消費者為研究對象，結果發現，品牌知覺價值的不同，對精品消費者品牌購買意願造成顯著差異；國內、外品牌的不同，對精品消費者的品牌知覺價值是存在差異的，然此不同，卻對精品消費者族群之購買意願不構成差異；不同性別在國內、外品牌知覺價值、國內品牌之購買意願上均呈現顯著差異；中青世代較肯定國內品牌之價值；品牌認知與購買意願於已就業與未就業族群間是存在顯著差異；最後，由迴歸分析可知，品牌知覺價值對精品消費者購買意願是存在高度解釋能力的。

關鍵詞：品牌知覺價值;精品消費者;購買意願

目錄

中文摘要iii 英文摘要iv 目錄vii 表目錄ix 圖目錄x 第一章緒論1 第一節研究背景與動機1 第二節研究目的1 第三節研究範圍與限制4 第四節研究流程5 第二章文獻探討8 第一節品牌來源國8 第二節品牌知覺價值12 第三節精品消費者購買意願18 第四節品牌知覺價值與精品消費者購買意願19 第三章研究方法21 第一節研究架構21 第二節操作性定義22 第三節研究假設24 第四節抽樣設計25 第五節資料分析方法31 第四章研究結果與分析34 第一節樣本分佈34 第二節敘述性統計分析36 第三節樣本獨立T檢定38 第四節單因子變異數分析39 第五節成對樣本T檢定41 第六節迴歸分析43 第五章結論與建議45 第一節結論45 第二節後續研究建議46 第三節研究限制47 參考文獻48 附錄A單因子變異數分析補充數據62 附錄B問卷92

參考文獻

參考文獻 一、中文部份 王文正(2005)，產品知識及品牌形象對購買意願的影響 - 產品類別的干擾效果，私立大同大學事業經營管理學系未出版之碩士論文。 田雅萍(2005)，品牌來源國與製造來源國對消費者產品評價之影響 - 價格折扣之干擾效果探討，私立大同大學事業經營管理學系未出版之碩士論文。 李奇勳(2001)，價格保證及來源國形象對產品評價與購買意願的影響，國立成功大學企業管理研究所未出版之博士論文。 李奇勳，蔡東峻，吳萬益(2004)，價格、保證及來源國形象對產品評價與購買意願的影響，管理學報，21，21-46。 林彩梅(1999)，多國籍企業特性與企業國際競爭力關係之研究 - 以中日資訊硬體產業為例，私立中國文化大學國際企業學系未出版之碩士論文。 林清河(2001)，消費者決策型態與價值觀之研究 臺灣地區大學生之實證研究，國家科學委員會研究彙刊:人文及社會科學，11(1)，16-29。 林南宏(2006)，品牌形象及產品知識對購買意願之影響 - 價格折扣干擾效果之探討，私立大同大學事業經營管理未出版研究所未出版之碩士論文。 何凱凌(2004)，以名牌精品消費考察台灣消費社會，私立東吳大學社會學研究所未出版之碩士論文。 沈孝思(2006)，品牌形象、知覺品質、知覺價值、顧客滿意與在購買意願之研究，國立成功大學企業管理研究所未出版之碩士論文。 吳萬益(2003)，企業研究方法，台北:華泰圖書。 邱皓政(2003)，社會與行為科學的量化研究與統計分析，台北:五南圖書。 陳正男，李奇勳，徐揚，黃淑卿(2003)，消費者國族感、僵固性思考及對國產品的態度和購買意願間的關係，企業管理學報，59，31-54。 陳昭宏(2005)，品牌來源國與製造來源國對消費者購買意願影響之研究，私立銘傳大學國際企業學系未出版之碩士論文。 陳佩汶(2006)，影響消費者選擇精品品牌之因素探討，國立中央大學企業管理研究所未出版之碩士論文。 陳順宇(2000)，多變量分析，台北:華泰書局。 二、英文部分: Aaker, D. A. (1990). Managing Brand Equity, 15-16. New York: The Free Press. Ahmed, S. A., & Alain, A. (1996). Country-of-Origin and Brand Effects: A Multi- Dimensional and Multi-Attribute Study. Journal of International Consumer Marketing, 9(2), 93-115. Ahmed, S. A., & Astons, A. D. (1993). Cross-National Evaluation of Made-in 126 Concept Using Multiple Cues. European Journal of Marketing, 27(7), 39-52. Baudrillard, J. (1998). The Consumer society: myths and structures Societe deconsommatio. London, Thousand Oaks, Calif.: Sage. Bauer, R. A. (1960). Consumer Behavior as Risk Taking. Dynamic Marketing for a Changing World, Chicago: American Marketing Association, 389-398. Bearden, W., & Terence, S. (1982). The Use of Extrinsic Cues to Facilitate Product Adoption. The Journal of Marketing Research, 29(May), 229-239. Beatty, S. E., Kahle, L. R., Utsey, M., & Keown, C. (1993). Giftgiving behaviors in the United States and Japan: a personal values perspective. Journal of International consumer Marketing, 11 (3), 225-233. Belk, R. W. (1988). Possessions and the extended self. Journal of Consumer Research, 15(September), 130-168 Berry, C. J. (1994). Idea of Luxury: A conceptual and historical investigation. New York: Cambridge

