

品牌關係、關係品質、品牌權益關聯性之實證研究：以企業贊助籃球活動為例

黃秀絹、魏文欽

E-mail: 9707418@mail.dyu.edu.tw

摘要

企業行銷手法中，企業贊助(Sponsorship)已被認為是能有效達到市場目標的行銷方式之一。透過企業行銷手法，企業注重的不只是短期的利益關係，就長期性企業與顧客的關係考量，本研究欲發展一套企業長期性有效行銷模式之實證架構，做為企業行銷實務之參考依據。依企業與消費者建立的品牌關係，而關係品質的涉入程度，最後對企業最終的品牌權益之影響，關係品質又為其中介變數。並以現在最熱門的企業贊助運動的觀點，探討品牌關係及關係品質對品牌權益之影響程度。而本研究針對全國性知名的企業長期性贊助之比賽 - SBL(超級籃球聯賽)現場之觀眾進行抽樣調查，並運用線性結構模式(LISREL)之統計方法分析，驗證構面間之影響關係。本研究發現：一、在直接關係方面：企業跟顧客之品牌關係經營與最終的品牌權益有正向影響關係。二、在間接關係方面：企業的品牌關係，透過關係品質也會與品牌權益產生正向之影響關係。三、實證顯示，企業因為透過間接關係正向影響之作用，更加增進與消費者間的關係。因此，在長久的交易關係中，間接關係更能強化企業品牌權益之效。

關鍵詞：企業贊助;品牌關係;品牌權益;關係品質

目錄

內容目錄 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	
ix 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	4	第三節 研究流程	4
4 第二章 文獻探討	6	第一節 企業贊助文獻之探討	6
6 第二節 企業贊助與運動行銷	9	第三節 品牌關係	9
15 第三節 關係品質	20	第五節 品牌權益	15
31 第四節 變數關聯性之探討	36	第七節 使用三	31
39 第三章 研究方法	41	第一節 研	39
41 研究架構	41	第二節 研究假設	41
42 操作型定義	42	第四節 問卷設計	42
47 第一節 研究工具	47	第四章 實證分析	47
55 第一節 基本資料分析	55	第二節 信度與效度分析	55
60 第三節 敘述性分析	60	第四節 LISREL模式分析	60
61 第五章 結論與建議	68	第一節 研究結論	61
68 第二節 管理意涵及研究貢獻	70	第三節 研究限制及未來建議	68
71 參考文獻	73	附錄 研究問卷	71
94 表目錄 表 2-1 北美地區企業贊助類別表	8	表 3-1 研究假設表	94
42 表 3-2 衡量構面與題項	46	表 3-3 整體模式配適度的衡量指標	42
52 表 4-1 樣本基本資料分析	56	表 4-2 品牌關係、關係品質、品牌權	52
59 表 4-3 潛在變項之分析	60	表 4-4 衡量模式分析	59
62 表 4-5 評鑑模型配適度指標結果	65	表 4-6 潛在變數之路徑效果	62
66 表 4-7 結構模式係數與檢定結果	67	表 5-1 構面之管理規劃表	66
71 圖目錄 圖 1-1 研究流程圖	5	圖 2-1 運動形象透過適合度移	71
13 轉至企業形象的關係圖	13	圖 2-2 Crosby et al.關係品質模型	13
26 圖 2-3 關係承諾架構圖	26	圖 2-4 Smith關係品質模型	26
28 圖 2-5 Kim and Cha關係品質模型	28	圖 2-6 關係行銷結果整合模型	28
30 圖 2-7 贊助關係品質的概念性模型	30	圖 2-8 Aaker 品牌權益構面圖	30
35 圖 3-1 研究架構圖	41	圖 2-9 品牌知識構面	35
66 圖 5-1 行銷面向圖	70		

