

化妝保養品品牌形象、顧客忠誠度與口碑傳播相互關係之實證研究

潘怡如、魏文欽

E-mail: 9800784@mail.dyu.edu.tw

摘要

本研究主要探討化妝保養品品牌形象、顧客忠誠度與口碑傳播間的相互關係。運用AMOS統計方法進行資料分析，研究結果發現：(1)直接效果部分：功能性、象徵性與經驗性品牌形象對顧客忠誠度皆有顯著的正向影響；顧客忠誠度對口碑傳播有顯著的正向影響；功能性、象徵性與經驗性品牌形象對口碑傳播皆未有顯著的正向影響；(2)在間接效果部分：功能性、象徵性與經驗性品牌形象透過顧客忠誠度對口碑傳播皆有顯著的正向影響。當自己的「面子」問題獲得改善或解決，功能性品牌形象會隨著提升；自己的社會地位獲得認同或提高，是歸因於所使用的品牌，則象徵性品牌形象亦會提升；當自己有美好的使用經驗時，經驗性品牌形象會隨著提升，因此良好的形象會加深顧客擁有品牌之程度，而提高顧客與人分享的意願。

關鍵詞：品牌形象；顧客忠誠度；口碑傳播

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