University Press. Bilkey, W. J., & Erik, Nes. (1982). Country-of-Origin Effects on Product Valuations. *Journal of International Business Studies*, 13(1), 89-99. Blackwell, M. & Engel. (2001), The Use of Extrinsic Cues to Facilitate Product Adoption. *The Journal of Marketing Research*, 29(May), 124-139. Kamins, M. A. & L. J. Marks. (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), 177-185. Campbell, C. (1995). Conspicuous confusion? A critique of Veblen's theory of conspicuous consumption. *Sociological Theory*, 13(1), 37-47. Chao, P. (1993). The Impact of Country Affiliation on the Credibility of Product Attribute Claims. *Journal of Advertising Research*, 29(2), 35-41. Cordell (1993). Interaction Effects of Country of Origin with Branding, Price, and Perceived Performance Risk. *Journal of International Consumer Marketing*, 5(2), 5-20. Dawar, N., & Phillip, P. (1994). Marketing Universals: Consumers' Use of Brand Name, Price, Physical Appearance, and Retailer Reputation as Signals of Product Quality. *Journal of Marketing*, 58(April), 81-95. Dodds, W. B., Monroe, K. B., & Grewal, D. (1991). The Effects of Price, Brand, and Store Information on Buyer's Product Evaluations. *Journal of Marketing Research*, 28(3), 307-319. Dubois, B., & Doquesne, P. (1993). The market for luxury goods: in come versus culture. *European Journal of Marketing*, 27(1), 35-45. Dubois, B., & Gilles, L. (1994). Attitudes toward the concept of luxury: An Exploratory Analysis. *Asia-Pacific Advances in Consumer Research*. 1(2), 273-278 Durvasula, S., Lysonski, S., & Andrews, J. C. (1993). Cross-cultural generalizability of a scale for profiling consumer's decision making styles. *Journal of Consumer Affairs*, 27(1), 55-65. Engel, J. F., Blackwell, R. D., & Miniard, P. W. (1995). *Consumer Behavior*. 8th, Forth Worth, New York: Dryden Press. Fan, J. X., & Xiao, J. J. (1998). Consumer decision-making styles of young adult Chinese. *The Journal of Consumer Affairs*, 32(2) 275-294. Festinger, L. (1954). A theory of social comparison process. *Human Relations*, 7(1), 117-140. Formkin, H. L. (1972). Feelings of interpersonal undistinctiveness: An unpleasant affective state. *Journal of Experimental research in Personality*, 6(1), 178. Garfein, R. T. (1989). Cross-cultural perspectives on the dynamics of prestige. *Journal of Services Marketing*, 3(1), 17-24. Gerstner, E. (1985). Do Higher Price Signal Higher Quality? *Journal of Marketing Research*, 22(2), 209-215. Gillard, P., Wale, K., & Bow, A. (1997). Prediction of future demand from current telecommunications uses in the home. *Telecommunications Policy*, 21(4), 329-339. Goldman, D. (1999). "Paradox of pleasure. *American Demographics*, 21(5), 50-53. Groth, J. C., & Stephen, W. M. D. (1993). The exclusive value principle: the basis for prestige pricing. *Journal of Consumer Marketing*, 10(1), 10-16. Hafstrom, J. L., June, S. C., & Young, S. C. (1992). Consumer decision-making styles: comparison between United States and Korean young consumers. *The Journal of Consumer Affairs*, *The Journal of Consumer Affairs*, 26(Summer), 146-158. Hampton, G. M. (1977). Perceived Risks in Buying Products Made Abroad by American Firms. *Baylor Business Studies*, October, 53-64. Han, C. M. & Vern, T. (1988). Country-of-Origin Effects for Uni-National and Bi-National Products. *Journal of International Business Studies*, 19(2), 235-255. Han C. M. (1991). Testing The Role of Country Image in Consumer Choice Behavior. *European Journal of Marketing*, 24(6), 24-40. Han, C. M. (1989). Country Image: Halo or Summary Construct. *Journal of Marketing Research*, 26(May), 222-230. Han, C. M., & Terpstra, V. (1988). Country-of-Origin