

公益行銷與品牌權益關係之研究：以玉山銀行與王建民為例

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摘要

本研究旨在探討公益行銷與品牌權益之關係，並以玉山銀行所發行的王建民認同卡與金融卡之公益行銷以為研究主題。此公益活動是與知名的職棒明星王建民合作，一般民眾對王建民個人及玉山銀行，均有正面的評價。為進一步了解此公益行銷與品牌權益之關係，本研究除了探討公益行銷議題與品牌權益之關係外，進一步的探討名人代言與公益行銷議題和 brand equity 之影響。本研究以20歲以上可辦卡年齡為對象，以便利取樣的方式選取樣本，共取得有效問卷212份。透過問卷調查及結構方程(SEM)檢測本研究之模式，分析結果顯示此模型之配適度良好。本研究有以下結果：1.公益行銷伴隨著名人代言，對品牌權益達到顯著的影響。2.此公益行銷議題與王建民所擔任之代言人有顯著相關。本研究並以模式推估結論，提出公益行銷之策略，並具體建議企業在實行公益行銷時，公益行銷議題的選擇、行銷技巧之運作方式、代言人的挑選需與議題及企業的形象一致是提升企業品牌權益的主要關鍵因素。消費者對於公益行銷議題的支持是大於對議題的組合和興趣。

關鍵詞：公益行銷;品牌權益;名人代言

目錄

中文摘要.....	iii	英文摘要.....	iv	誌謝辭.....	vi	內容目錄.....	vii
緒論.....	1	第一節 研究背景與動機.....	1	第二節 研究目的.....	3	第三節 研究問題.....	4
第一章 文獻探討.....	6	第一節 公益行銷概述.....	6	第二節 品牌權益.....	17	第三節 代言人.....	31
第二章 研究架構.....	35	第二節 研究假設.....	36	第三節 研究變項之操作性定義與衡量.....	37	第四節 研究工具.....	41
第三章 研究方法.....	35	第一節 問卷量表信度檢測.....	47	第二節 量表及其構面之因素分析.....	48	第三節 問卷基本資料分析.....	50
第四章 資料分析與研究結果.....	47	第一節 問卷基本資料分析.....	50	第二節 變項間之相關分析.....	59	第五節 模式之建立與驗證.....	60
第五章 結論與建議.....	69	第一節 研究結論.....	69	第二節 管理意涵.....	71	第三節 後續研究建議及研究限制.....	72
附錄A 研究問卷.....	88	參考文獻.....	74				

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