

# An Empirical Study of Critical Factors Affecting Brand Equity

陳筱媛、魏文欽

E-mail: 9805469@mail.dyu.edu.tw

## ABSTRACT

Consumers in the face of the pursuit of differentiation and customization of the environment, the brand has become the most competitive weapon, more and more attention to consumer brand equity management services which can be found most of the early scholars to brand equity directly and products linked together, some scholars have noted that very little brand equity of the service sector, research by a number of products and services, we can see there are indeed gaps, particularly in the user's personal perception of the relationship between the purchase and their service(Good, 1990). How to build a consumer brand recognition, the establishment of both a positive, successful and trustworthy relationship between the brand become a corporate marketing strategy to develop the critical factors. Watson's well-known "I dare to swear, the Watson's cheapest" and " Expensive refund twice the difference ", the Watson's high-profile and high-decibel shouting their prices strong run promotional activities, as well as the promotional advertising of all kinds of prices, continue to appear in the advertisement or other communication media, time and again to inform consumers of their exclusive promotional value of goods, set off in the market price effect of the storm bursts. Therefore this study cosmetic shops choose to use Watson as a leading advertising and price promotions to explore the measure of brand equity. When an effective marketing communication is established, consumers will be turned into consumer 's brand loyalty, as well as purchasers of long-term portfolio to enhance the effectiveness of the company's brand, so a positive impact on brand equity. Therefore, this study was that the marketing strategy to communicate the overall brand equity is a key element of strategy. In this study, the consumer's point of view, the use of structural equation modeling (SEM) to explore advertising, price promotions, the causal model of brand equity. Display advertising and marketing communication of promotional prices on brand equity dimensions of the impact. In this study, convenience sampling, a questionnaire issued to consumers and statistical analysis, research findings were as follows: When companies engage in brand advertising increases, consumers will have positive brand equity contribution; when companies engage in price promotions brand increases, consumers will have a negative brand equity contribution.

Keywords : brand equity、 advertising、 price deal、 structural equation modeling

## Table of Contents

|                        |     |                    |     |
|------------------------|-----|--------------------|-----|
| 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                 |     | ix 圖目錄             |     |
| x 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             | 3   | 第三節 研究流程           | 4   |
| 4 第四節 本研究章節架構          | 5   | 第二章 文獻探討           | 6   |
| 6 第一節 品牌權益相關理論         | 6   | 第二節 廣告相關理論         | 20  |
| 20 第三節 價格促銷相關理論        | 22  | 第三節 研究假設           | 24  |
| 24 第五節 研究架構            | 32  | 第三章 研究方法           | 34  |
| 34 第一節 構念之操作性定義與衡量     | 35  | 二節 問卷設計            | 41  |
| 41 第三節 統計方法            | 41  | 四節 前測問卷            | 45  |
| 45 第四章 實證分析結果          |     | 47 第一節 樣本結構分析      | 47  |
| 47 第二節 敘述性統計分析         |     | 49 第三節 信度與效度分析     | 53  |
| 53 第四節 相關分析            |     | 55 第五節 測量模式分析      | 56  |
| 56 第六節 整體結構模式分析        |     | 58 第七節 模式檢定之實證結果   | 61  |
| 61 第八節 討論              |     | 66 第九節 管理意涵        | 68  |
| 68 第五章 結論與建議           |     | 70 第一節 研究結論        | 70  |
| 70 第二節 研究限制            |     | 70 第三節 後續研究與未來建議   | 71  |
| 71 參考文獻                |     | 73 附錄A 問卷          | 81  |
| 81 表目錄 表 2- 1 品牌權益之定義表 |     | 6 表 2- 2 品牌權益構面彙整表 | 12  |
| 12 表 3- 1 廣告衡量問項表      |     |                    |     |

