

The Effectiveness of Brand Awareness and Country-of-origin Image on Milk Products Evaluation in Shanghai City

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ABSTRACT

Under the trend of global promotion at present, the source of products not restrict to single country on market. According to smooth going of international trade hindering, making enterprises promo their products more easily on the international. A consumer usually not to be familiar with products. They expect that may get the information to identify the quality of products to reduce risks of choice. Brand awareness and coun-try-of-origin image are using to identify. Three deer powdered milk for China well-known brand powdered milk, but erupts the poisonous powdered milk event after 2008, to the mainland dairy product market and including the dairy products processing related product impact no small matter, the Shanghai area consumer regarding the powdered milk product appraises whether because of the mainland politics, the econo-my and the cultural characteristic differs from, is question which will be worth us dis-cussing.

The main subject of this thesis is to research on the effectiveness of brand aware-ness and country-of-origin image on milk products evaluation in Shanghai city. Uses the questionnaire survey procedure, take the Shanghai city powdered milk product consum-er as the main object. We use the way of random sampling with 300 copies. Among them, 200 copies were replied. When the 42 invalid copies were deducted, we got 158 valid copies. The retrieve of valid questionnaires is 52.7%.

This study proposed 3 assumptions and to prove them by questionnaires. We found from this study that the Shanghai area consumer in the powdered milk product selects and purchases on the brand popularity to have the forward influence, the origin country image to the product appraisal to have the forward influence, the origin country image to the product appraisal to the brand popularity and the product appraisal the re-lated disturbance effect.

Keywords : effectiveness of brand awareness、 country-of-origin image、 evaluation

Table of Contents

中文摘要	iii
英文摘要	iv
誌謝辭	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 研究範圍與對象	2
第三節 研究目的	2
第四節 研究流程	4
第二章 文獻探討	5
第一節 品牌知名度	5
第二節 來源國形象	8
第三節 產品評價	11
第四節 研究構面間之關係	12
第三章 研究方法	17
第一節 研究架構	17
第二節 研究假設	18
第三節 變項之操作性定義與衡量	18
第四節 問卷設計	21
第五節 研究對象與抽樣方法	22
第六節 資料分析方法	22

第四章 研究結果	25
第一節 樣本資料結構描述	25
第二節 研究變數之信度與效度分析	28
第三節 相關係數分析	32
第四節 變異數分析	32
第五節 迴歸係數分析	41
第五章 結論與建議	51
第一節 研究結論	51
第二節 理論意涵	52
第三節 實務意涵與建議	54
第四節 研究限制	55
第五節 後續研究之建議	56
參考文獻	58
附錄A 問卷設計版	69
附錄B 問卷發放版	74
附錄C 問卷發放簡體字版	78

表目錄

表 3-1 品牌知名度構面及衡量表	19
表 3-2 來源國形象構面及衡量表	19
表 3-3 產品評價構面及衡量表	21
表 4-1 性別統計變項資料分析	25
表 4-2 年齡統計變項資料分析	25
表 4-3 婚姻狀況統計變項資料分析	26
表 4-4 家庭成員數統計變項資料分析	26
表 4-5 教育程度統計變項資料分析	27
表 4-6 職業統計變項資料分析	27
表 4-7 每月所得統計變項資料分析	28
表 4-8 KMO 統計量的判斷原理	29
表 4-9 「品牌知名度」檢驗信效度表	29
表 4-10 「來源國形象」檢驗信效度表	30
表 4-11 「產品評價」檢驗信效度表	31
表 4-12 各構面及子構面間之相關	32
表 4-13 不同性別之t檢定	33
表 4-14 不同年齡之變異數同質性檢定	34
表 4-15 不同年齡之ANOVA分析	34
表 4-16 不同婚姻狀況之變異數同質性檢定	35
表 4-17 不同婚姻狀況之ANOVA分析	35
表 4-18 不同家庭成員人數之變異數同質性檢定	36
表 4-19 不同家庭成員人數之ANOVA分析	37
表 4-20 不同教育程度之變異數同質性檢定	38
表 4-21 不同教育程度之ANOVA分析	38
表 4-22 不同職業之變異數同質性檢定	39
表 4-23 不同職業之ANOVA分析	39
表 4-24 不同每月所得(人民幣)之變異數同質性檢定	40
表 4-25 不同每月收入(人民幣)之ANOVA分析	41
表 4-26 「品牌知名度」對產品評價之迴歸分析	42
表 4-27 「品牌知名度」對知覺品質之迴歸分析	43
表 4-28 「品牌知名度」對知覺價值之迴歸分析	43
表 4-29 「來源國形象」對產品評價之迴歸分析	44
表 4-30 「來源國形象」對知覺品質之迴歸分析	44
表 4-31 「來源國形象」對知覺價值之迴歸分析	45