參考文獻

- 一、中文部份 Keller, K. L.(2001), 品牌管理(吳克振編譯), 台北:華泰書局(原文出版於1998年)。王尉晉(2000), 運動理念行銷策略之研究 - 以Adidas「街頭籃球運動」與Nike「高中籃球聯賽」為例, 國立政治大學廣告學系未出版之碩士論文。吳真璋(1998), 品牌個性與品牌關係關聯性之研究, 國立臺灣大學商學研究所未出版之碩士論文。李城忠, 陳益壯(2005), 運動服務業關係品質對顧客忠誠度影響之探討 - 台中YMCA游泳俱樂部之實証研究, 人文暨社會科學期刊, 1, 91-108。杜錦豈(2003), 論運動贊助與贊助效益的評量, 政大體育研究, 15, 121-131。林清山(1984), 線性結構關係(LISREL)電腦程式的理論與應用, 中國測驗學會測驗年刊, 31, 149-164。邱皓政(2004), 結構方程模式, 台北:雙葉書廊有限公司。邱皓政(2006), 量化研究與統計分析 - SPSS中文視窗版資料分析範例解析(3版), 台北:五南出版社。洪文宏(2001), 消費者態度對企業贊助效益影響之研究 - 以亞洲棒球賽為例, 國立成功大學企業管理研究所未出版之碩士論文。胡政源(2001), 人力資源管理 - 理論與實務, 台北:大揚出版社。胡政源(2002), 品牌關係與品牌權益, 台北:新文京開發。張紹勳(1994), 多變量統計分析SPSS For Windows, 台北:松崗出版社。陳正男, 曾倫崇, 洪文宏(2003), 消費者態度對企業贊助效益影響之研究 - 以亞洲盃棒球為例, 輔仁管理評論, 10(1), 23-50。陳家誠(1999), 以運動知覺空間圖協助跨國企業運動贊助決策, 國立台灣大學國際企業學研究所未出版碩士論文。陳善能, 徐木蘭, 蘇建勳, 許金田(2005), 運動行銷之探討 - 以企業贊助奧運為例, *Chiao Da Management Review*, 25(1), 29-66。陳順宇(2004), 多變量分析, 台北:華泰書局。程紹同(1998), 運動贊助策略學, 台北:漢文書店。程紹同(1999), 從五促銷元素 - 跨世紀百億美元的贊助理念解析, 廣告雜誌, 101, 82-88。程紹同(2001), 第五促銷元素, 台北:滾石文化。馮義方(1998), 企業對運動贊助行為之研究, 國立台灣大學商學研究所未出版之碩士論文。黃俊英(2002), 多變量分析, 台北:中國經濟企業研究所, 135-245。黃俊英(2000), 多變量分析, 台北:中國經濟企業研究所, 290-315。黃慧真(2005), 大學生消費能力、網路拍賣參與、生活型態、金錢態度與消費者決策型能之相關研究 - 以台南地區科技大學及技術學院學生為例, 國立臺南大學社會科教育學系碩士班未出版之碩士論文。劉天麟(2002), 青少年生活型態與運動產品購買決策之研究 - 以撞球運動與運動鞋為例, 國立體育學院體育研究所未出版之碩士論文。鄭惠文(1991), 企業贊助公益活動與企業形象之研究, 國立中興大學企業管理研究所未出版之碩士論文。蕭嘉惠(1995), 運動組織與企業組織經理人對贊助運動考量因素之比較研究, 國立師範大學體育研究所未出版之碩士論文。
- 二、英文部份 Aaker, D. A. (1991). *Managing brand equity: capitalizing on the value of brand Name*. New York: The Free Press. Aaker, D. A. (1995). *Strategic market management*. New York: John Wiley & sons. Aaker, D. A. (1996). *Building strong brand*. New York: The Free Press. Aaker, D. A. (1997). *Building better brands without mass media*. Harvard Business Review on Brand Management. Harvard Business School Press. Aaker, D. A. (1998). *Strategic market management*. New York: John Wiley & sons. Abratt, R., & Grobler, P. S. (1989). The evaluation of sports sponsorship. *International Journal of Advertising*, 8, 351-362. Alreck, P. L., & Settle, R. B. (1999). Strategies for building brand preference. *Journal of Product and Brand Management*, 8(2), 30-144. Anderson, E. W., & Sullivan, M. W. (1990). Customer Satisfaction and Retention Across Firm. Presentation at the TMS College Special Interest Conference on Services Marketing. Nashville. Bagozzi, R. P., & Yi, Y. (1988). On the evaluation of structural equation models. *Academic of Marketing Science*, 16, 76-94. Bentler, P. M. (1990). Comparative fit indexes in structural models. *Psychological Bulletin*, 107, 238-246. Bentler, P. M., & Bonett, D. C. (1980). Significance tests and goodness of fit in the analysis of covariance structures. *Psychological Bulletin*, 88(3), 588-606. Berry, C. A. (1983). Water permeability and pathways in the proximal tubule. *Am J Physiol Renal Physiol*, 245, 279-294. Berry, K. H. (2000). Preliminary report on the spring survey of desert tortoises at the Goffs permanent study plot and special project on effects of