Effects for Uni-National and Bi-National Products. *Journal of International Business Studies*, 19(2), 235-256. Hirschman, E., & Morris, H. (1982). Hedonic consumption: emerging concepts, methods, and propositions. *Journal of Marketing*, 46(Summer), 92-101. Hoyer, W. D., & Steven, P. B. (1990). Effects of Brand Awareness on Choice for a Common, Repeat-Purchase Product. *Journal of Consumer Research*, 17(2), 141-148. Johansson, J. K., Douglas, S. P., & Noanka, I. (1985). Assessing the Impact of Country of Origin on Product Evaluations: A New Methodological Perspective. *Journal of Marketing Research*, 22(4), 388-396. Kahle, L. R., & Kennedy, P. (1988). Using the List of Value (LOV) to understand consumers. *Journal of Services Marketing*, 2(4) 49-56. Kamins, M. A. & Marks, L. J. (1991). The Perception of Kosher as a Third Party Certification Claim in Advertising for Familiar and Unfamiliar, 19(3), 177-185. Keller, K. L. (1993). Conceptualizing, Measuring, and Managing Customer Based Brand Equity. *Journal of Marketing*, 57(1), 1-22. Keng, K. A., & Yang, C. (1993). Personal values, demographics and consumption behavior: a study of Taiwanese consumers. *Journal of International Consumer Marketing*, 6(1), 27-48. Kiran & Jacoby (2004). Cue Utilization in the Quality Perception Process. In *Proceedings of the Third Annual Conference of the Association for Consumer Research*. ed. M. Venkatesan, College Park, MD: Association for Consumer Research, 57(2), 97-139. Kotler, P., & Gertner, D. (2002). Country as brand, product, and beyond: A place marketing and brand management perspective. *Journal of Brand Management*, 9(4/5), 249-261. Kotler, P. (1997). *Marketing Management: Analysis, Planning, Implementation and Control*, 9th ed., Prentice-Hall, Englewood Cliffs, NJ, 201-232. Kotler, P. (1991). *Analysis, Planning, Implementation and Control*. 7th ed., Prentice-Hall, Englewood Cliffs, NJ, 246-249. Leibenstein, H. (1950). Bandwagon, snob, and veblen effects in the theory of consumers' demand. *Quarterly Journal of Economics*, 64(May), 183-207. Manson, R. S. (1981). *Conspicuous Consumption*. New York: St. Martin's Press. Morwitz, V. G., & Schmittlein, D. (1992). Using Segmentation to Improve Sales Forecasts Based on Purchase Intent: Which "Interders" Actually Buy? *Journal of Marketing Research*, Nov, 391-405. McDonald, W. J. (1993). The role of demographics, purchase histories, and shopper decision-making styles in predicting consumer catalog loyalty. *Journal of Direct Marketing*, 7(3), 56-65. Mick, D. G., & Demoss, M. (1990). Self-gifts: phenomenological insights from four contexts. *Journal of Consumer Research*, 17(3), 322-333. Olson, J. C., & Jacob, J. (1972). Cue Utilization in the Quality Perception Process. in *Proceedings of the Third Annual Conference of the Association for Consumer Research*. ed. M. Venkatesan, College Park, MD: Association for Consumer Research, 14(1), 167-179. Pantzalis, C. (2001). Does Location Matter? An Empirical Analysis of Geographic Scope and MNC Market Valuation. *Journal of International Business Studies* 32(1): 133-155. Phau, I., & Gerard, P. (2000). Conceptualizing the Studied, Q4, 883-900 Perry, M., & Perry, A. (1976). Service Contract Compared to Warranty 111 as a Means to Reduce Consumers' Risk. *Journal of Retailing*, 52(2), 33-40. Richins, M. L. (1994). Valuing things: the public and private meanings, of possessions. *Journal of Consumer Research*, 21(December), 504-521. Roux, E. (1994). Le Luxe: Entre Prestige et Marche de Masse. *Decisions Marketing*, 1(January-April), 15-22. Roux, E. (1995). Consumer evaluation of luxury brand extensions, EMAC Conference, ESSEC Paris, 12(May), 16-19.

