

品牌形象與顧客忠誠度關係之實證研究-知覺價值混合效果之探討

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摘要

隨著國人生活水準的提高以及生活型態的改變，對於行動電話普及率已明顯增加，依據國家通訊傳播委員會(national communications commission, NCC)統計，截至2008年6月底，行動電話用戶高達2,468萬戶，調查結果進一步顯示許多消費者同時擁有兩隻以上的手機，因此，如何讓顧客心中留下正面的品牌形象，提升顧客知覺價值及滿意度，與競爭對手產生明顯的差異化，創造更高的忠誠度也將成為每家企業追求的重要目標。

本研究主要探討品牌形象與顧客忠誠度之因果關係，然而國內學者對於品牌形象、知覺價值、顧客滿意度與顧客忠誠度的研究雖多，卻缺乏將知覺價值作為混合效果之探討。因此本研究將以知覺價值作為基礎，利用結構方程模式驗證品牌形象與顧客忠誠度之因果關係，同時檢定知覺價值是否具有中介影響效果及干擾影響效果。

研究結果顯示本研究假設皆獲得支持。依據研究結果提出相關的應用與管理意涵，有助於各公司與企業，特別是行動通訊業者提升競爭力及制定行銷策略的參考依據。

關鍵詞：品牌形象、顧客忠誠度、知覺價值、混合效果、結構方程模式

目錄

中文摘要	iii
英文摘要	iv
誌謝詞	vi
內容目錄	vii
表目錄	ix
圖目錄	xi
第一章 緒論	1
第一節 研究背景與動機	1
第二節 研究目的	2
第三節 研究範圍及對象	4
第四節 研究流程與章節架構	4
第二章 文獻探討	6
第一節 品牌形象	6
第二節 知覺價值	12
第三節 顧客滿意度	20
第四節 顧客忠誠度	26
第五節 研究假設之建立與研究架構	33
第三章 研究方法	37
第一節 操作型定義與衡量	37
第二節 資料蒐集方法	39
第三節 問卷設計	41
第四節 資料分析方法	44
第四章 實證結果分析	46
第一節 樣本基本資料分析	46
第二節 敘述性統計分析	48
第三節 相關性分析	50
第四節 信度與效度分析	51
第五節 整體模式衡量分析	54
第六節 干擾模式衡量分析	60
第七節 討論	65
第八節 管理意涵	66

第五章	結論與未來研究建議	68
第一節	研究結論	68
第二節	研究限制與未來研究建議	69
參考文獻	71
附錄A	正式問卷	87

表目錄

表 2-1	各學者對品牌形象之定義彙整	7
表 2-2	各學者對知覺價值之定義彙整	13
表 2-3	知覺價值構面	19
表 2-4	各學者對顧客滿意度之定義彙整	21
表 2-5	顧客滿意度之衡量構面彙整	26
表 2-6	各學者對顧客忠誠度之定義彙整	28
表 2-7	顧客忠誠度五個階段	29
表 2-8	顧客忠誠度之衡量構面彙整	32
表 3-1	前測問卷研究變數之信度分析	40
表 3-2	品牌形象衡?問項	41
表 3-3	知覺價值衡?問項	42
表 3-4	顧客滿意度衡量問項	43
表 3-5	顧客忠誠度衡量問項	43
表 4-1	樣本分佈	47
表 4-2	各問項平均數與標準差	49
表 4-3	研究變數之相關係數分析	51
表 4-4	信度分析	52
表 4-5	效度分析	53
表 4-6	本研究衡量模式分析	55
表 4-7	整體模式適配重要指標分析	57
表 4-8	結構模式之各變項路徑關係彙整表	57
表 4-9	假設檢定與變數間影響效果	59
表 4-10	連續型干擾整體模式適配重要指標分析	60
表 4-11	連續型干擾模式路徑關係彙整表	61
表 4-12	間斷型干擾整體模式適配重要指標分析	63
表 4-13	高知覺價值之間斷型干擾模式路徑關係表	63
表 4-14	低知覺價值之間斷型干擾模式路徑關係表	64
表 4-15	干擾結構模式之路徑分析與假設檢定	65

圖目錄

圖 1-1 研究流程圖	4
圖 2-1 品牌形象三要素	9
圖 2-2 品牌形象模型	11
圖 2-3 交易效用理論	14
圖 2-4 價格、品質與價值之因果相關模式	15
圖 2-5 知覺價值模型	16
圖 2-6 期望 - 失驗理論模式	23
圖 2-7 顧客滿意理論觀?性架構	25
圖 2-8 忠誠度三角模式	30
圖 2-9 研究架構圖	36
圖 4-1 本研究最終修正模式路徑圖	58
圖 4-2 本研究之連續型干擾路徑完整模型圖	62
圖 4-3 高知覺價值之間斷型干擾路徑模型圖	63
圖 4-4 低知覺價值之間斷型干擾路徑模型圖	64

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