roads. USGS-WERC, Riverside, CA, 11. Berry, L. L. (1995). Relationship marketing of services-growing interest, emerging perspectives. *Journal of the Academy of Marketing Science*, 23(4), 236-245. Bitner, M. J. (1990). Evaluating service encounters: The effects of physical surroundings and employee responses. *Journal of Marketing*, 54(2), 69-82. Bitner, M. J. (1995). Building service relationships: It ' s all about promises. *Journal of the Academy of Marketing Science*, 23(4), 246-251. Blackston, M. (1993). Beyond brand personality: Building brand relationships. In *Brand Equity and Advertising: Advertising ' s Role in Building Strong Brands*. David Aaker and Alexander Biel. Hillsdale. New Jersey: Erlbaum, 113-124. Blackston, M. (2000). Observations: building brand equity by managing the brand's relationships. *Journal of Advertising Research*, 40(6), 101-105. Blackston, T. (1992). Observations: building brand equity by managing the brand ' s relationships. *Journal of Advertising Research*, 40(May/June), 79-83. Blau, P. (1964). *Exchange and power in social life*. New York: John Wiley and Sons. Bollen, K. A. (1989). *Introduction to structural equation models with latent variables*. New York: Wiley. Bolton, R. N. (1998). A dynamic model of the duration of the customer's relationship with a continuous service provider: The role of satisfaction. *Marketing Science*, 17(1), 45-65. Brooks C. (1990). Sponsorship: Strictly business. *Athletic Business*, 59-62. Burke, M. (2000). No Peace without education: Update on the Hague appeal for peace global campaign for peace education. *Peace building*, 2(4), 15-16. Carmines, E. G., & McIver, J. P. (1981). Analyzing models with observable variables. In G. W. Bohrnstedt, and Borgatta E. F. (Eds.). *Beverly Hills: Sage. Social measurement: Current issues: 65-115*. Cooper, D. R., & Emory, C. W. (1995). *Business research method*. Chicago: Richard D. Irwin, 149-173. Cornwell, T. B., & Maignan, I. (1998). An international review of sponsorship research. *Journal of Advertising*, 27(1), 1-21. Crosby, L. A., Evans, K. R., & Cowles, D. (1990). Relationship quality in services selling: An interpersonal influence perspective. *Journal of Marketing*, 54(3), 68-81. Deighton, J. (1996). The future of interactive marketing. *Harvard Business Review*. November-December, 151-162. Duncan, A. (1998). The food security challenge for southern Africa. Paper prepared for SADC seminar on food security. Duncan, T., & Moriarty, S. (1999). Brand relationships key to agency of the future. *Advertising*, 18(October), 44-51. Duncan, T., & Moriarty, S. (1997). *Driving brand value: using integrated marketing to manage profitable stakeholder relationship*. McGraw-Hill Companies. Dwyer, F. R., Schurr, P. H., & Oh, S. (1987). Developing buyer-seller relationships. *Journal of Marketing*, 51, 11-27. Farrelly, F, Quester, P., & Greyser, S. (2005). Defending the co-branding benefits of sponsorship in B2B partnerships: The case of ambush marketing. *Journal of Advertising*