Rao, A. R., & Kent, B. M. (1989). The effect of price, brand name, and store name on buyers' perceptions of product quality: An integrative review. *Journal of Marketing Research*, 26(8) 351-357

Roth, M. S., & Romeo, J. B. (1992). Matching Product Category and Country Image Perceptions: A Framework for Managing Country-of-Origin Effects. *Journal of International Business Studies*, 64(3), 477-497.

Samiee, S. (1994). Customer Evaluation of Product in a Global Market. *Journal of International Business Studies*, 25(3), 579-604.

Schooler, R. D. (1965). Product Bias in the Central American Common Market. *Journal of Marketing Research*, 2(November), 394-397.

Schooler, R. D. (1971). Bias Phenomena Attendant to the Marketing of Foreign Goods in the U. S. *Journal of International Business Studies*, 2(Spring), 71-80.

Shim, S. (1996). Adolescent consumer decision-making styles: the consumer socialization perspective. *Psychology and Marketing*, 13(6), 547-569.

Smith, J. B. (2003). Private desires, public display: consumption, postmodernism and fashion's New Man. *International Journal of Retail and Distribution Management*, 26(8), 231-216.

Snyder, C. R., & Fromkin, H. L. (1977). Abnormality as a positive characteristic: The development and validation of a scale measuring need for uniqueness. *Journal of Abnormal Psychology*, 86(October), 518-527.

Spence, A. M. (1977). Entry, Capacity, Investment and Oligopolistic Pricing, *The Bell Journal of Economics*, 8(2), pp.534-544.

Sproles, E. K., & Sproles, G. B. (1990). Consumer decision-making styles as a function of individual learning styles. *The Journal of Consumer Affairs*, 24(Summer), 134-147.

Sproles, G. B., & Kendall, E. L. (1986). A methodology for profiling consumers' decision-making styles. *The Journal of Consumer Affairs*, 20(2), 267-279.

Tse, D. K., & Wei-na, L. (1993). Removing Negative Country Images: Effects of Decomposition, Branding, and Product Experience. *Journal of International Marketing*, 1(4), 25-48.

Thaler, R. (1985). Mental Accounting and Consumer Choice. *Marketing Science*, 4(3), 199-214.

Verlegh, P. W. J., & Steenkamp, J. B. E. M. (1999). A Review and Meta-Analysis-of-Origin Research. *Journal of Economic Psychology*, 20(5), 521-546.

Vigneron, F., & Johnson, L. W. (2004). Measuring perceptions of brand luxury. *Journal of Brand Management*, 11(7), 486-504.

Vigneron, F., & Johnson, L. W. (1999). A review and a conceptual framework of prestige-seeking consumer behavior. *Journal of Marketing Science Review*, 99(1), 157-187.

Witt, J. (1992). The Impact of Global Sourcing on Consumers: Country-of-Origin Effects on Perceived Risk. *Journal of Global Marketing*, 6(3), 105-128.

Woodruffe-Burton, H. (1998). Private desires, public display: consumption, postmodernism and fashion's New Man. *International Journal of Retail and Distribution Management*, 26(8), 301-310.

Zeithaml. (1988). Consumer Perceptions of Price, Quality, and Value: A Means-End Model and Synthesize of Evidence. *Journal of Marketing*, 52(July), 2-22.