|       |    |                     |       |    |                           |
|-------|----|---------------------|-------|----|---------------------------|
| ..... | 35 | 表 3-2 價格促銷衡量問項表     | ..... | 36 | 表 3-3 品牌權益衡量問項表           |
| ..... | 37 | 表 3-4 知覺品質衡量問項表     | ..... | 38 | 表 3-5 品牌忠誠度衡量問項表          |
| ..... | 39 | 表 3-6 品牌知名度衡量問項表    | ..... | 39 | 表 3-7 品牌形象衡量問項表           |
| ..... | 40 | 表 3-8 整體模式適配度指標總表   | ..... | 43 | 表 3-9 前測問卷回收概況            |
| ..... | 45 | 表 3-10 前測問卷各構面之信度   | ..... | 46 | 表 4-1 本研究正式問卷之回收概況        |
| ..... | 48 | 表 4-2 受訪者基本資料樣本分布情形 | ..... | 48 | 表 4-3 衡量題項平均數與標準差分析       |
| ..... | 51 | 表 4-4 各構面之信度        | ..... | 51 | 表 4-5 變項之KMO值與Bartlett檢定值 |
| ..... | 53 | 表 4-6 各研究構念之相關矩陣    | ..... | 55 | 表 4-7 各構面之驗證性因素分析         |
| ..... | 56 | 表 4-8 研究模式配適度表      | ..... | 57 | 表 4-9 結構模式之各變項路徑關係彙整表     |
| ..... | 60 | 圖目錄                 | ..... | 61 | 圖 1-1 研究流程圖               |
| ..... | 4  | 圖 2-1 品牌權益價值模式圖     | ..... | 15 | 圖 2-2 衡量品牌權益資產之架構圖        |
| ..... | 16 | 圖 2-3 品牌權益十要圖       | ..... | 19 | 圖 2-4 架構概念圖               |
| ..... | 32 | 圖 2-5 研究架構圖         | ..... | 33 | 圖 4-1 SEM整體路徑關係驗證結果       |
| ..... | 62 | 圖 4-2 SEM個別路徑關係驗證結果 | ..... | 63 |                           |