Research, 45(3), 31-39. Fornell, C., & Larcker, D. F. (1981). Structural equation models with unobservable and measurement error: Algebra and statistics, *Journal of Marketing Research*, 18(3), 382-388.

Corporation, F. (1989). *Service breakthrough*. New York: The Free Press.

Fournier, S. (1998). Consumers and their brands: developing relationship theory in consumer research. *Journal of Consumer Research*, 24 (Mar), 343-373.

Fournier, S., & Yao, J. L. (1997). Reviving brand loyalty: A reconceptualization with the framework of consumer-brand relationships. *International Journal of Research in Marketing*, 14, 451-472.

Gardner, M. P., & Shuman, P. J. (1987). Sponsorship: An important component of the promotions mix. *Journal of Advertising*, 16(1), 11-17.

Gardner, M. P., & Shuman, P. J. (1988). Sponsorships and small businesses. *Journal of Small Business Management*, 26(4), 44-52.

Guieford, J. P. (1965). *Fundamental statistics in psychology and education*. New York: McGraw-Hill.

Gwinner, K. P. (1997). A model of image creation and image transfer in event sponsorship. *International Marketing Review*, 14(3), 145-158.

Hair, J. F., Anderson, R. E., Tatham, R. L., & Black, W. C. (1998). *Multivariate data analysis*. Prentice Hall International: UK.

Halliday, M. A. K. (2004). *The language of science*. New York: Continuum.

Harris, T. L. (1993). *The Marketer Guide to Public Relations*. New York: John Wiley and Sons.

Harvey, B. (2001). Measuring the effects of sponsorship. *Journal of Advertising Research*, 41, 59-65.

Hennig-Thurau, T., & Klee, A. (1997). The impact of customer satisfaction and relationship quality on customer retention: A critical reassessment and model development. *Psychology Marketing*, 14(8), 727-797.

Hennig-Thurau, T., Gwinner, K. P., & Gremler, D. D. (2002). Understanding relationship marketing outcomes: An integration of relational benefits and relationship quality. *Journal of Service Research*, 4(3), 230-247.

Hinde, R. A. (1979). *Towards understanding relationship*. London: Academic Press.

Hinde, R. A. (1995). A suggested structure for a science of relationships. *Personal Relationships*, 2(March), 1-15.

Howard, J. A., & Sheth, J. N. (1969). *The theory of buyer behavior*. New York: John Wiley and Sons.

Hoyle, R. H. (1995). *Structural equation modeling: Concepts, issues, and applications*. Thousand Oaks, CA: Sage.

Hu, L., & Bentler, P. M. (1980). Cutoff criteria for fit indexes in covariance structure analysis: Conventional criteria versus new alternatives. *Structural Equation Modeling*, 1-55.

International Events Group (2000). Year one of irl title builds traffic, awareness for northern light. *IEG Sponsorship Report*, 19(23), 1-3.

International Events Group (2003). Sponsorship spending to increase 8.7 percent in 2004. *IEG Sponsorship Report*, 22(24), 4.

Irwin, R. L., & Asimakopoulos, M. K. (1992). An approach to the evaluation and sponsorship proposals. *Sport marketing quarterly*, 1(2), 43-51.

Martin, J. H. (1994). Computer understanding of conventional and poetic metaphor. In *Research in Humanities Computing*, N. Ide and S. Hockey(eds.). Oxford University Press, 163-175.

Javalgi, R. G., Traylor, M. B., Gross, A. C., & Lampman, E. (1994). Awareness of sponsorship and corporate image: An empirical investigation. *Journal of Advertising*, 23(4), 47-58.

Jo"reskog, K. G., & Sorbom, D. (1993). *LISREL 8 user's reference guide*. Chicago: Scientific Software International.

Joseph, R. (1987). *Multivariate data and analysis with reading*. Mac Millan Publishing Company.

Keegan, C. E. (1995). *Montana 's forest products industry: A descriptive analysis 1969-1994*. The University of Montana. Bureau of Business and Economic Research.

Keller, K. L. (2001). Building customer-based brand equity. *Marketing Management*, 10(2), 14-19.

Keller, L. K. (1993). Conceptualizing, measuring and managing customerbased brand equity. *Journal of Marketing*, 57(1), 1-22.

Kelly, G. A. (1975). *The psychology of personal constructs*. New York: Norton Co.

Mason, K. (2005). How corporate sport sponsorship impacts consumer behavior. *Journal of American Academy of Business*, Cambridge. 7(1), 32-35.

Kim, H., & Kim, W. G. (2005). The Relationship between Brand Equity and Firms ' Performance in Luxury Hotels and Chain Restaurants. *Tourism Management*, 26, 549-560.

Kim, W. G., & Cha, Y. (2002). Antecedents and consequences of relationship quality in hotel industry. *Hospitality Management*, 21, 321-338.

Kolter, P., & Scheff, J. (1997). *Standing room only: Strategies for marketing the performing arts*. Boston, MA: Harvard University Press.

Kolter, P. (1997). *Marketing management: Analysis, planning, implementation, and control*(9th ed.). New Jersey: Prentice-Hall, Englewood Cliffs.

Kotler, P. (1986). *The principles of marketing*. Englewood Cliff. New Jersey: Prentice-Hall.

Kotler, P. (2000). *Marketing management*(10th Ed.). New Jersey: Prentice Hall Press.

Kumar, N., Lisa, K. S., & Steenkamp, J. B. (1995). The effect of supplier fairness on vulnerable resellers. *Journal of Marketing Research*, 32, 54-65.