表 4-32 來源國形象對品牌知名度與產品評價關係干擾迴歸 46
 表 4-33 來源國形象對品牌知名度與知覺品質關係干擾迴歸 48
 表 4-34 來源國形象對品牌知名度與知覺價值關係干擾迴歸 49
 表 4-35 本研究假設檢定結果表 50

圖目錄

圖 1-1 研究流程 4
 圖 3-1 研究觀念性架構圖 17

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一、中文部份王又鵬(2001), 促銷品牌知名度與促銷活動類型對消費者購買意圖影響之研究, 實踐學報, 6(32), 161-176。王維元, 黃彥博(2005), 來源國形象對品牌態度及購買意願影響研究 - 以台灣及德國手機消費者為例, 創新與管理, 2(1), 67-90。汪曼穎, 陳曉萍(2006), 品牌知名度與產品涉入度對於品牌表徵的影響, 中華心理學刊, 48(3), 235-254。池文海, 張書豪, 彭偉族(2007), 品牌知名度與品牌形象影響品牌忠誠度之探討 - 以國產米酒業為例, 輔仁管理評論, 14(3), 19-42。任立中, 張嘉雯, 林淑惠(2006), 品牌知名度與消費者特徵對來源國效應評價之影響, 多國籍企業研究學報, 3(30), 1-23。吳長生, 洪順慶(2006), 公司特性、地主國特性、標準化策略與國際行銷績效之關係, 中山管理評論, 14(2), 451-486。李奇勳(2004), 品牌來源國、生產組裝地和消費者國族感對產品評價的影響, 聯合學報, 12(25), 65-87。李奇勳(2007), 知覺風險對消費者知覺價值之形成所扮演角色的探討, 管理學報, 24(2), 167-190。李章達, 方文昌(2004), 從品牌知名度探討知覺品質和購買意願 - 以價格與來源國形象為調節變數, 管理評論, 23(4), 89-112。林南宏, 王文正, 邱聖媛, 鍾怡君(2007), 產品知識及品牌形象對購買意願的影響 - 產品類別的干擾效果, 行銷評論, 4(4), 481-504。林信承, 謝東陞(2007), 來源國形象和廣告中的國家情境對消費者品牌態度之影響, 傳播與管理研究, 6(2), 35-64。林素吟(2008), 產品外部線索及產品知識對於知覺品質的影響效果研究, 顧客滿意學刊, 4(2), 27-56。洪順慶, 吳長生(1999), 台灣廠商自創國際品牌策略與行銷績效之關係研究, 中山管理評論, 7(4), 71-104。洪振鐘(2006), 品牌來源國形象、品牌關係品質對品牌權益的影響:以購物 / 拍賣網站為例, 私立銘傳大學資訊管理學系未出版之碩士論文, 7-14。邱志聖, 巫立宇, 陳仲熙(2001), 產品知識及來源國形象對顧客滿意度之影響 - Elaboration Likelihood Model之理論應用, 管理學報, 18(2), 185-212。陸定邦(2001), 設計泛化之評價系統 - 以吸塵器產品為例, 技術學刊, 16(3), 479-486。柯惠玲, 邱卉萍, 胡志勇(2007), 來源國形象、產品知識對消費者產品評價之影響, 國立屏東商業技術學報, 12(9), 351-369。海口市人民政府網(2008), 海口海關:旅客攜帶奶粉入境現象明顯增多, 中國新奶業週刊, 7(44), 26。許士軍(1987), 新加坡消費者對不同來源地產品之知覺態度, 管理評論, 6, 5-23。曹文琴(2003), 來源國效應與產品評價態度相關性之研究-以汽車業為例, 勤益學報, 21(1), 191-204。蔡東峻, 吳萬益, 李奇勳(2002), 價格、保證及來源國形象對產品評價與購買意願的影響, 管理學報, 21(1), 21-46。潘偉華(2006), 「韓國製造」對消費者知覺品質之影響-以韓國汽車在台銷售為例, 中華管理學報, 7(2), 23-44。衛生署(2008), 衛生署藥物食品安全週報, 158, 1-2。

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