## REFERENCES

- 一、中文部份 王又鵬(1993), 促銷活動對消費者購買行為影響之研究, 政治大學企業系博士班未出版之博士論文。 吳明隆, 涂金堂(2006), SPSS與統計應用分析, 台北:五南圖書出版股份有限公司。 李秉倫(2001), 折扣深度、產品屬性與促銷情境對品牌評價與購買意願影響之研究, 銘傳大學管理科學研究所未出版之碩士論文。 柯政宏(2002), 促銷對於購買意願之研究 產品類別干擾效果之探討, 東海大學企業管理研究所未出版之碩士論文。 施均宜(2007), 廣告與價格錯消對品牌權益的影響 以產品類別為干擾變數, 大同大學事業經研究所未出版之碩士論文。 洪宇生(2003), 促銷評價影響品牌權益及購買意願模式之研究 以洗面乳為例, 朝陽科技大學企業管理系未出版之碩士論文。 徐心怡(2000), 消費者促銷知覺價值與促銷偏好程度之研究—產品類別干擾效果之探討, 元智大學管理研究所未出版之碩士論文。 許智誠(1998), 廠商之促銷目的與促銷事件誘因特性關聯性研究—以專家及消費者觀點探討, 中原大學企業管理系未出版之碩士論文。 陳順宇(2000), 多變量分析, 台北:華泰書局。 黃俊英, 林震岩(1994), SAS精析與實例, 台北:華泰書局。 蔡鴻文(2001), 價格促銷頻率、幅度與外部參考價格對消費者行為的影響, 國立台灣大學商學研究所未出版之碩士論文。 詹凱捷(2005), 價格促銷、廣告代言人對品牌權益及購買意願之影響, 大同大學事業經營研究所未出版之碩士論文。 鄭博升(2005), 價格促銷、品牌熟悉度與消費者知覺促銷利益對品牌評價的影響 - 以台北市連鎖便利商店促銷活動為例, 真理大學管理科學研究所在職碩士專班未出版之碩士論文。 魏文欽(2008), 資料分析技巧:結構方程式模式AMOS LISREL SAS之應用, 台北:雙葉書廊。
- 二、英文部分 Aaker, D. A., (1991). Managing Brand Equity. Capitalizing on the Value of Brand Name, New York: The Free Press. Aaker, D. A., (1991). Guarding the power of a brand name, New York Times, 313. Aaker, D. A., (1996). Building Strong Brand, New York:The Free Press. Anand, P., Holbrook M. B., & Stephens, D. (1988). The Cognitive Affective Model versus The Independence Hypothesis. Journal of Consumer Research , 15, 386-391. Angel, F., & Manuel, J. (2005). The Impact of Marketing Communication and Price Promotion on Brand Equity. Brand Management, 12(6), 431-444. Archibald, R. B., Haulman, C. A., & Moody, Jr. C. E. (1983). Quality, Price, Advertising and Published Quality Ratings. Journal of Consumer Research, 9,347-356. Bagozzi & Youjae Y. (1988). On the evaluation of structural equation models. Journal of the Academy of Marketing Science, 16 ,74-94. Barwise, P. (1993). Brand Equity: Snark or Boojum?, International Journal of Research in Marketing, 10(1), 93-104 Blattberg, R. C., & Sen, S. K.(1978). Identifying the Deal Prone Segment. Journal of Marketing Research, 15, 369-377. Biel, A. L.(1992). How brand image drives brand equity. Journal ofAdvertising Research, 32(6), 6-13. Blackston(1992). Observations: Building Brand Equity by Managing the Brand's Relationships. Journal of Advertising Research, 32, 78-83. Blackston, M.(2000). Building Brand Equity By Managing The Brand ' s Relationships. Journal of Advertising Research, 40, 101-106. Blattberg & Kenneth J. W. (1989). Price-Induced Patterns of Competition. Marketing Science, 8(4), 81-100. Carl, Mela, Sunil, Gupta, & Lehmann D. (1996). Managing Advertising and Promotion for Long-run Profitability. Multi Simulation Interface Report , 26, 98-132. Cobb-Walgren, C. J., Ruble, C. A., & Donthu, N. (1995). Brand Equity, Brand Preferences, and Purchase Intent. Journal of Advertising, 24(3), 25-40. Cronbach, L. J. (1951). Coefficient alpha and the internal structure of tests. Psychometrika, 16, 297-334. Davis, Scott, J., Jeffery, I., & Leigh,C. (1992). Promotion Has a Negative Effect on Brand Evaluations - Or Does It? Additional Disconfirming Evidence. Journal of Marketing Research, 29, 143-148. Dodson, Joe A., Alice, M., Tybout, & Brian S. (1978). Impact of Deals and Deal Retraction on Brand Switching. Journal of Marketing Research, 15, 72-81. Doyle, & Peter(1990). Builking Successful Brand The Journal of Consumer Marketing, 26, 55-68. Dyson, Farr, & Hollis(1996). Understanding , Measuring , and Using Brand Equity. Journal of Advertising Research, 12, 9-21. Ehrenberg, A. S. C., & Charlton, P. (1973). An Analysis of Simulated Brand Choice. Journal of Advertising Research , 13(1), 21-33. Engel, James, F., Roger D., Blackwell , & Paul, W. M. (1990). Consumer Behavior, New York: Dryden Press. Farquhar, P. H. (1990). Managing Brand Equity. Journal of Advertising Research, 15,,7-12. Fornell, C., & Larcker, V. F. (1981). Evaluating Structural Equation Models with Unobservable Variables and Measurement Error. Journal of Marketing Research, 18, 39-50. Gaski, J. F., & Nevin, J. (1985). The differential effects of exercised and unexercised power sources in marketing channels. Journal of Marketing Research, 22(5), 130-142. Guadagni, P. M., & Little, J. D. C. (1983). A Logit Model of Brand Choice Calibrated On Scanner Data. Marketing Science, 2(3), 203-238. Grewal, D., & Krishnan, R. (1998). The effects of store name,