Kuzma, J. R., & Shanklin, W. L. (1994). *Corporate sponsorship: Framework for analysis*. Sport business operational and theoretical aspects. Dubuque. I. A: Wm. C. Brown Commun- ications, 82-87.

Lagace, R. R., Dahlstrom, R., & Gassenheimer, J. B. (1991). The relevance of ethical salesperson behavior on relationship quality: The pharmaceutical industry. *Journal of Personal Selling and Sale Management*, 11(4), 39-47.

Levitt, T. (1983). After the sale is over. *Harvard Business Review*, 61(September-October), 87-93.

Levitt, T. (1983). The globalization of markets. *Harvard Business Review*, May-June.

Light, P. C. (1993). *Monitoring government: inspectors general and the search for accountability*. Washington, D.C.: Brookings Institution Press.

Lin, C. H. (2004). Repeated foreshock sequences in the thrust faulting environment of eastern Taiwan. *Geophysical Research Letters*, 31(13), L13601.

Lynch, J., & Schuler, D. (1994). The matchup effect of spokesperson and product congruency: A schema theory interpretation. *Psychology & Marketing*, 11(5), 417-445.

Martin, G. S., & Brown, T. J. (1990). In search of brand equity: The conceptualization and measurement of the brand impression construct. *Marketing Theory and Applications*, 2, 431-438.

Mayer, R. C., Davis, J. H., & Schoorman, F. D. (1995). An integrative model of organizational trust. *The Academy of Management Review*, 20(3), 709-734.

McCarville, R. E., & Copeland, R. P. (1994). Understanding sport sponsorship through exchange theory. *Journal of Sport Management*, 8,102-144.

McCracken, G. (1989). Service recovery: a framework and empirical investigation. *Journal of operations Management*. 18(4), 387-400

McDaniel, S. (1999). An investigation of match-up effects in sport sponsorship advertising: The implication of consumer advertis- ing schemas. *Psychology and Marketing*, 16, 163-184.

Meek, A. (1997). An estimate of the size and supported economic activity of the sports industry in the United States. *Sport Marketing Quarterly*, 6(4), 15-21.

Meenaghan, T. (1991). The role of sponsorship in the marketing communications mix. *International Journal of Advertising*, 10, 35-40.

Meenaghan, T. (1983). Commercial sponsorship. *European Journal of Marketing*, 17(7), 5-67.

Miller, J. L., Crieghead, C. W., & Karwan, K. R. (2000). Service recovery: A framework and empirical investigation. *Journal of operations Management*, 18(4), 387-400.

Miller, J. F. (1992). *Cope with chronic illness overcoming powerlessness*(2nd ed.). Philadelphia: F. A. Davis.

Moorman, C., Deshpande, R., & Zaltman, G. (1993). Factors affecting trust in marketing research relationships. *Journal of Marketing*, 57(1), 81-101.

Morgan, R. M., & Shelby, D. H. (1994). The commitment-trust theory of relationship marketing. *Journal of Marketing*, 58(3), 20-38.

Mulaik, S. A., James, L. R., Van Alstine, J., Bennett, N., Lind, S., & Stilwell, C. D. (1989). Evaluation of goodness-of-fit indices for structural equation models. *Psychological Bulletin*, 105, 430-445.

Mullin B. J., Hardy, S., & Sutton, W. A. (1993). *Sport marketing* Champaign, Human Kinetics Publishers.

Oliver, R. L., & DeSarbo, W. S. (1988). Response Determinants in Satisfaction Judgments. *Journal of Consumer Research*, 14, 495-507.

Oliver, M. (1996). *Understanding disability - from theory to practice*, London: Palgrave.

Otker, T. (1988). Exploitation: The key to sponsorship success. *European Research*, 16(2), 77-85.

Plummer, J. T. (1985). Brand personality: A strategic concept for multinational advertising. In *Marketing Educators' Conference*. New York: Young & Rubicam, 1-31.

Ranaweera, C., & Prabhu, J. (2003). On the relative importance of customer satisfaction and trust as determinants of customer retention and positive word of mouth. *Journal of Targeting, Measurement and Analysis for Marketing*, 12(1), 82-90.

Roberts, K., Varki, S., & Brodie, R. (2003). Measuring the quality of relationships in consumer services: An empirical study. *European Journal of Marketing*, 37, 169-196.

