

The Product Quality to Influence Brand Relationship Quality by Brand Resonance Intervening Variable: With Masculine Cosm

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ABSTRACT

This research based on each construction surface (Perceived Quality; Brand Resonance; Brand Relationship), the theory and the literature carries on draws the entire research construction, establishes the hypothesis under the rationale, the penetration research hypothesis does for the solution and the confirmation research question and an purpose. The findings hoped for can give the brand resonance and the following researcher has the further idea and the ponder route. In the research operation, the sample of testing were cosmetics consumer who has using international masculine cosmetics. There are two kinds of questionnaire. One is the paper questionnaire, the other one is network questionnaire. And samples the area for Taiwan and China area, the discharge way was by snowball type to carry on. Will carry on the Independent-sample T test analysis in the questionnaire part. Its purpose will use to examine the sampling area and questionnaire type whether were not difference for the result. There are Describable Analysis; Factor Analysis; Reliability Analysis; Correlation Analysis; Regression and Hierarchical Regression Analysis in data analysis. Mainly first penetrates the correlation analysis to carry on the relevant result between the construction surface to present, then carries on the regression analysis confirmation hypothesis to deduce whether supposed. Hierarchical Regression Analysis was mainly used to confirm the intervening variable (Brand Resonance) existence in research. Finally, result of each research analysis will provide the correlation management practice to lie between and the following researcher trifle contribution and the reference. Enable the brand subject to have the further progress and the discovery

Keywords : perceived quality ; brand resonance ; brand relationship

Table of Contents

中文摘要	iii	英文摘要	iii
iv 誌謝辭	vi	內容目錄	vi
vii 表目錄	ix	圖目錄	ix
xi 第一章 緒論	1	第一節 研究背景與動機	1
1 第二節 研究問題與目的	4	第三節 研究範圍	4
5 第四節 研究限制	6	第二章 文獻回顧	6
7 第一節 知覺品質	7	第二節 品牌共鳴	7
14 第三節 品牌關係	15	第四節 構面與構面間之關係	15
21 第五節 文獻評析	24	第六節 產業概況	25
研究對象及抽樣方法	30	第三章 研究方法	30
37 第一節 研究假說	31	第一節 研究架構	30
39 第二節 研究假說	31	第三節 變數定義及操作性定義	32
39 第二節 問卷信度分析	41	第四節 資料分析方法	35
44 第四節 因素分析	45	第五節 問卷設計	35
49 第五章 結論與建議	56	第六節 驗證假設結果	45
56 第二節 管理實務意涵	58	第一節 實證結果與討論	56
60 第三節 後續研究建議	59	第四節 總結	59
67 附錄A 第33類進口值前三名	67	參考文獻	62
69 附錄B 我國第33類進出口貿易總值	68	附錄A 第33類進口值前三名	67
70 附錄C Pearson相關分析	70	附錄B 我國第33類進出口貿易總值	68
9 表目錄	9	附錄C Pearson相關分析	70
13 表 2-1 品質的定義	13	表目錄	9
15 表 2-2 知覺品質定義	15	表 2-1 品質的定義	13
17 表 2-3 品牌共鳴定義	17	表 2-2 知覺品質定義	15
20 表 2-4 品牌關係之六種構面定義	20	表 2-3 品牌共鳴定義	17
31 表 3-1 假設彙整表	31	表 2-4 品牌關係之六種構面定義	20
32 表 3-2 知覺品質之衡量問項表	32	表 3-1 假設彙整表	31
33 表 3-3 品牌共鳴之衡量問項表	33	表 3-2 知覺品質之衡量問項表	32
34 表 3-4 品牌關係之衡量問項表	34	表 3-3 品牌共鳴之衡量問項表	33
40 表 4-1 台灣及大陸地區無差異分析	40	表 3-4 品牌關係之衡量問項表	34
		表 4-1 台灣及大陸地區無差異分析	40
		表 4-2 紙本問卷及網路問卷無差異分析	40

40 表 4- 3 知覺品質量表信度分析	42 表 4- 4 品牌共鳴量表信度分析
43 表 4- 5 品牌關係量表信度分析	44 表 4- 6 知覺品質構念KMO and Barlett ' s Test .
46 表 4- 7 知覺品質因子矩陣表	46 表 4- 8 品牌共鳴構念KMO and Barlett ' s Test . .
47 表 4- 9 品牌共鳴因子矩陣表	47 表 4- 10 品牌關係構念KMO and Barlett ' s Test . .
48 表 4- 11 品牌關係因子矩陣表	48 表 4- 12 知覺品質對品牌共鳴迴歸分析
52 表 4- 13 知覺品質對品牌關係迴歸分析	52 表 4- 14 品牌共鳴對品牌關係迴歸分析
53 表 4- 15 知覺品質與品牌共鳴對品牌關係層級迴歸模式摘要	54 表 4- 16 知覺品質與品牌共鳴對品牌關係層級迴歸
54 表 4- 17 知覺品質與品牌共鳴對品牌關係層級迴歸分析	55 表 5-1 假設檢定結果彙整
56	

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