brand name, and price discounts on consumers' evaluations and purchase intentions. *Journal of Retailing*, 74(3), 331-352. Hauser, J. R., & Wernerfelt, B. (1990). An Evaluation Cost Model of Consideration Sets. *Journal of Consumer Research*, 16, 393-408. Kahn, B. E., & Therese, A. L. (1990). Effects of Retraction of Price Promotions on Brand Choice Behavior for Variety-Seeking and Last-Purchase Loyal Consumers. *Journal of Marketing Research*, 27, 279-289. Keller, K. L. (1993). Conceptualizing, measuring, managing customer-based brand. *Journal of Marketing*, 57(1), 1-23. Keller, K. L. (2001). Building customer-based brand equity cover story. *Marketing Management*, 10(2), 14-19. Keller, K. L. (1993). Conceptualizing, Measuring, and Managing Customer-Based Brand Equity. *Journal of Marketing*, 57, 1-22. Kim, K. (1999). On Determinants of Joint Action in Industrial Distributor-Supplier Relationships: Beyond Economic Efficiency. *International Journal of Research in Marketing*, 16, 217-236. Kirmani, A., & Wright, P. (1989). Money Talks: Perceived Advertising Expense and Expected Product Quality. *Journal of Consumer Research*, 16, 344-353. Kotler, P. (1992). Marketing's New Paradigm: What's Really Happening Out There. *Planning Review*, 20, 51-52. Lasser, W., Banwari M., & Arun, S. (1995). Measuring Customer-base Brand Equity. *Journal of Consumer Marketing*, 13, 335-355. Lance L. (1988). Defining, measuring and managing brand equity. *Marketing Science*, 7, 88-104. Lichtenstein, D. R., Nancy, M., & Ridgway, R. G. (1993). Price Perceptions and Consumer Shopping Behavior: A Field Study. *Journal of Marketing Research*, 30, 234-245. Martin, G. S., & Brown, T. J. (1990). In Search of Brand Equity: The Conceptualization and Measurement of the Brand Impression Construct. in Childers, Mackenzie, Leigh, Skinner, Lynch Jr., Heckler, Gatignon, Fisk and Grenam. *Marketing Theory and Applications American Marketing Association*, 21, 431-438. Mahajan, V., Rao, V. R. & Srivastava, R. K. (1994). An Approach to Assess the Importance of Brand Equity in Acquisition Decisions. *Journal of Product Innovation Management*, 1, 221-235. Milgrom, P., & Roberts, J. (1986). Price and Advertising Signals of Product Quality. *Journal of Political Economy*, 55, 10-25. Moore, David, J. & Richard, W. O. (1989). Brand Choice and Deep Price Discounts. *Psychology and Marketing*, 6(3), 181-196. Morgan, R. P. (2000). A consumer-oriented framework of brand equity and loyalty. *Journal of the Market Research Society*, 42(1), 65-79. Mulhern J. F. & Daniel T. P. (1995). The Relationship Between Retail Price Promotion and Regular Price Purchases. *Journal of Marketing*, 59, 83-90. Nelson, P. (1974). Advertising as Information. *Journal of Political Economy*, 82, 729-754. Nord, Walter, R. & Paul, P. (1980). A Behavior Modification Perspective on Marketing. *Journal of Marketing*, 44, 36-47. Ogilvy, D. (1963). *Confessions of an Advertising Man*. New York: Ballantine. Park & Srinivasan (1994). A Survey-Based Method for Measuring and Understanding Brand Equity and Extendibility. *Journal of Marketing Research*, 31, 271-288. Raghurir, Priya, & Corfman, K. (1999). When Do Promotion Affect Pretrial Brand Evaluations? *Journal of Consumer Research*, 36, 211-222. Shimp, Terence A. (1993). *Promotion Management and Marketing Communications*. Chicago, IL: Dryden Press. Shoemaker, Robert, W., & Robert, F. S. (1977). Repeat Rates of Deal Purchases. *Journal of advertising Research*, 17(2), 47-53. Simion & Sullivan (1993). The Measurement and Determinants of Brand Equity: A Financial Approach. *Marketing Science*, 12, 28-52. Sreedhar, Madhavaram, Vishag, B., & Robert E. M. (2005). Integrated Marketing Communication and Brand Identity as Critical Components of Brand Equity Strategy. *Journal of Advertising* 34(4), 69-80. Srivastava & Shocker (1991). Brand Equity: A Perspective on Its Meaning and Measurement. *Marketing Science Institute. Report*, 17, 91-124. Stobart, P. (1989). Alternative Methods of Brand Valuation. In: J. Murphy, *Brand Valuations: Establishing a True and Fair View*. London: The Interbrand Group. Suggestiveness on Advertising Recall. *Journal of Marketing*, 62, 48-57. Wadia, K. (1997). The future of brand marketing in Asia. *Journal of Direct Marketing*, 11(3), 58-63. Winer, R. S. A. (1986). Reference Price Model of Brand Choice for Frequently Purchased Products. *Journal of Consumer Research* 13, 250-256. Yoo, B., & Donthu, N. (2001). Developing and validating a multidimensional consumer-based brand equity scale. *Journal of Business Research*, 52(1), 1-14. Zeithaml, Valerie, A. (1988). Consumer Perception of Price, Quality and Value: A Means-End Model and Synthesis of Evidence. *Journal of Marketing*, 52(3), 2-22.