Sandler, D. M., & Shani, D. (1993). Sponsorship and the Olympic games: The consumer perspective. *Sport Marketing Quarterly*, 2(3), 38-43.

Sandler, D. M., & Shani, D. (1989). Olympic sponsorship Vs. 'Ambush' marketing: Who gets the gold? *Journal of Advertising Research*, 29(4), 9-14.

Scheiber, A. L. (1994). *Lifestyle and event marketing*. New York: McGraw Hill.

Schmitt, B., & Simonson, A. (1999). *Marketing aesthetics: The strategic management of brands, identity, and image*. New York: Free Press.

Schreiber, A. L. (1994). *Lifestyle and Event Marketing*. New York: McGraw Hill.

Schultz, D. E., & Barnes, B. E. (1999). *Strategic brand communication campaigns*(5th ed.). Lincolnwood, Illinois: NTC Business Books.

Singh, J., & Sirdesmukh, D. (2000). Agency and trust mechanisms in consumer satisfaction and loyalty judgments. *Journal of Academy of Marketing Science*, 128(1), 150-167.

Sirdeshmukh, D., Singh, J., & Sabol, B. (2002). Consumer trust, value, and loyalty in relational exchanges. *Journal of Marketing*, 66, 15-37.

Sleight, S. (1994). *Sponsorship: What is it and how to use it*. England: McGraw Hill.

Smith, D. E., & Dang, L. X. (1994). Computer simulations of NaCl association in polarizable water. *The Journal of Chemical Physics*, 100, 3757-3766.

Smith, J. B. (1998). Buyer-seller relationships: Similarity, relationship management, and quality. *Psychology and Marketing*, 15(1), 3-21.

Speed, R., & Thompson, P. (2000). Determinants of sport sponsorship response. *Journal of the Academy of Marketing Science*, 28(2), 226-238.

Storbacka, K., Standvik, T., & Gronroos, C. (1994). Managing customer relationships for profit: the dynamics of relationship quality. *International Journal of Service Industry Management*, 5(5), 21-38.

Stotlar, D. K. (1993). *Successful sport marketing*. Dubuque, IA: Wm. C. Brown Communications.

Turco, D. M., & Navarro, R. (1993). Assessing the economic impact and financial return on investment of a national sporting event. *Sport Marketing Quarterly*, 2(3), 17-23.

Turco, D. M. (1994). Event sponsorship: Effect on consumer brand loyalty and consumption. *Sport Marketing Quarterly*, 3(3), 35-38.

Ukman, J. (1984). *The official 1984-1985 international directory of special event & festivals*. Chicago.

Ukman, L. (1995). *The IEG's complete guide to sponsorship: everything you need to know about sports, arts, event, entertainment and cause marketing*. Chicago, IL: IEG, Inc.

Walters, C. G., & Paul, G. W. (1970). *Consumer behavior: An integrated framework*. New York: Richard D. Irwin Inc.

Westbrook, R. A., (1980). A rating scale for measuring product/service satisfaction. *Journal of Marketing*, 44, 68-72.

Westbrook, R. A. (1981). Sources of satisfaction with retail outlets. *Journal of Retailing*, 57, 68-85.

Wiedmann, K. P., & Buxel, H. (2004). Stellenwert und umsetzung des reputationsmanagement: Empirische ergebnisse und kritische einschätzung. In *prmagazin*, 51-58.

Wilber, D. (1988). Linking sports and sponsors. *Journal of business Strategy*, 13(July-August), 8-10.

Wong, A., & Sohal, A. (2002). An examination of the relationship between trust, commitment and relationship quality. *International Journal of Retail and Distribution Management*, 30(1), 34-50.

Woodside, A. G., Frey, L. L., & Daly, R. T. (1989). Linking service quality, customer satisfaction, and behavioral intention. *Journal of Health Care Marketing*, 9(4), 5-17.

Wortzel, R. (1979). *Multivariate analysis*. New Jersey: Prentice Hall.

Yoo, B., Donthu, N., & Lee, S. (2000). An examination of selected marketing mix elements and brand equity. *Journal of the Academy of Marketing Science*, 28(2), 195-211.

Yoo, B., & Donthu, N. (2001). Developing and validating a multidimensional consumer-based brand equity scale. *Journal of Business Research*, 52(1), 1-14.

Zeithaml, V. A., Berry, L. L., & Parasuraman, A. (1985). A conceptual model of service quality and its implications for future research. *Journal of Marketing*, 49(4), 41-50.